FINANCE, BBA

Program Description
The courses required for a finance major are designed to help students prepare for careers in Corporate Financial Management, Investment Planning, Brokerage, Insurance, Commercial Banking, Real Estate and other similar fields. Core courses in finance provide students with a background in security analysis and investments, portfolio management, and financial planning and analysis. The curriculum also covers monetary policy, banking, financial markets, financial reporting, statement analysis, and risk management. Students may select finance electives in their area of interest such as insurance, real estate, accounting, or expand their knowledge in investments or financial analysis.

Complete the Business Foundation Curriculum in the freshman and sophomore years.

BBA Student Learning Goals and Objectives

- G1. To Be Effective Communicators
  - CG1.O1 – Demonstrate the ability to write professionally
  - CG1.O2 – Prepare and deliver professional presentations
  - CG1.O3 – Practice professional interactions
- G2. To Be Competent in Business Practices
  - CG2.O1 – Demonstrate key concepts in business disciplines
  - CG2.O2 – Use technology to analyze relevant data
- G3. To Be Good Decision Makers
  - CG3.O1 – Identify key factors for decision making
  - CG3.O2 – Analyze alternative solutions and make a decision
- G4. To Be Good Citizens
  - CG4.O1 – Identify ethical concepts

In addition, all Finance Majors will demonstrate knowledge of key Finance theories and concepts, and will apply these Finance theories and concepts correctly.

BBA Finance Online Completion
The courses required for a finance major are designed to help students prepare for careers in Corporate Financial Management, Investment Planning, Brokerage, Insurance, Commercial Banking, Real Estate and other similar fields. Core courses in finance provide students with a background in security analysis and investments, portfolio management, and financial planning and analysis. The curriculum also covers monetary policy, banking, financial markets, financial reporting, statement analysis, and risk management. Students may select finance electives in their area of interest such as insurance, real estate, accounting, or expand their knowledge in investments or financial analysis. An On-Campus format provides a mix of online, face-to-face, and blended courses. An Online completion format provides 60 hours of online courses. The course schedule for the Online BBA Finance option may differ from on-campus course offerings.

Entry Requirements
Applicants who have completed 42 hours with a GPA of 2.0 or higher may be accepted into the Online Finance BBA Completion Program. Students may transition into the upper division course sequence as they complete

the University Core Curriculum and 60 hours including the following courses or their equivalents:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2301</td>
<td>Financial Accounting *</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2302</td>
<td>Managerial Accounting *</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2302</td>
<td>Microeconomics Principles *</td>
<td>3</td>
</tr>
<tr>
<td>MISY 2305</td>
<td>Computer Applications in Business *</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1325</td>
<td>Calculus for Business &amp; Social Sciences (Higher level mathematics course may be accepted as substitute with approval)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Non-Business elective</td>
<td>3</td>
</tr>
</tbody>
</table>

All Business majors are required to complete the following courses as part of their University Core Curriculum Program:

- ECON 2301 Macroeconomics Principles *
- MATH 1324 Mathematics for Business and Social Sciences (Higher level mathematics course may be accepted as a substitute with approval)

* Online offering

General Requirements for BBA Degree

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Curriculum Program</td>
<td>42</td>
</tr>
<tr>
<td>University Core Curriculum</td>
<td>42</td>
</tr>
<tr>
<td>First-Year Seminars (when applicable)</td>
<td>0-2</td>
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<tr>
<td>Business Core</td>
<td>45</td>
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<tr>
<td>Finance Major Requirements</td>
<td>24</td>
</tr>
<tr>
<td>Electives</td>
<td>9</td>
</tr>
<tr>
<td>Total Credit Hours</td>
<td>120-122</td>
</tr>
</tbody>
</table>

1 Full-time, first time in college students are required to take the first-year seminars.
  - UNIV 1101 University Seminar I (1 sch)
  - UNIV 1102 University Seminar II (1 sch)

Program Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIV 1101</td>
<td>University Seminar I *</td>
<td>1</td>
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<tr>
<td>UNIV 1102</td>
<td>University Seminar II *</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>University Core Curriculum</td>
<td>42</td>
</tr>
<tr>
<td>ECON 2301</td>
<td>Macroeconomics Principles *</td>
<td></td>
</tr>
<tr>
<td>MATH 1324</td>
<td>Mathematics for Business and Social Sciences *</td>
<td>1</td>
</tr>
<tr>
<td>BUSI 0011</td>
<td>COB Orientation (before or during first semester) *</td>
<td>0 *</td>
</tr>
<tr>
<td>ACCT 2301</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
</tbody>
</table>
International Business Course
Select one of the following depending on major:

- ACCT 3315 Multinational Entities: Accounting and Consolidations (3 sch) may be taken as either International Business Course or as an Accounting Elective but not both.
- Online offering
- Blended offering

Note:
Course prerequisites are strictly enforced.

