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VIRTUAL CAMPUS

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Online MBA
and
Certificate Programs
in Financial Planning



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MBA in Financial Planning Degree


One of the newest of CLU's innovative business programs designed for mid-level professionals is the MBA in Financial Planning degree program. It helps finance-related professionals keep pace with the growing market demand and stay ahead in an increasingly complex career field. In addition, this program prepares students to sit for the prestigious CFP® Certification Examination.

A rigorous MBA in Financial Planning curriculum, the program is registered by the Certified Financial Planner Board of Standards Inc. (CFP Board) in Denver, Colorado. Candidates who plan to sit for the CFP® Certification Examination must successfully complete a CFP Board-registered program. CLU's program is the only CFP® Board-registered program which offers an online MBA in Financial Planning geared completely towards financial services professionals.

Across the nation, graduates in financial planning are in great demand by financial services and planning firms. The CFP® certification is a strong mark of professional distinction that is widely recognized by consumers and other professionals. The Jobs Rated Almanac, by Les Krantz, (St. Martin's Press) has consistently ranked financial planning as one of the nation's best careers, boasting high pay, relatively low stress and workplace autonomy.

As financial planners, graduates of the program are equipped to help clients achieve lifelong goals and financial stability via investments, insurance, retirement, estate and tax planning. Planners research and analyze a variety of information, instruments and products to develop recommendations that help their clients achieve financial goals. According to a recent Newsday, Inc. article, the average annual salary for a certified financial planner practitioner is \$66,000, ranging from \$30,000 for entry-level professionals to \$200,000.

The CFP Board is a nonprofit professional regulatory organization that requires education, ethics requirements, examination and experience for CERTIFIED FINANCIAL PLANNER® certificants. Along with completing the financial planning coursework and passing the CFP® Certification Examination, the CFP Board also requires successful CFP® certificants to have financial planning-related work experience and adhere to their Code of Ethics and Professional Responsibility. With CFP® certification now available in 17 countries, it is one of the most widely recognized and respected financial planning certifications.

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNERTM and , which it awards to individuals who successfully complete initial and ongoing certification requirements.

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Rigorous Coursework, Convenient Scheduling

Rigorous curricula and coursework reflect a multidisciplinary approach to this specialized MBA program that prepares students to serve their future clients by integrating formal education, research and analysis with experience and ethics. Challenging courses focus on students' personal and professional long-term success, and give students the key advantage of preparation for the CFP® Certification Examination.

The online MBA and Financial Planning courses are offered year round in five 8-week terms. The accelerated format of the program allows a student to complete the program in approximately less than 2 years.

Key Benefits of the CLU Online Program:

- STUDENTS BECOME ELIGIBLE TO SIT FOR THE CFP® CERTIFICATION EXAMINATION
- STUDENTS EARN AN MBA IN FINANCIAL PLANNING
- ALL 16 COURSES HAVE A FINANCIAL SERVICES FOCUS & DEDICATION
- PROFESSORS & TUTORS ARE ACCESSIBLE AND TAKE A PERSONAL INTEREST IN STUDENT SUCCESS
- GRADUATE LEVEL CERTIFICATION PROGRAM
- COURSES ARE TAUGHT BY DEDICATED INSTRUCTORS INCLUDING TENURED FACULTY WHO ARE EXPERTS IN THEIR FIELD
- CLASSES ARE STRUCTURED, BUT FLEXIBLE, AND EASILY ACCOMMODATES BUSY WORKING PROFESSIONALS
- THE ACCELERATED FORMAT ALLOWS STUDENTS TO COMPLETE THE PROGRAM IN LESS THAN 2 YEARS
- STUDENTS MAY TAKE COURSES AT A PACE SUITED TO THEIR INDIVIDUAL NEEDS
- THE ACADEMIC SETTING ENSURES SMALL CLASSES WITH A PROFESSIONAL AND STIMULATING ONLINE ENVIRONMENT

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MBA in Financial Planning


The MBA in Financial Planning program requires students to complete 16 courses totaling 48 credits: eight MBA general courses, followed by eight MBA financial planning courses which includes a capstone course. The capstone course must be taken as the last course in the program.

