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NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Lindenwood University

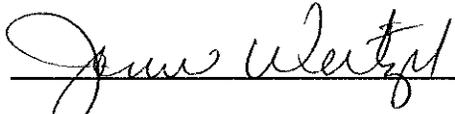
Program Title: Personal Financial Planning

Degree/Certificate: Bachelor of Arts

CIP Classification 521908 Implementation Date: August 2011

Expected Date of First Graduation: May 2012

AUTHORIZATION



Dr. Jann Weitzel/ VP for Academic Affairs



Date

Phone: 636-949-4846

E-mail: jweitzel@lindenwood.edu

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MISSION AND PLANNING PRIORITIES

Lindenwood University is an independent, liberal arts university serving approximately 17,000 students in a broad range of academic programs. The proposed Bachelor of Arts in Personal Financial Planning will be offered through Lindenwood University's School of Business and Entrepreneurship. This degree focuses on personal finance, as opposed to Lindenwood's current BA in Finance, which emphasizes corporate finance. This will give students an opportunity to learn skills needed when pursuing a career in the financial services industry. These include customer relationship and management skills; how to build and administer a financial plan and an investment portfolio; and how to comprehensively analyze a client's financial planning needs and make recommendations to meet those needs. The degree is designed to provide students with the educational background required to acquire the Certified Financial Planner (CFP®) designation.

The Bachelor of Arts in Personal Financial Planning is a CFP® Board-Registered Program. The CFP® designation was inaugurated in 1973, and since its inception in that year the organization has grown to over 60,000 CFP® certificants in the United States, including 992 in Missouri and 3223 in Illinois. The CFP® designation is overseen by the CFP® Board. In addition to certifying its members and Board-Registered Programs, the CFP® Board maintains standards that all CFP® certificants must meet. It also researches any complaints regarding its certificants and takes disciplinary action where necessary.

The Lindenwood School of Business and Entrepreneurship's goal for its Personal Financial Planning program is to prepare students for successful careers in the financial services industry. This is accomplished by satisfying the mission statement of the University, the objectives of the School of Business and Entrepreneurship, and the goals of the Personal Financial Planning program. These are delineated below.

Lindenwood University offers values-centered programs leading to the development of the whole person—an educated, responsible citizen of a global community. Lindenwood is committed to:

1. Providing an integrative liberal arts curriculum.
2. Offering professional and pre-professional degree programs.
3. Focusing on the talents, interests, and future of the student.
4. Supporting academic freedom and the unrestricted search for truth.
5. Affording cultural enrichment to the surrounding community.
6. Promoting ethical lifestyles.
7. Developing adaptive thinking and problem-solving skills.
8. Furthering lifelong learning.

In furtherance of the University's mission, the School of Business and Entrepreneurship is committed to:

1. Providing a comprehensive core curriculum of business subjects.
2. Instilling a strong and enduring sense of ethical business practices.
3. Providing theoretical tools and analytical skills for lifelong use.
4. Developing the student's communication and presentation skills.
5. Offering major fields of study to equip students for specialized careers.
6. Providing opportunities to supplement classroom education with real world experience.
7. Expanding the student's geographical and cultural horizons for success in an increasingly global economy.
8. Instilling the entrepreneurial model as an essential component of American free enterprise.
9. Fostering the scholarship of teaching, application, integration, and discovery among its students and faculty, as appropriate.

In addition to the objectives established by the University and College, the Personal Financial Planning program will have, as its goals:

1. Students will exhibit knowledge and technical competencies in the following areas:
 - a. General Principles of Financial Planning
 - b. Investment Planning
 - c. Employee Benefits Planning
 - d. Retirement Planning
 - e. Estate Planning
 - f. Insurance Planning and Risk Management
 - g. Income Tax Planning
2. Students will be able to fuse those competencies together into a comprehensive financial plan.
3. Students will develop the inter-personal skills needed to build a rapport with clients based on trust and respect. Students will use those skills to effectively present a comprehensive financial plan.
4. Students will understand the CFP Board's ethical standards, as set forth in the *Standards of Professional Conduct*.

NEED FOR THE PROPOSED PROGRAM

As a university in the St. Louis Metropolitan Area, Lindenwood tries to anticipate and meet the needs of that region. That includes identifying key industries and then designing programs to facilitate the needs of those industries. The St. Louis Metropolitan Area is a major job center for the financial services industry:

1. Approximately 7% of the Metropolitan workforce is employed in the financial services industry.
2. This percentage translates into almost 83,000 jobs
3. Major financial services firms that are headquartered here, or have a primary base of operation in the St. Louis Metropolitan Area, include Edward Jones, Wells Fargo Securities (formerly Wachovia/AG Edwards), Stifel-Nicolaus, and Scottrade.

Students who graduate with a degree in Personal Financial Planning will already have extensive knowledge of the industry and will be prepared for entry-level positions in many areas of those firms.

While graduates of the Personal Financial Planning program may not ultimately become financial planners, those who do are expected to enter a growing field. The United States Department of Labor Occupational Outlook Handbook (2008-9) predicts an expected increase of approximately 72,000 personal financial advisors by 2016, a rate of increase of 41% from 2006.

FACULTY RESOURCES

The Personal Financial Planning courses will be taught by full time, part time, and adjunct faculty members. Below is a list of current instructors and their qualifications/credentials.

James Boyd

Academic Rank: Professor
Degrees Held: Ph.D. (Finance), M.B.A, B.A. (History)
Professional Practice Experience: 32+ years professional academic experience, including teaching (mostly Finance), research, and academic administration.

