DeVoe
SCHOOL OF BUSINESS
INDIANA WESLEYAN UNIVERSITY

Financial Contentment Seminar

June 10, 2016

The Development of Financial Planning Majors at DeVoe School of Business

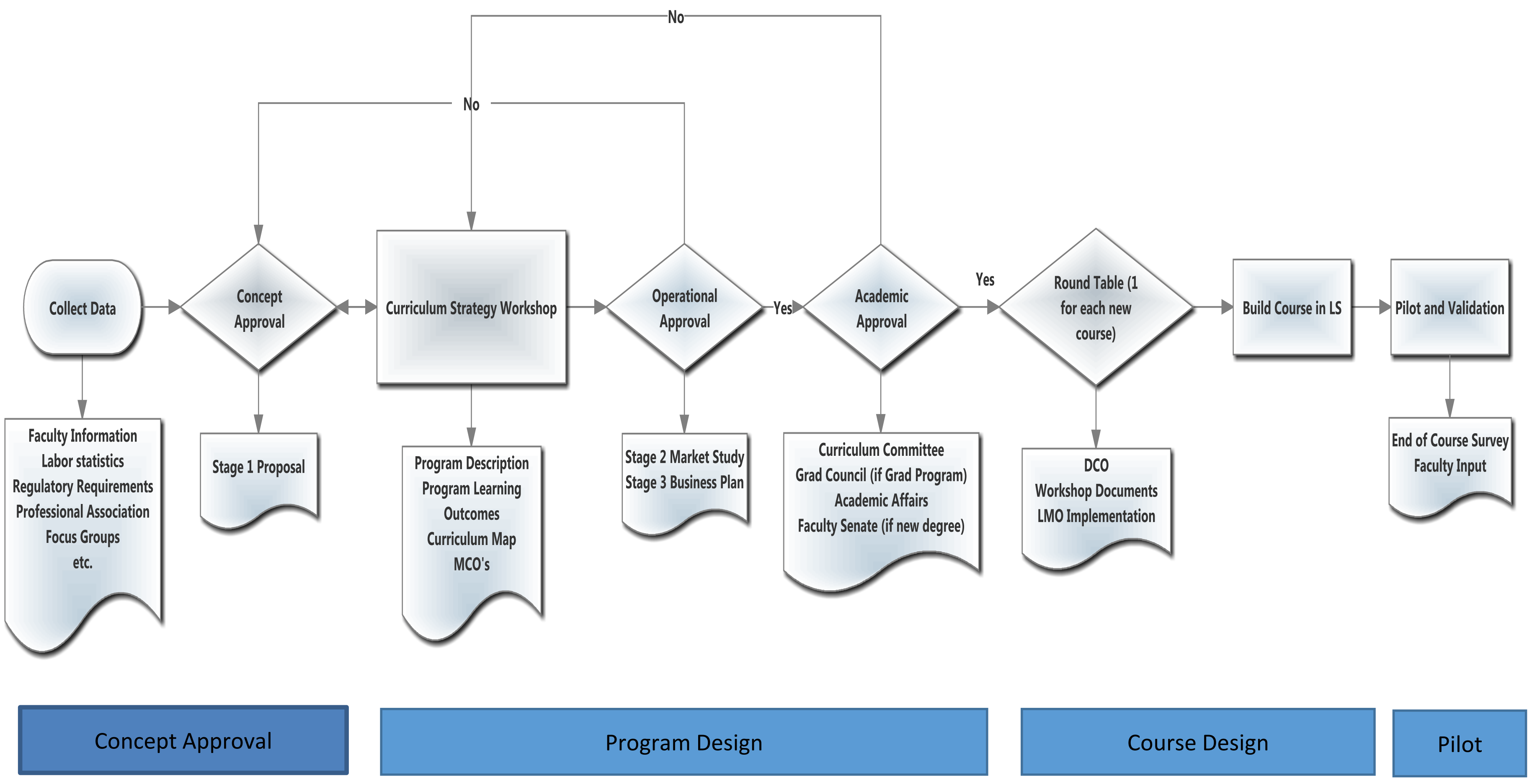
Agenda

- Present DSB Financial Planning Programs
- DSB Curriculum Development Process
- Review of the development of the MBA FP
- Questions

