

# Program Fact Sheet Template for Majors

Please complete all questions. Do not add questions.

## Name of program:

Bachelor of Science in Business Administration--Finance Financial Planning concentration requires 57 hours, with 39 hours of liberal studies and 24 hours to use for electives, second major or a minor.

**Q1: 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.

**Q2: Are there any additional admission requirements?** To declare finance as a major, students must maintain a GPA of 2.0 for their first thirty hours of college credit. Students are strongly encouraged to declare finance as their major right away and start taking courses in the programs since there are many specific courses required as prerequisites and for graduation.

**Q3: What scholarship monies are available?** 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.

**Q4: What will I be able to do with this degree when I graduate?** Financial planning is identified as one of the twenty hottest professions of the future by *U.S. News and World Report*. Entry-level salaries for financial planners range from \$25-35,000. 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.

**Q5: What are the professors in this program like?** Each of the full-time finance faculty members holds a doctorate 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 participate in academic and/or professional organizations.

**Q6: 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.

**Q7: Will I be able to participate in 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. The annual trip to New York City gives finance students an opportunity to visit the financial capital of the world as well as to partake of 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 we have often placed nationally.

## Q8: Things you should know about this program:

- Bachelor of Science in Business Administration Degree

- 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
- Financial planning students are qualified to sit for CFP exam
- Many opportunities both locally, regionally and nationally
- Very active student organization

**Q9: Careers associated with this degree:**

- Financial planner
- Benefits analyst
- Financial services consulting
- Stock brokerage
- Insurance
- Banking

**Q10: Whom do I contact for more information about (insert program name here)?**

**Name:** Dr. Roger Lirely

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**Ph:** [828] 227-3491

**Program and/or departmental Web site address:** [www.wcu.edu/cob/afe/](http://www.wcu.edu/cob/afe/)

**Additional links to: Faculty Web sites, news releases, feature stories on students, video, etc. here**

Finance salary information: [www.wageweb.com/fin1](http://www.wageweb.com/fin1).

General information and jobs: [www.careers-in-finance.com](http://www.careers-in-finance.com)

[www.financialplanningjobs.org](http://www.financialplanningjobs.org)

[careers.fpanet.org](http://careers.fpanet.org)

The Financial Planning Association: [www.fpanet.org](http://www.fpanet.org)