MBA GENERAL COURSE REQUIREMENTS (24 credits)

BUS 521	Statistical Analysis for Managers (3)
BUS 531	Managerial Economics (3)
BUS 551	Managerial Accounting (3)
BUS 567	Behavioral Science for Management (3)
BUS 568	Business Ethics (3)
BUS 573	Law for Business Executives (3)
BUS 575	Marketing Theory (3)
BUS 581	Management Concepts for Information Technology (3)

FINANCIAL PLANNING REQUIREMENTS (24 credits)

BUS 591	Financial Principles and Policies (3)
BUS 501	Introduction to Financial Planning (3)
BUS 502	Tax Management and Strategy (3)
BUS 505	Employee Benefits and Retirement Planning (3)
BUS 506	Risk Management and Insurance (3)
BUS 593	Investment and Portfolio Management (3)
BUS 507	Principles of Estate Planning (3)
BUS 508	Capstone Course in Financial Planning (3)



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Certificate Program in Financial Planning

In addition to the MBA-FP program, CLU offers a Certificate-only program for candidates who wish to complete the educational requirements for the CFP® Certificate Examination in a graduate studies framework. The Certificate program is designed exclusively for professionals who already have a MBA or other business-related professional degree, e.g. JD, CPA, or those with significant experience in the financial planning field. In order to be eligible for the Certificate program, students must have a Bachelors degree from a regionally accredited U.S. institution or equivalent coursework. Admissions criteria is streamlined for those students wishing to pursue the Certificate program. Students in this program must successfully complete the eight financial planning courses in order to be eligible to sit for the CFP® Certification Examination.

See page 12 for Certificate Program Requirements.

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MBA General Courses

All of the business applications in the general MBA courses are geared towards the financial services industry.

BUS 521

Statistical Analysis for Managers (3 credits)

This course studies the measures of central tendency and variation, sampling and various statistical tests such as analysis of variance, F, t and X² tests. Simple and multiple correlation and multiple regression analysis is covered.

BUS 531

Managerial Economics (3 credits)

The role of economic theory in management analysis and decisions is studied. The study of demand, cost and supply theories from a business viewpoint is also covered.

BUS 551

Managerial Accounting (3 credits)

Accounting in relation to the decision-making process; various cost systems, relevance of various cost concepts, direct costing, flexible budgets and distribution costing; break-even analysis; capital budgeting; and other techniques of management planning and control are taught.

BUS 567

Behavioral Science for Management (3 credits)

Investigation and consideration of individual and group behavior within an organizational context is explored. Focus is on the understanding and application of knowledge issues including motivation, group process, leadership, communication, performance enhancement, innovation, cultural diversity and global issues. Integration of theory and practice from a managerial perspective is considered.

BUS 568

Business Ethics (3 credits)

Situational dilemmas and relationships with employees, unions, customers, competitors, government and society are examined from an ethical point of view.

BUS 573

Law for Business Executives (3 credits)

Analysis of the essential aspects of law which pertain to business; including materials from the law of contracts, sales, agency, business organizations, property, negotiable instruments and secured transactions. The effects of government regulation on labor and business are analyzed.

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BUS 575

Marketing Theory (3 credits)

Marketing Theory is about understanding and appreciating the basic concepts and fundamentals of marketing and how they can be applied towards improving the prospects of companies faced with the opportunities and challenges of doing business beyond the year 2000. The materials are up-to-date, "real world," and an effort is made to relate to the situations and realities that students are experiencing in their jobs. The student will assess and solve marketing problems.

BUS 581

Management Concepts for Information Technology (3 credits)

In today's dynamic and competitive economy, the ability of an enterprise to effectively leverage existing and emerging information technology is a critical success factor in gaining and sustaining a strategic advantage. This course presents management concepts that lead to an understanding of information technology and its role within the enterprise. The challenges of transitioning from legacy technology and business practices to new technology and re-engineered business practices will be examined. The course also reviews how to build consensus among business and technology professionals using modern approaches to strategic planning, business process re-engineering and system development. Utilizing case studies, the student will apply theory and practice.



