

B.S. Finance

Career Planning Guide

Fall 2019 edition



Finance Rocks! Graduates employed in finance are at the crossroads of strategy, economics, and accounting. Our B.S. Finance graduates empower their firms and individual clients to best allocate their resources over time.

WKU's B.S. Finance degree offers **two tracks** – *Business Finance* and *Personal Financial Planning*. To achieve a broader range of potential career opportunities, students often pursue both tracks simultaneously – taking the Business Finance concentration combined with WKU's Certificate in Personal Financial Planning.

Business Finance involves the management of a firm's assets, both fixed and monetary. Finance courses at WKU's Gordon Ford College of Business provide you with the theory and tools of modern finance and how to apply these tools to real-world problems.

Finance has become the universal language of commerce — cutting across industries, countries, and circumstances. Finance is an indispensable tool for fueling innovation and economic growth and appropriately managing risk.

Personal Financial Planning addresses individuals' relationship with money. Financial planning is a collaborative process that helps maximize a client's potential for meeting their life goals, integrating relevant elements of the client's personal and financial circumstances.

One of the first undergraduate financial planning programs in the country, our program is in its 33rd year. The WKU Personal Financial Planning program is registered with the Certified Financial Planner Board of Standards, Inc. Graduates are eligible to sit for the Certified Financial Planner (CFP®) examination.

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What is Your Goal? Do You Have a Plan?

What is your goal in the B.S. Finance degree program? It should be not only to graduate, but also to get a *great start* to your career. And that requires having a plan, and following it, throughout your college career. We hope this *Career Planning Guide* assists you as you develop your own plan to achieve a great internship and career.

WKU's B.S. Finance graduates have many accomplishments ...

- Been offered positions with firms across the United States
- Attended national conferences in Chicago, New York City, Minneapolis, Nashville, Baltimore, Boston, Seattle, San Diego, St. Louis, and Orlando
- Toured wealth management firms in Louisville, Nashville and beyond
- Toured corporate finance offices and banking institutions in our region
- Accepted internships with regional and national firms
- Pursued M.B.A. and other advanced degrees
- Gone on to law school
- Gone on to own and manage leading financial planning firms

#WKUFINANCE IN NEW YORK CITY





Your Freshman Year

Welcome! The beginning of your freshman year may feel like drinking water through a fire hose ... there is so much that is new and so much to learn.

To make the most of your freshman year, here are some tips ...

Attend the Finance Department's Fall Convocation. Early in the Fall semester the Finance Department hosts its convocation. This gathering gives you an opportunity to learn more about the Finance Department, the FMA and FPA Student Chapters, and to get to know the WKU Finance faculty as well as other students in your major. Be sure to attend!

Join the WKU Student Chapters of the Financial Management Association or Financial Planning Association (or both). Meetings are held several times each semester. You'll connect with students in your major, form friendships, and receive information on upcoming field trips. And you will hear from interesting speakers – practitioners – who provide you with great insights on possible future career paths.

Sign up for WKU Finance Social Media Updates!

- [Facebook.com/wkufinance](https://www.facebook.com/wkufinance)
- [LinkedIn.com: WKU GFCB Finance Alumni and Students](https://www.linkedin.com/company/wku-gfcb-finance-alumni-and-students)
- [Twitter.com/wkufinance](https://twitter.com/wkufinance)
- [Instagram.com/wkufinance](https://www.instagram.com/wkufinance)

Visit the WKU Center for Career and Professional Development.

Stop by DSU 2001, and/or make an appointment with a career counselor. Take free tests that will guide you in confirming your choice of a career. Learn about the Career Fairs (and attend them – even if you are not yet looking for an internship or job). And identify “gaps” in your résumé.

Connect with Your Academic Advisor.

Discuss with your advisor various options that might enhance your WKU educational experience and provide you with a “leg up” in your future job search. For example, you might consider obtaining the *Certificate in Advanced Professionalism*, taking winter or summer classes to pursue a minor or certificate, or plan to study abroad during your sophomore year.



Stymied? Don't Know Where to Turn? We are here for you. Just stop by Grise Hall, Room #334, to visit with our Departmental Assistant, Doreen Williams-Holmes. She'll connect you with a faculty member or other WKU resources that can help you overcome whatever challenge you are facing!

A Letter to Incoming WKU Freshmen ... From WKU Seniors

Make the right friends, be social, and get involved.

We know that socialization in college can be hard at first. While we know that you may feel isolated, you should overcome this by getting out and meeting others.

But don't solidify your friends too fast. Take a few weeks to "try them on." If you lie down with dogs, you'll get up with fleas!

If you make the right friends, doing homework will be much easier. If you find friends who care about their grades, you will be motivated to do your work, too. If your friends party a lot, you will be tempted to do that, too. So be careful in choosing friends.

Keep your dorm room door open. Literally, just leave it open. You'll get to know people you live with much better.

Smile, and say "hello" or "good morning" to those in your classes, or in your dorm. A smile shows that you are approachable, and a greeting can often lead to a good conversation.

Don't know how to converse? *Just be curious.* Ask questions about the other person – such as where they are from, what they like most about the college, and what major they are studying. Ask for advice – almost everyone loves to give out tips.

We would like to let you know that there is no reason to be afraid of the judgments of others, when it comes to socializing. All of us make "socialization" mistakes at times. WKU students are very friendly and forgiving of such mistakes ... if you do run across someone who isn't, just ignore that person.

Study with others! A few of us studied for hours – alone - only to find we learned nothing. And for some they would usually get confused and make matters worse. If you study with a group you will get to hear different interpretations of the concepts being studied. And teaching others is the best form of studying!

Avoid Getting into Trouble.

While those under age 21 should not drink, some WKU students will engage in drinking activities. If you do: (1) never, ever drink in dorms; (2) always have a "Designated Friend" – who is not drinking and who is *mandated* to ensure you get back to your dorm or home safely.

Of course, avoid drugs. It's the fastest way to get kicked off campus. And they don't help your grades, either!

Get involved with clubs and organizations on campus .

Clubs and organizations are the best way to make new friends, and these friends can potentially become a very good support system when you need them. So visit a club meeting. If you don't feel like it is for you, just move on and try another.

Being active and making connections with people while you are here will make college a much more enjoyable and fulfilling experience. The number one factor in staying at a college is the level of involvement you have on campus. If you want to stay in school, be active!

20% of learning at college takes place in the classroom. The other 80% is learned from friends and organizations you are involved in! This is the time you will learn to be independent, responsible, and in general your own person! Make the best of it and grow as much as you can!

Understand the Need for Self-Control and Grit

One must possess self-control to succeed in life. Practice self-control always. There will be many days when you would rather go hang out with your friends instead of doing your homework, but self-control will get you through this.

Have "grit" – resilience and perseverance. Your main priority should be your class work; everything else should be secondary. Don't let your social life control you. There are going to be times when you want to go hang out and party, but you know you have homework to do. Remember that school comes first.

Try studying in the library, preferably with friends who also need to study. This way you can avoid some of the distractions you may encounter in the dorms.

"Go to class, go to chow, go to sleep."

Attend *every* class. It will help keep you from falling behind.

While it may sound self-explanatory, in our freshman year it took some of us some time to realize that he or she needed to get a good night's sleep. Once one's sleep each night increased, so did one's GPA. We cannot stress how important getting enough sleep is!

And, take care of your body. Without proper nutrition and exercise your body and mind won't be as effective as they should be.

Never Give Up! – Your WKU Seniors.

**VISIT THE WKU DEPARTMENT OF FINANCE'S WEB PAGES
FOR SOME GREAT INFORMATION ABOUT YOUR MAJOR,
STUDENT ORGANIZATIONS, AND ACTIVITIES**

Business Finance Track: <https://www.wku.edu/finance/business-finance.php>

Personal Financial Planning Track: <https://www.wku.edu/finance/personal-financial-planning.php>

Finance Minor: <https://www.wku.edu/finance/minor-in-finance.php>

Personal Financial Planning Certificate: <https://www.wku.edu/finance/financial-planning-certificate.php>

Center for Financial Success: <https://www.wku.edu/cfs/>

TVA Investment Challenge Program: <https://www.wku.edu/finance/tva-program.php>

Internships & Externships: <https://www.wku.edu/finance/internships-externships-1.php>

The Financial Management Association Student Chapter:

https://www.wku.edu/finance/wku_financial_management_association.php

The Financial Planning Association Student Chapter:

https://www.wku.edu/finance/wku_financial_planning_association.php

Professional Development Opportunities – Conferences and Field Trips: <https://www.wku.edu/finance/professional-development-opportunities-hp-1.php>

Field Trip Eligibility Guidelines:

- Generally, all students enrolled in the B.S. Finance degree program, the Minor in Finance, or the Certificate in Personal Financial Planning Program, who possess 15 or more earned credit hours, and who possess a cumulative G.P.A. of 2.50 or greater, are eligible to go on field trips.
- If you are going to miss any classes, you should contact your professors, in advance, to ascertain if you can miss the class(es) – and inquire as to how you can either work ahead on assignments, or make up any missed assignments.
- For some field trips, students are selected to attend. For other field trips, sign-ups are generally undertaken on a “first-come, first-serve basis”; however, students who have not been on a similar field trip before may be given priority over students who have undertaken a prior field trip.
- All students going on field trips must complete and sign “waiver” forms, including medical contact information.
- Students are expected to dress, and comport themselves, in a professional manner.

CONNECT WITH US:



<https://www.facebook.com/wkufinance/>



<https://www.instagram.com/wkufinance/>



<https://twitter.com/wkufinance>



<https://www.linkedin.com/groups/8457430/>



Believe it or not, you will experience failure at WKU. You may do worse on a quiz or exam than you thought possible. Or you may feel “rejection” in a social encounter. But, know this: experiencing failure does not make YOU a failure.

I Failed Academically. I Got Up. I Then Succeeded. So Can You!

“Failure should be our teacher,
not our undertaker.

Failure is delay,
not defeat. It is a temporary
detour, not a dead end.

Failure is something we
can avoid only by saying nothing,
doing nothing,
and being nothing.”

- Dennis Waitley,
American writer and motivational speaker

Please permit me to tell you a story. Shortly after I arrived at college I suffered several events that had not happened to me in high school – I failed. *Over and over*. I blew it on quizzes, essays, and exams, with failing grades in one course and grades far below my personal expectations in several others. Within a few weeks I felt as if I didn’t deserve to be at college.

Compounding the problem – I was extremely shy. It went beyond introversion (which, I learned later, is a strength, but not an excuse). I was not forming connections with other students. I was quiet. I often ate alone at the eateries on campus. I was lonely. I suffered from social anxiety. I felt, again, like I didn’t belong at college.

