

Financial Planning

The financial planning major is intended to prepare students for a career in financial planning. After completing the curriculum requirements students should be capable of demonstrating a comprehensive understanding of all of the topics within the financial planning major and effectively apply and integrate this information in the formulation of a financial plan. They should also be capable of the following:

- Analyze personal financial situations that includes both qualitative and quantitative information, evaluating clients' objectives, needs, values, and risk tolerance to develop an appropriate strategy within the financial plan.
- Demonstrate logic and reasoning to identify the strengths and weaknesses of various approaches to a specific problem.
- Evaluate the impact of economic, political, and regulatory issues with regard to the financial plan.
- Apply the CFP Board Code of Ethics and Standards of Conduct to the financial planning process.
- Effectively communicate the financial plan, both orally and in writing, including information based on research, peer, colleague or simulated client interaction and/or results emanating from synthesis of material.

See the Graduate section (<http://catalog.mtmercy.edu/graduateprograms/>) of this *Catalog* for more information on Graduate programs offered at Mount Mercy. Juniors and seniors *may* be eligible to take up to 13 graduate-level credits through the MMU Plus program.

CORE REQUIREMENTS FOR ALL BUSINESS MAJORS

Required:

BA 203	Principles of Law	3
BA 250	Technology & Communication In Business	3
BA 270	Business Statistics	3
or MA 135	Basic Statistics	
BA 379	Financial Management	3
BA 435	Senior Seminar in Business	3
or BA 436	Business Strategy Seminar	
BC 265	Principles Of Accounting I	3
BC 266	Principles Of Accounting II	3
BK 208	Principles Of Marketing	3
BN 204	Principles Of Management	3
EC 251	Macroeconomics Principles	3
EC 252	Microeconomic Principles	3

Choose One of the Following: 3

MA 130	Finite Mathematics	
MA 132	Basic Mathematical Modeling	
MA 139	Pre-Calculus	
MA 164	Calculus I (Required for Actuarial Science Majors)	

Internship - use course number which corresponds to your major: 3

BA 425	Finance Internship	
BC 425	Accounting Internship	
BK 421	Marketing Internship	

BN 424	Management Internship
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GS 424	Experiential Learning
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The internship credits used for the business core CANNOT double count as a major elective.

Total Hours	39
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Financial Planning Major (CORE BUSINESS REQUIREMENTS PLUS 18 ADDITIONAL SEMESTER HOURS)

Business Core	39
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Required

BA 330	Estate Planning	3
BA 344	Investments	3
BA 350	Risk Management ¹	3
BA 365	Financial Products ¹	3
BA 410	Financial Planning	3
BC 442	Tax Accounting	3

Total Hours	57
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¹ Cannot count as elective for the finance major if used for the financial planning major.

Courses

BA 101 Business 101: 1 semester hour

In preparation for their entry into the business department, students will explore skills necessary for success in the business world. They will explore all the business majors offered here so students gain an overall understanding of careers and courses of different majors and minors. This course will define professionalism and employer expectations. They will write two business orientated communications: email and two-page research project using APA. They will write a resume for an internship and prepare an elevator speech. They will explore the skills of teamwork, goal setting, assertive communication, and time management necessary to establish success in college and in the business environment. There will be a brief overview of all business department majors and associated careers, presented by the major coordinator, as well as introduction to business clubs, organizations, and Mount Mercy University volunteer missions.

BA 203 Principles of Law: 3 semester hours

This course provides a broad look at the American legal system. It includes a discussion of legal reasoning, the structure of the legal system, and several substantive areas of the law that are general practical interest. These specific topics include contracts, torts, administrative law, and agency law. Prerequisite: sophomore standing.

BA 240 Personal Financial Planning: 3 semester hours

This course examines basic financial skills which each of us must develop over our lifetime. Personal financial statements, calculating net worth, cash management tools, wise use of credit, and managing credit card debt are explored first. Also included is an overview of the federal tax system, tips to minimize the "tax bite", tax-deferred savings plans (IRA's and 401K's) and personal investing strategies for stocks, bonds, and mutual funds. In addition, topics will include the benefits of home ownership (tax savings and appreciation), use of escrow accounts, the benefits of mortgage and home equity debt, and the services a real estate broker can provide. The course also explores a variety of insurance products available (term life, permanent life, auto, medical), social security and retirement benefits, the basic provisions of a will, the use of trusts, and how to minimize gift/estate/inheritance taxes. The course may not be applied to any major or minor within the Business Administration Division.

