

**Executive
Certificate
in
Financial
Planning**



**DUKE
UNIVERSITY**

Program Overview

The financial planning field is experiencing tremendous growth from both financial professionals and those who are new to the field. In order to meet the challenges faced by financial planning professionals, it is becoming increasingly important to develop the necessary skills and knowledge that help clients manage their risks and achieve their goals.

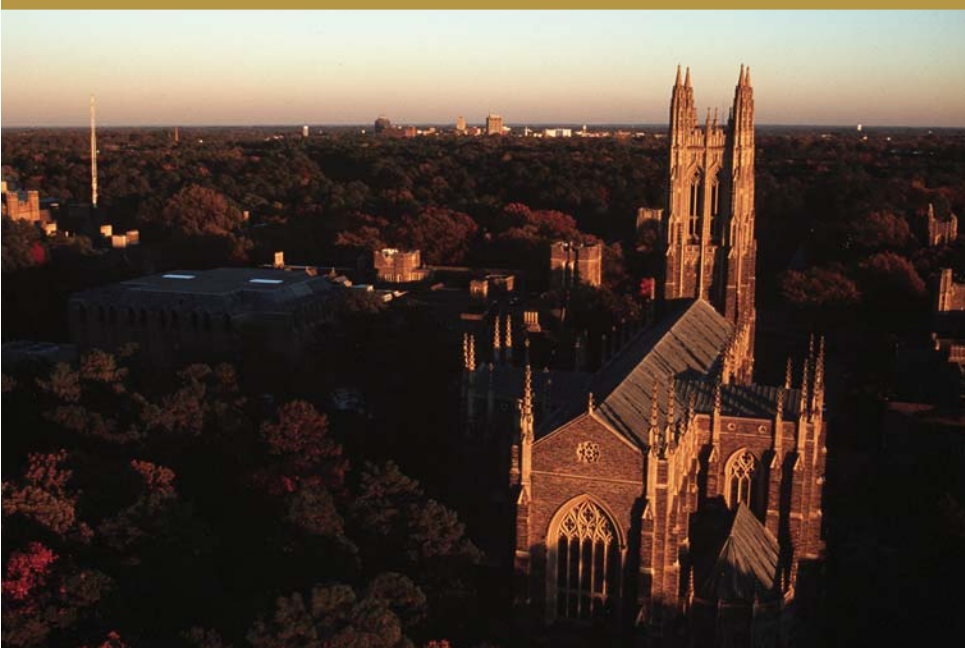
According to the US Department of Labor, Bureau of Labor Statistics (Fall, 2005) employment as a financial planner is expected to grow much faster than average, 27% or more. As people live longer during retirement, and as people take responsibility for their own retirement plans, demand for financial planners will continue to grow faster than average than all occupations.

Duke University's Executive Certificate in Financial Planning program has been designed for professionals in the brokerage, insurance, accounting, banking, and related industries. Whether you are new to the financial services industry or a seasoned financial services professional, this program is designed to be equally beneficial. An outstanding

faculty presents the material in a manner that is clear, concise and understandable. The program will focus on the technical aspects, practical application, ethics and professionalism of financial planning. The topics covered by this program are:

- The Process of Financial Planning
- Insurance Planning
- Investment Planning
- Income Tax Planning
- Retirement and Employee Benefit Planning
- Estate Planning

Duke offers this program in partnership with Kaplan Financial, the leading provider of financial planning and education materials. Kaplan Financial has helped more than 12,000 financial professionals pass the CFP® Certification Examination. Because of Kaplan Financial's extensive experience in providing financial planning education, students participate in an efficient and effective learning environment.



About Duke University

This program is sponsored by Duke Continuing Studies, which offers a wide selection of career-enhancing certificate programs geared toward the particular needs of working professionals. Certificate programs are often co-sponsored with leading industry experts. These collaborative programs deliver the highest quality educational experiences focused on real world issues and solutions. For information about this and other certificate programs, please visit our website at www.learnmore.duke.edu.

Course Overview and Descriptions

Fundamentals of Financial Planning and Insurance Planning

This course will introduce students to the theory and practice of financial planning. Students will receive an overview of specific areas of financial planning such as income tax planning, investment planning, retirement planning and estate planning. In addition, this course will present topics on the concepts of time value of money, education and retirement funding, and insurance planning. A financial calculator, such as an HP10BII, is required for this course.

Investment Analysis and Portfolio Management

This course introduces investment strategies, portfolio allocation theory and application, debt and equity securities, and portfolio management strategies. This course will also emphasize the importance of determining a client's risk tolerance and goals and then managing an investment portfolio that incorporates a client's level of risk while achieving financial goals.

Taxation of Persons, Property and Other Entities

This course will focus on the federal income tax system. Topics will include gross income inclusions, exclusions, deductions, exemptions and

credits. This course will consider the income taxation of individuals, sole proprietorships, partnerships, LLC's, and corporations (including S corporations). Finally, this course will present the students with taxation avoidance and minimization alternatives.

Retirement and Employee Benefits

This course includes the comprehensive study of qualified and nonqualified retirement plans, other tax-advantaged plans, and employee benefits. In addition, this course will present an overview of the Social Security, disability and health care programs.