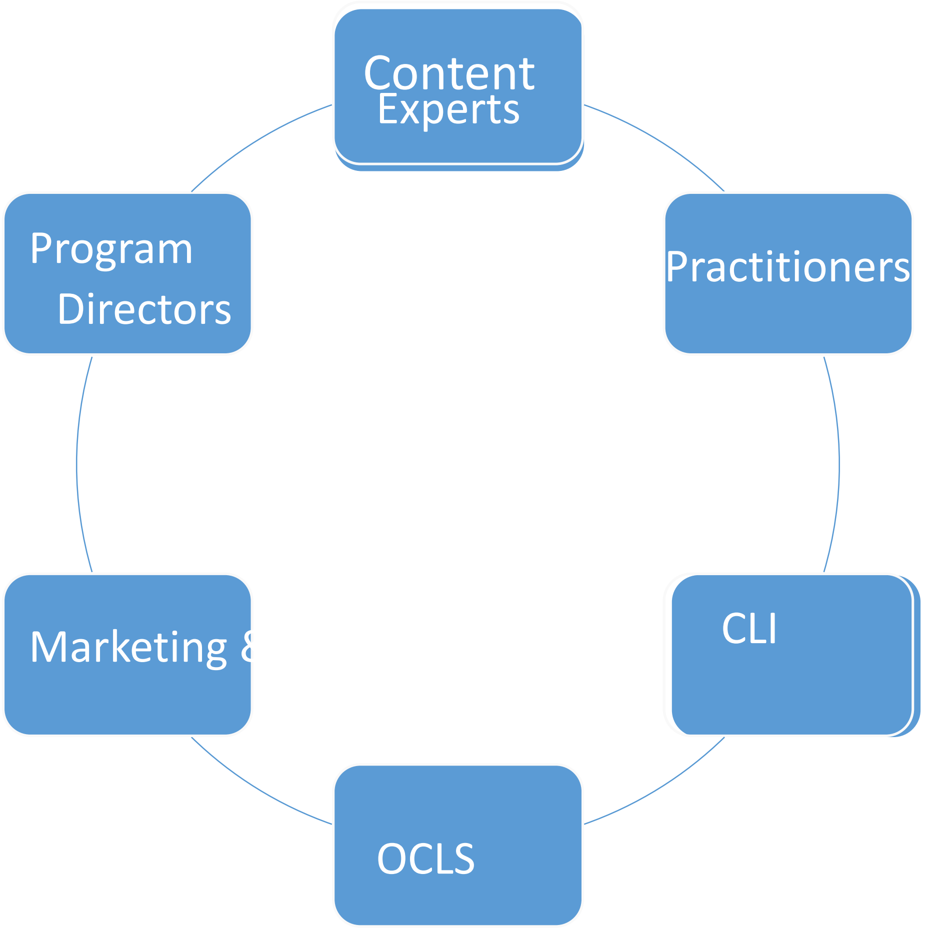
Present DSB Financial Planning Programs

- Two certificate CFP – one self study, one coached
- MBA Financial Planning
  - Aligned with CFP Board Educational Requirements
  - Aligned with QKA/CKA requirements
- BSBA with a specialization in FP
- BUS150 Personal Finance Course

