

## PREPARE FOR A SUCCESSFUL CAREER IN WEALTH MANAGEMENT



### WEALTH MANAGEMENT CONCENTRATION OVERVIEW

This concentration is designed to help you develop the skills relevant to wealth management, portfolio management, and financial planning, and apply concepts related to wealth management and portfolio management as they relate to the financial industry.

You will explore the risk management concepts of a healthy investment portfolio.

Graduates of the Bachelor of Science in Business Administration with a concentration in wealth management are prepared for the workplace with practical skills, including:

- Determining client needs and life situations and applying financial planning techniques and strategies to find solutions
- Identifying and treating loss exposure faced by individuals and organizations

- Understanding the theory and practice of concepts such as prospecting and probing
- Handling negotiations, presenting and closing sales, and building relationships
- Understanding and analyzing investment and financial decisions in corporations
- Knowing the principles and methods of investing in equity, fixed income instruments, and derivatives

#### Real-World Connections

As part of the wealth management concentration, you will complete assignments that connect directly to the workplace. For example, you will identify individual client needs and apply financial planning techniques to address these issues.

#### Professional Competencies of Graduates

- Attention to detail
- Critical thinking
- Clear communications at work
- High standards of integrity
- Computer literacy

#### COURSE OUTCOMES

- Define key terms and concepts used in personal financial planning
- Identify the needs and objectives of a client
- Evaluate products and services available to meet client objectives

- Recommend financial products and/or services for clients in various life stages
- Revise a financial plan based on changes in client objectives or market conditions
- Propose a mutually beneficial solution in a business negotiation
- Assess the various types of insurance risks in our society
- Evaluate commercial and personal risk management applications
- Analyze the insurance industry, insurance regulations, and insurer operations
- Understand buying and selling functions from the client or customer perspective
- Know the process of opening and closing sales by reviewing actual case studies
- Conduct a negotiation in a simulated setting
- Analyze financial statements to measure the financial performance of a business
- Apply Time Value of Money (TVM) concepts to assess business decisions involving sets of cash flows

- Calculate the cost of debt and equity to determine capital structure policy
- Assess investment options based upon cost of capital and expected returns
- Compute financial transactions based upon foreign exchange rates
- Incorporate the combined attributes of debt and equity with a cost of capital model
- Examine the mechanics of buying and selling securities
- Calculate the value of stocks, bonds, and derivatives
- Critique the utility of market behavior theories
- Assess the use of derivatives for speculation and hedging

### JOB OUTLOOK FOR CAREERS IN WEALTH MANAGEMENT

Employment of personal financial advisors is projected to grow 30% between 2014 and 2024, much faster than the average for all occupations.\*

### JOB TITLES ASSOCIATED WITH WEALTH MANAGEMENT†

- Personal Financial Advisors
- Sales Agents, Financial Services
- Risk Management Specialists

To learn more about the Bachelor of Science in Business Administration, please [click here](#) or call **866.827.5268** (Toll Free).

For comprehensive consumer and gainful employment information, visit [kaplan.edu/info](http://kaplan.edu/info).

\* U.S. Department of Labor, Bureau of Labor Statistics, Occupational Outlook Handbook, 2016-17 Edition, Personal Financial Advisors, [www.bls.gov/ooh/business-and-financial/personal-financial-advisors.htm](http://www.bls.gov/ooh/business-and-financial/personal-financial-advisors.htm). National long-term projections may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.

† Kaplan University's programs are designed to prepare graduates to pursue the stated positions, which have varying responsibilities. However, the University cannot guarantee employment or career advancement. Additional training or certification may be required. In addition, job titles and responsibilities may vary from organization to organization. Certain wealth management and portfolio management positions may require securities licensing and successful completion of a securities exam. Check with the Financial Industry Regulatory Authority (FINRA) for more information.