

## **MAJOR GOALS AND LEARNING OUTCOMES FOR THE B.S. IN BUSINESS ADMINISTRATION/FINANCIAL SERVICES MAJOR PROGRAM**

### **Goal 1: Acquire the skills necessary to manage a financial services company.**

Learning Outcomes:

- Describe the dimensions of performance and risk relevant to financial services companies.
- Calculate contemporary measures of financial measures of performance and risk.
- Describe contemporary managerial risk management oversight processes.
- Explain how the financial services component industries (insurance, banking, securities, real estate and financial planning) interact.

### **Goal 2: Assess consumer financial needs and the mechanisms available for fulfilling these needs.**

Learning Outcomes:

- Describe the various financial products, services and strategies offered by the variety of financial services institutions.
- Evaluate financial products and strategies offered by the variety of financial services institutions for suitability and appropriateness in meeting consumer needs.
- Prepare a plan for efficient wealth creation and management including planning for cash and debt management, investing, insurance, retirement, education needs, incapacity, and efficient wealth transfer.

### **Goal 3: Describe and apply financial concepts, theories, and tools.**

Learning Outcomes:

- Describe measures of risk and approaches to managing risk..
- Apply valuation techniques.
- Explain the structure of the financial markets.

### **Goal 4: Evaluate the role of technology and the legal, ethical and economic environment as it relates to financial services.**

Learning Outcomes:

- Analyze the impact of tax and pension law on various financial decisions including accumulation and transfer of wealth.
- Identify conflicts of interest between market participants and between principal and agent.
- Design hedging strategies to manage market risks (e.g., currency, commodity, economic and political)
- Evaluate the economic environment and the impact of governmental economic policies on consumers and financial services firms.
- Be aware of law and regulations governing the operation of financial service firms and of the financial planning profession.
- Describe the impact that financial innovation, advances in technology, and changes in regulations has had on the structure of the financial services industry.

### **Goal 5: Allow student who choose electives which would qualify them to earn the**

**SDSU *Certificate in Personal Financial Planning* to gain the above knowledge and skills at a level that promotes entry into the personal financial planning profession.**

Learning Outcomes:

- Evaluate an individual's assets for efficient distribution to heirs or through charitable gifts. Accreditation by the Certified Financial Planner Board of Standards every five years; the major goals reflect the accreditation requirements of the CFP Board of Standards.
- Design and evaluate employee benefits plans and aid individuals in making choices among current plan elections.
- Design and evaluate portfolios of securities and asset classes aimed at achieving personal goals.