



## **MASTER OF SCIENCE IN BUSINESS COMMUNICATION (33 Hours)**

### **FINANCIAL PLANNING CONCENTRATION**

**2024-2025**

The concentration in Financial Planning focuses on academic and practical competencies relevant to financial advisors. Graduates of this concentration will be able to:

- Address challenges, best practices, and industry standards relating to financial planning.
- Apply strong critical thinking, decision-making, presentation, and writing skills build upon synthesis of knowledge.
- Provide problem articulation, situation definition, strategic planning, and implementation.
- Fulfill the education requirement for CFP and AFCPE certificate examination.
- Analyze and present data to clients.

### **CURRICULUM**

#### **Required Core Courses (18 Hours):**

MSBC 614 Data Visualization & Storytelling (3)  
MSBC 618 Integrated Marketing Communication (3)  
MSBC 628 Purpose Driven Business in the Global Economy (3)  
MSBC 638 Interpersonal Communication in the Workplace (3)  
MSBC 664 Strategic Planning and Implementation (3)  
MSBC 700 Applied Capstone in the Workplace (3)

#### **Required Concentration Courses (15 Hours):**

ECON 580 Behavioral Economics & Finance (3)  
ACC 615 Tax 1: Individual Taxation (3)  
FIN 610 Risk Management & Estate Planning (3)  
FIN 675 Investments & Retirement Planning (3)  
FIN 681 Financial Plan Development (3)