

The completed and signed proposal should be submitted by the Dean's Office to: curriculumplanning@asu.edu. Before academic units can advertise undergraduate concentrations or include them in their offerings as described in the university catalogs, they must be recommended for approval by the Senate Curriculum and Academic Programs Committee and approved by the Office of the University Provost.

**Definition and minimum requirements:**

A concentration is a formalized selection of courses within a major.

- A concentration requires a minimum of 15 credit hours of which at least nine credit hours must be upper division. Specialized concentrations (e.g., Bachelor of Science in Interdisciplinary Studies concentrations) may have additional or different requirements.
- A concentration is offered by a single unit and is intended exclusively for students pursuing a particular major. If a concentration consists of courses from more than one college, the approval of each college Dean is required.

**College/School/Institute:** W. P. Carey School of Business  
**Department/Division/School:** Dean's Office  
**Proposing Faculty Group (if applicable):**  
**Are two or more academic units collaborating on this program?** No, this is not a joint degree program

*If "Yes", list all the additional college(s)/school(s)/institute(s) that will be involved in the development and resources for the degree program by offering courses, faculty or facilities. Please note: This question does not refer to official joint degree programs. Official joint degree programs are ones in which the degree is jointly conferred by two colleges. If the program is jointly conferred, please complete the Proposal to Establish a New Joint Undergraduate Degree Program.*

**Existing Degree and Major under which this concentration will be established:** Business BA  
**Proposed Concentration Name:** Financial Planning  
**What is the first catalog year available for students to select on the undergraduate application for this this program?** 2020-21

**Delivery method and campus or location options:** *select all locations that apply*

- Downtown Phoenix     Polytechnic     Tempe     Thunderbird     West     Other: \_\_\_\_\_
- Both on-campus and**  ASU Online\* - (check applicable campus(es) from options listed above)
- ASU Online only (all courses online and managed by ASU Online)

*Note: Once students elect a campus or online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus then complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.*

**Proposal Contact**

**Name:** Thomas Bates      **Title:** Chair and Associate Professor  
**Phone number:** 480-965-6300      **Email:** Thomas.Bates@asu.edu

**DEAN APPROVAL(S)**

**This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed organizational change.**

**College/School/Division Dean name:** Amy Hillman

**Signature:** \_\_\_\_\_ **Date:** 10/08/2019

**College/School/Division Dean name:**

*(if more than one college involved)*

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_ / \_\_\_\_ /20

*Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.*

## OVERVIEW

- A. Provide a brief description of the new concentration (including the specific focus of the new concentration, relationship to other concentrations in this degree program, etc).

The Business (Financial Planning), BA is designed to provide students with the knowledge of finance, taxes, portfolio management, insurance and estate planning so they can secure employment in the growing field of financial services and planning and will ensure that our graduates have the knowledge necessary to provide personal planning services to their clients.

- B. Explain the unit's need for the new concentration (e.g., market demand, research base, direction of the discipline, and interdisciplinary considerations). How will the new concentration complement the existing degree program?

Currently the majority of the Finance curriculum is focused on Corporate Finance and Investment Banking. In the Phoenix metropolitan area, however, many of our graduates are going to work in jobs focused on personal finance. The BA in Business in Financial Planning will provide our graduates with knowledge and experience in personal financial planning so they can secure employment in the growing field of financial services and planning. The Phoenix area is home to a large number of boutique wealth management firms, as well as larger firms such as Vanguard, Schwab and USAA. All of these firms need graduates with financial planning skills, and they have the capacity to hire dozens of our graduates each year.

According to the EMSI program development report data the summary of market need is below:

- The US had 4.2% growth in personal finance job openings from 2016-2019
- AZ saw 17% growth in personal finance job openings from 2016-2019
- Predicted 15% increase in personal finance jobs from 2017-2027
- 3 of the 50 most recent US job postings for this type of role are in Arizona
- Phoenix is #12 on the list of cities posting the most for this job type with 130 postings in the past month
- There's a high demand in job postings and low supply in job profiles (i.e. candidates) for wealth management, financial planning, financial services, and investments

Also, according to the Bureau of Labor Statistics Occupational Outlook Handbook (<https://www.bls.gov/ooh/>), the predicted growth rates for 2016-2026 for typical careers in Personal Finance are as follows:

Personal Financial Advisor: 15%

Financial Analysts: 11%

Financial Managers: 19%

## 1. Impact and Collaboration

- A. Attach a supporting letter from the chair of the academic unit verifying that the proposed concentration has received faculty approval through appropriate governance procedures in the unit and that the unit has the resources to support the concentration as presented in the proposal, without impacting core course resources.

Letter from Department Chair, Thomas Bates, attached.

- B. Identify other related ASU programs and outline how the new concentration will complement these existing ASU programs. (If applicable, statements of support from potentially affected academic units need to be included with this proposal submission.)

The financial planning concentration is a nice complement to the existing finance program. The current finance major is focused on corporate finance and investments, and is well suited for students who desire careers in large corporations or banks, but it may not provide some of the specialized knowledge needed to enter the rapidly growing field of financial planning. The new financial planning curriculum will start with the traditional business core and then will focus on courses designed to prepare them to work in personal financial planning. This will provide additional options for our students to choose a program that best suits their interests and career goals.

Impact and collaboration statements from College of Integrative Sciences and Arts and Thunderbird School of Global Management.

- C. Attach a supporting letter from each college/school dean from which individual courses, or the entire concentration, are taken.






Letter from Accounting Chair, Andy Call, attached.

**2. Academic Curriculum and Requirements**

- A. Attach a PDF copy of the assessment plan printed from the University Office of Evaluation and Educational Effectiveness assessment portal demonstrating UOEEE's approval of your assessment plan for this program. Visit the assessment portal at <https://uoeee.asu.edu/assessment-portal> or contact [uoeee@asu.edu](mailto:uoeee@asu.edu) with any questions.
  