But – *I persevered*. I used my grit and determination to figure out how to change – a few little things, one day at a time, that in the end had major impacts on my life. And, very importantly – I reached out for assistance, and received guidance – some from fellow students, some from professors, and some from academic advisors and counselors.

With courage, I chose to tackle the challenges I encountered head-on. I utilized my new insights into how to study, how to keep myself focused, how to manage my time more effectively, how to not fear others’ judgments of me, and how to make friends. I went on to graduate from college and then law school (with honors).

Today I am blessed to be teaching college students, after successful careers as an attorney and then as an investment adviser and Certified Financial Planner™. I have dozens of professional colleagues I am proud to call my friends. And I speak several times a year at industry conferences (and I do so without any nervousness or anxiety).

My success is due to one thing – my perseverance. At a time during my first year of college when I didn’t think I belonged in, or deserved to be at, college, I did not give up. I practiced, and practiced again. I prevailed ... and so can you!

While each student’s situation is different, and the challenges and their solutions vary, perhaps the key is this ... *Every student has doubts. Every student lacks confidence. Every student experiences failure.* But ... *EVERY student at WKU can overcome, and succeed.*

NEVER, EVER GIVE UP! – If you would like to talk, or desire guidance, just stop by and see ‘da Bear! – Asst.Prof. of Finance Ron Rhoades, GH#319 Email: ron.rhoades@wku.edu. Or text ‘da Bear at 352.228.1672, with your name, and indicate your desire to chat.



SUGGESTED COURSES DURING YOUR FRESHMAN YEAR ... FOR THE BACHELOR OF SCIENCE IN FINANCE

WKU's Colonnade courses are *important*. Employers desire to hire graduates who can write extremely well, speak effectively, and think critically. Employers also value leadership and the ability to work well in teams.

The following is a sample plan, to give you ideas on how to map out your classes in consultation with your academic advisor. Your own plan will be unique, depending upon the electives you select.

FIRST YEAR	FALL SEMESTER	SPRING SEMESTER
<p>SUCCESS MARKERS:</p> <p><i>Visit the Math Lab for Free Tutoring!</i></p> <p><i>Use the Free WKU Writing Center for EVERY Paper!</i></p>	ENG 100, Introduction to College Writing (F-W1)	ENG 200, Introduction to Literature (<i>Prereq: ENG 100</i>) (F-AH)
	COMM 145, Fundamentals of Public Speaking and Communication [BUS/PROF] (F-OC)	HIST 101 or 102, World History I or II
	MATH 123, Mathematical Applications for Business [or MATH 116, College Algebra*] (F-QR)	Arts & Humanities (E-AH)
	CIS 141, Basic Computer Literacy	FIN 161, Personal Finance (not part of the required curriculum, but highly recommended by your Finance professors!)
	BA 175, University Experience	ACCT 200, Introductory Accounting – Financial (<i>Prereq: completion of Colonnade Math</i>)

To gain admission to the Gordon Ford College of Business and the Finance Programs students must possess 60 earned credit hours with a minimum 2.5 overall GPA. They must also complete the eight admission courses [ACCT 200, ACCT 201, CIS 141, COMM 145, ECON 202, ECON 203, ECON 206, MATH 116 (or higher)] with a separately calculated 2.5 GPA.

For foreign language proficiency requirements (Fall 2014 or later entrants) and Colonnade Program requirements (Fall 2014 or later entrants) please refer to your applicable WKU Undergraduate Catalog.

This is a guide and is not intended to replace your WKU Undergraduate Catalog. Please consult your applicable WKU Undergraduate Catalog for complete requirements and additional information. (*See academic advisor for guidance.)

Please consult with your Academic Advisor
on course selection and scheduling.

PLANNING FOR, AND DURING, YOUR SOPHOMORE YEAR ...



Devise Your Own “Perfect Résumé”

Go online and research good formats, then draft your own. Have 10 family members and friends review it. Then schedule an appointment with Adrienne Browning, MAE (picture at left), Asst. Director of The Center for Career and Professional Development, and Gordon Ford College of Business’ Professional Development Specialist. She will provide further insights on how you can improve this all-important document! Phone: 270.745.3095. Email: adrienne.browning@wku.edu. Better yet – schedule an appointment with Ms. Browning through the *Handshake* system.



Seek Out an Internship

You don’t have to wait until your senior year! Many businesses and firms offer internships, even for students who have not yet take many of the courses in their major. Your goal should be to secure an “office job” – hopefully related to finance – and get real-world experience. It’s one of the best experiences in college you may have! In the Gordon Ford College of Business we are fortunate to have Monica Duvall as our Internship Coordinator. Stop in and see her for guidance on your internship search (and see the subsequent pages of this *Career Planning Guide*, as well). Ms. Duvall - Phone: 270.745.4136. Email: monica.duvall@wku.edu. Office: Grise Hall 222.



Join the Financial Management Association and/or Financial Planning Association Student Chapters

Try to attend each and every meeting of either the FMA or FPA student chapters, or both. Alumni and practitioners often provide insights, and it's a great way to make connections. In addition, you'll learn about field trips and other networking experiences through these student organizations. And, you'll make friends with other students in your major – and it's very important to have other students as study partners or resources as you prepare to enter your upper division classes.



DR. JEAN SNAVELY

Time to Get to Know Some Finance Professors!

Attend the Finance Department fall social (which you should do every year). Select a professor and ask for a meeting in her or his office (or, with a group of 1 or 2 other students, invite the professor out to lunch – “Dutch Treat” rule applies). First tell the professor a bit about yourself, and your career goals. Then ask for advice on how to better network for potential internship and job opportunities.

Attend PEAK Events

The Gordon Ford College of Business provides, through its “Professional Education and Knowledge” (“PEAK”) program, events and classes designed to assist you in your job hunt and in your career. Keep your eye out for announcements of PEAK events. Then attend and learn! One of the most popular PEAK events each year is the etiquette dinner. Be certain to register early, as seats are limited!



Do You Have What Employers Are Seeking?

According to the National Association of Colleges and Employer's Job Outlook 2019 survey, here are the top attributes employers look for in college graduates:

1. Written communication skills
2. Problem-solving skills
3. Ability to work in a team
4. Initiative
5. Analytical / quantitative skills
6. Strong work ethic
7. Verbal communication skills
8. Leadership
9. Detail oriented
10. Technical skills
11. Flexibility / adaptability
12. Interpersonal skills (relates well to others)
13. Organizational ability
14. Strategic planning skills
15. Tactfulness
16. Creativity
17. Friendly/outgoing personality
18. Entrepreneurial skills / risk-taker



Expand Your Comfort Zone!

Do one thing each day that scares you!

The WKU **Dynamic Leadership Institute**, known to many as DLI, is designed to teach students the interpersonal skills and knowledge needed to engage in various leadership roles on campus, within the community, and in their futures. Each of the four phases allows the student to view leadership from different perspectives and provides opportunities to examine and enhance their skills. DLI is not for academic credit, but rather for self-exploration and personal development. DLI is a 6-week, 1-hour per week commitment per semester. Search for the application online. *It's well worth it!*



The **LeaderShape Institute®** is a one-week program from WKU that challenges participants to lead with integrity while working towards a vision grounded in their deepest values. Participants explore not only what they want to do, but also who they want to be.

Dynamic, challenging, and exciting, the week is intended to produce a breakthrough in the leadership capacity of participants — benefiting them individually, as well as their respective communities and the organizations they will go on to lead and serve in the future.

SUGGESTED COURSES DURING YOUR SOPHOMORE YEAR ... FOR THE BACHELOR OF SCIENCE IN FINANCE

These *foundational* courses are *important*. Master the concepts, the terms, and enhance your critical thinking skills and your communication skills. You will need these skills in your upper-level courses!

SECOND YEAR	FALL SEMESTER	SPRING SEMESTER
<p>SUCCESS MARKERS:</p> <p><i>Use the free WKU Writing Center for EVERY Paper!</i></p> <p><i>Use the Tutoring Center!</i></p>	ACCT 201, Introductory Accounting – Managerial (Prereq: ACCT 200)	Natural & Physical Sciences with lab (E-SL)
	ECON 202, Principles of Economics – Micro (Sophomore standing required) (E-SB)	ECON 203, Principles of Economics – Macro (Sophomore standing required) (E-SB)
	CIS 243, Principles of MIS (CIS 141)	ECON 206, Statistics (ECON 202/203 and MATH 116/123 or higher)
	MGT 201, Organization and Management (Sophomore standing required)	MKT 220, Basic Marketing Concepts (Sophomore standing required)
	Natural & Physical Sciences (E-NS)	MGT 200, Legal Environment of Business (Sophomore standing required)
	<p style="text-align: center;"><i>Consider obtaining the Certificate for Advanced Professionalism. This may lead you to consider taking one or more of the above courses during the winter term, while adding one or more courses from the certificate program.</i></p>	

The Gordon Ford College of Business provides its students with free peer tutoring for select courses to ensure academic success.

Courses available for tutoring include:

Accounting 200	Economics 206
Accounting 201	Economics 303
Comp.Info.Sys.243	Economics 306/307
	Management 210
	Marketing 220
	Finance 330

You may schedule one-hour tutoring appointments through the tutoring scheduling website: www.wku.edu/tlc/tutortrac.php.

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This is a guide and is not intended to replace your WKU Undergraduate Catalog. Please consult your applicable WKU Undergraduate Catalog for complete requirements and additional information.

Please consult with your Academic Advisor
on course selection and scheduling.

Internships: Perhaps the Most Valuable Activity You Can Undertake to Later Secure a Job!

To learn more about internships, visit: <https://www.wku.edu/business/internships/>



Student Internship Program Guidelines *for students looking for an internship opportunity*

The following are some guidelines to be followed by students when participating in the internship program without an internship location pre arranged.

1. Student Internship Procedures must be followed (See Checklist below)
2. If a student is participating in an internship for course credit, student is expected to follow course credit requirements and maintain communication as needed with their faculty internship contact. Proposal deadlines for course credit differ by department, please contact appropriate personnel.
3. Student may contact Internship Coordinator at any time during internship to discuss any matters regarding their internship.
4. Students must provide their own transportation to internships.
5. While participating in internships, interns are expected to follow company rules, dress appropriately, be professional and ethical and be a respected representative of the Gordon Ford College of Business.
6. Students are expected to fully participate in their internship experience. Internships are not a time to study, use social media, text/call/email friends, etc.

