

Financial Services Professional Pathway

CSB Undergraduates

Pathway Overview

Financial Services encompasses a variety of activities centered on the general area of financial management. Among the areas within the financial services pathway that a student may pursue are financial management and budgeting, investment analysis and management, risk management and insurance, and personal finance.

This professional pathway provides students the opportunity to understand modern financial management in a global context. The Financial Services Professional Pathway is about creating superior financially literate, ethical leaders who can make valuable contributions to their organization.

According to the United States Bureau of Labor Statistics, the financial services profession is poised for growth in the coming decade. Among those financial services related jobs are:¹

	2012 Median Pay	Jobs 2012	%Growth 12-22	Job Growth 12-22
Financial Services Sales Agents	\$ 71,720	354,600	11.00%	39,700
Financial Analysts	\$ 76,950	253,000	16.00%	39,300
Insurance Sales Agents	\$ 48,150	443,300	10.00%	45,900
Financial Managers	\$ 109,740	532,100	9.00%	47,100
Budget Analyst	\$ 69,280	61,700	6.00%	3,800
Financial Examiners	\$ 75,800	29,200	6.00%	1,800
Personal Financial Advisor	\$ 67,520	223,400	27.00%	60,300

Financial Services Pathway Intended Outcomes

The Citadel's vision is *Achieving Excellence in the Education of Principled Leaders*. The Citadel School of Business aspires to shape and strengthen the leadership skills of its students, and believes that an important part of leadership is personal action – assuming the duty to take part in building the future. In the Financial Services Professional Pathway, such leaders will demonstrate the ability to guide their organizations effectively and ethically through the full range of business financial decisions.

Graduates will be able to gain knowledge and skill in financial analysis, modeling, management and other important aspects of Financial Services management.

Financial Services Pathway participants will be strongly encouraged to take part in an industry internship. This is supervised work experience in a position related to their financial services career objective.

¹ <http://www.bls.gov/ooh/> accessed September 25, 2014

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Graduates will be prepared for positions in the growing financial services field. Career opportunities include a wide variety of potential employment positions such as budget analyst, financial analyst, financial sales representative, personal financial manager, and financial examiner.

Graduates will receive training and certification in tools and software widely used in the financial services industry (such as Morningstar Direct and William O’Neil Direct Access among others) and will become equipped to take certification exams in the financial services field such as the CFA and the CFP, once any other prerequisites such as work experience are fulfilled. Professional organizations offering certification include CFA (Chartered Financial Analyst) Institute, and the CFP (Certified Financial Planner) Board.

Coursework

The Financial Services Professional Pathway consists of 24 credit hours (eight courses) from among the Business major electives and other relevant electives across the Citadel’s curriculum. Of that total, 12 hours (four courses) are required business courses; the remaining 12 hours (four courses) are from approved electives which may be business courses, or other courses relevant to the student’s desired professional outcome. Pathway courses are summarized in Table 2. In addition to the course work students are required to receive certification in one of the financial services software packages available in the Bastin Financial Leadership Lab.

Table 2. Financial Services Professional Pathway Coursework

Course	Title	Type
BADM 322	Intermediate Business Finance – Tools and Applications	Required
BADM 331	Financial Modeling	Required
BADM 404	Investments	Required
BADM XXX	Financial Markets & Institutions OR Professional Selling	Required
Electives (Four)	Selected from an approved list, or any course with permission	Elective

Financial Services Professional Pathway Advisement

Students in the Financial Services Professional Pathway will be assigned an advisor from among the faculty in that discipline and a professional mentor with experience in the field that the student wishes to pursue. Students will be matched with academic advisors and career professionals who can advise them on academic and practical matters relative to pursuing their desired career path.

Extra-Curricular Components

The Financial Services Professional Pathway also includes of a number of extra-curricular components:

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- a. Mentor – Students will be assigned a mentor from an interest group that most closely matches the overall pathway the student chooses to follow.
- b. Citadel FMA (Financial Management Association) – students in the Financial Services Professional Pathway will have access to and be encouraged to participate in the Citadel’s student chapter of Financial Management Association.
- c. Financial Services Professional Pathway students will be strongly encouraged to take part in an internship, by which exposure to and experience in the pathway career fields can be obtained.
- d. Financial Services Professional Pathway students will be eligible to compete to become Pathway scholars.
 - i. Pathway scholars will, in addition to the other benefits of being a pathway student, be granted professional development funding (currently \$1,000 per year up to a maximum of \$3,000 total) to be used to support enrichment activities as pathway scholars.
 - ii. The pathway scholar funds are limited, and will be awarded through a competitive application process.
 - iii. The application of these funds will be made pursuant to the approval of the student’s pathway advisor, and if not spent on approved expenditures by the end of the student’s senior year will revert to the pathway scholar’s fund pool to be allocated to subsequent scholars.
 - iv. Examples of pathway scholar funds expenditures include but are not limited to:
 - 1. Attendance at finance related professional conferences
 - 2. Support for summer study/internships (e.g. living expenses to support a summer internship in New York)
 - 3. Purchase of technology supporting financial services careers.
 - 4. Professional certification related costs (e.g. CFP Exam, CFA exam, FINRA exam etc.)