PERSONAL FINANCE, B.S.

The bachelor of science in personal finance looks at economics from a people perspective, developing financial experts who can help individuals and families live more secure lives. Graduates of personal finance are prepared to work in financial product development, financial technology, and consumer behavior.


Within the personal finance program, students may choose to complete the financial planning option. This financial planning option 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. 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.

All on-campus 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

Declaration

- Students in their first year of enrollment at UW–Madison (i.e. their first two fall/spring semesters) may declare the major, as long as they meet the following criteria:
  - Minimum 2.75 GPA
  - Not on academic probation

Application

- All other students (who do not meet the declaration criteria above) must apply through a competitive application process

The best way for interested students to learn more about declaring or applying to a major is to visit SoHE’s advising webpage (https://advising.humanecology.wisc.edu/academics/apply/).

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/#requirementsforundergraduatetestudytext) section of the Guide.

General Education

- Breadth—Humanities/Literature/Arts: 6 credits
- 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
- Breadth—Social Studies: 3 credits
- Communication Part A & Part B *
- Ethnic Studies *
- Quantitative Reasoning Part A & Part B *

* 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.

SCHOOL OF HUMAN ECOCLOGY REQUIREMENTS

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MATH 112</td>
<td>Algebra</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Or higher (not MATH 141) unless exempt through placement exam</td>
<td></td>
</tr>
<tr>
<td>STAT 301</td>
<td>Introduction to Statistical Methods</td>
<td>3-4</td>
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<tr>
<td>SOC/</td>
<td>Statistics for Sociologists I</td>
<td></td>
</tr>
<tr>
<td>C&amp;E SOC 360</td>
<td></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>
<tr>
<td>ECON 310</td>
<td>Statistics: Measurement in Economics</td>
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</tr>
<tr>
<td>GEOG 360</td>
<td>Quantitative Methods in Geographical Analysis</td>
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</table>

Arts and Humanities

| Literature | 3 |
| Humanities | 6 |
Social Science
ECON 101 Principles of Microeconomics 4
ECON 102 Principles of Macroeconomics 3-4
Choose any designated Social Science breadth courses to bring total credits to 9

Physical, Biological or Natural Science 9

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

Total Credits 37-39

PERSONAL FINANCE REQUIREMENTS

A complete list of requirements is below. Students should follow the curriculum requirements in place at the time they entered the major. This requirement list should be used in combination with a DARS report.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tr>
<td></td>
<td>Excel Proficiency</td>
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<tr>
<td></td>
<td>Select one course from the following:</td>
<td>1-2</td>
</tr>
<tr>
<td></td>
<td>GEN BUS 106 Foundational Skills for Business Analysis</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A A E 335 Introduction to Data Analysis using Spreadsheets</td>
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</tr>
</tbody>
</table>

Personal Finance Core
CNSR SCI 201 Consumer Insights 3
CNSR SCI 275 Consumer Finance 3
CNSR SCI 355 Financial Coaching 3
or CNSR SCI 301 Consumer Analytics 3
ACCT I S 100 Introductory Financial Accounting 3
or ACCT I S 300 Accounting Principles 3

Consumer Science Courses
CNSR SCI 477 The Consumer and the Market 3
CNSR SCI 555 Consumer Design Strategies & Evaluation 3
CNSR SCI 657 Consumer Behavior 3

Consumer Science Depth
Select 6 credits from the course list below. 6
(Not also used in the Personal Finance Core category)
CNSR SCI/ RELIG ST 173 Consuming Happiness
CNSR SCI 255 Consumer Financial Services Innovation
CNSR SCI 273 Finances & Families
CNSR SCI 301 Consumer Analytics
CNSR SCI 340 Building Financial Assets and Capability for Vulnerable Families
CNSR SCI 355 Financial Coaching
CNSR SCI 360 Sustainable and Socially Just Consumption
CNSR SCI/ HDFS 465 Families & Poverty
CNSR SCI 527 Consumer Spending and Saving Over the Lifecycle

Total Credits 33-34

PERSONAL FINANCE: NAMED OPTION

Students may elect to pursue a named option instead of the completing the Personal Finance major requirements listed above.

View as list View as grid


UNIVERSITY DEGREE REQUIREMENTS

Total Degree 120
To receive a bachelor’s degree from UW–Madison, students must earn a minimum of 120 degree credits. The requirements for some programs may exceed 120 degree credits. Students should consult with their college or department advisor for information on specific credit requirements.

Residency 30
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. Invoke interdisciplinary and collaborative approaches to understand the interactions between individuals and their social and environmental contexts.
2. Demonstrate the ability to harness, analyze and interpret relevant data for making real world decisions.

3. Acquire professional and life skills related to workplace communication, teamwork, active listening and adapting to technology.

4. Demonstrate an understanding of consumer financial behavior and the role of income, savings, credit, planning and benefits.

FOUR-YEAR PLAN

This is a sample four-year plan for Personal Finance. We encourage all students to consult with their academic advisor to develop an individualized plan that meets their specific needs.