Students enrolled in the "Internship Interest Database" will be the first to know about posted internship opportunities! Submit your application today via www.wku.edu/business/internships/

Internship Checklist	Internship for Credit	Internship Not for Credit
Read & Understand Internship Guidelines	✓	✓
Submit Internship Interest Application	✓	✓
Meet with Faculty Contact regarding Course Credit Requirements	✓	
Visit Career Link & search available job opportunities	✓	✓
Meet with Internship Coordinator to discuss job opportunities	Optional	Optional
Meet with Professional Development Specialist to review resume and request a mock interview	Optional	Optional
Apply for Internship	✓	✓
Submit Employer Agreement Form	✓	✓
Submit Student Survey upon Completion of Internship	✓	✓
Submit Required information to Faculty Contact for Course Credit	✓	
Submit Employer Survey upon Completion of Internship	✓	✓

Disclaimer:

The Gordon Ford College of Business makes no guarantee about internship positions and are not responsible for safety, wages, working conditions or other characteristics of employment. If the student is obtaining his/her own internship location, it is their obligation to research the integrity of the organization(s) to which he/she is applying and confirm the specific information pertaining to the internship posting. Internship seekers should exercise due diligence and use caution when applying for or accepting any position. Submitting an internship application does not ensure an internship, but instead provides an occasion to discuss internship opportunities.

Business Finance Careers

A career in business finance means you would work for a company to help it find money to run the business, grow the business, make acquisitions, plan for its financial future and manage any cash on hand. You might work for a large multinational company or a smaller player with high growth prospects.

Responsibility can come fast and your problem-solving skills will get put to work quickly in corporate finance jobs.

Promotion to *financial manager* positions within organizations, after five or more years or experience is gained, is quite common.

Jobs in business finance are also relatively stable.

Performance in these jobs counts, but your job is not going to depend on whether you're selling enough this week or getting good deals finished this quarter. Rather the key to performing well in corporate finance is to work with a long view of what going to make your company successful. Many would argue that corporate finance jobs are the most desirable in the entire field of finance.

In 2019 Payscale ranked the positions of *financial analyst* as they 14th best business job, *financial manager* as the 5th best, *finance director* as the 2nd best, and *VP-Finance* as the very best business job.

According to the U.S. Bureau of Labor Statistics, employment of *financial analysts* is projected to grow 11 percent from 2016 to 2026, faster than the average for all occupations. Nationwide, the median annual wage for financial analysts involved in the management of companies and enterprises was \$85,660 as of 2018; this can vary substantially by region.

A closely related position is that of *budget analyst*, who help public and private institutions organize their finances by preparing budget reports and monitoring institutional spending. Budget analysts had a nationwide median pay of \$76,220 as of 2018; employment was projected to grow 7% from 2016 to 2026.

BUSINESS FINANCE TRACK MAJORS – SHOULD YOU SUPPLEMENT YOUR DEGREE WITH DATA ANALYTICS?

Companies tell us the secret sauce ... they want people with finance knowledge who understand data analytics.

The explosion in data and the business need to effectively use data for better decision-making is driving the demand for graduates who possess a dual major in Business Data Analytics (visit: <https://www.wku.edu/bdan/>) or a Certificate in Applied Data Analytics (visit <https://www.wku.edu/bdan/certificate.php>).

Important Qualities for Business Finance Careers:

Analytical skills. Financial managers increasingly are assisting executives in making decisions that affect their organization, a task that requires analytical ability.

Communication skills. Excellent communication skills are essential because financial managers must explain and justify complex financial transactions.

Detail oriented. In preparing and analyzing reports such as balance sheets and income statements, financial managers must be precise and attentive to their work in order to avoid errors.

Math skills. Financial managers must be skilled in math, including algebra. An understanding of international finance and complex financial documents also is important.

Organizational skills. Financial managers deal with a range of information and documents and so they must stay organized to do their jobs effectively.

How to Secure an Internship or Job in Business Finance / Management Finance, Banking, and/or Financial Regulation

- *Join the WKU Student Chapter of the Financial Management Association* and attend their meetings. Frequent guest speakers provide insights into the career, including the typical “day in the life” of financial analysts and financial managers. This is also a chance to network with alumni and practitioners.
- *Have a great résumé and cover letter.* See prior pages for information on having your documents reviewed by Adrienne Browning, MAE. Also seek insights from Ms. Browning on how to conduct a job search. Schedule an appointment with Ms. Browning through the WKU *Handshake* system. Office: DSU 2001 & Grise Hall 223; Phone: (270) 745-3095/ Email: adrienne.browning@wku.edu
- *Seek the assistance of the WKU Gordon Ford College of Business Internship Coordinator, Monica Duvall.* Schedule an appointment with her. Office: Grise Hall 222; Phone: 270-745-4136. Email: monica.duvall@wku.edu
- *Attend the Job Fairs at WKU.* The Gordon Ford College of Business hosts its own job fair in early Spring. But don’t overlook the College to Career Job Fair, hosted by The Center for Career & Professional Development, in the Fall. Visit <https://www.wku.edu/career/events/> for dates and more information.
- *Sign up for field trips,* as they are offered by the Finance Department or through the PEAK program, to visit businesses and organizations. This is a great way to gain greater insight into the typical working environments of financial analysts and related positions, and a good opportunity to network.
- *Undertake practice interviews.* Both the GFCB PEAK program (at a special time each year) and The Center for Career & Professional Development (throughout the semester) offer practice interviews.
- *Use social media – especially LinkedIn –* to connect with your finance professors, WKU alumni, and others in corporate/managerial finance. Your LinkedIn presence should be reflective of your résumé, with a professional photo (obtain a photo for free, at some of the WKU job/career fairs). And you should seek to identify finance-related journal and other online articles, about once a week, and post to your LinkedIn page – to keep your page fresh and have your posts read by your connections. And - be certain to join the WKU GFCB Finance Alumni and Students group on LinkedIn.



-cont. How to Secure an Internship or Job in Business Finance / Management Finance, Banking, and/or Financial Regulation

- If you desire to work in a specific city, town, or geographic area, *consider attending local Chamber of Commerce meetings*. You'll meet and network with business managers, who in turn can provide you introductions to finance managers or point you to various positions. Many bankers attend Chamber meetings.
- Once you meet finance analysts and managers, or bankers, *ask to interview* them for 30 minutes, over coffee (such as at a Starbucks near their work location) or at their office. Research the firm, and the person, before the interview. Write down 10-15 good questions about the person's history (e.g., "Why did you choose to become a _____?" and "Why did you move from (prior job) to (this job)?"). Ask them about their level of job satisfaction ("What do you like most/least about your current position?"). Request tips for actions you should take as you proceed through college and as you seek an internship or job.
- Seek out insights from your finance professors as to the types of finance positions that may be most attractive to you. Your finance professors are sometimes directly contacted by employers who seek out interns or new hires, or alumni who may be looking to switch firms. So ... *get to know your professors!*
- WKU Career Services provides internship and job listings through *HANDSHAKE*, WKU'S new online recruitment tool. Enter the *HANDSHAKE* web site; look around for internships and permanent positions.
- Most finance-related jobs are posted on one or more of the major employment websites:
 - www.linkedin.com/Finance
 - www.indeed.com
 - www.jobs.net
 - www.monster.com
 - www.careerbuilder.com
- *Identify industries, firms and organizations where you believe you would like to work*. Then visit the web sites of those firms or organizations, as internship and job opportunities are often posted on firms' web sites.
- *Some part-time, entry-level finance or related positions or internships are at times available with local companies and firms*. Gaining work experience related to your career, by working part-time during semesters, can provide you with a substantial advantage when interviewing for a permanent position.



Banking and Bank Compliance and Regulation Careers

One of the most important jobs in banking is that of a loan officer, who reviews applications for loans and decides whether to grant them and, if so, on what terms. Large banks also devote considerable resources to credit analysis, developing predictive models and scoring systems to assess the risk that a particular borrower may default (that is, fail to pay back the loan). Therefore, people with strong quantitative backgrounds are normally in demand at major banks. For people orientated towards sales and client services, large banks also have relationship managers who meet the needs of their most important clients.

Financial examiners ensure that financial institutions operate in legal and regulatory compliance and on a sound financial basis. In this profession, your primary responsibility would involve visiting banks, credit unions, insurance providers and securities firms to examine their financial statements, auditors' reports and other documents. Detailed reports are then prepared and presented.

According to the Bureau of Labor Statistics, **loan officers** possess a nationwide median pay of \$63,040 as of 2018, and job growth is estimated at 11% from 2016 to 2026.

Financial examiners possess a nationwide median pay of \$80,180 as of 2018, and job growth is estimated at 10% from 2016 to 2026.

Specific tips for banking and financial examiner positions:

- Working part-time as a bank teller, during college, can provide you with insights into the many other positions available at commercial banks and/or savings and loan associations.
- Dr. Chris Brown, Professor of Finance, maintains contacts with the FDIC office in Louisville, KY, which has hired several of our graduates for bank examiner, compliance examiner, and financial analyst positions.
- The Pathways Student Trainee program at the FDIC, OCC, and other U.S. government agencies provides paid internship opportunities. Most are in and around Washington, D.C., but some are in other larger cities.
- The American Bankers' Association Job Bank is the largest financial niche online job bank. Visit www.aba.careerbank.com, and consider posting your résumé on this site (if you are open to working in a broader geographic area).
- Identify all of the banks in your desired geographic area, and visit their web sites to ascertain open positions.
- Learn to network, network, and network some more. It's what commercial loan officers, and others involved in banking, do a great deal. Practice networking by attending local Chamber of Commerce events (often held monthly).

Investment Banking Careers

Jobs in investment banking are hard to secure – there is immense competition, and both demonstrated academic prowess as well as strong networking skills are required. Actually having connections in the investment banking and/or corporate arenas is a plus, as well.

These are the highest-paying entry-level positions in the world of finance, and they are very demanding jobs as well.

Those who secure investment banking positions with the larger firms typically sign a 2-year contract stating they will either leave the firm after those 2 years or potentially stay on for a third year if given the opportunity. This is consistent across the industry, whether you are talking about bulge bracket or boutique investment banks. Exit opportunities are a big reason why investment banking is so appealing under very stressful working conditions. Many treat investment banking as a stepping-stone to high-profile jobs in Private Equity (PE), Hedge Funds (HF), and Venture Capital (VC).

Entry-level security analysts at large investment banking firms typically make \$70,000 or more in starting salary, with bonuses of \$20,000 (or much greater) likely. Those who make it to their third year often make double these amounts. At the smaller, regional or local investment banks, salaries and bonuses vary widely.

How to Secure an Investing Banking Job ...

It's tough. You need a very high GPA, and then you need to *network like a ninja* to obtain introductions to those who already work at investment banks and to CFOs of corporations.

Seeking an internship with an investment bank can be a great way to get your foot in the door, but the competition for internships is also fierce.

Of course, there are the “conventional” methods for getting names: alumni networks, work networks, friends, family friends, information sessions, professional/school organizations, and any other group (religion, sports, etc.) that you belong to. But don't overlook other ways, such as mentioning your plans to everyone you meet (you never know who might have a relative who works in the world of investment banking). Take every opportunity to tell those around you who you are, what you do, and what you're looking for – and you never know what will turn up. Be persistent – and start early. Devote a good five hours a week to networking.