- B. Attach a PDF copy of the curriculum checklist from BMM to the proposal submission.

# 2020 Course List for Business (Financial Planning) (BA) (Proposed)

W. P. Carey School of Business | SQTLLWS

Major Requirements	Credit Hours	Min. Grade
<b>Business Critical Tracking Courses</b>		
ACC 231: Uses of Accounting Information I	3	C
ACC 241: Uses of Accounting Information II	3	C
CIS 105: Computer Applications and Information Technology (CS)	3	C
ECN 211: Macroeconomic Principles (SB)	3	C
ECN 212: Microeconomic Principles (SB)	3	C
ECN 221: Business Statistics (CS)	3	C
MAT 210: Brief Calculus (MA)	3	C
MAT 211: Mathematics for Business Analysis	3	C
<b>Business Core</b>		
FIN 300: Fundamentals of Finance	3	C
LES 305: Business Law and Ethics for Managers	3	C
MGT 300: Organization and Management Leadership	3	C
MKT 300: Marketing and Business Performance	3	C
SCM 300: Global Supply Operations	3	C
Upper Division International Business Course AND Global Awareness (G)	3	C
WPC 300: Problem Solving and Actionable Analytics	3	C
<b>Financial Planning Concentration</b>		
ACC 435: Personal Tax Management and Planning 	3	C
FIN 380: Personal Financial Management	3	C
FIN 385: Personal Insurance Planning 	3	C
FIN 386: Estate Planning Strategies 	3	C
FIN 420: Personal Portfolio Management 	3	C
FIN 460: Personal Finance Cases and Modeling 	3	C
<b>Major Support Courses</b>		
COM 100: Introduction to Human Communication (SB) OR COM 225: Public Speaking (L) OR COM 230: Small Group Communication (SB) OR COM 259: Communication in Business and the Professions	3	
ENG 302: Business Writing (L)	3	
PSY course (SB)	3	
SOC course (SB)	3	
WPC 148: First-Year Introduction to Career Development	0.25	C
WPC 248: Sophomore Career Narrative Design OR WPC 347: Intermediate Career Management	0.25	C
WPC 348: Junior Networking Foundations	0.25	C
WPC 448: Senior Career Transition Management	0.25	C
Electives	Credit Hours	Min. Grade
Elective	3	
General Studies Elective	9	
Upper Division Elective	2	
WPC 484: Internships & Applied Academics OR Upper Division Elective	3	
<b>Track/Groups</b>		
Upper Division International Business Course - select one course (3 credit hours)	General Studies Electives	General Studies Electives Continued

AGB 302: International Management and Agribusiness (G)	ASL 101: American Sign Language I	LAT 101: Elementary Latin
	ASL 102: American Sign Language II	LAT 102: Elementary Latin
ECN 306: Survey of International Economics (SB & G)	ASL 201: American Sign Language III	MAT 242: Elementary Linear Algebra
MGT 302: Principles of International Business (G)	ASL 202: American Sign Language IV	MAT 243: Discrete Mathematical Structures
	BIO 320: Fundamentals of Ecology	MAT 310: Introduction to Geometry
MKT 425: Global Marketing Management (G)	CHI 110: Intensive Chinese I	MAT 342: Linear Algebra
	CHI 205: Chinese Calligraphy	MAT 370: Intermediate Calculus
SCM 463: Global Supply Chain Management (G)	COM 207: Introduction to Communication Inquiry	MAT 371: Advanced Calculus I
	COM 259: Communication in Business and the Professions	MAT 372: Advanced Calculus II
	COM 281: Communication Activities	MAT 410: Introduction to General Topology
	COM 312: Communication, Conflict, and Negotiation	MAT 415: Introduction to Combinatorics
	COM 341: Social Contexts for Performance	MAT 416: Graph Theory
	COM 414: Crisis Communication	MAT 442: Advanced Linear Algebra
	COM 430: Leadership in Group Communication	MAT 443: Introduction to Abstract Algebra
	COM 453: Communication Training and Development	MAT 444: Intermediate Abstract Algebra
	COM 465: Intercultural Communication Workshop	MAT 445: Theory of Numbers
	ENG 210: Introduction to Creative Writing	MAT 460: Vector Calculus
	ENG 213: Introduction to the Study of Language	MAT 461: Applied Complex Analysis
	ENG 310: Intermediate Creative Writing	MAT 462: Applied Partial Differential Equations
	ENG 314: Modern Grammar	MAT 472: Intermediate Real Analysis I
	ENG 345: Selected Authors or Issues	MAT 475: Differential Equations
FAS 301: Introduction to Parenting		MAT 485: History of Mathematics
GCU 433: Geography of Southeast Asia		POR 101: Elementary Portuguese I
GRK 101: Elementary Ancient Greek		POR 102: Elementary Portuguese II
GRK 201: Intermediate Ancient Greek		ROM 101: Elementary Romanian
HST 389: Japan Society and Values/Premod		ROM 201: Intermediate Romanian
JPN 110: Intensive Japanese I		ROM 313: Romanian Composition and Conversation
IDN 101: Elementary Indonesian I		ROM 314: Romanian Composition and Conversation
IDN 102: Elementary Indonesian II		RUS 101: Elementary Russian I
JPN 206: Japanese Calligraphy		RUS 102: Elementary Russian II
JPN 414: Introduction to Classical Japanese		SPA 101: Elementary Spanish I
KOR 101: First-Year Korean I		SPA 102: Elementary Spanish II
KOR 102: First-Year Korean II		SPA 111: Fundamentals of Spanish
		SPA 486: Chicano/a Novel: <i>Áltima</i> , <i>Rafa y Lala</i>
		UNI 110: Critical Reading and Thinking

C. A minimum residency requirement: How many hours of the concentration must be ASU credit?  
30 credits

D. Provide a brief course description for each new course.

*Note: All new required courses should be submitted in Curriculum Changemaker and ready for the University Provost's Office approval before this concentration is put on the CAPC agenda.*

**FIN 385 Personal Insurance Planning**

Fundamentals of personal risk and insurance. Understanding and evaluating personal insurance coverage. Helpful for an insurance license.