DSB Curriculum Development Process



Collaborative Model



MBA FP development

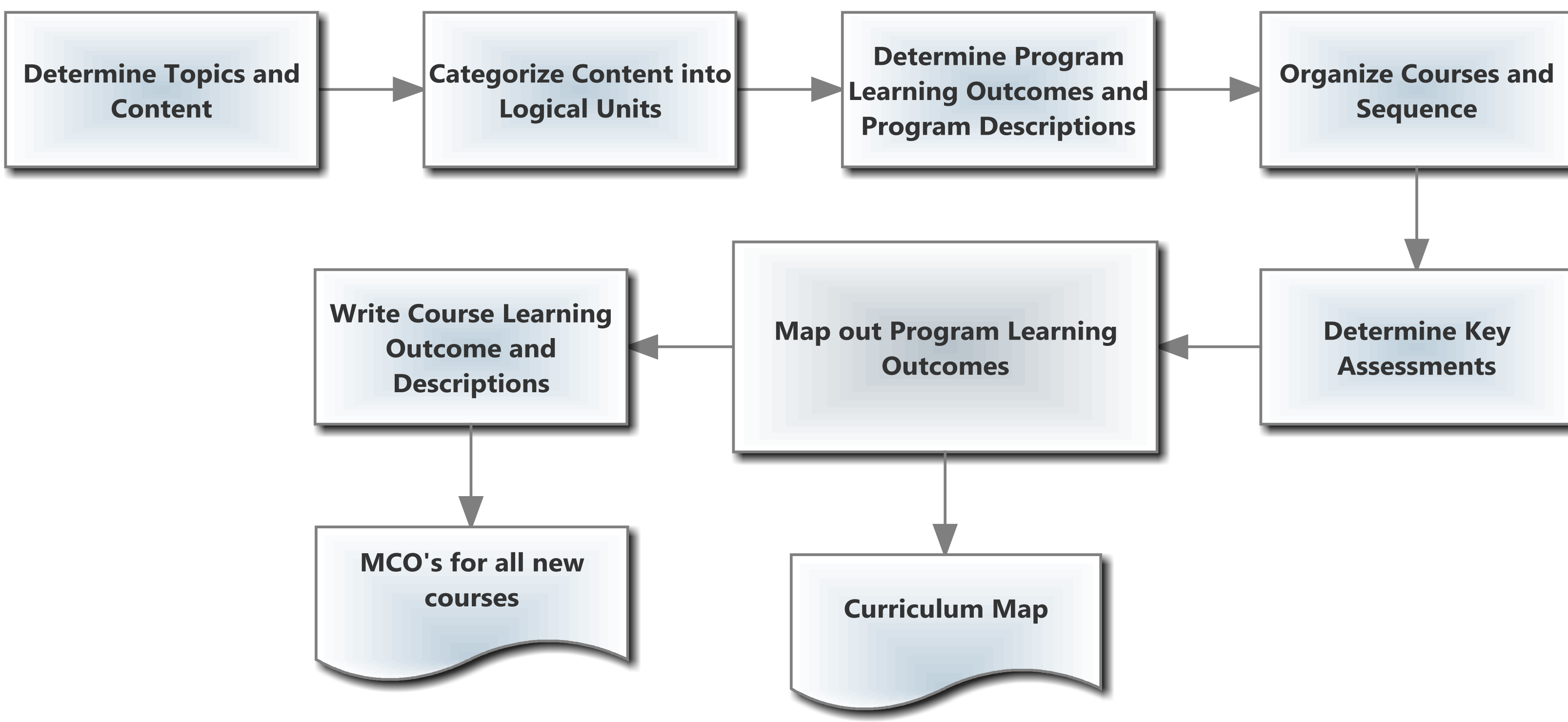
- Process began in early 2012 with focus group meetings with Ron Blue, Rob West, and a small group of experienced CFPs.
- Started with a basic set of questions:
  - What knowledge, skills, and dispositions are needed to be a successful CFP?
  - What knowledge, skills, and dispositions would make a CFP distinctive in the field?
- Goal was to create a Graduate Certificate Program and MS Financial Planning

Knowledge, Skills, and Dispositions

- In addition to the CFP Board and Kingdom Advisers, identified other areas such as:
  - Sales training
  - Relationship Skills
  - Marketing skills
  - Practice Management Skills
  - Human Resources
  - Personal and Professional Development
  - Psychology
  - Communications skills

DSB Curriculum Development Process

Curriculum Strategy Workshop



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Review of the MBA PF Development Process