Visit the list of investment banks (Wikipedia), and visit each firm's web site. Most positions in the United States are found with the larger investment banks (JP Morgan, Goldman Sachs, Bank of America, Morgan Stanley, Citigroup, etc.) in major cities, such as New York City, San Francisco, and Chicago. However, more local and smaller investment banking firms exist, such as BlueGrass Capital Advisors in Louisville, Corporate Finance Associates in Lexington, and firms in Nashville such as Harpeth Capital Investment Bankers, LLC, Iroquois Capital Group, and Brentwood Capital Advisors.

**SUGGESTED COURSES DURING YOUR JUNIOR AND SENIOR YEARS ...
FOR THE BACHELOR OF SCIENCE IN FINANCE (BUSINESS FINANCE TRACK)**

THIRD YEAR	FALL SEMESTER	SPRING SEMESTER
SUCCESS MARKERS: <i>Use a Tutor for FIN 330!</i> <i>Take FIN 300 early on!</i>	Connections (K-LG)	ENG 300, Writing in the Disciplines (Prereq: ENG 200 or permission of instructor) (F-W2)
	Connections (K-SC)	Approved Finance Elective
	FIN 330, Principles of Financial Management (Prereq: ACCT 200, MATH 116, ECON 202/203)	FIN 332, Investment Theory (Prereq: FIN 330)
	ECON 307, Financial Data Modeling (Prereq: ECON 206)	Approved Business Elective
	MGT 314, Operations Management (Prereq: ECON 206)	FIN 435, or MKT 323, or MKT 324, or ACCT 300, or ACCT 330, or ACCT 430, or ACCT 440 (see catalog for prerequisites and course names)
	FIN 300, Career Readiness in Finance (1 credit hour)	

FOURTH YEAR	FALL SEMESTER	SPRING SEMESTER
SUCCESS MARKER: <i>BEGIN YOUR HUNT FOR A PERMANENT JOB AT LEAST ONE YEAR FROM GRADUATION</i>	FIN 433, Money & Capital Markets (Prereq: FIN 330)	MGT 498, Strategy & Policy; or ENT 496, Small Business Analysis and Strategy (Prereq: Senior status and ACCT 201, CIS 243, FIN 330, MGT 210, MGT 314, and MKT 220)
	FIN 437, Corporate Asset Management (Prereq: FIN 330 with "C" or better) (Prereq or Coreq: ECON 307)	FIN 436, International Financial Management (Prereq: FIN 330)
	FIN 438, Corporate Funds Management (Prereq: FIN 330 with "C" or better) (Prereq or Coreq: ECON 307)	FIN 439, Security Analysis & Portfolio Mgmt (prereq: FIN 332 with "C" or better) or FIN 449, Practicum in Portfolio Management (prereq: FIN 332 with "C" or better" and permission of the instructor)
	Connections (K-SY)	General University Elective (3 credit hours)
	Approved Finance Elective	General University Elective (2 credit hours)
		FIN 499, Senior Assessment in Finance

This is a guide and is not intended to replace your WKU Undergraduate Catalog. Please consult your applicable WKU Undergraduate Catalog for complete requirements and additional information.

Please consult with your Academic Advisor on course selection and scheduling.

Personal Financial Planning and Wealth Management Careers

In 2017 *U.S. News* ranked personal financial advisor as the 9th best career in business.

PayScale found that 70% of financial advisors said their jobs were meaningful, which is far above the 19 other jobs listed.



Personal financial advisors meet with clients and counsel them on their finances. This could mean sitting down and creating budgets to firming up retirement plans to giving advice about investing. Some provide more holistic “life planning” – advice on achieving all of the client’s lifetime goals. Financial advisors can also invest a client’s funds and meet with the client regularly to discuss their investments. Some are also licensed to sell insurance.

According to the Bureau of Labor Statistics, personal financial advisers had a median pay of \$88,890 per year as of 2018. Job growth from 2016 to 2026 is expected to be an outstanding 15% - much faster than average.

Most entry-level personal financial advisers make between \$35,000 and \$80,000 a year, depending upon the firm and the geographic location.

After two or more years of working in a firm, many personal financial advisers start their own firm.

Key Personal Characteristics of Successful Personal Financial Advisers:

- 1. Successful advisers possess strong communications and interpersonal skills.** While there are “back office” and “support” jobs in financial planning and investment firms, a highly successful personal financial adviser will need to solicit new businesses, network with associates, and maintain his or her relationships with clients. Therefore, the ability to relate to people and find common grounds is crucial. This includes basic skills for networking, such as telephone and email etiquette. Additionally, the financial industry is filled with jargon. Its documents are often complex and confusing. A personal financial adviser needs to offer clear explanations, in layman’s terms, for her or his client to make an informed decision.
- 2. Successful financial advisers commit to unconscious competency.** We call it mastery. They commit to lifelong learning and personal development. Successful people are confident, but they are not egotistical enough to believe they already know everything they must know. Financial advisors are always *curious*.
- 3. Successful personal financial advisers possess personal integrity.** They align their own interests with those of their clients. They don't just talk the talk, in keeping the best interests of their clients paramount at all times ... they walk the walk.
- 4. Successful personal financial advisers possess both compassion and empathy.** They have compassion for people. Many clients have been wounded, not only financially but also psychologically, and financial advisors have to be ready for them. Learning how to uncover client’s emotional connections with regard to money matters, and to change clients’ behaviors, is a large part of financial planning.

How to Better Secure Internships and Permanent Positions as a Personal Financial Adviser

- **See the tips provided on a prior page** for “How to Secure an Internship or Job in Corporate / Management Finance, Banking, and Financial Regulation.” Most of those tips also apply here.
- **Consider obtaining licenses, to enhance your employability.** There are three possible licenses in financial services. Some financial advisers possess the first two licenses, while “dual registrants” usually possess all three.
 - *Series 65 – investment adviser representative exam.* This 130-question multiple-choice exam requires about 120 or more hours of study, using study materials from Kaplan or a similar educational provider. The exam is taken at local testing centers. The total cost of the exam preparation materials, and exam itself, is around \$500. Starting in 2020, the FIN 400/401 courses will include study for the Series 65 exam, as part of the course content.
 - *Life/health license exam.* If you give advice on insurance, and even if you do not sell it, you will need a license. Again, Kaplan or similar educational programs provide training programs. Expect about 40 hours to study, and about \$220 for the study materials and the exam fee.
 - *Series 6 or 7 registered representative exam.* You must work at, and be sponsored by, a broker-dealer firm to take this exam. However, you can study for and take the SIE exam while in college. The study materials and exam cost will total less than \$30-0.

Please note that the CFP® certification is not a license. It is a certification from a non-profit organization, the Certified Financial Planner Board of Standards, Inc. About 84,000 financial advisers are Certified Financial Planners™, and the CFP® designation has become the most widely recognized (by consumers) designation in financial services.

- **Understand the distinctions – (product) sales vs. (fiduciary) advice.**
 - About half of clients are served by financial services providers who sell investment or insurance products, usually in return for commissions or the ongoing receipt of 12b-1 fees (fees paid by mutual funds, on an ongoing basis).
 - About half of clients pay their fees directly to the firm, in an *investment adviser – client relationship* in which the investment adviser is required to act in the client’s best interests. Due to the Certified Financial Planner Board of Standards’ revisions to its “Code of Ethics and Standards of Professional Conduct” that require all Certified Financial Planners™ to be “fiduciary at all times,” we anticipate that the path toward fiduciary advice, and away from product sales, which has accelerated in recent years, will continue for the foreseeable future. Most graduates of WKU’s B.S. Finance (Personal Financial Planning Track) and Personal Financial Planning Certificate programs desire to be fiduciary advisers to their clients.
- **Network, Network, Network.**
 - *Attend Financial Planning Association Chapter meetings* (Louisville, Nashville, and many other cities), to meet practitioners. Nearly all of the financial advisers you meet are more than willing to share their insights with you!
 - *Go on field trips.* WKU’s professors take students on several field trips, to either attend conferences or to visit firms, each year. Field trips are often coordinated through the WKU Student Chapter of the Financial Planning Association, so sign up for this student organization and attend its meetings!
 - *Attend the WKU Personal Financial Planning Symposium.* This all-day conference is scheduled for Friday, Sept. 20, 2019, at the Knicely Center. Look for registration information via emails.

More on Securities Licensing for Aspiring Financial Planners

Various licenses are required to practice in the profession. The most common of these are:

Series 6: Investment Company and Variable Contracts Products Representative Exam

- A securities license entitling the holder to register as a limited representative and sell mutual funds, variable annuities and insurance premiums. Holders of the Series 6 license are not permitted to sell corporate or municipal securities, direct participation programs and options.”
- This license is typically pursued by individuals employed primarily as insurance agents who will sell proprietary mutual funds and variable annuities, most likely for a commission.
- The exam requires “sponsorship” by an employing firm in order to for a candidate to take, meaning that students are typically unable to pursue this license until post-graduation hire. However, you can take the SIE Exam – which is part of the Series 6 exam - without sponsorship.

Series 7: General Securities Representative Exam

- This license is also administered by the Financial Industry Regulatory Authority (FINRA) and provides an individual with the qualifications necessary in order to make different types of trades with all types of general securities, excluding commodities and futures. It is also one of the steps necessary in order for a member firm associate to register with FINRA.
- This license is primarily pursued by individuals seeking employment at large “wirehouse” broker-dealer firms, and independent broker-dealer firms, and provide the ability to undertake some form of commissioned investment product sales
- The exam requires “sponsorship” by an employing firm in order for a candidate to take. However, part of the Series 7 exam requirements are satisfied with the “SIE Exam,” which can be taken while in college.

Series 65: Uniform Investment Adviser Law Examination

- This exam does not require the applicant to be sponsored by a firm. A Form U-10 can be filed (online) to schedule the exam.
- This is the only license required for an individual pursuing employment as “investment adviser representative” at a Registered Investment Advisory (RIA) firm.
- Essentially, the license allows a practitioner to deliver investment advice for a fee, but NOT a commission. This is the only licensed required for RIA reps.
- Students who complete the requirements for Series 65 licensure give themselves a significant advantage in the employment market:
 - Passing the exam is a major “signaling” device, showing profound dedication to the profession.
 - Many of the firms hiring our graduates are RIAs and, when a student has already passed the 65, he or she is able to “hit the ground running” at a firm.
 - If you are hired by a “dual registrant” broker-dealer/RIA firm (as many firms are today) that also requires the Series 7, passing the Series 65 is still an advantage. It allows for a shorter licensing process. After passing the Series 7, advisers in dual registrant firms are then required to pass the Series 66, which is an exam combining the Series 63 and Series 65; if you obtain the Series 65, you would only need to pass the (much simpler) Series 63 exam.