**FIN 386 Estate Planning Strategies**

Estate planning concepts, issues and strategies. Evaluate a personal estate plan and identify components needed. Planning for client objectives and wealth.

**FIN 420 Personal Portfolio Management**

Managing a portfolio of securities through the investment process. Valuing stocks, bonds, managing risk, and considering tax and inflation consequences.

**FIN 460 Personal Finance Cases and Modeling**

Capstone course. Case method training to simulate situations as a financial planner for yourself and for your clients.

**ACC 435 Personal Tax Management and Planning**

Strategies used by financial planners to help clients achieve greater tax efficiency.

**3. Administration and Resources**

A. How will the proposed concentration be administered (including admissions, student advisement, retention, etc.)?

Current resources will be used to provide admissions, advisement, and retention support for this program. The W. P. Carey School has a well-developed process in place for these functions

B. What are enrollment projections for the next three years?

	<b>1<sup>st</sup> Year</b>	<b>2<sup>nd</sup> Year</b> (Yr 1 continuing + new entering)	<b>3<sup>rd</sup> Year</b> (Yr 1 & 2 continuing + new entering)
Number of Students (Headcount)	40	80	120

C. What are the resource implications for the proposed concentration, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this concentration please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this concentration.

This program will be supported using existing resources.

D. Please list the primary faculty participants regarding this proposed concentration. For interdisciplinary concentrations, please include the relevant names of faculty members from across the University.

<b>Name</b>	<b>Title</b>	<b>Area(s) of Specialization as they relate to proposed concentration</b>

Jacob Gold	Adjunct Professor	FIN 380 Personal Financial Management, CERTIFIED FINANCIAL PLANNER practitioner
Debra Radway	Lecturer	FIN 385 Personal Insurance Planning FIN 386 Estate Planning Strategies CERTIFIED FINANCIAL PLANNER practitioner
Glenn Williams	Clinical Assistant Professor	FIN 420 Personal Portfolio Management FIN 460 Personal Finance Cases and Modeling
James Bosserman	Professor of Practice	ACC 435 Personal Tax Management and Planning CPA
Jenny Brown	Associate Professor	ACC 435 Personal Tax Management and Planning
David Hoffman	Senior Lecturer	FIN 380 Personal Financial Management
Thomas Bates	Associate Professor	FIN 460 Finance Cases and Modeling
Sunil Wahal	Professor	FIN 420 Personal Portfolio Management
Laura Lindsey	Associate Professor	FIN 460 Finance Cases and Modeling

**4. Additional Materials**

- A. Prepare and attach a Major Map. If this program will be delivered online as well as in-person, attach a copy of both the major map and the online major map. Please use the "proposed map" function to create a Major Map in BAMB. Instructions on how to create a “proposed major map” in BAMB can be found in the Build a Major Map Training Guide.
- B. ***Complete and attach the Appendix document.***
- C. Attach other information that will be useful to the review committees and the Office of the University Provost.

**APPENDIX  
OPERATIONAL INFORMATION FOR UNDERGRADUATE CONCENTRATIONS**

(This information is used to populate the Degree Search/catalog website.  
Please consider the student audience in creating your text.)

**Proposed Major and Concentration Name:** Business (Financial Planning), BA

**1. Marketing Description** *(Optional. 50 words maximum. The marketing description should not repeat content found in the program description.)*

Financial planners are in high demand in the dynamic field of financial services and planning. This program prepares you to work with clients to help them achieve their financial goals. You will learn from leading faculty the necessary skills in finance, taxes, portfolio management, insurance and estate planning to secure employment in the field.

**2. Program Description** *(150 words maximum)*

As the population ages and life expectancies rise, demand for financial planning services will increase. The BA program in business with a concentration in financial planning provides students with knowledge and experience in personal financial planning so upon graduation they can secure employment in the growing field of financial services and planning. This program will deliver to the next generation of financial planning professionals the knowledge and skills to develop solutions for their clients' personal financial needs.

**3. Contact and Support Information**

Building code and room number: (Search ASU map)	BAC 316
Program office telephone number: (i.e. 480/965-2100)	480/965-3131
Program Email Address:	wpcareyfin@asu.edu
Program Website Address:	<a href="https://wpcarey.asu.edu/undergraduate-degrees/programs">https://wpcarey.asu.edu/undergraduate-degrees/programs</a>

**4. Additional Program Description Information**

- A. Additional program fee required for this program?      Yes       No
- B. Does this program have a second language requirement?      Yes       No

**5. Delivery/Campus Information Options**

On-campus only (ground courses and/or iCourses)

*Note: Once students elect a campus or online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please contact Ed Plus then complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request.*

**6. Campus/Locations** *indicate all locations where this program will be offered.*

- Downtown Phoenix     Polytechnic     Tempe     Thunderbird     West     Other: \_\_\_\_\_

**7. Career Opportunities & Concentration(s)**

Provide a brief description of career opportunities available for this degree program with the proposed concentration. (150 words maximum)



Aging populations are paying closer attention to their finances as they approach retirement. The rising need for financial planning services and advisors translate into huge opportunities for careers in this growing market. Employment of personal financial advisors is projected to grow 15 percent from 2016 to 2026, much faster than the average for all occupations.

**8. Additional Freshman Admission Requirements**

If applicable, list any freshman admission requirements that are higher than and/or in addition to the university minimum undergraduate admission requirements.

Freshman admission requirements for this program are the same as the university's freshman admission requirements.

Readmission requirements: must have a 3.00 transfer GPA (if applicable) and a 3.00 cumulative ASU GPA.

**9. Additional Transfer Admission Requirements**

If applicable, list any admission requirements for transfer students that are higher than and/or in addition to the university minimum undergraduate transfer admission requirements.

