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.

**Personal Finance: Financial Planning (For On-Campus Students)**

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.

**Personal Finance (For Online Students)**

The personal finance online option provides an opportunity for students to complete the B.S. Personal Finance degree at a distance. This option is ideal for returning students with some college credits who would like to complete the program in a flexible online format, with no on-campus attendance required. This program is interdisciplinary with an emphasis on financial management and the economic well-being of individuals and families. Topics include financial counseling, coaching, wealth management, financial product development, financial technology, and consumer behavior. Completion of the program and one additional elective course will make graduates eligible to sit for the Certified Financial Planner® (CFP) exam.

Students applying to the Personal Finance Online program apply through UW-Madison Online (https://online.wisc.edu/). UW–Madison Online undergraduate programs are for those applying as transfer students (i.e., those transferring at least 12 college credits). Re-entry students who have previously attended the University of Wisconsin-Madison may also be considered. For more information, visit the UW-Madison Online admissions website (https://online.wisc.edu/apply/) or email a UW–Madison Online enrollment coach (uwmadisononline@wisc.edu). They are here to help you navigate the application process.