-cont. How to Better Secure Internships and Permanent Positions as a Personal Financial Adviser

- **See Your Professors!** Department Chair Dr. Indudeep Chhachhi, Asst. Professor Andrew Head, and Dr. Ron Rhoades are frequently contacted by firms seeking new talent. And, if you desire a specific geographic area to relocate to, they may be able to provide you with connections from their relationships with other professionals.
- **Consider a recruiter.** Some of the best firms use recruiters to find the best college talent. If your GPA is 3.2 or above, and if you are willing to relocate to a broader region of the country (such as the “Midwest” or the “South”), we encourage you to contact *New Planner Recruiting*. We have had good experiences with them. And note – they do not charge students any fees.
- **Visit these Major Web Sites for Financial Planner Jobs.** And consider posting your résumé to these sites, as well.
 - CFP Board’s Career Center - <https://www.cfp.net/career-center>
 - National Association of Personal Financial Advisor’s (NAPFA’s) Career Opportunities listings - <https://www.napfa.org/careers/opportunities> (NAPFA is the largest organization of *fee-only*, *fiduciary*, personal financial advisors)
 - Financial Planning Association’s Jobs Listings - <http://careers.onefpa.org/>
- **Visit the Web Sites of National, Regional and Other Major Employers of Personal Financial Advisers:**

Vanguard – www.vanguardjobs.com	ARGI Financial (Louisville, KY)
Fidelity - https://jobs.fidelity.com/index.html	Robert W. Baird Co. (Louisville, KY)
Schwab – www.schwabjobs.com	Money Concepts (Louisville, KY)
Personal Capital - https://www.personalcapital.com/company/jobs	Merrill Lynch (Louisville, KY and Nashville, TN)
	UBS (Louisville, KY and Nashville, TN)
SYM Financial (Warsaw, IN)	Moisand, Fitzgerald (Orlando, FL)
PlanCorp (St. Louis, MO)	Kentucky Planning Partners (Louisville, KY)
U.S. Bank (St. Louis, MO; many other locations)	Hurlow Wealth Management Group, Inc. (Indianapolis, IN)
United Capital (Evansville, IN)	
Larson Financial Group (St. Louis, MO)	Valeo (Indianapolis, IN)
Buckingham Strategic Wealth (St. Louis, MO)	Cambridge Investment Research Advisors Inc. (Fairfield, IA)
Johnson Investment Counsel (Cincinnati, OH)	
Ritter Daniher (Cincinnati, OH)	Moneta Group Investment Advisors (Clayton, MO)
Bartlett (Cincinnati, OH)	Modera Wealth (Atlanta, GA)
Johnson Investment Counsel (Cincinnati, OH)	Oxford Financial Group Ltd. (Carmel, IN)
Ronald Blue & CO. LLC (Roswell, GA)	MFC Advisors (Covington, KY)
Edelman Financial Services LLC (Fairfax, VA)	Wells Fargo (Bowling Green, KY)
Plante Moran Financial Advisors (Detroit, VA)	Zachs Investment Management (Orlando, FL)

-cont. How to Better Secure Internships and Permanent Positions as a Personal Financial Adviser

- **Who are the largest employers of Personal Financial Planning university program graduates? The large, nationwide investment advisory and financial planning firms.** The greatest demand for entry-level personal financial advisors is from firms that combine investment and financial planning services using a central call center approach, aided with technology. The training in these firms can be excellent, and many of these firms have formal internship programs. Starting salaries and benefits are usually quite competitive. Also, after gaining a year or two of experience, employees of these firms are often recruited by smaller or mid-size personal financial planning / investment advisory firms.
 - **Here's a list of the larger, nationwide employers of new graduates:**
 - **Vanguard** – Explore internships at <https://www.vanguardjobs.com/students-and-graduates/internships/>. Explore permanent jobs for graduating students at <https://www.vanguardjobs.com/students-and-graduates/leadership-development-programs/>
 - **Schwab** – The Schwab Financial Consultant Academy seeks out high-performing candidates to prepare for a consultative role in one of our branches. The rotational program takes place over 18 to 24 months and is based in one of our major service centers. Explore the opportunities at <https://www.aboutschwab.com/fc-academy>. For internships visit <https://www.aboutschwab.com/interns>.
 - **Fidelity** – “Financial Consultant” and “Financial Consultant – Relationship Manager” jobs are found in “Investor Centers” – over 190 of them throughout the U.S. Visit <https://jobs.fidelity.com/page/show/students> and explore their web site.
 - **TD Ameritrade** – Visit <http://careers.tdameritrade.com/students/> and look for internships or their “Financial Consultant Developed Academy (FCDA).
 - **SigFig** – Visit <https://www.sigfig.com/site/#/jobs> and search for the “Client Support Specialist” position.
 - **Wealthsimple** – Visit <https://jobs.lever.co/wealthsimple> and search for “Brokerage Operations Associate” positions.
 - **Ellevest** – Visit <https://www.ellevest.com/careers> and scroll down to “Student Talent Network.”
 - **Wealthfront** – Client Services Representative positions are often available. Visit <https://www.wealthfront.com/careers> to learn more.
 - **Personal Capital** – Recent entry-level positions for financial planners included “Financial Advisor – Service” jobs in Atlanta and Denver. Visit <https://www.personalcapital.com/company/jobs>.
 - **While the positions are not as plentiful in these more traditional fee-only firms (which are the “firms of choice” for most graduates), here is a list of some of the largest fee-only registered investment advisory firms in the United States that recruit from university Personal Financial Planning Programs:**
 - **Moneta Group Investment Advisors** – “Account Specialist” and “Processing Specialist” are their entry-level positions. Visit <https://monetagroup.com/careers/>
 - **Silvercrest Asset Management Group** – “Portfolio Assistant” is one of their entry-level positions. Visit <http://www.silvercrestgroup.com/contact> and click on “Browse Job Opportunities.” (You will then need to register with LiveWire, which is free.)
 - **BBR Partners** – “Portfolio and Wealth Advisory Associate” is one of their entry-level positions. Visit <https://www.bbrpartners.com/careers/>.

- **Aspirant Wealth Management** – “Associate – Wealth Management” is one of their entry-level positions. Visit <https://aspirant.com/> and then click on “Careers” at the bottom of the page.
- **Brownson, Rehmus & Foxworth** – “Wealth Management Client Service Associate” is one of their entry-level positions. Do a Google search for “Brownson, Rehmus & Foxworth careers” to find their positions, which are listed on Glassdoor, LinkedIn, and other sites.
- **Johnson Investment Counsel** – This Cincinnati-based firm has an entry-level “Portfolio Management Assistant” position. Visit <https://www.johnsoninv.com/careers>.

And there are many, many more firms. Do a Google search for listings of “largest financial planning firms” or “largest wealth management firms” or “largest investment adviser firms” or “largest fee-only investment advisers.” Also, use the “find an advisor” or similar search functions at the NAPFA, FPA and CFP Board web sites to locate individual advisers and firms within certain geographic areas. Also, some local chapters of the Financial Planning Association also have their own web sites to which their members post available jobs. Dr. Rhoades also maintains a comprehensive listing of over 1,400 individual Certified Financial Planners™ in Kentucky, Tennessee, southern Ohio, and southern Indiana; see ‘da Bear to access this list.]

PFP Students: Seek Career Guidance – Obtain a Mentor!

Connect with a practitioner, and have occasional telephone mentor-mentee calls, as these may assist you in looking for jobs, deciding upon career paths, and/or selecting a job.

1. NAPFA’s Mentor Engage Program – seek out a mentor from the fee-only advisor association. Check it out at: <https://www.napfa.org/careers/internships-and-mentorships>
2. FPA Mentor Match: Check it out at: <https://connect.onefpa.org/participate/mentormatch>
3. CFP BOARD Mentor Program: Check it out at: <https://www.cfp.net/become-a-cfp-professional/mentor-program>

PFP Students: Develop Software Skills that Firms Value

In the FIN 400/401 classes, you will gain knowledge of MoneyGuide Pro and eMoney. You will also study for the Series 65 exam. Other software will be reviewed in other classes.

The NaviPlan University Program is designed to allow students of CFP® certified university financial planning programs access to one of the industry’s most widely used financial planning tools at no cost. You can obtain this certificate on your own. The NaviPlan University Program includes:

- An introduction to NaviPlan overview at the start of each semester
- A NaviPlan license for each student, facilitator, and professor
- Access to NaviPlan Learning Center materials

Optional: NaviPlan Certification Program for students - Students also have the option to bolster their resumes by earning a free NaviPlan certification. This certification will help students gain valuable financial planning skills and to distinguish themselves in the competitive job market. The self-guided, e-learning certification materials are designed to integrate seamlessly with your curriculum. To learn more about the NaviPlan University Program, visit

<https://go.advicentsolutions.com/University-Program.html>

SUGGESTED COURSES DURING YOUR JUNIOR AND SENIOR YEARS ... FOR THE BACHELOR OF SCIENCE IN FINANCE (PERSONAL FINANCIAL PLANNING TRACK)

PLEASE NOTE: Commencing Spring 2020, the FIN 450 Financial Plan Development course, which should be the last course taken by students enrolled in the Personal Financial Planning track, will be offered only during the Spring semester. Other PFP courses are offered only in the Fall or Spring semesters. Accordingly, the following schedule of Department of Finance courses is highly recommended.

If you are graduating in May 2020:

Fall 2019 Semester:

ACCT 330	Tax Planning for Investments
FIN 444	Retirement Planning
FIN 350	Risk Management and Insurance

Spring 2020 Semester:

FIN 400/401	Personal Financial Planning Practice Management/Lab
FIN 445	Estate Planning
FIN 450	Financial Plan Development
FIN 499	Senior Assessment in Finance

Other required courses in Finance (if not previously taken): FIN 330 Principles of Finance; FIN 331 Applied Investments; FIN 332 Investment Theory; FIN 437 Corporate Asset Management; FIN 438 Corporate Funds Management. (Note that FIN 437 and FIN 438 are only offered in the Fall semester.)

If you are graduating in December 2020:

Fall 2019 Semester:

FIN 300	Career Readiness in Finance (1 credit hour) (If not previously taken)
FIN 331	Applied Investments (if not previously taken)
ACCT 330	Tax Planning for Investments
FIN 444	Retirement Planning
FIN 350	Risk Management and Insurance

Spring 2020 Semester:

FIN 400/401	Personal Financial Planning Practice Management/Lab
FIN 445	Estate Planning
FIN 450	Financial Plan Development

Fall 2020 Semester:

FIN 499	Senior Assessment in Finance
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Other required courses in Finance, if not previously taken: FIN 330 Principles of Finance; FIN 332 Investment Theory; FIN 437 Corporate Asset Management; FIN 438 Corporate Funds Management; and either FIN 439 Security Analysis and Portfolio Management or FIN 449 Practicum in Portfolio Management. (Note that FIN 437 and FIN 438 are only offered in the Fall semester.)