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MBA Financial Planning Courses

BUS 591

Financial Principles and Policies (3 credits)

Finance and financial institutions as they relate to the firm and the flow of funds are studied. Emphasis is on the supply and demand of capital, principles and tools of business finance, and money and capital markets.

Prerequisites: BUS 521, BUS 531, and BUS 551

BUS 593

Investments and Portfolio Management (3 credits)

A study of various types of available investments and the functions of financial intermediaries in money and capital markets. Study will be given to the problems encountered in the management of a portfolio of investment.

Prerequisites: BUS 521, BUS 531, BUS 551 and BUS 591

BUS 501

Introduction to Financial Planning (3 credits)

This is the introductory course in the Financial Planning (FP) program. As the name suggests, this course will introduce students to the General Principles of Financial Planning. The course will begin by describing the FP process including the collection of data, financial statements, the budgeting process and the requirements of both the planner and of the profession (ethics, competencies, standards, regulations, etc.). The course will then establish the different areas of FP (law, taxes, insurance, investments, estate planning, etc.). The course will provide the appropriate foundation for the rest of the FP courses.

BUS 502

Tax Management & Strategy (3 credits)

The coverage in this course will primarily be in the following three areas: tax planning considerations, tax computations and tax planning strategies. The main focus will be on personal tax management and strategies.

BUS 505

Employee Benefits and Retirement Planning (3 credits)

Students will be versed in different benefit plans including disability and cafeteria plans as well as business applications of the above. The course will then cover retirement planning issues including Government Social Security, Medicare and Medicaid plans. Students will be exposed to needs analysis, different types and characteristics of retirement plans, distribution options, ethical considerations, etc. At the end of this segment students should be able to recommend suitable retirement and portfolio plans.

Prerequisites: BUS 501 and BUS 591

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BUS 506

Risk Management and Insurance (3 credits)

Insurance is an important aspect of a financial plan. In order to acquire and develop the requisite skills, students will be provided with a knowledge base in the evolving area of risk management. This course in Risk Management and Insurance will provide students with an understanding of the modern methods of appraising risk and the different tools and techniques used to manage it. The course will provide an in-depth introduction to insurance as the traditional tool of risk management. Life, health, property and casualty, liability and other forms of insurance will be examined in detail. At the end of this course, students should be able to assess the risk exposure and tolerance of clients and the different ways in which different types of insurance can be used to manage risk.

Prerequisites: BUS 501 and BUS 591

BUS 507

Principles of Estate Planning (3 credits)

A significant task of a financial planner is to address the estate planning needs of clients. This complex legal area explores issues in transfer of property, wills, trust, gifts, etc. Related issues in valuation, taxes, documentation, etc., are also examined. This course will also delve into issues of probate, freezes, marital deductions, charitable contributions, charitable trusts and planning for incapacity. Special attention will be given to trusts, the use of insurance in estate planning, taxation issues in estate planning, etc. The course should provide students with the knowledge necessary to advise clients in estate planning matters as well as to recommend different plans and strategies.

Prerequisites: BUS 501, BUS 502, and BUS 591

BUS 508

Capstone Course in Financial Planning (3 credits)

This is the capstone course in financial planning and it will attempt to integrate the material in all other dedicated FP classes. Students will take this course only when they have finished all other courses successfully. This course will be structured as a casework course and the cases used will closely reflect the types of cases they may encounter both as financial planners and as part of their CFP® Certification Examination. Hence, each case will have components of all other FP courses and will integrate such material to reflect the complexities of real life clients. The course ends with an exam styled after the CFP® Certification Examination. Successful students will not only be proficient in basic and advanced financial planning skills and competencies but will also most likely be successful in attaining their CFP® Certification.

Prerequisites: BUS 501, BUS 502, BUS 505, BUS 506, BUS 507, BUS 591, and BUS 593.

