



BBA DEGREE – CODE #1938

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Personal financial services is one of the most lucrative and rapidly expanding professions in existence. By combining expertise in estate planning, investment planning, risk management, insurance evaluation, tax planning, retirement planning, and employee benefits planning, the CERTIFIED FINANCIAL PLANNER™ professional offers one-stop comprehensive expert advice that would have formerly required a variety of different professionals. As a student completing this four-year degree, you will be eligible to sit for the CERTIFIED FINANCIAL PLANNER™ examination. While there are numerous job opportunities for employment in various types of financial institutions - banks, investment firms, and the insurance industry - perhaps the greatest earnings potential lies in becoming a self-employed CFP® practitioner.

ADVANTAGES

- Students receiving their AAS or AS degree in virtually any business concentration will be able to seamlessly transfer into this program and receive the BBA degree in four more semesters, which includes a full-semester internship in the field.
- Students develop the ability to integrate and synthesize the knowledge identified by the CFP® Board's required topic list and gained from core courses, into decision making, critical thinking, and problem-solving skills.
- This program is registered with the Certified Financial Planner Board of Standards, Inc.

OCCUPATIONAL OPPORTUNITIES

- Banking
- Insurance
- Investment firms
- Financial planning firms
- Attorneys' offices
- Self-employment
- Employee benefits specialists
- Accounting firms
- Wealth management firms
- Broker-dealer (securities) firms

EMPLOYMENT STATISTICS

Employment and continuing education rate of 100 percent – 50 percent are employed; 50 percent continued their education.

RELATED PROGRAMS

[Accounting](#)
[Business Administration](#)
[Marketing](#)

ENTRANCE REQUIREMENTS/RECOMMENDATIONS

Required: Algebra, Geometry, Algebra 2

REQUIRED EQUIPMENT

A tier 1 laptop computer is required for students entering this degree program. Laptop specifications are available at www.alfredstate.edu/required-laptops.

CERTIFIED FINANCIAL PLANNER®: THE HIGHEST STANDARD

Today more than ever, CFP® pros are an essential resource. From budgeting, to planning for retirement, to saving for education, to managing your taxes and your insurance coverage, "finances" doesn't mean just one thing for most Americans - and "financial planning" means much more than just investing. Bringing all the pieces of your financial life together is a challenging task.

Although many professionals may call themselves "financial planners," CFP® professionals have completed extensive training and experience requirements and are held to rigorous ethical standards. They understand all the complexities of the changing financial climate and are required to make financial planning recommendations in your best interest.

WHY CERTIFICATION MATTERS

Most people think all financial planners are "certified," but this isn't true, nor are all certifications the same. Anyone may call him or herself a "financial planner," but only those who have fulfilled the certification and renewal requirements of the CFP Board can display the CFP® certification marks, which represent a high level of competency, ethics, and professionalism. CFP Board's *Standards of Professional Conduct* require CFP® pros to look out for your interests above their own when delivering financial planning advice.

EDUCATION

Unlike many financial advisors, CFP® pros are required to develop their theoretical and practical knowledge by completing a comprehensive course of study at a college or university with a curriculum approved by the CFP Board. Planning professionals with training outside of the CFP Board's approved list may meet the education requirement through a review process, which looks at transcripts, previous course work, and other professional designations.

EXAMINATION

CFP® professionals must pass the comprehensive CFP® Certification Exam, which tests their ability to apply financial planning knowledge to real-life situations. The exam covers the financial planning process, tax planning, employee benefits and retirement planning, estate planning, investment management and insurance. The average pass rate for this difficult exam is only 55 percent to 60 percent. This comprehensive exam ensures that CFP® professionals are highly qualified to develop a plan for your finances.

EXPERIENCE

CFP® professionals must have a minimum of three years' experience in the financial planning process prior to earning the right to use the CFP® certification marks. This hands-on experience guarantees that CFP® professionals have practical financial planning knowledge, so you can count on them to help you create a realistic financial plan that fits your individual needs.

ETHICS

When it comes to financial planning, CFP® professionals are held to the highest of standards. CFP Board's *Code of Ethics* outlines CFP® professionals' obligations to uphold principles of integrity, objectivity, competence, fairness, confidentiality, professionalism and diligence. The *Rules of Conduct* require CFP® professionals to put clients' interests above their own, and to provide their financial planning services as a "fiduciary" — acting in the best interest of their financial planning clients. CFP® professionals are subject to sanctions if they violate these standards.