This is a guide, only. Consult your applicable undergraduate catalog for official information.

SUGGESTED COURSES DURING YOUR JUNIOR AND SENIOR YEARS ... FOR THE BACHELOR OF SCIENCE IN FINANCE (PERSONAL FINANCIAL PLANNING TRACK)

PLEASE NOTE: Commencing Spring 2020, the FIN 450 Financial Plan Development course, which should be the last course taken by students enrolled in the Personal Financial Planning track, will be offered only during the Spring semester. Other PFP courses are offered only in the Fall or Spring semesters. Accordingly, the following schedule of Department of Finance courses is highly recommended.

FOR MAY 2021 GRADUATES	
Fall 2019 Semester:	Spring 2020 Semester:
FIN 300 Career Readiness in Finance	FIN 332 Investment Theory
FIN 330 Principles of Finance	FIN 445 Estate Planning
FIN 331 Applied Investments (PFP track students should take this course with Dr. Rhoades if at all possible)	FIN 400 Personal Financial Planning Practice Management FIN 401 Personal Financial Planning Practice Management Lab
FIN 350 Risk Management and Insurance	
Fall 2020 Semester:	Spring 2021 Semester:
FIN 333 Advanced Financial Planning (formerly ACCT 330 Tax Planning for Investments)	FIN 439 Security Analysis and Portfolio Management (or FIN 449 Practicum in Portfolio Management)
FIN 437 Corporate Asset Management	FIN 450 Financial Plan Development
FIN 438 Corporate Funds Management	FIN 499 Senior Assessment (1 credit hour)
FIN 444 Retirement Planning	

FOR DECEMBER 2021 GRADUATES	
Spring 2020 Semester:	Fall 2020 Semester:
FIN 300 Career Readiness in Finance (1 credit hour)	FIN 333 Advanced Financial Planning (formerly ACCT 330 Tax Planning for Investments)
FIN 330 Principles of Finance	FIN 350 Risk Management and Insurance
FIN 331 Applied Investments (PFP track students should take this course with Dr. Rhoades if at all possible)	FIN 444 Retirement Planning
FIN 332 Investment Theory	FIN 439 Security Analysis and Portfolio Management (or FIN 449 Practicum in Portfolio Management)
FIN 445 Estate Planning	
FIN 400 Personal Financial Planning Practice Management FIN 401 Personal Financial Planning Practice Management Lab	
Spring 2021 Semester:	Fall 2021 Semester:
FIN 450 Financial Plan Development	FIN 437 Corporate Asset Management
	FIN 438 Corporate Funds Management
	FIN 499 Senior Assessment

This is a guide, only. Consult your applicable undergraduate catalog for official information.

Please consult with your Academic Advisor
on course selection and scheduling.

SUGGESTED COURSES DURING YOUR JUNIOR AND SENIOR YEARS ... FOR THE BACHELOR OF SCIENCE IN FINANCE (PERSONAL FINANCIAL PLANNING TRACK)

PLEASE NOTE: Commencing Spring 2020, the FIN 450 Financial Plan Development course, which should be the last course taken by students enrolled in the Personal Financial Planning track, will be offered only during the Spring semester. Other PFP courses are offered only in the Fall or Spring semesters. Accordingly, the following schedule of Department of Finance courses is highly recommended.

FOR MAY 2022 GRADUATES	
Fall 2020 Semester:	Spring 2021 Semester:
FIN 300 Career Readiness in Finance	FIN 332 Investment Theory
FIN 330 Principles of Finance	FIN 445 Estate Planning
FIN 331 Applied Investments (PFP track students should take this course with Dr. Rhoades if at all possible)	FIN 400 Personal Financial Planning Practice Management FIN 401 Personal Financial Planning Practice Management Lab
FIN 350 Risk Management and Insurance	
Fall 2021 Semester:	Spring 2022 Semester:
FIN 333 Advanced Financial Planning (formerly ACCT 330 Tax Planning for Investments)	FIN 439 Security Analysis and Portfolio Management (or FIN 449 Practicum in Portfolio Management)
FIN 437 Corporate Asset Management	FIN 450 Financial Plan Development
FIN 438 Corporate Funds Management	FIN 499 Senior Assessment (1 credit hour)
FIN 444 Retirement Planning	

FOR DECEMBER 2022 GRADUATES	
Spring 2021 Semester:	Fall 2021 Semester:
FIN 300 Career Readiness in Finance (1 credit hour)	FIN 333 Advanced Financial Planning (formerly ACCT 330 Tax Planning for Investments)
FIN 330 Principles of Finance	FIN 350 Risk Management and Insurance
FIN 331 Applied Investments (PFP track students should take this course with Dr. Rhoades if at all possible)	FIN 439 Security Analysis and Portfolio Management (or FIN 449 Practicum in Portfolio Management)
FIN 332 Investment Theory	FIN 444 Retirement Planning
FIN 445 Estate Planning	
FIN 400 Personal Financial Planning Practice Management FIN 401 Personal Financial Planning Practice Management Lab	
Spring 2022 Semester:	Fall 2022 Semester:
FIN 450 Financial Plan Development	FIN 437 Corporate Asset Management
	FIN 438 Corporate Funds Management
	FIN 499 Senior Assessment

This is a guide, only. Consult your applicable undergraduate catalog for official information.

Please consult with your Academic Advisor
on course selection and scheduling.

Other (Non-Finance) Courses to take in the B.S. FINANCE / Personal Financial Planning Track during your Junior and Senior Years:

- Connections (K-LG)
- Connections (K-SC)
- Connections (K-SY)
- ECON 307, Financial Data Modeling (*Prereq: ECON 206*)
- ENG 300, Writing in the Disciplines (*Prereq: ENG 200 or permission of instructor*) (F-W2)
- FIN XXX: Approved Finance Elective (*recommended: FIN 433 Markets and Institutions*)
- MGT 314, Operations Management (*Prereq: ECON 206*)
- MGT 498, Strategy & Policy; or ENT 496, Small Business Analysis and Strategy (*Prereq: Senior status and ACCT 201, CIS 243, FIN 330, MGT 210, MGT 314, and MKT 220*)

This is a guide and is not intended to replace your WKU Undergraduate Catalog. Please consult your applicable WKU Undergraduate Catalog for complete requirements and additional information.

NATIONAL SCHOLARSHIP OPPORTUNITIES FOR PERSONAL FINANCIAL PLANNING STUDENTS

T.D. AMERITRADE INSTITUTIONAL SCHOLARSHIP FOR TUITION: MERIT-BASED. This highly competitive scholarship program awards twelve \$5,000 scholarships annually. High GPA is a must. We have had six winners of this scholarship from WKU in the past seven years. Apply in April and May of each year. Visit: <https://www.tdainstitutional.com/lp/nextgen-scholarship.page>

THE DEENA JO HEIDE-DIESSLIN FOUNDATION CHALLENGE MATCH SCHOLARSHIP FOR TUITION: FINANCIAL NEED-BASED. offers scholarships to qualified individuals who can demonstrate financial need and are from underrepresented populations within the financial planning profession in terms of gender, race, ethnicity, disability or sexual orientation. The application window is during the Fall. Visit <https://centerforfinancialplanning.org/initiatives/scholarships/apply-for-the-deena-jo-heide-dieSSLin-foundation-challenge-match-scholarship/>

THE RICHARD B. (DICK) WAGNER MEMORIAL SCHOLARSHIP FUND was established jointly by the CFP Board Center for Financial Planning and The Financial Planning Association® (FPA®) in an effort to advance and diversify the CERTIFIED FINANCIAL PLANNER™ professional workforce. The scholarship will be awarded to students seeking to complete a CFP Board-Registered program – either certificate or Baccalaureate program – that would qualify them to sit for the CFP® exam. It is also open to new CFP® professionals desiring to advance their education through key FPA professional development programs, such as the FPA Retreat, Residency, NexGen Gathering, Annual Conference and mentorship opportunities. Eligible individuals must reside in the United States, demonstrate financial need and be part of an under-represented population related to gender, race, ethnicity, sexual orientation, individuals 35 and under or those with disabilities. Visit <https://centerforfinancialplanning.org/get-involved/richard-b-wagner-memorial-scholarship-fund/> for details.

THE ENVESTNET SCHOLARSHIP (FOR TUITION) – UNDERREPRESENTED POPULATIONS. The Envestnet Scholarship provides financial assistance to individuals from underrepresented populations seeking to complete the education requirements for CFP® certification through a CFP Board Registered Certificate Program. Envestnet has partnered with the Center for Financial Planning on this endeavor as part of its Envestnet Institute on Campus program. Visit <https://centerforfinancialplanning.org/initiatives/scholarships/>

FINANCIAL PLANNING ASSOCIATION DIVERSITY SCHOLARSHIPS TO ATTEND A MAJOR CONFERENCE. The FPA Diversity Committee developed a merit-based scholarship program to sponsor Diversity Scholarship award recipients to attend an FPA national conference, collaborate with the FPA community and promote inclusivity and creativity within the financial planning profession. The Scholarship is awarded to financial services students and professionals who demonstrate and act upon an intense desire to promote diversity in the financial planning profession. Criteria for applicants includes: (1) Raising awareness of the profession in diverse communities; (2) Serving diverse communities with financial planning; and (3) Increasing professional opportunities for diverse communities within the financial planning profession. Visit <https://www.onefpa.org/community/diversity/Pages/FPA-Diversity-Scholarships.aspx> for more information.

