

FINANCE, BACHELOR OF SCIENCE (B.S.) WITH A CONCENTRATION IN FINANCIAL PLANNING

The concentration in financial planning prepares students for careers in financial planning by providing a comprehensive curriculum and experiential learning opportunities. The program is designed to equip students with the necessary knowledge and practical skills to meet the Certified Financial Planner board's educational requirements. Through a combination of coursework, case studies and hands-on experiences, students gain expertise in areas such as investment planning, tax strategies, risk management, estate planning and retirement planning. Graduates of the program will be well-prepared to sit for the CFP® exam upon completion of their degree, positioning them for success in the financial planning profession.

Learning goals

The program is designed to equip students with the comprehensive knowledge, analytical skills, and ethical framework necessary to develop and implement effective financial strategies for individuals and families. Students will be able to integrate advanced financial concepts with real-world applications, enabling them to make informed decisions that enhance clients' financial well-being and contribute to their long-term financial security.

Student learning outcomes

Upon completing this program:

- Students will be able to identify and use relevant data to calculate appropriate quantitative measures that help in making informed financial decisions.
- Students will be able to describe and expound on several financial solutions in a structured, organized and deliberate manner with comparisons, anecdotal evidence and descriptive analysis.
- Students will be able to express the analytic, quantitative and ethical dimensions of a business problem and proposed solutions in a clear, well-organized manner that is free of bias or distortions.
- Students will be able to identify and analyze ethical dimensions of a business situation and relate those dimensions to general and professional ethical standards.

Financial planning concentration-specific outcome

- Students will be able to identify, gather and apply relevant financial data to calculate key quantitative measures, enabling them to make well-informed and strategic financial planning decisions for client.
- Students will be able to articulate and compare various financial planning strategies in a structured and organized manner, using comparisons, case studies and descriptive analysis to present tailored financial solutions that meet clients' unique needs.
- Students will be able to evaluate financial planning scenarios by considering their analytic, quantitative and ethical aspects, and clearly communicate proposed solutions in a well-organized, unbiased and professional manner.
- Students will be able to identify and critically analyze the ethical dimensions of financial planning situations, applying both general

and professional ethical standards to ensure responsible and client-focused decision-making.

Special requirements

The **admission requirements for the School of Business** detail the deadlines and other requirements for students to be admitted to one of these major programs of study. The following courses must be completed before the student may declare a specific business major: ACCT 203, ACCT 204, BUSN 201 or BUSN 205, BUSN 212 or MATH 200, BUSN 225, ECON 210, ECON 211, UNIV 111, UNIV 112 and UNIV 200.

The School of Business has special academic policies (<http://bulletin.vcu.edu/undergraduate/business/undergraduate-information/academic-policies/>), including policies on transfer credits, that apply to all undergraduate degrees.

All baccalaureate degree programs in the School of Business require successful completion of the business knowledge exam as administered in BUSN 499.

Students may need to take additional mathematics courses as prerequisites to BUSN 212 or MATH 200. These credits will count as open electives in the degree program.

No more than six credits from the BUSN 16X Digital Literacy courses may be applied to the degree.

INTL 493 may not be counted toward a business degree.

Credit for SPCH 121 or SPCH 321 will substitute for BUSN 225, and no more than three credits of these courses may be applied toward a business degree. Students who earned a minimum grade of B in either ECON 203 or ECON 205 at VCU may substitute that credit for ECON 210.

The pass/fail grading policy may not be used for many course requirements. Students should check with their academic adviser before taking the pass/fail grading option.

Students must receive a minimum grade of C in FIRE 201, FIRE 317 and FIRE 463 (CAPSTONE) and must have a minimum GPA of 2.0 in the remainder of the financial planning concentration requirements.

Degree requirements for Finance, Bachelor of Science (B.S.) with a concentration in financial planning

Course	Title	Hours
General education (https://bulletin.vcu.edu/undergraduate/undergraduate-study/general-education-curriculum/)		
Select 30 credits of general education courses in consultation with an adviser.		30
Major requirements		
• Major core requirements		
FIRE 312	Financial Modeling	3
FIRE 317	Investments	3
• Concentration requirements		
FIRE 309	Risk Management and Insurance	3
FIRE 449	Employee Benefit Planning	3
FIRE 453	Estate Planning	3
FIRE 463	Financial Planning Capstone	3

FIRE 201	Personal Financial Planning	3
ACCT 301	Federal Income Taxation for Individuals	3
Approved financial planning electives (choose two from approved list.)		6
Ancillary requirements		
• Ancillary core courses		
ACCT 203 & ACCT 204	Introduction to Accounting I and Introduction to Accounting II	6
BUSN 225	Winning Presentations	3
BUSN 301	Career and Professional Development	1
BUSN 323	Legal Environment of Business	3
BUSN 499	Business Knowledge Exam	0
ECON 210	Principles of Microeconomics (satisfies general education BOK for social/behavioral sciences and/or AOI for global perspectives)	3
ECON 211	Principles of Macroeconomics	3
FIRE 311	Financial Management	3
INFO 360	Business Information Systems	3
MGMT 303	Creativity and Ideation	3
MGMT 310	Managing People in Organizations	3
MGMT 434	Strategic Management	3
MKTG 301	Marketing Principles	3
SCMA 301	Business Statistics I	3
SCMA 320	Production/Operations Management	3
• Additional ancillary requirements		
BUSN 201	Foundations of Business ¹	3
or BUSN 205	Introduction to the World of Business	
BUSN 212	Business Problem Solving and Analysis (either satisfies general education quantitative foundations)	4
or MATH 200	Calculus with Analytic Geometry I	
Open electives		
Select any course. ²		16
Total Hours		120

1

BUSN 205 satisfies general education AOI for global perspectives.