BA 250 Technology & Communication In Business: 3 semester hours

In this course, students will study technology, research and communication as it relates to the business environment. Students will be expected to demonstrate proficiency in the use of computer software including word processing, spreadsheet, database and presentation. In addition, students will be required to complete a research paper using a specified format and to make a professional presentation using presentation software (i.e. PowerPoint). Research using the internet will be required. The various communication skills required of professionals in the business area will also be studied. This includes, but is not limited to, e-mail, team building, conducting a meeting and cooperative problem solving. This course is required of all business majors at Mount Mercy and must be taken at Mount Mercy. Prerequisites: Completion of the speech and freshman writing core curriculum requirements. Four-year Mount Mercy students take BA 250 during their sophomore year. All transfer students take BA 250 in their first semester at Mount Mercy or in the sophomore year if a freshman transfer.

BA 270 Business Statistics: 3 semester hours

This course studies descriptive and inferential statistics with an emphasis on business applications. Topics include: measures of central tendency, measures of dispersion, probability and probability distributions, confidence intervals, hypotheses testing, and an introduction to correlation and regression. Prerequisites: one year of high school algebra or MA 008 or departmental approval.

BA 300 Entrepreneurship: 3 semester hours

This course will teach students how to start and run their own business. Students will learn what constitutes an attractive investment opportunity, where to go for financing, how to keep accurate accounting records, and how to comply with state and federal tax laws. They will also learn about management, law, marketing, etc. Individual business owners will be utilized as speakers in the class. There will be a group project in which students will be required to develop a business plan. Prerequisites: BC 265, BC 266, BN 204, and BK 208. Offered spring semesters.

BA 305 Employment Law and Labor Relations: 3 semester hours

This is a survey course that looks at the history and development of employment law in the United States. We will look closely at the current legal issues found in case law, statutory law and regulations. We will also study the labor relations and collective bargaining system addressing issues such as wages, benefits and grievance procedures. Formerly BA 205. Prerequisite: BA 203. Offered online, block schedule.

BA 310 Dispute Resolution: 3 semester hours

Conflict is a fact of life. How we resolve our differences with our friends, neighbors, bosses, employees, customers, government, spouse and children makes a difference. In this course we will look at the techniques of principled negotiation that will help reach a wise agreement that satisfies all parties. We will also discuss other dispute resolution processes such as litigation, mediation, and arbitration. Classes will include role-plays and group projects to practice the techniques studied. Formerly BA 210. Prerequisite: BA 203.

BA 320 Applied Financial Reporting: 3 semester hours

This course will teach students how to analyze financial statements in detail. The financial statements will be approached from the users' perspective rather than the preparers' perspective. The course will combine the case approach with the lecture approach so students can apply the concepts learned to real businesses. Prerequisites: BC 265 and BC 266. Offered fall semesters.

BA 330 Estate Planning: 3 semester hours

This course covers the best way for assets to be transferred in a manner consistent with the wishes of the client while minimizing taxes and other fees. Prerequisite: BA 203.

BA 344 Investments: 3 semester hours

This course teaches students about a broad range of investment opportunities as well as how to analyze those opportunities. These opportunities are discussed in conjunction with investment goals. Additionally the course teaches students about various securities valuation techniques. Prerequisites: BC 265 and BC 266. Offered fall semesters.

BA 350 Risk Management: 3 semester hours

This course involves an overview of the managerial and administrative processes designed to minimize loss and the impact on the organization. This includes general liability, product liability, property damage, and worker's compensation. In this course students also examine methods used to evaluate both business and personal risk with particular emphasis on which methods can be used to minimize such risk in a cost-effective manner. Prerequisite: sophomore standing. Offered online, block schedule.

BA 360 Securities Analysis: 3 semester hours

This course is intended to be a follow-up course to the Investments course. This course will involve a very hands-on approach to valuing entire entities. Students will learn how to assess the prospects and the risk of a company and they will learn to value companies using a variety of approaches such as discounted cash flow analysis and various valuation metrics. Prerequisite: BA 344. Offered spring semesters.

BA 365 Financial Products: 3 semester hours

This course is designed to benefit students as consumers and would greatly benefit any student contemplating a career as a financial advisor. There are many different financial products in existence such as various types of life insurance products, annuities, structured vehicles, market linked notes, etc., with each having its own strengths and weaknesses. These products may be suitable for one investor and not for another due to a variety of factors such as age, risk tolerance, financial situation, family situation, etc. This course will explain each type of product, the strengths and weaknesses for each product, and the type of investor profile that may benefit from each type. Prerequisite courses: BA 379 Financial Management or BA 344 Investments.