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Admission Requirements - MBA in Financial Planning

For priority consideration, candidates seeking admission to the MBA in Financial Planning program should submit an application portfolio prior to the start of the term. Admission decisions for regular graduate standing are based on a review of the following materials in the candidate's file:

- A completed online application form, which includes a personal statement and non-refundable \$25 (US) application fee for online applications (\$50 for paper applications)
- Official transcripts showing a bachelor's degree from a regionally accredited U.S. institution or equivalent international coursework
- Three letters of professional recommendation
- For international students: an official copy of their results from the Test of English as a Foreign Language (TOEFL)
- Test scores. Applicants whose undergraduate records do not satisfy the criteria set forth in paragraphs A-D below must include Graduate Management Admission Test (GMAT) scores in their admissions portfolio. The GMAT may be waived for candidates who present an official transcript of previous college work from a regionally accredited college or university reflecting any one of the following criteria:
 - A. an undergraduate, upper-division grade point average of 3.0 or higher (on a 4.0 scale)
 - B. a combined grade point average of 3.0 or higher for the most recent 60 credits of study consisting of any of the following: graduate course work, upper division post baccalaureate course work (exclusive of extension or continuing education work) and upper division undergraduate course work
 - C. a minimum of nine credits of graduate course work completed and a 3.5 grade point average
 - D. a previously earned master's degree

Note: U.S. applicants who have completed their undergraduate work at other than a regionally accredited U.S. institution must submit GMAT scores.

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PROVISIONAL ACCEPTANCE

With the approval of the Admissions office, during the application process, an applicant may be permitted to enroll in graduate level courses on a provisional basis before all materials have been received. The candidate must submit an online application and application fee along with official transcripts prior to enrollment. Students who are eligible for provisional admission must complete all the requirements for admission to be in regular graduate standing during the first semester of enrollment or upon the completion of six credits, whichever comes last. Students will not be permitted to enroll for subsequent semesters if all admission requirements have not been completed.

THE APPLICATION PROCESS

For more information on the Online MBA in Financial Planning program and the application process, please contact:

Cindy Grether, Program Manager


Phone: (805) 493-3678

Toll Free: (888) 372-4155

Fax: (805) 493-3312

E-mail: fponline@clunet.edu

Program Web page: www.callutheran.edu/CIF



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Value in Education: Quick Return on Investment

TUITION AND FEES*

The Investment	
Tuition 2010-2011	\$695.00 per credit
Application Fee (non refundable)	\$25.00 (\$50.00 paper application)

CLU's commitment to providing high quality education and affordable tuition creates an institution where working adult students receive a tremendous return-on-investment. CLU's graduate programs develop an individual's intellectual and professional expertise, while generating lifelong values in technical knowledge, as well as personal growth.

Its' steadfast commitment to high standards and quality education at a reasonable cost has earned CLU its place in the top tier of Western Regional Colleges and Universities in the U.S. News & World Report annual rankings for the 14th straight year.

*Subject to annual change. Please check the latest schedule of classes for current tuition and fee information.

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Certificate Program in Financial Planning (non-degree program)

In addition to the MBA-FP program, CLU offers a Certificate-only program for candidates who meet the advanced study criteria. The Certificate program is designed exclusively for professionals who already have an MBA or other graduate business-related professional degrees or those with significant experience in the financial planning field.

PROGRAM DETAILS:

- Program consists of eight financial planning courses (three credits each)
- Cost is \$530 per credit
- Courses are taught at a Master's Degree Level
- Grading Policy is on a 4.0 scale
- Successful completion of the program is required to earn a Certificate in Financial Planning and to be eligible to sit for the CFP® Certification Examination.

