

EXPAND YOUR  
CAREER OPTIONS IN THE  
FINANCIAL SERVICES  
INDUSTRY



"As a company  
dedicated to  
serving our  
communities,  
National Penn  
welcomes

THE WESCOE SCHOOL'S NEW CORE  
CONCENTRATION IN FINANCIAL SERVICES  
MANAGEMENT. OUR INDUSTRY IS AMONG  
THE NATION'S MOST COMPETITIVE,  
AND WELL-EDUCATED AND TRAINED  
PROFESSIONALS ARE AT A PREMIUM.  
NEVERTHELESS, COLLEGES HISTORICALLY  
HAVE OFFERED FEW COURSES RELATED  
SPECIFICALLY TO THE FIELD.

THE WESCOE SCHOOL will provide  
AN EXCELLENT CURRICULUM AND PROMOTE  
OUR INDUSTRY AS A DESIRABLE CAREER  
CHOICE TO FUTURE LEADERS IN  
FINANCIAL SERVICES."

E. HARRY MCGUIRK

President, Lehigh Valley Division  
National Penn Bank



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484.664.3300

[www.muhlenberg.edu/wescoe](http://www.muhlenberg.edu/wescoe)



**Introducing  
An Accelerated  
Bachelor's Degree  
in Business  
Administration with  
a Concentration  
in Financial Services  
Management**



## The Wescoe School of Muhlenberg College

continues its commitment to provide our community with innovative and valuable degree programs.

Financial services is the third largest employer in the Lehigh Valley, and the industry (in terms of earnings) is the largest in the world. As a result, job opportunities in the field are ever-expanding.

The financial services profession today represents all organizations that deal with the management of money: banks,

insurance agencies, credit card companies, credit rating agencies, investment banks and more. This industry is particularly viable in the Lehigh Valley because of our proximity to major metro areas.

The climate in the financial services sector is very competitive and, as a result, the industry has experienced high productivity gains fueled by heavy investments in technology. A well-educated workforce will be necessary to help financial services organizations continue to keep pace through innovative use of this technology. The Wescoe School's new concentration will help individuals and organizations compete in this dynamic industry.

### *Related Career Opportunities*

Securities  
Banking  
Financial Data Services  
Life & Health Insurance  
Mortgage Services  
Property & Casualty Insurance  
Credit Services  
And much more...

**Get started today! Phone our office or go online to set up a counseling session: 484-664-3300 or [www.muhlenberg.edu/wescoe](http://www.muhlenberg.edu/wescoe). Be a part of this innovative program of study through Muhlenberg's Wescoe School.**



The bachelor's of Business Administration program with a concentration in Financial Services Management will use our established team-based approach to learning, building on and refining students' existing skills. Participants enter the program with an associate's degree or its equivalent and complete their degree by progressing through 17 five-week modules.

### *The curriculum covered in this unique program includes:*

Leadership & Team Development  
Communications  
Human Behavior & Organization  
The Business Firm  
Managing Organizations  
Accounting for Managers  
Statistical Decision Making  
Managerial Economics  
The Global Economy  
Finance  
Information Systems  
Money & Banking  
Financial Services  
Financial Services Law & Ethics  
Investment & Portfolio Management  
The New Enterprise  
Multidisciplinary Project (Capstone)