FINANCIAL PLANNING ASSOCIATION STUDENT SCHOLARSHIPS TO ATTEND THE FPA NATIONAL CONFERENCE. Our annual conference scholarship program is specifically designed for financial planning students enrolled in undergraduate programs. In conjunction with its partners, FPA provides registration scholarships for the conference. We want to give students every opportunity to attend this conference and gain exposure to the best and brightest in the world of financial planning. Recipients will receive one (1) complimentary conference student registration. (Travel and hotel costs are not included.) Applications are due by mid-July. Visit <https://www.onefpa.org/about/Pages/FPA-Annual-Conference-Scholarship.aspx>

NAPFA DIVERSITY SCHOLARSHIPS TO ATTEND A MAJOR CONFERENCE. The National Association of Personal Financial Advisors (NAPFA) is the country's leading professional association of Fee-Only financial advisors—highly trained professionals who are committed to working in the best interests of those they serve. Through its long-range planning process, NAPFA identified encouraging and promoting inclusivity in the field as a strategic imperative for the association. This led to the creation of the Diversity & Inclusion Initiative and the formation of a steering committee to steward any associated activities. The organization now sponsors several merit-based Diversity Scholarships for both NAPFA members and non-members to attend a NAPFA National Conference. Visit <https://www.napfa.org/scholarships>

NAPFA / DIAHANN W. LASSUS SCHOLARSHIPS TO ATTEND A MAJOR CONFERENCE. This scholarship was created to provide financial assistance to students from CFP® Board Registered Financial Planning Programs to attend a NAPFA National Conference. The scholarship will cover conference registration fees and a travel stipend of up to \$300. Five scholarships will be awarded for each NAPFA conference (Spring and Fall). This scholarship was created to provide financial assistance to students from CFP® Board Registered Financial Planning Programs to attend a NAPFA National Conference. The scholarship will cover conference registration fees and a travel stipend of up to \$300. Five scholarships will be awarded for each NAPFA conference (Spring and Fall). Visit <https://www.napfa.org/scholarships>

NAPFA GENESIS – CFP EXAM SCHOLARSHIP. NAPFA Genesis provides multiple scholarships throughout the year for individuals pursuing the CFP® Certification. These are available for those who do not currently receive financial assistance for the cost of the exam. Genesis members can apply to receive a scholarship, and if selected, upon passing the exam will receive a reimbursement for the NAPFA discounted exam fee, which is \$395. Visit <https://www.napfa.org/genesis-scholarships>

NAPFA GENESIS SCHOLARSHIP TO ATTEND A MAJOR CONFERENCE. The conference scholarship covers the cost of conference attendance, as well as a lodging and travel reimbursement up to \$750. Scholarship winners are expected to attend the majority of sessions, the Genesis social, and the Genesis community meeting. Visit <https://www.napfa.org/genesis-scholarships>

NAPFA GENESIS SCHOLARSHIP TO ATTEND A REGIONAL SYMPOSIUM. Two winners will receive free registration at each regional symposium. Winners are selected by random drawing. First-time attendees receive two entries in the drawing. Scholarship is open to anyone age 33 and under. NAPFA Genesis membership is NOT required. Visit <https://www.napfa.org/genesis-scholarships>

NEW PLANNER RECRUITING SCHOLARSHIP FOR THE CFP® EXAM. The New Planner Recruiting, LLC CFP® Exam Scholarship program provides a reimbursement to the scholarship recipient for the fee incurred to take and pass the CFP® Exam. Visit <https://newplannerrecruiting.com/scholarship-program/>

XY PLANNING NETWORK CFP® EXAM SCHOLARSHIP PROGRAM / UNDERREPRESENTED GROUPS. Advisors from under-represented groups within the financial planning community, including (but not limited to) women, people of color, people with disabilities, and LGBT+ advisors may apply. Both XYPN members and non-members may apply. 5 awarded each year. Visit <https://info.xyplanningnetwork.com/cfp-exam-scholarship-program>

What “values” will you adopt? How will you apply your values – your beliefs – in your everyday life?

Each person’s set of values is different. And, each different value can have a different priority. *What are your “values” – and how will you lead your life in adherence to these values?* **Following is a sample listing of 12 values. Consider your values, and come up with your own list.**

THE 3 WAYS IN WHICH WE SHOULD PERCEIVE THE WORLD AROUND US:

1. **Listen, to be fully present** whenever another person is speaking, be it a peer, colleague, friend or family member. Aspire to become one of the best listeners in the world. [Search YouTube for videos about empathetic listening.]
2. **Be ever curious.** Keep a beginner’s mind, and nurture the habits and attitudes that sustain a curious mind and an open heart. [Search YouTube for "How Important is it to be curious" - a short interview of Bill Gates.]
3. **Embrace change**, to create a mindset that seeks and welcomes opportunities for yourself and the members of any team or organization of which you are a part. [Read the book, "Who Moved My Cheese?"]

THE 3 COMMITMENTS WE SHOULD MAKE TO OURSELVES AND TO OTHERS:

4. **Seek mastery**, to commit yourself to fully developing the skills, expertise and wisdom to excel in your profession. [And it all begins with excellent written and oral communication skills. See the YouTube video: "Communication Skills - How to Improve Communications Skills - 7 Unique Tips." Also see the YouTube video, "Big Talk" by Kalina.]
5. **Become confident.** Self-confidence is a skill. [See the YouTube video, "The skill of self-confidence, Dr. Ivan Joseph. Also remember to not let others tear you down.]
6. **Commit to radical responsibility.** Make clear agreements with yourself, and with your peers and with others, and bind yourself to honoring those agreements. Practice, and master, self-control and grit - for they may well be the key factors in your success in life. [Watch the YouTube videos, "Sesame Street Tells You How to Get to Sunnier Days Financially," and "Grit: the power of passion and perseverance" by Angela Lee Duckworth.]

THE 3 PRACTICES WE SHOULD UNDERTAKE EACH DAY:

7. **Practice gratitude.** Openly express thankfulness for the richness of your life and the gift of others both great and small. [Search for videos on YouTube: Oprah Winfrey Gratitude Journal.]
8. **Expand your comfort zone**, by doing one thing each day that “scares you.” This is especially useful for introverts. [Watch the video: Marcus Taylor, Measuring Comfort Zones, on YouTube. Then watch, "100 days without fear" by Michelle Poler.]
9. **Ask “How Can I Help?”** If we were to treat everyone, each day, like they were hurting, then we wouldn’t miss by much. We can find much happiness in helping others. [Search YouTube for: "Happiness is helping others" - posted by Haytham Ibrahim]

THE 3 CORE VALUES WE SHOULD EMBRACE AT ALL TIMES:

10. **Strive for positivity**, because being positive and happy promotes greater learning, greater achievements, and greater success, in all aspects of life. [Watch the video, The happy secret to better work, by Shawn Achor.]
11. **Plan out and enjoy the journey.** Live your life by design, not by default, to enjoy a happy and fulfilling life. [Watch these videos: "The Time You Have (in JellyBeans)", and any video about setting S.M.A.R.T. Goals.]
12. **Most important - act with integrity, because all successful relationships are built on trust.** And trust, when violated, can never be fully restored. [While teaching integrity requires more than short videos allow, there are many benefits from integrity - for an indication, watch the YouTube video by Kevin Lott, "Integrity Gets You Everything!"]

BE EVER-CURIOUS ... ADDITIONAL RESOURCES FOR YOU.

Dan Solin, a commentator in the financial services industry, recently wrote: “When I meet an advisor, I can tell within the first few minutes whether he or she is or will be successful. It’s not difficult. I look for one trait: curiosity.”

There’s only one way to demonstrate curiosity: Ask questions. Ask questions demonstrating your interest in learning more about the prospective client or customer as a person. Who is she? Why did she choose to do whatever work she is doing? What does she enjoy doing when she’s not working? Ask her about her family. When she responds, ask soft follow-up questions, intended to learn more details. Show a sincere, genuine, authentic curiosity about her.

Other suggestions for developing curiosity include read more, meditate and make it a habit to ask questions as you go about your daily life. For example, instead of riding silently in the back of an Uber car, ask the driver, “Where are you from?” You will be pleasantly surprised where the conversation may lead.

Part of being curious, and succeeding in business finance and personal financial planning, is adopting the habit of continuous learning. To this end, here are some reading suggestions:

Great books about investing:

- The Intelligent Investor, by Benjamin Graham
- Capital Ideas: The Improbable Origins of Modern Wall Street, by Peter Bernstein
- A Random Walk Down Wall Street, by Burton Malkiel
- Common Sense on Mutual Funds, by John C. Bogle (best read when you are freshman or sophomore)

Great books about behavioral finance:

- Dollars and Sense: How We Misthink Money and How to Spend Smarter, by Dan Ariely
- The Behavior Gap, by Carl Richards
- Risk Savvy: How to Make Good Decisions, by Gerd Gigerzner

Other recommended books and other resources for personal financial planning scholars:

- Storytelling for Financial Advisors, by Scott West and Mitch Anthony
- Advice That Sticks: How to give financial advice that people will follow, by Moira Somers
- Financial Planning 3.0, by Dick Wagner
- *Subscribe (for free) to, and reading each week, Michael Kitces’ Nerd’s Eye View “Weekend Reading.”* Visit <https://www.kitces.com/>. Michael Kitces is the most widely-read commentator in the personal financial planning space today.
- *FPA ACTIVATE* has a variety of resources, including podcasts about “Finding a Job” and “Career Success.” Visit <https://fpaactivate.org/keys-to-career-success/>
- *NEW PLANNER RECRUITING* has a free monthly newsletter for job seekers in Financial Planning. Visit <https://newplannerrecruiting.com/> to subscribe. They also have a variety of articles, such as “How to Stand Out” and “How to Find a Financial Planning Position After Graduation” – visit https://newplannerrecruiting.com/resource_category/job-seekers/
- *REGISTER WITH THE CFP BOARD AND MONITOR THE EXAM-TAKER DISCUSSION BOARDS.* As a student, you can register (for free) with the CFP Board of Standards, and then subscribe to their “CFP Board Candidate Open Forum.” There, you can learn a great deal on how to prepare for the CFP® examination. A “Study Group Forum” discussion board also exists. Visit www.cfp.net to register.
- “*The Financial Planning Career Paths: Building More Sustainable and Successful Businesses*” from the CFP Board’s Center for Financial Planning provides unique and in-depth insights into recruitment, training, career development, and retention of personal financial advisors. Visit <https://www.cfp.net/career-center/resources-for-job-seekers#newguide> to download your copy (free).

**START YOUR SEARCH IN JULY,
FOR INTERNSHIPS AND JOBS THAT
COMMENCE THE FOLLOWING SUMMER**

When to search ...

We encourage freshmen, sophomores and juniors to all apply for internships. Many financial summer internships are posted in late summer / early Fall, and have application deadlines as soon as October.

While permanent positions are available all year round, many of the larger employers recruit heavily during the Fall, filling up quickly various positions that start the following May or June. If you are graduating in December, start your job search one year prior.

Where the jobs are ... don't overlook the major metropolitan areas!

We encourage you to look for internships and jobs in a broad geographical area. Being within a long day's drive of home (i.e., your family) is still a good idea – this provides you with the opportunity to spend long weekends and holidays with family members. Also, in the event of a family emergency, you can get to your family members, or they to you, relatively easily (and with far less expense than that of a last-minute airfare, if you can even get a flight).