Transfer applicants must have a 3.00 GPA for all transfer work and meet university transfer admission requirements. Transfer students should select an additional major, which must be outside the W. P. Carey School of Business, when applying for admission.

Students with fewer than 45 transfer credit hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice will be placed in an exploratory program.

Students with more than 45 transfer credit hours who are not admissible to an exploratory program will be contacted to select an appropriate major.

**10. Change of Major Requirements**

*Standard change of major text is as follows:* A current ASU student has no additional requirements for changing majors. Students should refer to <https://students.asu.edu/changingmajors> for information about how to change a major to this program.

If applicable, list any additional requirements for students who may change their major into this program.

A current ASU student has no additional requirements for changing majors.

**11. Keywords**

List all keywords used to search for this program (limit 10). Keywords should be specific to the proposed program.

Finance, Financial Planner, Personal Finance, Financial Manager, Personal Financial Analyst, Personal Financial Advisor, wealth management, investments

**12. Advising Committee Code**

List the existing advising committee code associated with this degree.

UGBAFS, UGBA01, UGBAFF

*Note: If a new advising committee needs to be created, please complete the following form:*

*Proposal to create an undergraduate advising committee*

**13. Change of Major E-mail Address**

List the contact email address to direct students who are interested in changing to this major.

wpcareyug@asu.edu

**14. Western Undergraduate Exchange (WUE) Eligible:**

Has a request been submitted to the University Provost by the Dean to consider this degree program as eligible for [WUE?](#)

No

*Note: No action will be taken during the implementation process with regards to WUE until approval is received from the University Provost.*

**15. First Required Math Course**

List the first math course required in the major map.

MAT 210

**16. Math Intensity**

a. List the highest math required on the major map. (This will not appear on Degree Search.)

MAT 211

b. What is the math intensity as indicated by the highest math required on the major map? Math intensity categorization can be found here: <https://catalog.asu.edu/mathintensity> Moderate

**17. ONET Codes**

Identify ONET/SOC codes that should be displayed on Degree Search. ONET/SOC codes can be found at: <http://www.onetonline.org/crosswalk/SOC/>. Alternate titles displayed on Degree Search may vary and can be found at: <https://catalog.asu.edu/alternate-career-titles>.

13-2052.00	Personal Financial Advisors	39-1021.00	First-Line Supervisors of Personal Service Workers
11-3031.02	Financial Managers, Branch or Dept	41-3031.02	Sales Agents, Financial Services
11-3031.00	Financial Managers		
13-2071.00	Credit Counselors		
13-2071.01	Loan Counselors		

**18. Area(s) of Interest**

A. Select one (1) primary Area of Interest from the list below that applies to this program.

- |  |  |
|--|--|
| <input type="checkbox"/> Architecture & Construction | <input type="checkbox"/> Health & Wellness                         |
| <input type="checkbox"/> Arts                        | <input type="checkbox"/> Humanities                                |
| <input checked="" type="checkbox"/> Business         | <input type="checkbox"/> <a href="#">Interdisciplinary Studies</a> |
| <input type="checkbox"/> Communications & Media      | <input type="checkbox"/> Law, Justice & Public Service             |
| <input type="checkbox"/> Computing & Mathematics     | <input type="checkbox"/> <a href="#">STEM</a>                      |
| <input type="checkbox"/> Education & Teaching        | <input type="checkbox"/> <a href="#">Science</a>                   |
| <input type="checkbox"/> Engineering & Technology    | <input type="checkbox"/> Social and Behavioral Sciences            |
| <input type="checkbox"/> Entrepreneurship            | <input type="checkbox"/> Sustainability                            |
| <input type="checkbox"/> <a href="#">Exploratory</a> |  |

B. Select any additional Areas of Interest that apply to this program from the list below.

- |  |  |
|--|--|
| <input type="checkbox"/> Architecture & Construction | <input type="checkbox"/> Health & Wellness |
|--|--|

- Arts
- Business
- Communications & Media
- Computing & Mathematics
- Education & Teaching
- Engineering & Technology
- Entrepreneurship
- [Exploratory](#)
- Humanities
- Law, Justice & Public Service
- Law & Justice
- [STEM](#)
- [Science](#)
- Social and Behavioral Sciences
- Sustainability

**BA in Business (Financial Planning)**

*Status:UOEEE Provisional Approval*

Comments:UOEEE approved. For readers of this plan, assessing individual curriculum components in the performance criteria 1.1, 2.1 & 3.1 allows the program to identify areas where students may struggle, just as a formal rubric can. Therefore, this plan was approved without formal rubrics.

Element Outcome Measure Description

AP\_2Goal 0 To further personal financial planning education for students wishing to find a career in that area.

Outcome 1 Students will demonstrate critical thinking skills while developing a comprehensive understanding of personal financial planning to successfully complete the exams for CFP certification.

Plan\_1GenEd 1 Critical Thinking;

Plan\_2Concepts 1 Students will combine an understanding of the financial principles governing risk and return with a knowledge of portfolio management and institutional details to properly develop personal finance plans for clients.

Plan\_3Competencies 1 Risk evaluation, portfolio design, risk mitigation strategies and products.

AP\_1Process 1 1

Measure 1 1 In the capstone course, case problems concerned with estate planning, insurance planning and investment planning are reviewed by the undergraduate finance committee to determine the level of understanding demonstrated by our graduating seniors. The case would involve creating a financial plan for a specific hypothetical individual .

PC 1 1 At least 75% of the sampled students will achieve a score of 70% or greater in their ability to develop a viable analysis and solution method to the case problem presented.  
In addition, the undergraduate finance committee will review that 75% of students receive passing grades demonstrating they have the ability to critically evaluate a financial plan in relation to estate planning, insurance planning and investment planning dimensions.

Measure 1 2 Students surveyed three years after graduation (University Alumni Survey) will evaluate the quality of their university preparation to "Think Critically and Analytically."