2

Students may choose electives to reach the minimum total of 120 credits.

The minimum number of credit hours required for this degree is 120.

Approved financial planning electives

Course	Title	Hours
ACCT 410	Advanced Tax Accounting	3
BUSN 400 & BUSN 401	Principles of Consulting and International Consulting Practicum (must get credit for both courses to count toward degree completion)	6
ECON 307	Money and Banking	3
ECON 402	Business Cycles and Forecasting	3

ECON 403	Introduction to Mathematical Economics	3
FIRE 305	Principles of Real Estate	3
FIRE 315	Real Property Management	3
FIRE 316	International Financial Management	3
FIRE 319	Financial Mathematics	3
FIRE 320	Actuarial Probability Concepts	3
FIRE 359	Issues in Risk Management and Insurance	3
FIRE 417	Security Analysis and Portfolio Management	3
FIRE 429	Property and Liability Insurance	3
FIRE 441	Funds Management in Financial Institutions	3
FIRE 445	Real Estate Investment Analysis	3
FIRE 451	Options, Futures and Swaps	3
FIRE 461	Cases in Financial Management	3
FIRE 469	Advanced Property/Casualty Insurance: Alternative Markets	3
FIRE 491	Topics in Finance, Insurance and Real Estate	1-3
FIRE 492	Independent Study in Finance, Insurance and Real Estate	1-3
FIRE 493	Internship in Finance, Insurance and Real Estate (requires departmental approval)	3
MKTG 442	Services Marketing	3
MKTG 335	Professional Selling I: The Art of Persuasion	3

Freshman year

Fall semester	Hours	
MATH 151	Precalculus Mathematics (counts toward open electives)	4
UNIV 111	Introduction to Focused Inquiry: Investigation and Communication (satisfies general education UNIV foundations)	3
Play course	Investigation and Communication (satisfies general education UNIV foundations)	3
Introduction to Focused Inquiry: Investigation and Communication	General education course	3
	General education course	3
	General education course	3

Term Hours: 16

Spring semester

BUSN 225	Winning Presentations	3
MATH 200 or BUSN 212	Calculus with Analytic Geometry I (satisfies general education quantitative foundations) or Business Problem Solving and Analysis	4

UNIV 112	Focused Inquiry II (satisfies general education UNIV foundations)	3
Play course video for Focused Inquiry II		
General education course		3
General education course		3

Term Hours: 16

Sophomore year

Fall semester

ACCT 203	Introduction to Accounting I	3
BUSN 201	Foundations of Business ¹	3
or BUSN 205	or Introduction to the World of Business ¹	
ECON 210	Principles of Microeconomics (satisfies general education BOK for social/behavioral sciences and/or AOI for global perspectives)	3
UNIV 200	Advanced Focused Inquiry: Literacies, Research and Communication (satisfies general education UNIV foundations)	3
FIRE 201	Personal Financial Planning	3

Term Hours: 15

Spring semester

ACCT 204	Introduction to Accounting II	3
BUSN 301	Career and Professional Development	1
ECON 211	Principles of Macroeconomics	3
MKTG 301	Marketing Principles	3
SCMA 301	Business Statistics I	3
Open elective		3

Term Hours: 16

Junior year

Fall semester

FIRE 311	Financial Management	3
MGMT 310	Managing People in Organizations	3
SCMA 320	Production/Operations Management (Open elective)	3
FIRE 309	Risk Management and Insurance	3
Open elective		3

Term Hours: 15

Spring semester

FIRE 312	Financial Modeling	3
FIRE 317	Investments	3
MGMT 303	Creativity and Ideation	3
ACCT 301	Federal Income Taxation for Individuals	3
Open Elective		3

Term Hours: 15

Senior year

Fall semester

BUSN 323	Legal Environment of Business	3
FIRE 449	Employee Benefit Planning	3
INFO 360	Business Information Systems	3
FIRE 453	Estate Planning	3

Approved Financial Planning elective	3
--------------------------------------	---

Term Hours: 15

Spring semester

BUSN 499	Business Knowledge Exam	0
MGMT 434	Strategic Management	3
FIRE 463	Financial Planning Capstone	3
Approved Financial Planning elective		3
Open elective		3

Term Hours: 12

Total Hours: 120

1

BUSN 205 satisfies general education AOI for global perspectives.

The minimum number of credit hours required for this degree is 120.