

Business (Financial Planning), BA

BABUSFPBA

Financial planning is a rapidly evolving field, and demand for these professionals continues to rise. With the right tools and expertise, you can stand out as a personal financial planner who solves complex problems for your clients.


Program description

The BA program in business with a concentration in financial planning provides students with knowledge and experience in personal financial planning.

Students learn the necessary skills in finance, taxes, portfolio management, insurance and estate planning from leading faculty.

This program delivers to the next generation of financial planning professionals the knowledge and skills needed to develop solutions that meet clients' personal financial needs.

At a glance

- **College/School:** [W. P. Carey School of Business](#)
- **Location:** [Tempe](#) or [Online, ASU Local](#)
- **Second language requirement:** No
- **First required math course:** MAT 210 - Brief Calculus
or MAT 117 College Algebra
- **Math intensity:** Moderate 

Required courses (Major Map)

[2024 - 2025 Major Map \(on-campus\)](#)

[2024 - 2025 Major Map \(online\)](#)

Concurrent program options

Students pursuing concurrent degrees (also known as a "double major") earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

Admission requirements

General university admission requirements:

All students are required to meet general university admission requirements.

[First-year](#) | [Transfer](#) | [International](#) | [Readmission](#)

Additional requirements:

First-year admission requirements for this program are the same as the university's first-year admission requirements.

Readmission requirements: Students must have a transfer GPA of 3.00 (if applicable; scale is 4.00 = "A") and a cumulative ASU GPA of 3.00 (scale is 4.00 = "A") .

Transfer admission requirements:

Transfer applicants must have a GPA of 3.00 (scale is 4.00 = "A") 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 who are admissible to the university but do not meet admission requirements for this program and did not select a second major or are not admissible to their second major choice will be placed in the BA program in applied business and technology solutions in W. P. Carey School of Business, which is offered via ASU Online as well as at the Polytechnic and West Valley campus locations. Students not interested in that program or campus location may reach out to wpcareyug@asu.edu for assistance in selecting another degree program.

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

Change of Major Requirements

Students should refer to the following [W. P. Carey School of Business](#) website to determine if they meet change of major requirements. Students who are ready to change their major should submit their request through the W. P. Carey School of Business [advising website](#).

Students should visit the [Change of Major form](#) for information about how to change a major to this program.

Attend online

ASU Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may [view the program's ASU Online page](#) for program descriptions and to request more information.

ASU Local

It is now possible to earn an ASU degree with [ASU Local](#), an integrated college experience in which students take advantage of in-person success coaching and programming experiences on site while completing one of 130+ undergraduate online degree programs, all of which come with online faculty interaction and tutoring support.

Transfer options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use [MyPath2ASU®](#) to outline a list of recommended courses to take prior to transfer.

ASU has [transfer partnerships](#) in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and they help students save time and money in their college journey.

Global opportunities

Global experience

With more than 300 [Global Education program opportunities](#) available to them, financial planning students are able to tailor their experience to their unique interests and skill sets. Whether in a foreign country, in the U.S. or online, students build communication skills, learn to adapt and persevere, and are exposed to research and internships across the world, increasing their professional network.




The W. P. Carey School of Business recommends [these programs](#) for students majoring in financial planning.

Career opportunities

Financial planners are in high demand in the dynamic field of financial services and planning. Aging populations are paying closer attention to their finances as they approach retirement, and the rising need for financial planning services and advisors translates into huge opportunities for careers in this growing market. Employment of personal financial advisors is projected to grow 15% between 2016 and 2026, much faster than the average for all occupations.

Graduates of the Bachelor of Arts program in business with a concentration in financial planning can secure employment in the growing field of financial services and planning.

Example job titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience and geographical location may affect pay scales. Some jobs also may require advanced degrees, certifications or state-specific licensure.

Career	*Growth	*Median salary
<u>Certified Financial Planner (CFP)</u> 	12.8%	\$95,390
<u>Community Life Director</u> 	8.3%	\$43,680
<u>Credit Counselor</u> 	5.4%	\$47,320
<u>Financial Manager</u> 	16.0%	\$139,790
<u>Insurance Agent</u> 	7.9%	\$57,860
<u>Loan Officer</u>	2.9%	\$65,740

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

 [Bright Outlook](#)

Professional licensure

ASU programs that may lead to professional licensure or certification are intended to prepare students for potential licensure or certification in Arizona. Completion of an ASU program may not meet educational requirements for licensure or certification in another state. For more information, students should visit the [ASU professional licensure](#) webpage.

Contact information

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