



Tuesday, April 23, 2002

James Knaus named PFP faculty chair

James Knaus, the newly appointed faculty chair for Oakland University's Personal Financial Planning (PFP) program, is a nationally recognized financial planning expert and brings a wealth of experience to the position.

Knaus, an adjunct professor at OU for more than 12 years, is heading PFP, a certificate program in the Center for Executive and Continuing Education that educates students about financial planning and prepares them to take the Certified Financial Planner (CFP) national exam.

"The CFP certification is becoming the premier financial planning designation," Knaus said. "Oakland University has one of the longest standing registered programs in the country."

As faculty chair of the PFP program, Knaus is planning to expand the onsite offerings available at brokerage firms, such as Merrill Lynch and Morgan Stanley. He's also committed to recruiting and selecting faculty for the program with strong credentials and expertise.

"I reviewed our recent survey, and students said our key asset is our high-quality faculty. They like that our faculty are practicing professionals as well as outstanding teachers. Most of them are CFP certified or have a JD, CPA or Ph.D.," Knaus said. "We're committed to excellence and ready to accommodate the expected growth in personal financial planning as a career."

More than 150 students have completed the PFP program, offered at OU extensions in Birmingham and the Macomb University Center.

On the national level, Knaus was the chair of the Certified Financial Planner Board of Examiners in 2001. The organization administers the Certified Financial Planners exam. He also was a member of the Board of Governors of the CFP Board of Standards, a professional regulatory organization that fosters professional standards in personal financial planning.

Knaus is a senior academic consultant for Educational Technologies Inc., a contributing author of three books, past president of the Financial and Estate Planning Council of Detroit, and holds a Bachelor of Business Administration degree from the University of Notre Dame and a Master of Science in Management from Walsh College.

SUMMARY

James Knaus, the newly appointed faculty chair for Oakland University's Personal Financial Planning (PFP) program, is a nationally recognized financial planning expert and brings a wealth of experience to the position. As faculty chair of the PFP program, Knaus is planning to expand the onsite offerings available at brokerage firms and is committed to recruiting and selecting faculty for the program with strong credentials and expertise.

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