MS-Personal Financial Planning

Course	Credit Hours	Weeks
PTP-5xxx	3	6
Biblical Principles for Professional Money Management		
PTP-5xxx	3*	6
Foundations of Financial Planning		
PTP-5xxx	3*	6
Risk Management (Insurance)		
PTP-5xxx	3*	6
Investment Planning		
PTP-5xxx	3*	6
Income tax planning		
PTP-5xxx	3*	6
Retirement planning & Employee Benefits		
PTP-5xxx	3*	6
Estate Planning and wealth transfer		
PTP-5xxx	3*	6
Financial Planning Capstone		
MGMT-500	3	6
Applied Management Theory		

Course	Credit Hours	Weeks
COMM-515	3	6
Decision-Making and Essential Business Communication		
PTP-5xxx	3	6
Biblical Foundations for Creating and Managing Wealth		
PTP-5xxx	3	6
Practice Management		
PTP-5xxx	3	6
Charitable Planning		
PTP-5xxx	3	6
Technology in Financial Planning		
PTP-5xxx	3	6
Financial and Behavioral Counseling		
PTP-5xxx	3	6
Marketing for the Faith-Based Practice		
MGMT- 522	3	6
Business Strategy and Policy		
Total Credit Hours./Weeks	**51**	**102**

Not the right format

- Financial Planners on the task force suggested the Graduate Certificate was not sellable.
- Marketing suggested that the MSFP was not economically viable.

- The entire program sat for a year until the MBA format was proposed.

MBA PFP

MBA – Personal Financial Planning		
starting 1/1/2015		
Course	**Credit Hours**	**Wks.**
MGMT-500	3	7
Applied Management Theory		
MGMT-512	3	6
Ethics and Legal Aspects of Management		
COMM-515	3	6
Decision-Making and Essential Business Communication		
FINC-525	3	6
Finance and Accounting for Managers		
STAT-535	3	6
Statistics for Business Decision-Making		
ECON-511	3	6
Business Economics		
MKTG-530	3	7
Marketing		
Total Credit Hours./Weeks	**42**	**85**

MBA – Personal Financial Planning		
starting 1/1/2015		
Course	**Credit Hours**	**Wks.**
FINC-520	3*	6
Foundations of Financial Planning		
FINC-521	3*	6
Risk Management (Insurance)		
FINC-524	3*	6
Retirement planning & Employee Benefits		
FINC-523	3*	6
Income tax planning		
FINC-522	3*	6
Investment Planning		
FINC-527	3*	6
Estate Planning and wealth transfer		
FINC-526	3*	6
Financial Plan Development		
Total Credit Hours./Weeks	**42**	**85**

MBA PFP

- Prior Life Assessment for current CFPs
  - Not a CFP, take the entire the program.
  - Current CFP and a QKA, get credit for the seven CFP courses.
  - Current CFP, but not a QKA, get credit for the seven CFP course but must take FINC 528 Foundations of Biblical Financial Planning.

BSBA -FP

Standard BSBA with undergraduate versions of the 500 level FP courses.

Course Number	Course Title	
MGT-302	Management and Leadership	
COM-325	Communication in Business	
ADM-310	Applied Technology for Managers	
MGT-445	Ethical and Legal Business Concepts	
MGT-421	Strategies in Marketing Management	
MGT-480	International Issues in Business	
MGT-451	Quality and Project Decision-Making for Managers	
ADM-320	Business Statistics	
ACC-201	Accounting Principles I	
ECO-330	Applied Microeconomics for Business	
FINC-420	Foundations of Financial Planning	
FINC-421	Risk Management Foundations	
FINC-422	Biblically Based Investment Planning	
FINC-423	Introduction to Income Tax Planning	
FINC-424	Retirement & Benefits Planning	
FINC-426	Rethinking Wealth Estate Planning and Wealth Transfer	
FINC-427	Creating the Financial Plan	

BUS 150 Personal Finance

- BUS 150 Personal Finance is required course in ASB - 800 people a year take.
- Course was rewritten in 2013 to use Master You Money and Faith Based Finances
- Course being rewritten in 2016 to use the new RBI textbook.

Questions?