Finance—Financial Planning Concentration

What makes this program special?
The Finance program at WCU offers two concentrations—Banking and Financial Planning. Students in the financial planning track will have met the requirements to sit for the Certified Financial Planner exam and will be prepared for entry-level jobs in fee- and/or commission-based or salaried financial planning jobs. Either track will introduce students to sufficient finance theory and concepts to consider other careers in finance or graduate study.

Are there any additional admission requirements?
To declare finance as a major, students must maintain a 2.0 grade-point average for their first 30 hours of college credit. Students are strongly encouraged to declare finance as their major right away and to start taking courses in the program since there are specific courses required as prerequisites and for graduation.

What scholarship monies are available?
All students are considered for merit-based scholarships at the time of admission. Additional scholarships are available based on FAFSA information. The finance program and College of Business have a number of scholarships that are either specific to finance and/or business majors. Scholarships range from $250 to $5,000.

What will I be able to do with this degree when I graduate?
Financial planning is identified as one of the 20 hottest professions of the future by U.S. News and World Report. Entry-level salaries for financial planners range from $25,000 to 35,000. Experienced planners make in excess of $200,000. Positions are available as financial planners in insurance, real estate, and banking and in the benefits-planning units of companies.

Things you need to know
- Bachelor of Science in Business Administration degree
- Requires 57 hours, with 39 hours of liberal studies
- 21-hour major, 36-hour common business core, 39 hours of liberal studies, 24 hours of electives
- Paid and non-paid experiential learning through internships
- Average starting salaries in excess of $25,000 nationally
- Earnings potential in excess of $100,000 with experience
- Qualified to sit for CFP exam
- Many opportunities locally, regionally and nationally
- Active student organization

Careers with this Degree
- Financial Planner
- Benefits Analyst
- Financial Services Consulting
- Stock Brokerage
- Insurance
- Banking

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Visit us online at go towestern.com or call 877.WCU.4YOU to apply to WCU.
What are the professors like?
Each of the full-time finance faculty members holds a doctoral degree. Adjunct faculty are hired based on professional certification (such as the CFP), business experience and education. Faculty members know and interact with area banks and financial planning firms and businesses, and faculty members are active in academic and/or professional organizations.

What are the students in the program doing?
Financial planning students often choose to do an internship. Service learning, wherein students work with area businesses and organizations, is an integral part of the finance programs. Students learn to help clients with financial planning, estate planning, college-savings planning, income taxation, and retirement planning.

Will I be able to participate in internships, clubs and other extracurricular opportunities?
The Finance Club at WCU is very active. Students benefit from the opportunity to meet financial planning and banking executives, go on field trips, and do community service. An annual trip to New York City gives finance students an opportunity to visit the financial capital of the world as well as to enjoy sightseeing and other entertainment activities NYC has to offer. We manage a $300,000 investment portfolio for the Tennessee Valley Authority and participate annually in financial planning competitions, where WCU students have often placed nationally.

Related Links
Finance salary information: www.wageweb.com/fin1
The Financial Planning Association: www.fpanet.org
See our program site: www.wcu.edu/cob/afe/

Visit us online at gotowestern.com or call 877.WCU.4YOU to apply to WCU.