Robert H. Rodermund

Academic Rank: Assistant Professor
Degrees Held: BSBA, MSCFE
Professional Designations/Licenses/ Certifications Held: Formerly held FINRA Series 7, 63, 24, 4, 53, 3, 65, and 27 licenses. Formerly held life/health/variable products insurance licenses.
Professional Practice Experience: Two years as a paraplanner and financial planner, twelve years in broker/dealer and investment advisory management, fifteen years of registered representative/investment advisor training.

Judy K. Kamm

Academic Rank: Associate Professor
Degrees Held: M.A. Economics, B.S. Economics

David K. Buenger

Academic Rank: Instructor
Degrees Held: MBA
Professional Designations/Licenses/ Certifications Held: CPA, CMA, CFM

Jack White

Academic Rank: Instructor
Degrees Held: MA
Professional Designations/Licenses/ Certifications Held: CFP
Professional Practice Experience: Over 30 years of experience in financial services, with over 10 years' experience teaching CFP courses.

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PROGRAM STRUCTURE

Bachelor of Arts in Personal Financial Planning

The Bachelor of Arts in Personal Financial Planning degree will accept students who meet Lindenwood University's admission requirements.

The degree is offered in a 128 hour program consisting of: 54 hours of general education requirements (required of all students in the Lindenwood School of Business and Entrepreneurship), 39 hours of core business administration courses (also required of all students in the Lindenwood School of Business and Entrepreneurship), 24 hours of required courses in Personal Financial Planning, and 11 hours of free electives.

General Education Courses (specific to the Lindenwood School of Business and Entrepreneurship)

ECON 23020	Microeconomics
MTH 13100 or higher	Quantitative Methods or a numerically higher level Math course (e.g. MTH 15100, MTH 15200, MTH 17000)
MTH 14100	Basic Statistics

Core Business Administration Courses

MGMT 16022	Introduction to Business and Free Enterprise
ACCT 21010	Principles of Financial Accounting
ACCT 21011	Principles of Managerial Accounting
ECON 23030	Macroeconomics
MIS 24000	Introduction to Information Systems
MGMT 26032	Principles of Management
MGMT 26061	Business Law I
FIN 32000	Principles of Finance
MRKT 35010	Principles of Marketing
MGMT 36033	Intro. to Management Science
INTL 38000	Global Bus. and Society
MGMT 46082	Management Policy

In addition, students must take one human resources course. They can choose one of the following: HRM 36500 Organizational Behavior, HRM 36510 Human Resource Management, or HRM 36540 Personnel Law.

Personal Financial Planning – Required Courses

FIN 32020	Investments I
FIN 32030	Consumer Finance
FIN 32035	Retirement Planning
FIN 32036	Estate Planning
FIN 32040	Risk and Insurance
FIN 42020	Investments II
FIN 42030	Financial Planning Capstone
ACCT 41050	Income Tax

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ENROLLMENT/GRADUATION PROJECTIONS

Year	2011-12	2012-13	2013-14
Anticipated New Students	10	30	45
Anticipated Graduates	2	15	20

LIBRARY RESOURCES: BUTLER LIBRARY

Built in 1929, Margaret Leggat Butler Library is a beautiful building full of character and tradition meant to provide an environment for scholarly pursuit. The library contains a balanced collection of books, periodicals, online resources, and other instructional and media resources. The materials in the library exist to support the curricular offerings of the university as well as the idea of reading and research as essential skills for the lifelong learner. Butler Library is fully automated with wireless capabilities, allowing students to access its resources both on campus and off campus. Faculty and students have access to more than 50 subscription databases providing them with the ability to retrieve full-text documents at no cost. In addition, the library houses the Mary E. Ambler Archives, which includes primary source material documenting the history of Lindenwood and the surrounding area.

The Library is a member of the MOBIUS consortium. MOBIUS provides students access to over 14 million book titles throughout the state of Missouri. If an item is not available through MOBIUS, patrons may use Butler Library's Inter-Library Loan service. Butler Library's dedicated staff is available to help patrons navigate the wealth of traditional print and electronic resources that it offers. The library staff has developed a series of workshops, class presentations, and study guides to assist users. In addition, the Lindenwood librarians are available during all library hours to assist patrons with whatever their research needs might be. Reference librarians may be contacted in person, by phone or email.

Butler Library and the School of Business and Entrepreneurship are sponsoring a trial of the business database, ABI/Inform. ABI/Inform features over 3,000 full-text journals, 25,000 Dissertations, 14,000 SSRN working papers, key newspapers such as The Wall Street Journal and The Financial Times, as well as country- and industry-focused reports and data. Its international coverage gives researchers a complete picture of companies and business trends around the world.

ADMINISTRATION AND EVALUATION

The Dean of the School of Business and Entrepreneurship will direct the Bachelor of Arts in Personal Financial Planning with the assistance of the Program Manager of Personal Financial Planning.

Students will be evaluated based on their performance in FIN 42030, the financial planning capstone course. The CFP® Board has recently mandated modifications to this course which require the student to synthesize their acquired knowledge by preparing and presenting a complete financial plan.

Program assessment will be done by tracking enrollment in the program, job placement of graduates, and the number of graduates who sit for and pass the CFP® Certification Exam.

DUPLICATION OF THE PROPOSED PROGRAM

The CFP® Board lists all colleges and universities that offer a CFP® program on its website: www.cfp.net. The only institution in the St. Louis Metro Area that offers such a program is the University of Missouri – St. Louis.