General Requirements for BBA Online Completion

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>Business Core</td>
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<tr>
<td>Finance Major Requirements</td>
<td>12</td>
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<tr>
<td>Finance Electives</td>
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<tr>
<td>Business Electives</td>
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<tr>
<td>Total Credit Hours</td>
<td>60</td>
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</tbody>
</table>

Online Program Requirements
(all available Online)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSI 0011</td>
<td>COB Orientation 1,*</td>
<td>0</td>
</tr>
<tr>
<td>BLAW 3310</td>
<td>Legal Environment of Business *</td>
<td>3</td>
</tr>
<tr>
<td>FINA 3310</td>
<td>Financial Management *</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3310</td>
<td>Principles of Management *</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3315</td>
<td>Business Communications *</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 4388</td>
<td>Business Strategy *</td>
<td>3</td>
</tr>
<tr>
<td>MISY 3310</td>
<td>Management Information Systems Concepts **</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3310</td>
<td>Principles of Marketing *</td>
<td>3</td>
</tr>
<tr>
<td>OPSY 4314</td>
<td>Operations Management *</td>
<td>3</td>
</tr>
<tr>
<td>ORMS 3310</td>
<td>Data Analysis and Statistics *</td>
<td>3</td>
</tr>
<tr>
<td>FINA 4315</td>
<td>International Finance *</td>
<td>3</td>
</tr>
<tr>
<td>FINA 3311</td>
<td>Intermediate Accounting I *</td>
<td>3</td>
</tr>
<tr>
<td>FINA 3314</td>
<td>Cost Accounting *</td>
<td>3</td>
</tr>
<tr>
<td>FINA 3316</td>
<td>Governmental and Not-for-Profit Accounting *</td>
<td>3</td>
</tr>
<tr>
<td>FINA 3321</td>
<td>Federal Income Tax I *</td>
<td>3</td>
</tr>
<tr>
<td>FINA 4310</td>
<td>Advanced Financial Management *</td>
<td>3</td>
</tr>
<tr>
<td>FINA 4332</td>
<td>Security Analysis and Portfolio Management *</td>
<td>3</td>
</tr>
<tr>
<td>FINA 3315</td>
<td>International Business (for Accounting Major) 3,*</td>
<td></td>
</tr>
</tbody>
</table>

Finance Electives
FINA 3312 Financial Markets and Institutions * 3
FINA 3351 Insurance Principles * 3
FINA 3354 Real Estate Principles * 3
FINA 4321 Financial Institutions Management * 3
Students may choose to substitute one course from the following as a finance elective:
ACCT 3311 Intermediate Accounting I * 3
ACCT 3314 Cost Accounting 3
ACCT 3321 Federal Income Tax I * 3
ECON 4310 Introduction to Econometrics 3

Business Electives
Upper-Level Business Elective 3
Business Elective 3

Total Hours 60 1

All Business Majors and Minors must complete BUSI 0011 COB Orientation (0 sch) before or during their first semester enrolled in upper-division Business courses.

* Online offering
^ Blended offering

Course Sequencing

First Year
Fall
BUSI 0011 COB Orientation 0
Creative Arts Core Requirement 3
ECON 2301 Macroeconomics Principles 3
HIST 1301 U.S. History to 1865 3
ENGL 1301 Writing and Rhetoric I 3
Life & Physical Science Core Requirement 3
UNIV 1101 University Seminar I 1

Hours 16

Spring
COMM 1311 Foundation of Communication 3
HIST 1302 U.S. History Since 1865 3
ECON 2302 Microeconomics Principles 3
Language, Philosophy, & Culture Core Requirement 3
MATH 1324 Mathematics for Business and Social Sciences 3
UNIV 1102 University Seminar II 1

Hours 16

Second Year
Fall
ACCT 2301 Financial Accounting 3
Business Elective 3
Component Area Option Core Requirement 3
MATH 1325 Calculus for Business & Social Sciences 3
POLS 2305 U.S. Government and Politics 3

Hours 15

Spring
ACCT 2302 Managerial Accounting 3
Component Area Option Core Requirement 3
Life & Physical Science Core Requirement 3
MISY 2305 Computer Applications in Business 3
POLS 2306 State and Local Government 3

Hours 15

Third Year
Fall
FINA 3310 Financial Management 3
FINA 3331 Investments 3
MISY 3310 Management Information Systems Concepts 3
BLAW 3310 Legal Environment of Business 3
MKTG 3310 Principles of Marketing 3

Hours 15

Fourth Year
Fall
FINA 4310 Advanced Financial Management 3
OPSY 4314 Operations Management 3
International Business Course 3
Upper-level Designated Elective 3
FINA Elective 3

Hours 15

Spring
MGMT 4388 Business Strategy 3
FINA 4332 Security Analysis and Portfolio Management 3
Non-Business Elective 3
Upper-level Business Elective 3
FINA Elective 3

Hours 15

Total Hours 122

Courses
FINA 1307 Personal Finance
3 Semester Credit Hours (3 Lecture Hours)
Covers the foundations of financial planning, managing basic assets, managing credit, managing insurance needs, managing investments, and retirement and estate planning. This course is designed for nonbusiness as well as business majors to give them a basic understanding of the aspects of personal financial planning.