PC 1 2 75% or more of surveyed students will rate their preparation at a level of "Quite a Bit" or "Very Much."

Measure 1 3 Students surveyed at graduation (Graduating Senior Report Card) will evaluate the quality of their university preparation to "Think Critically and Analytically."

PC 1 3 75% or more of surveyed students will rate their preparation at a level of "Quite a Bit" or "Very Much."

Element Outcome Measure Description

Outcome	2		Students will demonstrate proficiency in communications while developing a comprehensive understanding of personal financial planning to successfully complete the exams for CFP certification.
Plan_1GenEd	2		Language and Literacy;Verbal Communication;Written Communication;
Plan_2Concepts	2		The financial planning process; organization, style, diction and mechanics of written communication.
Plan_3Competencies	2		Written communication states the purpose and meets the audience’s needs and expectations with regard to tone, design, and visual appeal. Written communication demonstrates developed main ideas with sufficient support. Written communication has logical sequence with recognizable introduction, body, and conclusion. Written communication attempts to use paragraph structure and transitions to enable comprehension. Written communication demonstrates some variety of sentence structure, varied vocabulary and appropriate use of business terms. Students demonstrate proficient word usage. The student's spelling, punctuation and capitalization errors do not interfere in a major way with the readability and credibility.
AP_1Process	2	1	
Measure	2	1	In the capstone course, students will effectively communicate in their case analysis and topical papers. This will be reviewed by the undergraduate finance committee to determine the level of proficiency in their financial planning communications.
PC	2	1	At least 75% of the sampled students will achieve a score of 70% or greater in their ability to communicate the case analysis and topical papers. In addition, the undergraduate finance committee will review that 75% of students receive passing grades demonstrating they have the ability to communicate a financial plan in relation to estate planning, insurance planning and investment planning dimensions.
Measure	2	2	Students surveyed three years after graduation (University Alumni Survey) will evaluate the quality of their university preparation to "Write Clearly and Effectively."
PC	2	2	75% or more of surveyed students will rate their preparation at a level of "Quite a bit" or "Very Much."
Measure	2	3	Students surveyed at graduation (Graduating Senior Report Card) will evaluate the quality of their university preparation to "Write Clearly and Effectively."
PC	2	3	75% or more of surveyed students will rate their preparation at a level of "Quite a Bit" or "Very Much."

Element Outcome Measure Description

Outcome	3		Students will demonstrate proficiency in discipline specific knowledge to successfully complete the exams for CFP certification.
Plan_1GenEd	3		Critical Thinking;Information Literacy;Inquiry and Analysis;Problem Solving;
Plan_2Concepts	3		Risk measurement and risk management; portfolio construction and assessment; knowledge of securities and securities markets, insurance theories and products, and tax law.
Plan_3Competencies	3		Properly identify client risk tolerance, use the appropriate financial products to meet client's risk & return objectives.
AP_1Process	3	1	
Measure	3	1	In the capstone course, students will make use of the theories, mathematics and generally accepted principals of time value, risk and return, portfolio construction and measurement, derivative securities, and insurance to solve problems and cases in financial planning. This will be reviewed by the undergraduate finance committee to determine the level of of proficiency in their financial planning knowledge overall.
PC	3	1	At least 75% of the sampled students will achieve a score of 70% or greater on their ability to demonstrate an aptitude to solve financial planning problems. In addition, the undergraduate finance committee will review that 75% of students receive passing grades using the specific financial and analytic tools used by financial planning professionals.
Measure	3	2	Students surveyed three years after graduation (University Alumni Survey) will evaluate the quality of their university preparation to "Analyze Financial Planning Problems."
PC	3	2	75% or more of surveyed students will rate their preparation at a level of "Quite a bit" or "Very Much."
Measure	3	3	Students surveyed at graduation (Graduating Senior Report Card) will evaluate the quality of their university preparation to "Analyze Financial Planning Problems."
PC	3	3	75% or more of surveyed students will rate their preparation at a level of "Quite a Bit" or "Very Much."




If you have questions, please e-mail [assessment@asu.edu](mailto:assessment@asu.edu) or call UOEEE at (480) 727-1731.






## 2020 - 2021 Major Map



### Business (Financial Planning), (Proposed)

School/College:

SQTLLWS

Term 1 0 - 16 Credit Hours <b>Critical course signified by</b> 	Hours	Minimum Grade	Notes
 WPC 101: Student Success in Business	1		<ul style="list-style-type: none"> <li>• An SAT, ACT, Accuplacer, IELTS, or TOEFL score determines placement into first-year composition courses</li> <li>• Mathematics Placement Assessment score determines placement in mathematics course</li> <li>• ASU 101 or college-specific equivalent First-Year Seminar required of all first-year students. WPC 101 is the W. P. Carey School course that meets this requirement</li> <li>• Join a student <b>club or organization</b></li> <li>• Create your first college <b>resume</b></li> </ul>
CIS 105: Computer Applications and Information Technology (CS)	3	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
MAT 210: Brief Calculus (MA)	3	C	
SOC course (SB)	3		
Humanities, Arts and Design (HU) AND Historical Awareness (H)	3		
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	16		

Term 2 16 - 31.25 Credit Hours <b>Critical course signified by</b> 	Hours	Minimum Grade	Notes
COM 100: Introduction to Human Communication (SB) OR COM 225: Public Speaking (L) OR COM 230: Small Group Communication (SB) OR COM 259: Communication in Business and the Professions	3		<ul style="list-style-type: none"> <li>• Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your <b>academic advisor</b> for more information and options.</li> <li>• Join the W. P. Carey <b>mentorship programs</b></li> <li>• Explore student <b>leadership opportunities</b> in W. P. Carey</li> <li>• Research <b>study abroad opportunities</b> recommended for your major</li> </ul>
ECN 211: Macroeconomic Principles (SB)	3	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
MAT 211: Mathematics for Business Analysis	3	C	
WPC 148: First-Year Introduction to Career Development	0.25	C	
PSY course (SB)	3		
 Complete CIS 105 with a grade of "C" or better.			
 Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
 Complete MAT 210 with a grade of "C" or better.			
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	15.25		

