PERSONAL FINANCE, B.S.

Personal finance looks at economics from a people perspective, developing financial experts who can help individuals and families live more secure lives. This bachelor of science program is registered with the Certified Financial Planner® Board of Standards. The coursework is interdisciplinary with an emphasis on financial management and the economic well-being of individuals and families. Within the personal finance program, students may complete one of two options: financial planning or consumer finance.

The financial planning option is the more traditional personal finance program leading to careers in counseling, coaching, and wealth management. Graduates of the financial planning option leave fully prepared to sit for the prestigious Certified Financial Planner® exam, which SoHE students pass well above the national average.

Graduates of the consumer finance option are prepared to work in financial product development, financial technology, and consumer behavior.

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

HOW TO GET IN

PROSPECTIVE UW–MADISON STUDENTS

All prospective UW–Madison students must apply through the central Office of Admissions and Recruitment (https://www.admissions.wisc.edu).

Students who indicate interest in the personal finance major on their UW–Madison application will be admitted to the personal finance major upon admittance to the university. In addition, students may indicate interest in personal finance when registering for Student Orientation, Advising, and Registration (SOAR).

CURRENT UW–MADISON STUDENTS

First-year students in good academic standing and first-semester transfer students may declare the personal finance major upon request. All other students must apply through a competitive application process.

The best way for interested students to receive advising or additional information is by attending a Becoming a SoHE Student Workshop (https://sohe.wisc.edu/prospective-students/prospective-students/becoming-sohe-student-workshops).

Visit On-campus Student Application (https://sohe.wisc.edu/prospective-students/prospective-students/applying-human-ecology) for application information and the October and February deadlines.

REQUIREMENTS

UNIVERSITY GENERAL EDUCATION REQUIREMENTS

All undergraduate students at the University of Wisconsin–Madison are required to fulfill a minimum set of common university general education requirements to ensure that every graduate acquires the essential core of an undergraduate education. This core establishes a foundation for living a productive life, being a citizen of the world, appreciating aesthetic values, and engaging in lifelong learning in a continually changing world. Various schools and colleges will have requirements in addition to the requirements listed below. Consult your advisor for assistance, as needed. For additional information, see the university Undergraduate General Education Requirements (http://guide.wisc.edu/undergraduate/#requirementsforundergraduatetestudytex) section of the Guide.

**Requirements Detail**

<table>
<thead>
<tr>
<th>General Education</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Breadth—Humanities/Literature/Arts: 6 credits</td>
<td></td>
</tr>
<tr>
<td>• Breadth—Natural Science: 4 to 6 credits, consisting of one 4- or 5-credit course with a laboratory component; or two courses providing a total of 6 credits</td>
<td></td>
</tr>
<tr>
<td>• Breadth—Social Studies: 3 credits</td>
<td></td>
</tr>
<tr>
<td>• Communication Part A &amp; Part B *</td>
<td></td>
</tr>
<tr>
<td>• Ethnic Studies *</td>
<td></td>
</tr>
<tr>
<td>• Quantitative Reasoning Part A &amp; Part B *</td>
<td></td>
</tr>
</tbody>
</table>

* The mortarboard symbol appears before the title of any course that fulfills one of the Communication Part A or Part B, Ethnic Studies, or Quantitative Reasoning Part A or Part B requirements.

PERSONAL FINANCE: FINANCIAL PLANNING CONCENTRATION REQUIREMENTS

A complete list of requirements is below. Students should follow the curriculum requirements in place at the time they entered the major. Curriculum checksheets from previous academic years are available online (https://sohe.wisc.edu/prospective-students/advising/curriculum-checksheets). This requirement list should be used in combination with a DARS report.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 112</td>
<td>Algebra</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Or higher (not MATH 130 or 141) unless exempt through placement exam</td>
<td></td>
</tr>
<tr>
<td>Statistics</td>
<td></td>
<td>3-4</td>
</tr>
<tr>
<td>Select one of the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAT 301</td>
<td>Introduction to Statistical Methods</td>
<td></td>
</tr>
<tr>
<td>SOC/ C&amp;E SOC 360</td>
<td>Statistics for Sociologists I</td>
<td></td>
</tr>
<tr>
<td>STAT 371</td>
<td>Introductory Applied Statistics for the Life Sciences</td>
<td></td>
</tr>
<tr>
<td>PSYCH 210</td>
<td>Basic Statistics for Psychology</td>
<td></td>
</tr>
</tbody>
</table>
ECON 310  Statistics: Measurement in Economics
GEOG 360  Quantitative Methods in Geographical Analysis

Arts and Humanities
Literature 3
Humanities 6

Social Science
ECON 101  Principles of Microeconomics 4
ECON 102  Principles of Macroeconomics 3-4
Select 6 credits designated Social Science breadth 6

Physical, Biological and Natural Science 9

Human Ecology Breadth
Select one Human Ecology course from CSCS, DS, HDFS, or INTER-HE.