FINANCIAL PLANNING COURSE REQUIREMENTS:

BUS 591	Financial Principles and Policies
BUS 501	Introduction to Financial Planning
BUS 593	Investment and Portfolio Management
BUS 502	Tax Management and Strategy
BUS 505	Employee Benefits and Retirement Planning
BUS 506	Risk Management and Insurance
BUS 507	Principles of Estate Planning
BUS 508	Capstone Course in Financial Planning

ADMISSION REQUIREMENTS INCLUDE:

- Bachelor's Degree or international equivalent
- Evidence of experience in the financial services industry or an advanced credential such as an MBA, JD, CPA or CFA
- Two professional references (applicants may want to consider three professional references if undergraduate GPA is below 3.0 or professional experience is less than one year)

UPON COMPLETION OF PROGRAM:

- Students will receive a certificate of completion
- A Continuing Education transcript will be available
- Students will be eligible to sit for the CFP® Certification Examination

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STUDENT FINANCIAL AID

In general, graduate students can be awarded assistance in the form of federally sponsored Stafford Loans. Those wishing to participate in the Certificate program are not eligible for federal financial aid but may be eligible for alternative loans. The Student Financial Aid Office may be contacted for information at (805) 493-3115 or finaid@callutheran.edu. Students must be fully admitted to regular graduate standing to be eligible for financial aid. Financial aid is not available for international applicants.

FOR MORE INFORMATION

Graduate Admission Office
Phone: (805) 493-3127
Toll-free (USA Only): 888 CLU-GRAD
E-mail: fponline@clunet.edu
Program Web page: www.callutheran.edu/CIF



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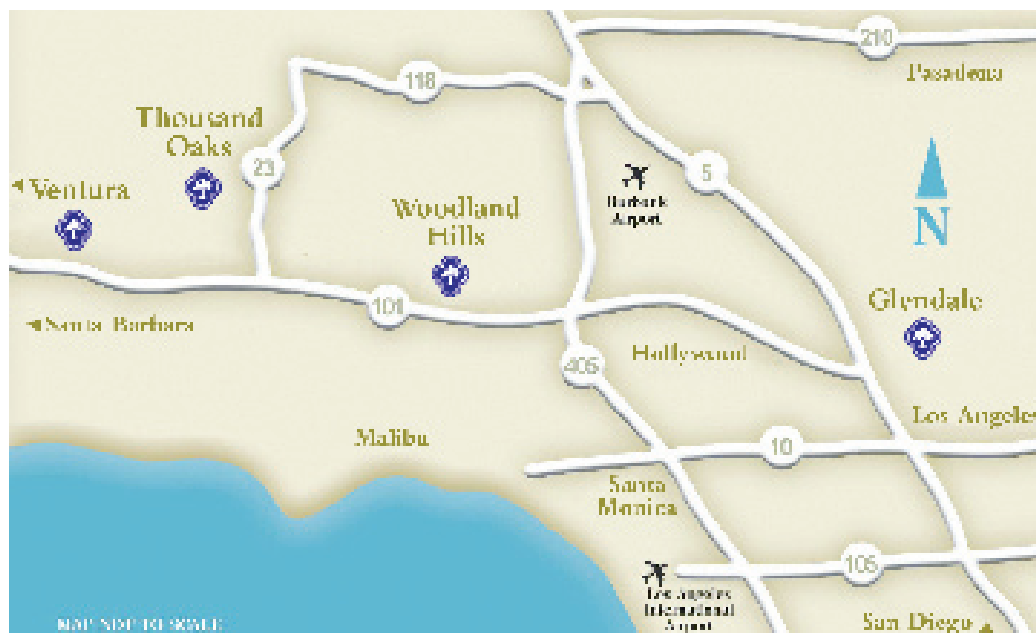
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About CLU

Founded in 1959, California Lutheran University is an independent, co-educational liberal arts university which is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges. California Lutheran University, affiliated with the Evangelical Lutheran Church in America, is located on 225 acres in Thousand Oaks, California.

The University offers baccalaureate degrees in 34 liberal arts and professional areas. Undergraduate enrollment consists of approximately 2,100 undergraduate students representing 33 states and 33 countries and 300 working professionals from various industries in the Adult Degree Evening Program. CLU offers master's degrees and credential programs on-campus and at off-campus centers in Ventura and Los Angeles counties. The graduate programs are designed to accommodate adults who are employed full time and pursuing course work on a part-time basis. Each semester, approximately 1,100 students are enrolled in graduate programs in business administration, computer science, education, psychology, and public policy and administration.



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