Term 3 31.25 - 46.50 Credit Hours <b>Critical course signified by</b> 	Hours	Minimum Grade	Notes
ACC 231: Uses of Accounting Information I	3	C	<ul style="list-style-type: none"> <li>• Continuing first-year students will take WPC 248, after completing WPC 148</li> <li>• New transfer students will take WPC 347</li> <li>• Explore <b>career resources</b></li> <li>• Develop your <b>professional online presence</b></li> <li>• Meet with your <b>W. P. Carey Career Coach</b></li> <li>• Attend <b>W. P. Carey and ASU Career Fairs</b></li> </ul>
ECN 212: Microeconomic Principles (SB)	3	C	
ECN 221: Business Statistics (CS)	3	C	
WPC 248: Sophomore Career Narrative Design OR WPC 347: Intermediate Career Management	0.25	C	
General Studies Elective	6		
 Complete ECN 211 or ECN 212 with a grade of "C" or better.			

❖ Complete MAT 211 with a grade of "C" or better.

❖ Minimum 2.00 GPA ASU Cumulative.

Complete Mathematics (MA) requirement.

Term hours subtotal: 15.25

Term 4 46.50 - 62.50 Credit Hours <b>Critical course signified by</b> ❖	Hours	Minimum Grade	Notes
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ACC 241: Uses of Accounting Information II

3

C

Cultural Diversity in the U.S. (C)

3

Literacy and Critical Inquiry (L)

3

Natural Science - Quantitative (SQ)

4

General Studies Elective

3

❖ Complete ACC 231 with a grade of "C" or better.

❖ Complete ECN 221 with a grade of "C" or better.

❖ Minimum 2.00 GPA ASU Cumulative.

Term hours subtotal: 16

Term 5 62.50 - 77.75 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
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★ FIN 300: Fundamentals of Finance

3

C

★ FIN 380: Personal Financial Management

3

C

ENG 302: Business Writing (L)

3

MKT 300: Marketing and Business Performance

3

C

SCM 300: Global Supply Operations

3

C

WPC 348: Junior Networking Foundations

0.25

C

★ Complete ACC 241 with a grade of "C" or better.

Term hours subtotal: 15.25

Term 6 77.75 - 92.75 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
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★ FIN 385: Personal Insurance Planning

3

C

★ FIN 386: Estate Planning Strategies

3

C

LES 305: Business Law and Ethics for Managers

3

C

Upper Division International Business Course AND Global Awareness (G)

3

C

Upper Division Humanities, Arts and Design (HU)

3

★ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).

Term hours subtotal: 15

Term 7 92.75 - 106.75 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
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★ ACC 435: Personal Tax Management and Planning

3

C

★ FIN 420: Personal Portfolio Management

3

C

MGT 300: Organization and Management Leadership

3

C

Upper Division Elective

2

Elective

3

Term hours subtotal: 14

- Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your **academic advisor** for more information and options.
- Attend **W. P. Carey** and ASU career fairs
- Apply for **internships** or **create** one

- Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your **academic advisor** for more information and options.
- Meet with your **W. P. Carey Career Coach**
- Update your **resume**

- Complete **informational interviews**
- Complete an in person or virtual practice interview with your **W. P. Carey Career Coach**

- Attend **W. P. Carey** and ASU Career Fairs
- Gather **professional references**
- Update your **resume**



Term 8 106.75 - 120.00 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
★ FIN 460: Personal Finance Cases and Modeling	3	C	• Apply for full-time career opportunities
WPC 300: Problem Solving and Actionable Analytics	3	C	
WPC 448: Senior Career Transition Management	0.25	C	
WPC 484: Internships & Applied Academics OR Upper Division Elective	3		
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4		
Term hours subtotal:	13.25		

- Courses that qualify as meeting the General Studies course requirements can be any non-business university General Studies course (C, CS, G, H, HU, L, MA, SB, SG, SQ) or any course from the additional lists below. Please consult the Schedule of Classes for prerequisite requirements before registration to determine if you are eligible to take the course.

Hide Course List(s)/Track Group(s)

Upper Division International Business Course - select one course (3 credit hours)	General Studies Electives	General Studies Electives Continued
AGB 302: International Management and Agribusiness (G)	ASL 101: American Sign Language I	LAT 101: Elementary Latin
ECN 306: Survey of International Economics (SB & G)	ASL 102: American Sign Language II	LAT 102: Elementary Latin
MGT 302: Principles of International Business (G)	ASL 201: American Sign Language III	MAT 242: Elementary Linear Algebra
MKT 425: Global Marketing Management (G)	ASL 202: American Sign Language IV	MAT 243: Discrete Mathematical Structures
SCM 463: Global Supply Chain Management (G)	BIO 320: Fundamentals of Ecology	MAT 310: Introduction to Geometry
	CHI 110: Intensive Chinese I	MAT 342: Linear Algebra
	CHI 205: Chinese Calligraphy	MAT 370: Intermediate Calculus
	COM 207: Introduction to Communication Inquiry	MAT 371: Advanced Calculus I
	COM 259: Communication in Business and the Professions	MAT 372: Advanced Calculus II
	COM 281: Communication Activities	MAT 410: Introduction to General Topology
	COM 312: Communication, Conflict, and Negotiation	MAT 415: Introduction to Combinatorics
	COM 341: Social Contexts for Performance	MAT 416: Graph Theory
	COM 414: Crisis Communication	MAT 442: Advanced Linear Algebra
	COM 430: Leadership in Group Communication	MAT 443: Introduction to Abstract Algebra
	COM 453: Communication Training and Development	MAT 444: Intermediate Abstract Algebra
	COM 465: Intercultural Communication Workshop	MAT 445: Theory of Numbers
	ENG 210: Introduction to Creative Writing	MAT 460: Vector Calculus
		MAT 461: Applied Complex Analysis
		MAT 462: Applied Partial Differential Equations
		MAT 472: Intermediate Real Analysis I