Personal Finance Courses
CNSR SCI 251  Financial Services Leadership Symposium 1
CNSR SCI 275  Consumer Finance 3
CNSR SCI 201  Consumer Research & Analysis 3

Financial Planning Concentration Courses
CNSR SCI 627  Advanced Consumer Finance 3
CNSR SCI 635  Estate Planning for Financial Planners 3
CNSR SCI 675  Family Financial Counseling 3
R M I 300  Principles of Risk Management 3
R M I 620  Employee Benefits Management 3
ACCT I S 300  Accounting Principles 3
or ACCT I S 100  Introductory Financial Accounting 3
ACCT I S/LAW 329  Taxation: Concepts for Business and Personal Planning 3

Consumer Science Depth
Select 6 credits from TWO different Consumer Science Depth Option Areas: 6

I. Multidisciplinary-Applied Research
CNSR SCI 301  Advanced Consumer Analytics
CNSR SCI 527  Consumer Spending and Saving Over the Lifecycle
CNSR SCI 579  Consumer Policy Analysis

II. Promoting Well-Being
CNSR SCI/ RELIG ST 173  Consuming Happiness
CNSR SCI 273  Finances & Families
CNSR SCI 340  Building Financial Assets and Capability for Vulnerable Families
CNSR SCI 355  Financial Coaching

III. Ethics, Leadership, and Policy
CNSR SCI 255  Consumer Financial Services Innovation
CNSR SCI 360  Sustainable and Socially Just Consumption
CNSR SCI/ HDFS 465  Families & Poverty
CNSR SCI 477  The Consumer and the Market

CNSR SCI 567  Product Development Strategies in Retailing
CNSR SCI 575  Family Economics and Public Policy
CNSR SCI 657  Consumer Behavior

High Impact Practice
CNSR SCI 601  Consumer Science Internship 3

Electives
Select electives to bring degree credit total to 120
Total Credits 77-79

1 CNSR SCI 251 Financial Services Leadership Symposium may be repeated for up to 2 credits. The additional credit will be counted as an elective.

PERSONAL FINANCE: CONSUMER FINANCE CONCENTRATION REQUIREMENTS

A complete list of requirements is below. Students should follow the curriculum requirements in place at the time they entered the major. Curriculum checksheets from previous academic years are available online (https://sohe.wisc.edu/prospective-students/advising/curriculum-checksheets). This requirement list should be used in combination with a DARS report.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNSR SCI 251</td>
<td>Financial Services Leadership Symposium</td>
<td>1</td>
</tr>
<tr>
<td>CNSR SCI 275</td>
<td>Consumer Finance</td>
<td>3</td>
</tr>
<tr>
<td>CNSR SCI 201</td>
<td>Consumer Research &amp; Analysis</td>
<td>3</td>
</tr>
<tr>
<td>CNSR SCI 627</td>
<td>Advanced Consumer Finance</td>
<td>3</td>
</tr>
<tr>
<td>CNSR SCI 635</td>
<td>Estate Planning for Financial Planners</td>
<td>3</td>
</tr>
<tr>
<td>CNSR SCI 675</td>
<td>Family Financial Counseling</td>
<td>3</td>
</tr>
<tr>
<td>R M I 300</td>
<td>Principles of Risk Management</td>
<td>3</td>
</tr>
<tr>
<td>R M I 620</td>
<td>Employee Benefits Management</td>
<td>3</td>
</tr>
<tr>
<td>ACCT I S 300</td>
<td>Accounting Principles</td>
<td>3</td>
</tr>
<tr>
<td>or ACCT I S 100</td>
<td>Introductory Financial Accounting</td>
<td></td>
</tr>
<tr>
<td>ACCT I S/LAW 329</td>
<td>Taxation: Concepts for Business and Personal Planning</td>
<td>3</td>
</tr>
<tr>
<td>CNSR SCI 301</td>
<td>Advanced Consumer Analytics</td>
<td></td>
</tr>
<tr>
<td>CNSR SCI 527</td>
<td>Consumer Spending and Saving Over the Lifecycle</td>
<td></td>
</tr>
<tr>
<td>CNSR SCI 579</td>
<td>Consumer Policy Analysis</td>
<td></td>
</tr>
<tr>
<td>CNSR SCI/ RELIG ST 173</td>
<td>Consuming Happiness</td>
<td></td>
</tr>
<tr>
<td>CNSR SCI 273</td>
<td>Finances &amp; Families</td>
<td></td>
</tr>
<tr>
<td>CNSR SCI 340</td>
<td>Building Financial Assets and Capability for Vulnerable Families</td>
<td></td>
</tr>
<tr>
<td>CNSR SCI 355</td>
<td>Financial Coaching</td>
<td></td>
</tr>
<tr>
<td>CNSR SCI 255</td>
<td>Consumer Financial Services Innovation</td>
<td></td>
</tr>
<tr>
<td>CNSR SCI 360</td>
<td>Sustainable and Socially Just Consumption</td>
<td></td>
</tr>
<tr>
<td>CNSR SCI/ HDFS 465</td>
<td>Families &amp; Poverty</td>
<td></td>
</tr>
<tr>
<td>CNSR SCI 477</td>
<td>The Consumer and the Market</td>
<td></td>
</tr>
</tbody>
</table>

Math
MATH 112  Algebra 3

Statistics 3-4
STAT 301  Introduction to Statistical Methods
SOC/ C&E SOC 360  Statistics for Sociologists I
STAT 371  Introductory Applied Statistics for the Life Sciences
PSYCH 210  Basic Statistics for Psychology
ECON 310  Statistics: Measurement in Economics
GEOG 360  Quantitative Methods in Geographical Analysis

Arts and Humanities
Literature 3
Humanities 6

Social Science
ECON 101  Principles of Microeconomics 4
ECON 102  Principles of Macroeconomics 3-4
Select 6 credits designated Social Science Breadth 6

Physical, Biological or Natural Science 9

Human Ecology Breadth 3
Select one Human Ecology course from CSCS, DS, HDFS, or INTER-HE.

