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.

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

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 91 percent – 73 percent are employed and 18 percent continued their education.

RELATED PROGRAMS
- Accounting
- Business Administration
- Marketing

ENTRANCE REQUIREMENTS/RECOMMENDATIONS
Required: Algebra, Geometry, Algebra 2, SAT and/or ACT scores with a recommended combined reading/writing and math SAT score of 980 or a composite ACT score of 19.

CERTIFIED FINANCIAL PLANNERS: 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.
# Financial Planning - BBA Degree

## Typical Eight-Semester Program

### First Semester
- **ACCT 1124** Financial Accounting 4
- **COMP 1503** Freshman Composition 3
- **MKTG 2073** Principles of Marketing 3
- **MATH xxx3** Stats I or Stats Methods 3
- **CISY xxx3** Computer Elective 3

### Second Semester
- **ACCT 2224** Managerial Accounting 4
- **BUAD 2033** Business Communication 3
- **SPCH 1083** Effective Speaking 3
- **GLST 2113** Global Perspectives, Spec. Topic 3
- **MATH xxx3** Gen. Ed. Math Elective 3

### Third Semester
- **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

### Fourth Semester
- **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

### Fifth Semester
- **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

### Sixth Semester
- **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

### Seventh Semester
- **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

### Eighth Semester
- **FSMA 8112** Financial Planning Internship 12

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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