ENG 213: Introduction to the Study of Language	MAT 475: Differential Equations
ENG 310: Intermediate Creative Writing	MAT 485: History of Mathematics
ENG 314: Modern Grammar	POR 101: Elementary Portuguese I
ENG 345: Selected Authors or Issues	POR 102: Elementary Portuguese II
FAS 301: Introduction to Parenting	ROM 101: Elementary Romanian
GCU 433: Geography of Southeast Asia	ROM 201: Intermediate Romanian
GRK 101: Elementary Ancient Greek	ROM 313: Romanian Composition and Conversation
GRK 201: Intermediate Ancient Greek	ROM 314: Romanian Composition and Conversation
HST 389: Japan Society and Values/Premod	RUS 101: Elementary Russian I
JPN 110: Intensive Japanese I	RUS 102: Elementary Russian II
IDN 101: Elementary Indonesian I	SPA 101: Elementary Spanish I
IDN 102: Elementary Indonesian II	SPA 102: Elementary Spanish II
JPN 206: Japanese Calligraphy	SPA 111: Fundamentals of Spanish
JPN 414: Introduction to Classical Japanese	SPA 486: Chicano/a Novel: <i>Áltimea, Rafa y Lala</i>
KOR 101: First-Year Korean I	UNI 110: Critical Reading and Thinking
KOR 102: First-Year Korean II	

**Total Hours:** 120.00

**Upper Division Hours:** 45 minimum

**Major GPA:** 2.00 minimum

**Cumulative GPA:** 2.00 minimum

**Total hrs at ASU:** 30 minimum

**Hrs Resident Credit for**

**Academic Recognition:** 56 minimum

**Total Community College Hrs:** 64 maximum

### General University Requirements Legend

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

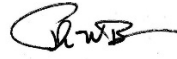
- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)

First-Year Composition

General Studies designations listed on the major map are current for the 2020 - 2021 academic year.

To: Curriculum ChangeMaker

From: Thomas Bates, Chair and Professor



Date: June 25, 2019

Regarding: Memorandum of Verification

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I am writing in support of the proposal to establish a new Financial Planning concentration under the existing Business BA in the Department of Finance. This proposal has been through all of the proper channels and has been approved by the Finance Undergraduate Curriculum Committee. Our unit has the resources to support the concentration presented in the proposal without impacting any of our other core programs. This concentration will help our graduates in securing positions of employment in the growing field of financial services and planning. The Phoenix area is home to a large number of boutique wealth management firms, as well as firms with a more global presence that have the capacity to hire dozens of our graduates each year such as Vanguard, Schwab and USAA. With the courses in this concentration, ASU can lead the way in ensuring our graduates have the knowledge necessary to provide personal planning services to the clients of these firms.

**Department of Finance**

PO Box 873906, Tempe, AZ 85287-3906

**p:** 480-965-3131 **f:** 480-965-8539 **email:** [wpcareyfin@asu.edu](mailto:wpcareyfin@asu.edu) **web:** [www.wpcarey.asu.edu](http://www.wpcarey.asu.edu)

To: Curriculum ChangeMaker

From: Andrew C. Call, Professor and Director, School of Accountancy

Date: July 24, 2019

Regarding: Support of the Business (Financial Planning) BA

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The purpose of this memo is to communicate my awareness of and support for the Business (Financial Planning) BA proposed by the Department of Finance in the W. P. Carey School of Business. The School of Accountancy intends to create a course specifically for the students in this degree program—ACC 435 Personal Tax Management and Planning—which will be a required course in the degree program.

## Bianca Birchfield

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**From:** Michele Pfund  
**Sent:** Monday, October 14, 2019 7:58 AM  
**To:** Bianca Birchfield  
**Cc:** Kay Faris  
**Subject:** FW: Impact statements / Letters of Support for the B.A. in Business (Financial Planning)

Hi Bianca,

Please see below.

Thanks,  
Michele

*Please note: I will be out of the office October 14 – 21*

---

**From:** Amy Hillman (DEAN) <AMY.HILLMAN@asu.edu>  
**Sent:** Sunday, October 13, 2019 11:11 AM  
**To:** Todd Sandrin (DEAN) <Todd.Sandrin@asu.edu>  
**Cc:** Michele Pfund <Michele.Pfund@asu.edu>  
**Subject:** Re: Impact statements / Letters of Support for the B.A. in Business (Financial Planning)

Thank you, Todd!

Amy J. Hillman, PhD  
Dean and  
Charles J. Robel Dean's Chair  
W. P. Carey School of Business  
Arizona State University  
[amy.hillman@asu.edu](mailto:amy.hillman@asu.edu)  
480.965.3402

On Oct 13, 2019, at 10:40 AM, Todd Sandrin (DEAN) <[Todd.Sandrin@asu.edu](mailto:Todd.Sandrin@asu.edu)> wrote:

I concur. Very exciting...New College is happy to support.

Best,  
Todd

---

**From:** Patrick Kenney <[pkenney@asu.edu](mailto:pkenney@asu.edu)>  
**Sent:** Sunday, October 13, 2019, 9:35 AM  
**To:** Duane Roen (Dean); Amy Hillman (DEAN); Todd Sandrin (DEAN)  
**Subject:** Re: Impact statements / Letters of Support for the B.A. in Business (Financial Planning)

I agree with Duane. It's fine with me. Pat  
Get [Outlook for iOS](#)

---

**From:** Duane Roen (Dean) <[Duane.Roen@asu.edu](mailto:Duane.Roen@asu.edu)>  
**Sent:** Sunday, October 13, 2019 8:23:45 AM  
**To:** Amy Hillman (DEAN) <[AMY.HILLMAN@asu.edu](mailto:AMY.HILLMAN@asu.edu)>; Patrick Kenney <[pkenney@asu.edu](mailto:pkenney@asu.edu)>; Todd Sandrin (DEAN) <[Todd.Sandrin@asu.edu](mailto:Todd.Sandrin@asu.edu)>  
**Subject:** RE: Impact statements / Letters of Support for the B.A. in Business (Financial Planning)

Amy,

CISA is delighted to support your proposal for a concentration in Financial Planning.

