MBA: FINANCIAL PSYCHOLOGY & BEHAVIORAL FINANCE

The fields of Financial Psychology and Behavioral Finance are growing rapidly and the MBA emphasis in Financial Psychology & Behavioral Finance program will equip students to understand how psychological factors impact financial behaviors. The MBA emphasis in Financial Psychology & Behavioral Finance program requires a total of 33 credit hours. Even though this program is online only, the MBA core and MBA functional core can be taken online or on-campus to provide more flexibility for the student.

Students will learn:

- How to improve client acquisition, retention, communication and relationships
- How to effectively identify and intervene on financial beliefs and behaviors that are likely to adversely impact a client's financial health
- How to assist clients with developing a healthy relationship with money
- How to help clients overcome resistance to change and take positive actions
- How to aid clients in decreasing financial stress and increasing their income and net work

MBA: Emphasis in Financial Psychology & Behavioral Finance course requirements (33 credits):

Code	Title	Credits
MBA Core		
MBA 771	Leadership and Organizational Behavior	3
MBA 775	Business Policy And Managerial Action	3
MBA 776	Business, Ethics and Society	3
BIA 762	Survey of Business Intelligence and Analytics	3
Financial Psychology & Behavioral Finance Core		
MFP 753	Applied Behavior Finance	3
MFP 754	Introduction to Financial Psychology	3
MFP 755	Personal Financial Psychology	3
MBA Functional Core		
MBA 761	Marketing Management	3
or MBA 767	Marketing Dynamics Seminar	
MBA 711, ACC 700 level, ECO 700 level, or FIN 700 level		3
Financial Psychology & Behavioral Finance Electives (Choose two)		**6**
FIN 511	Retirement Planning and Employee Benefits	
MBA 715	Investment Value and Theory	
MBA 739	Tax Theory and Business Decisions	
MFP 752	Personal Insurance Risk Management	
MFP 756	Psychology of Family Finances	
MFP 757	Financial Communication and Client Interviewing	
Total Credits		**33**