Personal Finance Courses
CNSR SCI 251 | Financial Services Leadership Symposium 1
---|---
CNSR SCI 275 | Consumer Finance
CNSR SCI 201 | Consumer Research & Analysis

**Consumer Finance Concentration Courses**

CNSR SCI 477 | The Consumer and the Market
CNSR SCI 657 | Consumer Behavior
CNSR SCI 257 | Introduction to Retailing
CNSR SCI 555 | Consumer Strategy & Evaluation

**Consumer Science Depth**

Select 12 credits from THREE different Consumer Science Depth Option Areas and an additional course from Depth Option I, II, or III:

I. Multidisciplinary-Applied Research

- CNSR SCI 301 | Advanced Consumer Analytics
- CNSR SCI 527 | Consumer Spending and Saving Over the Lifecycle
- CNSR SCI 579 | Consumer Policy Analysis

II. Promoting Well-Being

- CNSR SCI/RELG ST 173 | Consuming Happiness
- CNSR SCI 273 | Finances & Families
- CNSR SCI 355 | Financial Coaching

III. Ethics, Leadership, and Policy

- CNSR SCI 255 | Consumer Financial Services Innovation
- CNSR SCI 360 | Sustainable and Socially Just Consumption
- CNSR SCI/HDFS 465 | Families & Poverty
- CNSR SCI 562 | The Global Consumer
- CNSR SCI 567 | Product Development Strategies in Retailing
- CNSR SCI 575 | Family Economics and Public Policy

**High Impact Practice**

CNSR SCI 601 | Consumer Science Internship

**Electives**

Select electives to bring degree credit total to 120

**Total Credits**: 73-75

---

1 CNSR SCI 251 Financial Services Leadership Symposium may be repeated for up to 2 credits. The additional credit will be counted as an elective.

---

**Residency**

Degree candidates are required to earn a minimum of 30 credits in residence at UW–Madison. *In residence* means on the UW–Madison campus with an undergraduate degree classification. *In residence* credit also includes UW–Madison courses offered in distance or online formats and credits earned in UW–Madison Study Abroad/Study Away programs.

**Quality of Work**

Undergraduate students must maintain the minimum grade point average specified by the school, college, or academic program to remain in good academic standing. Students whose academic performance drops below these minimum thresholds will be placed on academic probation.

---

**LEARNING OUTCOMES**

1. Students will invoke interdisciplinary and collaborative approaches to understand the interactions between individuals and their social and environmental contexts.
2. Students will demonstrate the ability to harness, analyze and interpret relevant data for making real world decisions.
3. Students will acquire professional and life skills related to workplace communication, teamwork, active listening and adapting to technology.
4. Students will demonstrate an understanding of consumer financial behavior and the role of income, savings, credit, planning and benefits.

---

**STUDENT ACADEMIC AFFAIRS & CAREER DEVELOPMENT**

The Student Academic Affairs & Career Development Office (SAA) fosters undergraduate students' personal, academic, and professional development. Through advising, academic planning, and career education we support students as they navigate the college experience—from exploring our majors as prospective students to becoming SoHE alumni.

**ACADEMIC ADVISING**

Each SoHE student is assigned to an academic advisor in the Student Academic Affairs & Career Development Office. SoHE academic advisors support academic and personal success by partnering with current and prospective SoHE students as they identify and clarify their educational goals, develop meaningful academic plans, and pursue their own Wisconsin Experience.

To explore academic advising resources or schedule an appointment with a SoHE academic advisor, visit Advising in SoHE (https://sohe.wisc.edu/prospective-students/advising).

**CAREER DEVELOPMENT**

Active engagement in the career development process is a vital component of a student’s personal growth in college and future success as a life-long learner, professional, and global citizen. SoHE career advisors help prepare students for life post-graduation through individual and group advising and integration of career readiness throughout our curriculum.
To explore career development resources or schedule an appointment with a SoHE career advisor, visit Internship and Career Preparation (https://sohe.wisc.edu/prospective-students/career-preparation).

**PEOPLE**

Professors Bartfeld, Shim, Wong, Zepeda; Associate Professor Collins, Robb; Assistant Professors Addo, Ashton, Warmath; Faculty Associates Lepe, Murray, O’Brien, Olive, Whelan

For more information, visit the School of Human Ecology faculty and staff directory (https://sohe.wisc.edu/connect/faculty-staff).