We have had substantial success in assisting students in finding positions throughout the Midwest and lower South. More internships and jobs are found in more heavily populated areas. Here's a comparison of some metro areas within a day's drive of WKU:

<u>Metropolitan Area</u>	<u>Population</u>	<u>Driving time from WKU</u>
Chicago	10 million	6 hours
Atlanta	9 million	5 hours
Houston	7 million	13 hours
St. Louis	3 million	4.5 hours
Orlando	2.5 million	12 hours
Charlotte	2.5 million	7.5 hours
Cincinnati	2 million	3.5 hours
Columbus, OH	2 million	5 hours
Indianapolis	2 million	3.5 hours
Nashville	2 million	1-1.5 hours
Jacksonville, FL	1.5 million	10 hours
Raleigh	1.4 million	9 hours
Memphis	1.3 million	4.5 hours
Louisville	1.3 million	2 hours
New Orleans	1.2 million	9 hours
Birmingham, AL	1.1 million	4 hours
Knoxville	880,000	4 hours
Columbia, SC	830,000	8 hours
Charleston, SC	780,000	9.5 hours
Little Rock, AR	730,000	6.5 hours
Greensboro, NC	770,000	8 hours
Lexington, KY	520,000	2.5 hours

WKU Department of Finance Course Descriptions

FIN 161 / FINC 161C. PERSONAL FINANCE. (3) Designed to serve the personal finance needs of students regardless of their major fields. Practical applications in personal and family financial planning, including credit, buying, borrowing, banking, insurance, investments, taxation, estate planning and home ownership. *Course Fee* | Colonnade E-SB | SB

FIN 300. CAREER READINESS IN FINANCE. (1) Prerequisites: Completion of or current enrollment in FIN 330; junior standing and reference code 664 or 664P. Introduction to preparation for a career in Finance including professional writing skills, professional resumes and cover letters; oral communications; interviewing skills; goal setting; ethical standards; and professional networking. This course is limited to juniors and seniors in the Finance program. Assignments may include travel. *Course Fee*

FIN 330. PRINCIPLES OF FINANCE. (3) Prerequisites: ACCT 200, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 310, and ECON 202 or 203. Covers basic concepts and techniques in corporate finance and investments. Topics include asset valuation, time value of money, capital budgeting, financial statements and international finance. *Course Fee*

FIN 331. APPLIED INVESTMENTS. (3) Covers personal investment fundamentals, including asset class and fund selection within 401k and similar retirement plans, use of tax-favored accounts, and factor-based investing. Uses investment-related web sites. *Course Fee* [Note: WKU B.S. Finance / Personal Financial Planning Track and PFP Certificate Students should endeavor to take Dr. Rhoades' section. Dr. Snavelly's section is for non-PFP track and other business students.]

FIN 332. INVESTMENT THEORY. (3) Prerequisite: FIN 330. An examination is made of investment institutions, market mechanics and investment media. The course deals with the setting of investment objectives, portfolio building and the problems of selection and timing. *Course Fee*

FIN 333. ADVANCED FINANCIAL PLANNING. (3) [PRIOR TO FALL 2020, THIS COURSE IS KNOWN AS ACCT 330 / TAX PLANNING FOR INVESTMENTS]. For non-accounting majors - may not be taken by accounting majors. Prerequisite: FIN 330. An explanation of the federal income tax structure and the role taxes play in decision making. The tax effects on personal investments and the tax factors in personal financial planning are given special emphasis. *Course Fee*

FIN 350. RISK MANAGEMENT AND INSURANCE. (3) Fundamental principles of risk and insurance and their application to risk situations. Provides the basic knowledge for intelligent solution of personal and business risk problems. *Course Fee*

FIN 370. PRINCIPLES OF REAL ESTATE. (3) Prerequisite: FIN 330. Deals generally with urban real estate with emphasis on principles and practices of the real estate business. *Course Fee*

FIN 400. PERSONAL FINANCIAL PLANNING PRACTICE MANAGEMENT. (2) Prerequisites: Completion of or current enrollment in FIN 331, FIN 332, and FIN 444 Restricted to B.S. Finance (Financial Planning track) majors and Financial Planning Certificate enrollees. Corequisite: FIN 401. Counseling and communication techniques, as well as interviewing strategies for use in financial planning settings. Introduction to regulatory compliance as packages for financial planning and investment portfolio applications. Review of business models and staffing. *Course Fee*

FIN 401. PERSONAL FINANCIAL PLANNING PRACTICE MANAGEMENT LAB. (1) Prerequisites: Completion of or current enrollment in FIN 331, FIN 332, and FIN 444. Restricted to B.S. Finance (Financial Planning track) majors and Financial Planning Certificate enrollees. Corequisite: FIN 400. A laboratory course correlated with FIN 400 for financial planning majors emphasizing the use of professional software packages for financial planning and investment management. *Course Fee*

FIN 430. SELECTED TOPICS-FINANCE. (3) Prerequisites: FIN 330 and permission of Instructor. Conducted at selected times covering special topics of current interest to finance students. Class format varies with instructor. *Course Fee*

FIN 433. FINANCIAL MARKETS AND INSTITUTIONS. (3) Prerequisite: FIN 330. An examination of the behavior of U.S. and world financial markets with a special emphasis on interest rate theories, funds flows, and the role of financial institutions in these markets. *Course Fee*

FIN 435. COMMERCIAL BANK MANAGEMENT. (3) Prerequisite: FIN 330. Study of the financial management of commercial banks. Emphasis is on asset/liability management and the financial analysis of bank statements. *Course Fee*

FIN 436. INTERNATIONAL FINANCIAL MANAGEMENT. (3) Prerequisite: FIN 330. An examination of the international dimension of corporate finance. Topics covered include environment of international financial management, foreign exchange risk management, foreign investment analysis, and financing foreign operations. *Course Fee*

FIN 437. CORPORATE ASSET MANAGEMENT. (3) Prerequisites: Completion of FIN 330 with a grade of "C" or better and completion of, or current enrollment in, ECON 307. Advanced level exposure to valuation concepts, capital budgeting decisions, working capital management, and mergers and acquisitions. Deals with the current theory and practice of corporate finance in these areas. *Course Fee*

FIN 438. CORPORATE FUNDS MANAGEMENT. (3) Prerequisites: Completion of FIN 330 with a grade of "C" or better and completion of, or current enrollment in, ECON 307. Advanced level exposure to financing and dividend policy, short-, intermediate-, and long-term financing, and financial statement analysis. Deals with the current theory and practice of corporate finance in these areas. *Course Fee*

FIN 439. SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT. (3) Prerequisite: FIN 332 with a grade of "C" or better. An advanced level exposure to fixed income and equity security valuation, and the theory and practice of portfolio management. *Course Fee*

FIN 440. INTERNSHIP IN FINANCE. (3) Prerequisites: FIN 330 and admission to departmental cooperative program. Supervised work with a cooperating organization that provides financial services and products to the public. (Grading: Pass / Fail) *Course Fee*

FIN 441. ENTREPRENEURIAL FINANCE. (3) Prerequisite: FIN 330. This course focuses on gaining understanding of the financing of entrepreneurial ventures, including ways entrepreneurs identify and commit the necessary resources to create and finance their ventures. *Course Fee*

FIN 444. RETIREMENT PLANNING. (3) Prerequisite: FIN 330. Emphasizes the practical knowledge needed for choosing the best financial plan and designing a retirement plan that will meet a client's needs from a tax, retirement, and financial planning standpoint. *Course Fee*

FIN 445. ESTATE PLANNING. (3) Prerequisite: FIN 330. Survey of financial planning, estate and gift tax planning, the unified estate and gift tax system, and the transfer of property through trusts and wills. *Course Fee*

FIN 449. PRACTICUM IN PORTFOLIO MANAGEMENT. (3) Prerequisites: FIN 332 with a grade of "C" or better and permission of instructor. Practical experience in managing an investment portfolio in a teamwork environment. Emphasis placed on Economics, Industry, and Company analysis, security selection, report preparation, daily decision making, record keeping and performance evaluation. Students will be responsible for making all material decisions in managing an actual investment portfolio of real funds. May be repeated for credit. *Course Fee*

FIN 450. FINANCIAL PLAN DEVELOPMENT. (3) Prerequisites: FIN 331, 332, 350, 444, 445, ACCT 330 (Courses may be taken concurrently with departmental approval). The student will be able to demonstrate understanding of financial planning by successfully formulating and presenting a comprehensive financial plan. *Course Fee*

FIN 499. SENIOR ASSESSMENT IN FINANCE. (0-1) Prerequisites: Senior standing, enrolled in last regular semester of coursework (summer graduates would take this course in the spring semester prior to completion.) This course is designed to be a tool in the senior assessment process. It is designed to provide a means of conducting assessment of Finance majors. The course will seek to measure knowledge of basic ideas and concepts necessary of Finance graduates. (Grading: Pass / Fail) *Course Fee*

HAVE A “PLAN” EARLY ON ... AND EXECUTE IT!**Don't Forget These Five Important Steps.****Apply for Scholarships!**

Ask your Finance professors for information about scholarship opportunities – for purposes of tuition, for attending conferences, for taking the Series 65 exam, etc. (PFP students: see list of scholarships in this *Career Planning Guide*.)

Maintain Your Own List of Contacts.

Commencing in the second semester of your freshman year, you should maintain a list of contacts in the financial services industry. Names, email addresses, phone numbers, the name of the firm they are with, addresses (and zip codes), and a record of your interactions with them.

Some students maintain this list in Excel, so they can sort it (by zip code, name of contact, name of firm, type of firm, etc.). Other students use Outlook or other software to keep their contacts organized.

Possess Your Own Business Card.

There are many online resources on what your business card should say. You will be including your card with each thank-you note you write (see below), and you should have it available with you at all times should someone you meet desire to connect with you, or desire to connect someone else with you.

Obtain a Simple, But Nice, Portfolio.

Leather-looking black cover. A letter-size pad to take notes, a pen holder, a space for business cards inside. Also, a pocket to hold your résumés.

**Write Handwritten Thank-You Notes.**

After each contact you have with someone who is in the financial services industry, or who connects you to someone, write a handwritten thank you note on a simple card. Obtain thank-you cards (plain, but nice paper stock, about wedding-invitation size, is best) at office supply stores or online. Keep a stack of cards, and “decorative stamps” (obtain from the Post Office) on hand at all times.

Few persons today write handwritten thank-you notes. That's why they are so powerful! When you write a note, always include your business card (just one) – even if you already provided your card to that person.

What will you say? Consider the following example:

Dear Don,

It was a great pleasure to chat with you at the FPA BE conference. I appreciate the insights you provided on possible career paths. I look forward to connecting with you again, and for any additional nuggets of wisdom you are willing to share.

Yours truly,

Bill

Make certain to hand-address the envelope, with your return address. And, don't forget to use a nice pen.

My Career Planning Action Plan		
Activity to Undertake	Self-Imposed Deadline	✓ if Complete

WKU Gordon Ford College of Business
Department of Finance

Contact Ms. Doreen Williams-Holmes, Departmental Assistant, at: Office: GH 334. Phone: 270-745-2018.
Email: Doreen.williams-holmes@wku.edu