BA 370 Quantitative Methods For Business: 3 semester hours

This course will expand on the material covered in the introductory course and introduce the topics of multiple regression and correlation, nonparametric methods of analysis, index numbers, time series analysis, decision making under uncertainty, and statistical quality control. Prerequisite: BA 270.

BA 371 Sport Event and Facility Management: 3 semester hours

This course provides students with an understanding of how sport events and facilities are managed. Students will analyze and evaluate management aspects like daily operations and functions, staffing, sponsorships, budgets, short- and long-term planning, and risk, emphasizing their application in practical situations. Prerequisite: BN 204 or instructor permission. Offered fall semesters.

BA 373 Sports Law: 3 semester hours

This course focuses on covering topics of professional and non-professional sports law issues. It includes a focus on the regulatory nature of domestic and international sport to include interscholastic, intercollegiate and Olympic sports. Integrated topics will include governing bodies such as the NAIA, NCAA and professional level regulations related to the use of agents, gender-related issues surrounding Title IX, testing for performance enhancing drugs, labor unions and current topics in sporting law. Prerequisite: BA 203. Offered spring semesters, odd calendar years.

BA 375 Financing Sports Organizations: 3 semester hours

This course builds upon courses in finance and accounting with application to the financial management of a sporting organization related. This includes refining skills in fiduciary responsibility while covering topics in financial analysis, business analytics, environmental/economic scanning, and taxation to help in managing decisions. Prerequisite: BC 265 and BC 266. Offered spring semesters, even calendar years.

BA 379 Financial Management: 3 semester hours

This is a decision-oriented course that emphasizes maximization of shareholder wealth. It includes a study of such concepts as cash flow, ratio analysis, financial forecasting, leverage, the time value of money, the capital budgeting process, and securities valuation. Prerequisites: BC 265 and BC 266.

BA 410 Financial Planning: 3 semester hours

This course will require students to complete the financial planning process from start to finish for a complex family situation. This process will include obtaining qualitative and quantitative information regarding the client's personal situation; analyzing the client's current course of action along with alternative courses of action; developing financial planning recommendations; presenting the financial planning recommendations; and monitoring the progress of the financial plan and update as necessary. The topics to be covered include professional conduct and regulation; general principles of financial planning; risk management and insurance planning; investment planning; tax planning; retirement savings and income planning; estate planning; and the psychology of financial planning. Prerequisite: BA 330, BA 344, BA 350, BA 365, BA 379.

BA 420 Cases In Finance: 3 semester hours

This course will teach students how to analyze financial cases. The case method of instruction simulates the "real world" by exposing students to actual situations where financial decisions must be made. Students must use their prior knowledge of finance and common sense to arrive at recommendations for each case. This process should enable students to sharpen their technical finance skills and enhance their ability to use subjective judgment in decision-making. Prerequisite: BA 344 and BA 379. Offered spring semesters.

BA 425 Finance Internship: 3 semester hours

Students may take advantage of internship opportunities which become available in the field of finance. These internships include off-campus supervision at local businesses and periodic conferences with the on-campus instructor. The on-campus instructor will determine any further requirements on an individual basis. (Maximum of one semester credit for each 3 hours per week for the semester spent at an outside company up to a maximum of 6 semester hours).

BA 430 Selected Topics in Business: 3 semester hours

This course includes an examination of major issues or topics in business. Course content and subtitle will vary. The course may be repeated with consent of the instructor. Offered winter term.

BA 435 Senior Seminar in Business: 3 semester hours

Capstone course designed to integrate knowledge of marketing, finance, economics, management, and accounting to be applied to various types of business and institutional situations. The method of instruction includes case studies, class discussion and readings. Prerequisites: BA 250, BA 379, BK 208, BN 204 and senior standing.

BA 436 Business Strategy Seminar: 3 semester hours

This is a capstone course designed to assist the student to integrate and apply knowledge of marketing, finance, economics, management, and accounting in the student's field of interest. Students will develop strategic plans using theoretical and actual case studies. This course is the required capstone course in the Business major in the Advance program. Prerequisites: BN 204, BK 208, BA 379.

BA 445 Business Administration Independent Study: 3 semester hours

If a student wishes to do individual study and/or research of a particular topic, he/she should contact the appropriate member of the department as a supervising instructor, as well as register through and obtain consent of his/her advisor.