Freshman

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Communications A</td>
<td>3</td>
<td>Communications B</td>
<td>3-4</td>
</tr>
<tr>
<td>Ethnic Studies</td>
<td>3</td>
<td>ECON 101 (Quantitative Reasoning B)</td>
<td>4</td>
</tr>
<tr>
<td>MATH 112</td>
<td>3</td>
<td>Humanities</td>
<td>3</td>
</tr>
<tr>
<td>Science</td>
<td>3</td>
<td>Science</td>
<td>3</td>
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<tr>
<td>Elective</td>
<td>2</td>
<td>SoHE Breadth</td>
<td>3</td>
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<tr>
<td><em>Total Credits</em></td>
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<td><em>16-17</em></td>
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Sophomore

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<th>Fall</th>
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<th>Spring</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CNSR SCI 251</td>
<td>1</td>
<td>INTER-HE 202</td>
<td>1</td>
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<tr>
<td>CNSR SCI 275</td>
<td>3</td>
<td>Literature</td>
<td>3</td>
</tr>
<tr>
<td>ECON 102</td>
<td>4</td>
<td>Science</td>
<td>3</td>
</tr>
<tr>
<td>Humanities</td>
<td>3</td>
<td>Statistics</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 106 or A A E 335 (Excel proficiency)</td>
<td>1-2 Elective</td>
<td>3</td>
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<tr>
<td>Elective</td>
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<tr>
<td><em>Total Credits</em></td>
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Junior

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<th>Spring</th>
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<tbody>
<tr>
<td>ACCT I S 100</td>
<td>3</td>
<td>CNSR SCI 201</td>
<td>3</td>
</tr>
<tr>
<td>CNSR SCI 477</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
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<tr>
<td>Social Science</td>
<td>3-4</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td>Elective</td>
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<tr>
<td>Elective</td>
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<td></td>
<td></td>
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<tr>
<td><em>Total Credits</em></td>
<td>15-16</td>
<td><em>15</em></td>
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Senior

<table>
<thead>
<tr>
<th>Fall</th>
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<th>Spring</th>
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<tbody>
<tr>
<td>CNSR SCI 355 or 301</td>
<td>3</td>
<td>CNSR SCI 555</td>
<td>3</td>
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<td>CNSR SCI 657</td>
<td>3</td>
<td>Consumer Science Depth</td>
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<tr>
<td>Consumer Science Depth</td>
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<td>Elective</td>
<td>3</td>
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<tr>
<td>Elective</td>
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<tr>
<td><em>Total Credits</em></td>
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Elective 3 Elective 3

Total Credits 120-123

ADVISING AND CAREERS

ADVISING & CAREER CENTER

The Advising & Career Center (ACC) 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 Advising & Career Center. 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://advising.humanecology.wisc.edu/academics/apply/).

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 lifelong 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 Career Development (https://advising.humanecology.wisc.edu/careers/scheduling/).

PEOPLE

For more information, visit the School of Human Ecology Consumer Science (https://humanecology.wisc.edu/staff/sohe-department/consumer-science/) faculty and staff directory (https://humanecology.wisc.edu/staff/sohe-department/consumer-science/).

WISCONSIN EXPERIENCE

INTERNSHIPS

Internships are a vital part of student career development and a highly valued component of the undergraduate curriculum in the School of Human Ecology. High-quality internships foster student development by bringing theories and classroom-based learning to life in real-world settings. In addition, internships give students the opportunity to explore careers related to their major, gain relevant experience in their field(s) of interest, and develop a better understanding of what is expected in a workplace by performing the tasks of a professional in that field.

For SoHE majors, internships are a requirement of our undergraduate curriculum. Students must have at least a junior standing (54+ credits)
in order to pursue a 3-credit internship and must complete a minimum of 150 hours at the internship site. To be eligible, an internship must be educational in nature, directly relate to a student’s major and career goals, and be approved by the Advising & Career Center (https://go.wisc.edu/acc_office/).

For some SoHE majors, additional course prerequisites may be required. For more information, visit SoHE Internships (https://advising.humanecology.wisc.edu/careers/internship-requirement/).

**STUDENT ORGANIZATIONS**

School of Human Ecology student organizations include:

- Apparel and Textile Association (ATA)
- BadgerSense Financial Life Skills
- Community & Nonprofit Leaders (CNPL) of UW–Madison
- Financial Occupations Club for University Students (FOCUS)
- Interior Design Organization (IDO)
- Phi Upsilon Omicron (National Honor Society in Family and Consumer Sciences)
- Student Retail Association (SRA)

For more information about registering as a SoHE student organization, please visit SoHE Student Organizations (https://go.wisc.edu/sohestudentorganizations/).

Learn more about UW–Madison registered student organizations through the Wisconsin Involvement Network (https://win.wisc.edu/).

**CERTIFICATION/LICENSURE**

**PROFESSIONAL CERTIFICATION/LICENSURE DISCLOSURE (NC-SARA)**

The United States Department of Education requires institutions that provide distance education to disclose information for programs leading to professional certification or licensure about whether each program meets state educational requirements for initial licensure or certification. Following is this disclosure information for this program:

**The requirements of this program meet Certification/Licensure in the following states:**

**The requirements of this program do not meet Certification/Licensure in the following states:**
Not applicable

**The requirements of this program have not been determined if they meet Certification/Licensure in the following states:**
Not applicable

**RESOURCES AND SCHOLARSHIPS**

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**SCHOLARSHIPS AND OTHER FINANCIAL RESOURCES**

The School of Human Ecology awards many merit and need-based scholarships each year. The deadline to apply for scholarships is typically late January. To be eligible for these awards, scholarship recipients must be registered as full-time SoHE students.

Students who experience emergency financial situations may inquire about the availability of short-term loans through the SoHE Advising & Career Center. In addition, university scholarships, loans, and employment are available through the Office of Student Financial Aid (https://financialaid.wisc.edu/) (333 East Campus Mall; 608-262-3060).