Are you a “people person” who also enjoys working with numbers? Would you like to do sophisticated analysis to make investment recommendations or create comprehensive financial plans? Do you thrive at offering guidance or aspire to help consumers better plan for their financial future? If so, the Financial Planning major may be a great fit for you.

The Financial Planning major teaches students to utilize financial strategies and products to help individuals and families make prudent financial decisions. Students learn to carry a high level view of their clients’ financial situations and take the steps necessary to meet objectives.

**Why UMD**

- The program boasts a 93% placement rate.

**Acquired Skills**

- Utilize new technologies to study and analyze investments, risks, retirement, insurance, and estate planning.
- Apply the knowledge of insurance policies and risk management strategies to develop financial plans for clients.

**Career Possibilities**

As the population ages and life expectancies increase, the demand for personal financial advisors is expected to grow. Financial Planning graduates find exciting career opportunities in positions such as:

- Registered Investment Advisors
- Retirement & Estate Planners
- Personal Financial Advisors
- Small Business Specialists

**Scholarships**

Students with a major in LSBE are eligible to apply for more than 120 scholarships, with the total scholarship amount in excess of $200,000 annually.

**Student Clubs**

The Financial Planning Club helps its members gain a deeper understanding of the financial planning profession by inviting speakers (industry professionals and UMD graduates) to campus and by coordinating off-campus events. The club holds multiple member socials throughout the semester and participates annually in the symposium organized by the Financial Planning Association of Minnesota.

**Faculty Highlights**

The Financial Planning program is managed by Professor Hugo Hietapelto. As the director of the program, he teaches financial planning courses and coordinates industry connections. He runs a multi-location financial planning practice, serves on several boards of local organizations, and has earned multiple professional designations.
Requirements

Freshmen and transfer students are typically admitted as pre-business students for all BBA majors. Admission to candidacy status, which allows access to upper division LSBE classes, typically occurs at the junior level when students have successfully completed all pre-major (pre-candidacy) course requirements and met all of the GPA standards.

Students apply for admission to the Financial Planning major. Admission is based on an interview and academic record review.

Graduate Report

Recent UMD Graduates Job Placement Data & Employers

Here's a sampling of positions Financial Planning B.B.A. grads have attained six months to one year after graduation.

- Financial Advisor - Ameriprise Financial, Minneapolis, MN
- Financial Advisor - Edward Jones, Grand Rapids, MN
- Financial Planning Assistant - Financial Perspectives, Plymouth, MN
- Financial Advisor - North Star Resource Group, Brainerd, MN

For more data see the Financial Planning B.B.A. Graduate Follow-Up Report [1].
For ideas about Financial Planning B.B.A. and other majors visit Career & Internship Services [2].