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# STETSON UNIVERSITY

## FOR IMMEDIATE RELEASE

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### **Stetson University Welcomed into CFA Institute University Affiliation Program**

*Move positions students to obtain CFA designation*

**DELAND, Fla., March 1, 2018** — Stetson University was recently welcomed into the CFA Institute University Affiliation Program. The [School of Business Administration's](#) finance program has been acknowledged as incorporating at least 70 percent of the CFA Program Candidate Body of Knowledge (CBOK) and placing emphasis on the CFA Institute Code of Ethics and Standards of Practice within the program. The Investments concentration positions students to obtain the Chartered Financial Analyst® designation, which has become the most respected and recognized investment credential in the world.

“This designation recognizes that we have aligned our curriculum with industry standards, the demands of our students, and also serves a signal to future employers of our dedication to the highest ethical and professional standards,” explained Matthew Hurst, Ph.D., assistant professor of finance. “Through this designation our students can reach their full potential and sit for one of the most highly regarded and rigorous professional designations in the industry.”

Entry into the CFA Institute University Affiliation Program signals to potential students, employers and the marketplace that Stetson University's curriculum is closely tied to professional practice and is well-suited to preparing students to sit for the CFA examinations. Through participation in this program, Stetson can now award student scholarships that cover a substantial portion of the registration cost of sitting for CFA Level 1.

“Students in these programs study the Candidate Body of Knowledge, which includes the core knowledge, skills, and abilities identified by practitioners worldwide as essential for successful practice,” said Neil Govier, CFA, head of University Relations at CFA Institute. “By mastering the fundamentals of the CFA Program as well as the Code of Ethics and Standards of Professional Conduct, these future investment professionals gain a strong foundation that helps prepare them well to join the growing CFA Institute community dedicated to promoting the highest standards of ethics, education and professional excellence for the ultimate benefit of society.”

Stetson's nationally recognized finance program has three concentrations: corporate finance, investments and certified financial planning. These concentrations add to the rigor and robustness of an already distinguished program. The finance field is becoming increasingly more specialized and reliant on technical expertise and certifications.

#### About Stetson University

Founded in 1883, [Stetson University](#) is the oldest private university in Florida, providing a transforming education in the liberal arts tradition. Stetson stresses academic excellence and community-engaged learning, and consistently earns high marks in national rankings. Stetson encourages its students to go beyond success to significance in their lives, the lives of others and their communities. [Stay connected](#) with Stetson on social media.

#### About CFA Institute

CFA Institute is the global association of investment professionals that sets the standard for professional excellence and administers the industry gold standard CFA charter. The organization is a champion for ethical behavior in investment markets and a respected source of knowledge in the global financial community. The end goal: to create an environment where investors' interests come first, markets function at their best, and economies grow. CFA Institute has more than 148,000 members in 163 countries and territories, including 142,000 CFA charterholders. For more information, visit [www.cfainstitute.org](http://www.cfainstitute.org).

#### About the CFA Program

The CFA Program sets a standard for developing the skills, standards, competence, and integrity of financial analysts, portfolio managers, investment advisers, and other investment professionals worldwide. It is widely considered the investment profession's most rigorous credentialing program. Administered in English, the CFA curriculum and examinations are identical worldwide. Fewer than one in five candidates who begin the program successfully complete it and go on to earn the coveted CFA charter, the "gold standard" for investment professionals.

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