Estate Tax Planning

This course will provide students with an introduction to estate planning and the taxation of estates for the purposes of financial planning. In addition, the overall tax implications of gifts and bequests will be presented in a manner that provides students with taxation avoidance and minimization techniques to be used when planning a client's estate.

Cases in Financial Planning

This course will involve case analysis and the integration of the six major areas of personal financial planning, which include:

- Fundamentals of Financial Planning
- Insurance Planning
- Investment Planning
- Income Tax Planning
- Retirement Planning
- Estate Planning

Students will examine the financial condition of individuals or families in a real-world application of the financial planning topics that have been covered in the previous five courses. Students will have the opportunity to develop a financial plan and present their recommendations. The course is an excellent preparation tool for professionals entering the field and for case-type questions on the CFP® Certification Examination.

Program Structure

The Executive Certificate in Financial Planning is a sequential six-course certificate program that meets on Friday night and Saturday, every other weekend. Students can expect to complete the program in nine months. Please refer to our website for the most current schedule of offerings.

Admission Criteria

Participants in the certificate program must have a four-year degree and also have access to the web and web printing capabilities.

Application Procedures

Students can download a copy of our application from www.learnmore.duke.edu or call 866-EDU-DUKE.

Tuition & Expenses

The cost of tuition for this program can be found at our website www.learnmore.duke.edu or by contacting our offices at 866-EDU-DUKE. Textbooks are selected on a course by course basis and the cost is not included in the tuition.

Locations


Specific class locations are available at our website.

Certificate

Upon successful completion of all required courses, participants will receive a certificate of completion from Duke University. Duke University is registered with the Certified Financial Planner Board of Standards, Inc., and students who successfully complete the certificate program will be eligible to sit for the CFP® Certification Examination.

Program Faculty

Duke University is proud to have assembled an outstanding faculty, in conjunction with Kaplan Financial. All faculty in the Executive Certificate of Financial Planning program have either CFP® certification, a professional designation or license. The faculty presents the material in a manner that allows students to utilize their time efficiently and effectively outside of the classroom.

* Certified Financial Planner Board of Standards Inc., owns the marks CFP®, CERTIFIED FINANCIAL PLANNER™, and  in the U.S., which it awards to individuals who successfully complete initial and ongoing certification requirements.



Frequently Asked Questions

What is the time commitment required for study outside of the classroom?

Depending upon previous experience and education, a student can expect to spend between 1-2 hours outside of the classroom, for every hour in the classroom.

How long does it take to complete the program?

This is a nine-month program consisting of six courses: Fundamentals of Financial Planning and Insurance Planning, Investment Planning, Income Taxation and Tax Planning, Retirement and Employee Benefits Planning, Estate Tax Planning and a Case Course in Financial Planning.

Why choose Duke University's Certificate in Financial Planning program over another program?

This program is a joint effort between Duke University and Kaplan Financial. Duke's reputation for educational excellence combined with Kaplan Financial's content-based expertise ensures that students will receive the highest standard of training and instruction. Kaplan Financial is the leading provider of review materials and courses for the CFP® Certification Examination as well as a nationally recognized publisher of financial planning education materials and courses.

Quality instruction is a must for any outstanding educational program. All faculty members have advanced degrees and certifications and are experienced professionals in their respective fields. Our instructors present the material in a manner that allows students to use their study-time outside of class in an efficient and effective manner.

The program offered at Duke is an accelerated program. In nine-months, students can complete the education requirement to sit for the CFP® Certification Examination.

Why a Certificate Program?

Duke University has elected to offer this program as a certificate because such programs allow students to concentrate their studies in the specific content area relevant to their profession. By focusing only on relevant coursework, students are able to complete their education requirement in nine-months and at a significantly lower cost than degree-granting programs.

I have already completed classes in a self-study program.

Can I transfer credit to your program?

Duke University will allow students to transfer one credit from another CFP Board-registered program. In addition, Duke will offer a tuition reduction of \$500 for the exempted course. If granted an exemption from a course, you are still encouraged to attend the class and complete the class assignments to ensure you receive the best possible education and preparation for becoming a financial planner.

What is the process of attaining CFP® certification?

In order to attain CFP® certification, there are the four E's: Education, Examination, Experience and Ethics.

Education

The Education requirement can be fulfilled by successfully completing Duke's Executive Certificate in Financial Planning program. Completing the education requirement does not guarantee success on the exam. Additional study is required by the student to prepare for the exam. Once you become a CFP® certificant, you will be required to complete 30 hours of continuing education every two years.

Examination

The CFP® Certification Examination is given three times per year in March, July and November. The national pass rate on the examination is approximately 57%. Based on a 2004 Job Topic Study, the CFP Board issues a topic list covering 89 areas a candidate should be prepared to answer at the evaluation level or lower.

Experience

In order to receive CFP® certification, the candidate must meet certain experience requirements. If a candidate has a bachelor's degree, then 3 years of related work experience is necessary.

Ethics

CFP® certificants are required to abide by the CFP Board's Code of Ethics and Professional Responsibility and Financial Planning Practice Standards. In addition, CFP® certificants are required to disclose to the CFP Board if involved in a criminal or civil proceeding.



DUKE
UNIVERSITY

Duke Continuing Studies
Box 90700

Durham, NC 27708

Phone: 919/684-6259 • Fax: 919/681-8235
www.learnmore.duke.edu



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