

**MSBA with Concentration in Financial and Tax Planning**  
**College of Business Administration**  
**San Diego State University**

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It could be said that the essence of a capitalist system rests on the belief that families can make decisions that improve their financial destiny. In our complex world it is apparent that unbiased professional financial advice can help achieve this end. Financial planning is the integrative process leading to the adoption of strategies which are expected to aid in achieving individual and family goals. The process takes into account the client's personality, financial status and the socio-economic environment, as well as their goals.

The goal of the program is to provide the educational background to allow graduates to provide professional financial planning services at the highest level possible. But most important, they should be qualified to provide comprehensive and integrated advice resulting in better lives for their clients. We believe that this program will provide much of the academic background students need to enable them to pass the examinations to earn the CFP®, CFA and Enrolled Agent professional designations.

A financial planner is often a counselor. She may answer specific questions or solve a particular financial problem a client may have. Or a planner may provide a global set of recommendations reaching into every aspect of their client's financial life. But in either case, planners must integrate all fields of financial concern into their

advice: liquidity planning, risk management, tax, investment and estate planning. Financial planners need not to be wonderwomen or superman; but it wouldn't hurt. They must be able to deal with people sensitively in an area that most clients would rather not discuss. You must be able to instill the desire to take action in an area of life where fear and ignorance is rampant. Financial planning is very much a people profession.

A planner must be able to understand complex social and economic trends, a huge variety of products and services, and the complexities of illogical tax law, unfathomable estate law and arcane investment theory. He must possess both the people skills and technical aptitude necessary to practice financial planning competently.

The CFP® ( Certified Financial Planner) is a license granted by the Certified Financial Planner Board of Standards (CFPBOS). The CFPBOS registers appropriate academic programs as meeting their requirements, which permits students from those programs to sit for the CFP exam. The SDSU degree described here is a registered program. Detailed information on how to earn the CFP credential is can be found at <http://www.cfp.net/become>. It is our intention that this curriculum prepares you to take the CFP® comprehensive exam. We strongly recommend that MS students take that exam as soon as

they complete the courses associated with that program.

The CFA (Chartered Financial Analyst) is granted by the the CFA Institute (<http://www.cfainstitute.org/cancesservices/>). The institute does not recognize specific programs but does specify curriculum of study. We believe that the MS program described here will do much to prepare you for economics, quantitative methods, accounting, financial, and investment portions of their three exam sequence.

The nine units of tax accounting in the MSFTP program should provide a good background for Enrolled Agents exam provided by the IRS. Typically students would need several additional tax classes. You can get information about the enrolled agent program at <http://www.irs.gov/taxpros/agents>.

Thus it is our hope that all MSFS students will be prepared to earn the CFP and CFA credentials as well as the Enrolled Agents designation. We believe this education provides the best available preparation anywhere for careers as professional financial planners.