

PERSONAL FINANCE, BS

The Bachelor of Science degree in Personal Finance (<https://humanecology.wisc.edu/academics/undergraduate-majors/personal-finance/>) is an interdisciplinary program with an emphasis on financial management and the economic well-being of individuals and families. The program offers two options: (1) Personal Finance and (2) Financial Planning.

The Bachelor of Science degree in Personal Finance looks at economics from a human-centered perspective, developing financial experts who can help individuals and families live more financially secure lives. Graduates of the program are prepared to work in personal financial planning, wealth management, and financial policy management.

The Personal Finance option has an emphasis on financial product development, financial technologies, and governing/policy-making agencies that impact individuals and families. The coursework is interdisciplinary with an emphasis on financial management, economic and data analysis, and policy development. The Personal Finance option leads to careers in risk management, financial analysis, investment underwriting, banking, financial coaching, community-based financial education, and national policy trends (for example, the Federal Reserve).

The Financial Planning option is registered with the Certified Financial Planner® Board of Standards (view Financial Planning requirements (<https://guide.wisc.edu/undergraduate/human-ecology/consumer-science/personal-finance-bs/personal-finance-financial-planning-bs/#requirementstext>)). The coursework is interdisciplinary with an emphasis on financial advising and management to promote the economic well-being of individuals and families. The Financial Planning option is the more traditional personal finance program leading to careers in household financial planning, counseling, coaching, wealth management, and investment analysis and operations. Graduates of the Financial Planning option leave fully prepared to sit for the prestigious Certified Financial Planner® exam, which our students pass well above the national average.

Students complete a required internship before graduating, allowing them to pursue their own personal interests and develop a strong portfolio of skills and references that will propel them to launch successful careers.