It looks like a fantastic program!

Best,  
Duane

Duane Roen  
Vice Provost, Polytechnic campus  
Dean, College of Integrative Sciences and Arts  
**Arizona State University**  
Mail Code: 2780  
7271 E Sonoran Arroyo Mall  
Mesa, AZ 85212-6415  
P: 480-727-6513

---

**From:** Amy Hillman (DEAN) <[AMY.HILLMAN@asu.edu](mailto:AMY.HILLMAN@asu.edu)>  
**Sent:** Saturday, October 12, 2019 4:00 PM  
**To:** Patrick Kenney <[pkenney@asu.edu](mailto:pkenney@asu.edu)>; Duane Roen (Dean) <[Duane.Roen@asu.edu](mailto:Duane.Roen@asu.edu)>; Todd Sandrin (DEAN) <[Todd.Sandrin@asu.edu](mailto:Todd.Sandrin@asu.edu)>  
**Subject:** Fwd: Impact statements / Letters of Support for the B.A. in Business (Financial Planning)

Hi liberal arts peer deans,

We are starting a new concentration within our BA in Business degree in Financial Planning (see attached). There's really nothing that overlaps in your colleges, but we nonetheless need impact statements. Thank you for your consideration.

Warm regards,  
Amy

Amy J. Hillman, PhD  
Dean and  
Charles J. Robel Dean's Chair  
W. P. Carey School of Business  
Arizona State University  
[amy.hillman@asu.edu](mailto:amy.hillman@asu.edu)  
480.965.3402

Begin forwarded message:

**From:** Michele Pfund <[Michele.Pfund@asu.edu](mailto:Michele.Pfund@asu.edu)>

**Date:** October 12, 2019 at 3:55:10 PM MST

**To:** "Amy Hillman (DEAN)" <[AMY.HILLMAN@asu.edu](mailto:AMY.HILLMAN@asu.edu)>

**Subject:** **Impact statements / Letters of Support for the B.A. in Business (Financial Planning)**

Hi Amy,

Earlier this week, the Faculty Council approved the B.A. in Business (Financial Programming) degree program. The package is almost ready to move onto CAPC and can do so once we receive letters of support / impact statements from our college partners (we have letters of support from Finance / Accounting). Given process changes, it is my understanding that this is now being done at a dean to dean level.

I do not know of any programs similar to this at the university level. Therefore, I would recommend seeking an impact statement from Thunderbird and perhaps The College or Watts (public service / public policy). Your thoughts on who might be best would be greatly appreciated.

The proposal for the program which outlines associated new courses is attached to this email so that you can begin the outreach for these letters. If you need anything else on this please let me know.

Thanks,  
Michele

**From:** [Michele Pfund](#)  
**To:** [Kimberly Kaplan](#)  
**Subject:** RE: Impact statements / Letters of Support for the B.A. in Business (Financial Planning)  
**Date:** Wednesday, November 13, 2019 11:58:09 AM

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**From:** Amy Hillman (DEAN) <[AMY.HILLMAN@asu.edu](mailto:AMY.HILLMAN@asu.edu)>  
**Sent:** Monday, October 14, 2019 5:29 AM  
**To:** Sanjeev Khagram (Dean) <[Sanjeev.Khagram@thunderbird.asu.edu](mailto:Sanjeev.Khagram@thunderbird.asu.edu)>; Michele Pfund <[Michele.Pfund@asu.edu](mailto:Michele.Pfund@asu.edu)>  
**Subject:** Re: Impact statements / Letters of Support for the B.A. in Business (Financial Planning)

Thank you!

Amy J. Hillman, PhD  
Dean and  
Charles J. Robel Dean's Chair  
W. P. Carey School of Business  
Arizona State University  
[amy.hillman@asu.edu](mailto:amy.hillman@asu.edu)  
480.965.3402

On Oct 13, 2019, at 8:56 PM, Sanjeev Khagram (Dean) <[Sanjeev.Khagram@thunderbird.asu.edu](mailto:Sanjeev.Khagram@thunderbird.asu.edu)> wrote:

Dear Amy,

The Thunderbird School supports this undergraduate concentration in Financial Planning.

With Gratitude, Sanjeev

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---

**From:** Amy Hillman (DEAN) <[AMY.HILLMAN@asu.edu](mailto:AMY.HILLMAN@asu.edu)>  
**Sent:** Saturday, October 12, 2019 4:02 PM  
**To:** Sanjeev Khagram (Dean)  
**Subject:** Fwd: Impact statements / Letters of Support for the B.A. in Business (Financial Planning)

Hello Sanjeev,

We are creating a new concentration in our BA in Business degree in financial planning (see attached). There's really nothing it overlaps with, but we need impact



statements/support nonetheless.

Thank you for your consideration,  
Amy

Amy J. Hillman, PhD  
Dean and  
Charles J. Robel Dean's Chair  
W. P. Carey School of Business  
Arizona State University  
[amy.hillman@asu.edu](mailto:amy.hillman@asu.edu)  
480.965.3402

Begin forwarded message:

**From:** Michele Pfund <[Michele.Pfund@asu.edu](mailto:Michele.Pfund@asu.edu)>  
**Date:** October 12, 2019 at 3:55:10 PM MST  
**To:** "Amy Hillman (DEAN)" <[AMY.HILLMAN@asu.edu](mailto:AMY.HILLMAN@asu.edu)>  
**Subject: Impact statements / Letters of Support for the B.A. in Business (Financial Planning)**

Hi Amy,

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Thanks,  
Michele