ENFORCEMENT

CFP Board's rigorous enforcement of its *Standards of Professional Conduct* — including releasing disciplinary information to the public — distinguishes the CFP® certification from the many other designations in the financial services industry. Anyone who seeks CFP® certification is subject to a background check, and those whose past conduct falls short of CFP Board's ethical and practice standards can be barred from becoming certified. After attaining certification, a CFP® professional who violates CFP Board's ethical and practice standards becomes subject to disciplinary action, which could include the permanent revocation of certification.

Through diligent enforcement of its ethical and practice standards, CFP Board provides you with the confidence that your CFP® professional is both competent and ethical.

OFFICE OF ACCESSIBILITY SERVICES

Students who believe they need a reasonable accommodation to properly participate in this program may contact Melanie Ryan in the Office of Accessibility Services. This office may be contacted by email at oas@alfredstate.edu or by phone at 607-587-4506. Please keep in mind that some accommodations may take time to implement, so students seeking accommodations are encouraged to contact OAS as early as possible.

FINANCIAL PLANNING - BBA DEGREE

TYPICAL EIGHT-SEMESTER PROGRAM

First			
ACCT	1124	Financial Accounting	4
COMP	1503	Writing Studies	3
MKTG	2073	Principles of Marketing	3
MATH	xxx3	Stats I or Stats Methods	3
CISY	xxx3	Computer Elective	3
			16
Second			
ACCT	2224	Managerial Accounting	4
BUAD	2033	Business Communication	3
GLST	2113	Global & Diverse Perspectives	3
SPCH	1083	Public Speaking	3
SPCH	xxx3	OR Effective Speaking Equivalent	3
MATH	xxx3	Gen. Ed. Math Elective	3
			16
Third			
BUAD	3153	Fundamentals of Management	3
BUAD	3043	Business Law I	3
BUAD	4203	Intro Personal Financial Plan	3
ECON	1013	Principles of Macroeconomics	3
BUAD	4133	Investments	3
			15
Fourth			
MKTG	1063	Principles of Sales	3
ECON	2023	Principles of Microeconomics	3
BUAD	4193	Insurance and Risk Management	3
LITR	xxx3	Literature Elective	3
XXXX	xxx3	Open Elective	3
XXXX	xxx3	Gen. Ed. Natural Science Elective	3
			18
Fifth			
ACCT	3453	Tax Accounting I	3
BUAD	5003	Management Communications	3
BUAD	5023	Human Resource Management	3
FSMA	7023	Estate Planning	3
XXXX	xxx3	Business Elective - Upper	3
			15
Sixth			
FSMA	5003	Investment Planning	3
FSMA	6003	Employee Benefit Planning	3
XXXX	xxx3	Business Elective	3
XXXX	xxx3	Business Elective	3
XXXX	xxx3	Gen Ed/LAS Elective	3
			15
Seventh			
FSMA	7123	Persnl Finan Planning Capstone	3
BUAD	5033	Retirement Planning	3
FSMA	5103	Tax Planning	3
FSMA	7103	Money & Banking	3
XXXX	xxx3	Business Elective - Upper	3
			15
Eighth			
FSMA	8112	Financial Planning Internship	12

Be advised that a prior felony conviction may impede a student's ability to participate in an internship and complete the program.

GRADUATION REQUIREMENTS

- 122 credit hours
- 30 credit hours of the 45 upper-level credit hours for this degree must be taken at Alfred State
- Cumulative overall index of at least 2.0
- Seven of the 10 SUNY approved General Education categories must be fulfilled

END-OF-PROGRAM EXAM REQUIREMENTS

All students are required to complete an end-of-program exam. This exam will be taken in the capstone course for the student's specific program in FSMA 7123 Personal Financial Planning Capstone. The end-of-program exam will also be considered an assignment in the capstone course. The benefit of taking the end-of-program exam is to test the student's knowledge at the time of graduation. Students may include the progress from the end-of-program exams on their resume. Exams will be taken once and they will impact the student's capstone course grade by 5%. Please refer to the syllabi for the relevant capstone course to know the grading scale for the end-of-program exam.

The end-of-program exams are **required**, *not optional*.

Information on how to take the exams will be given in the course prior to the end-of-program exam.

How should I prepare for the assessment exam?

The comprehensive end-of-program exam covers topics taught throughout the degree program, which are aligned to the topics required for accreditation. The preparation for the exam comes from your educational experience with the school, specifically through the required courses for your degree. The exam assesses the foundational knowledge areas for your discipline.