TCCNS: BUSI 1307
FINA 3310 Financial Management
3 Semester Credit Hours (3 Lecture Hours)
A survey of financial management issues emphasizing planning and decision making. Specific topics covered include discounted cash flow analysis, stock and bond valuation, financial intermediation, organizing, raising and managing capital, capital investment, risk analysis, and financial statement analysis. 
Prerequisite: ACCT 2301, MATH 1325 and BUSI 0011.

FINA 3312 Real Estate Principles
3 Semester Credit Hours (3 Lecture Hours)
This is a fundamental real estate course covering the basic principles of real estate. It provides the students with the background and terminology necessary for advanced study in specialized real estate courses.

FINA 3320 Intermediate Corporate Finance
3 Semester Credit Hours (3 Lecture Hours)
An in-depth study of financial planning and management with emphasis on capital structure and cost of capital, capital budgeting, and other topics in corporate financial management. The course serves as a framework for understanding a broad range of corporate financial decisions.
Prerequisite: (FINA 3310).

FINA 3331 Investments
3 Semester Credit Hours (3 Lecture Hours)
Framework of financial markets, valuation of the firm, security analysis, investment equity versus debt, efficiency of market evaluation, diversification efforts, investment goals, and portfolio selection.
Prerequisite: (ACCT 2301 and MATH 1325).

FINA 3335 Financial Modeling
3 Semester Credit Hours (3 Lecture Hours)
This course will cover the use of spreadsheet analysis in financial applications and introduce students to spreadsheet tools and functions to conduct business and personal financial analysis, valuation of bonds and stocks, and financial forecasting.

FINA 3350 Cash Management
3 Semester Credit Hours (3 Lecture Hours)
An examination of the principles and methods of cash and liquidity management with particular attention to funds transfer procedures and requirements. Specific topics include the role of cash management in corporate financial management, a review of relevant accounting concepts, the structure of the financial environment, the system of disbursements and collections, accounts receivable management, accounts payable management, information technology and electronic commerce, cash flow forecasting, short-term investing and borrowing, financial risk management, international treasury management, and management of relationships.
Prerequisite: (FINA 3310).

FINA 3351 Insurance Principles
3 Semester Credit Hours (3 Lecture Hours)
Fundamentals of risk management as practiced in the commercial life, health, property, and casualty insurance industries.

FINA 3354 Real Estate Principles
3 Semester Credit Hours (3 Lecture Hours)
This is a fundamental real estate course covering the basic principles of real estate. It provides the students with the background and terminology necessary for advanced study in specialized real estate courses.

FINA 3355 Employee Benefits and Retirement Planning
3 Semester Credit Hours (3 Lecture Hours)
This course examines the financial aspects of retirement planning as well as employee benefit planning including group insurance plans and the characteristics of the various types of employee benefit plans: life insurance, medical expense, disability, and retirement income.

FINA 4000 INTERNSHIP
0 Semester Credit Hours

FINA 4310 Advanced Financial Management
3 Semester Credit Hours (3 Lecture Hours)
Application of financial management tools, examination and interpretation of financial statements, and integration of financial policy and structure on overall management of the enterprise. Students will present cases on the material covered in this and earlier courses to demonstrate they are able to collect and analyze data and present recommendations.
Prerequisite: (FINA 3320).

FINA 4315 International Finance
3 Semester Credit Hours (3 Lecture Hours)
A study of the institutions and relationships of the international financial system as it relates to the balance of payments, foreign exchange risk, arbitrage and the Eurocurrency market. The emphasis is on methods of arbitrage, forecasting exchange rates, and hedging against foreign exchange risk.
Prerequisite: (FINA 3310 and ECON 2302).

FINA 4330 Introduction to Derivative Securities
3 Semester Credit Hours (3 Lecture Hours)
Course coverage includes an analysis of financial derivative contracts. The class includes options, futures and forward contracts, in particular commodity trading and hedging strategies will be covered in detail. Swaps and Interest Rate Options will be included in the presentation if time permits.
Prerequisite: (MATH 1324).

FINA 4332 Security Analysis and Portfolio Management
3 Semester Credit Hours (3 Lecture Hours)
Evaluation of investment securities of both private and public institutions through external analysis of financial statements and economic conditions, portfolio selection, expected return and risk selection, and conditions of market efficiency.
Prerequisite: (FINA 3310, 3331 and ORMS 3310).

FINA 4334 Financial Statement Analysis
3 Semester Credit Hours (3 Lecture Hours)
A detailed study of financial reporting with emphasis upon practical interpretations. Attention will be given to financial statement analysis using financial accounting information and its finance implications. Assignments may differ depending on major.
Prerequisite: (ACCT 2301, 2302 and FINA 3310).
FINA 4390  Current Topics in Finance  
3 Semester Credit Hours (3 Lecture Hours)  
Selected topics for special study related to finance functions, processes or issues. May be repeated for credit when topics vary.

FINA 4396  Directed Individual Study  
1-3 Semester Credit Hours  
Individual supervised study and completion of a final report.

FINA 4398  Internship in Finance  
3 Semester Credit Hours  
Supervised full-time or part-time, off-campus training in business or government finance office. Oral and written reports required.