

FINANCE, BACHELOR OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN BANKING AND FINANCIAL SERVICES (B.B.A.)

The field of finance includes activities associated with banking, debt, credit, capital markets, money, and investments. Finance represents money management and the process of acquiring needed funds. It also encompasses the oversight, creation, and study of money, banking, credit, investments, assets, and liabilities that make up financial systems. Since individuals, businesses, and government entities all need funding to operate, the finance field includes three main sub-categories:

- personal finance,
- corporate finance, and
- public (government) finance.

Banking and Financial Services Concentration

The Banking and Financial Services Concentration prepares students for a broad range of careers in commercial banking, investment banking, financial technology, bank consulting, bank regulation and policy positions in federal and state government, and other financial service providers. In this program, students develop a strong foundation in economics, financial markets, investments, consumer and commercial credit analysis, bank management, community engagement, and customer relationship development. Students in this program will have the opportunity to sit for the Credit Analysis Certification Exam.

Program Requirements

CIP Code: 52.0801

Summary Checklist for General Education

Code	Title	Hours
Element 1		
A:	Written Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
B:	Written Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
C:	Oral Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
Element 2		
	Quantitative Reasoning (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-2/)	3
Element 3		
A:	Arts (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/)	3

B:	Humanities (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/)	3
Element 4		
	Natural Sciences (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-4/)	6
Element 5		
A:	Historical Science (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/)	3
B:	Social Behavioral Science (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/)	3
Element 6		
	Diversity of Perspectives Experiences (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-6/)	6
Total Hours		36

Students are expected to complete Elements 1 and 2 within their first 60 hours of college credit.

Major

Code	Title	Hours
University Graduation Requirements		
General Education		36
<i>Student Success Seminar</i>		
BUS 100	Professional Development One	1
Writing Intensive Course (hours incorporated into Major/Supporting/Gen Ed/Free Electives category)		
Upper division courses (42 hrs. distributed throughout Major/Supporting/Gen Ed/Free Electives categories)		
ACCT - Finance majors will fulfill ACCT with the following. (Credit hours may be incorporated into Major or Supporting requirements)		
BUS 402	Integrated Strategic Mgmt	
Major Requirements		
<i>College Requirements</i>		
BUS 300	Professional Development Three	1
BUS 400	Professional Development Four	1
<i>Business Core Courses</i>		
Professional Development Series:		
BUS 200	Professional Development Two	1
BUS 100	Professional Development One ¹	
BUS 300	Professional Development Three ¹	
BUS 400	Professional Development Four ¹	
Nature of Business:		
BUS 101	Nature of Business	3
Fundamentals Series: Environment and Tools of Business		
Environment of Business		
BUS 204	Fundamentals of Business Law and Ethics	3
Tools of Business		
BUS 206	Fund of Prob Solving w Excel	3
BUS 207	Fund of Interpersonal Bus Comm	3
BUS 209	Fundamentals of Financial and Managerial Accounting	3
Essential Series: Functions of Business		

BUS 301W	Fundamentals of Formal Commun.	3	Choose from three hours of upper-division Finance classes or other upper-division classes as approved by the department	3
BUS 302	Essentials of Finance	3		
BUS 303	Essentials of Org Behav/HR Mgt	3	Total Hours	15
BUS 304	Essentials of MIS	3		
BUS 305	Essentials of Marketing	3		
BUS 306	Essentials of Supply Chain Mgt	3		
Mastery of Business:				
BUS 402	Integrated Strategic Mgmt	3		
<i>Supporting Course Requirements</i>				
Fundamentals Series: Environment and Tools of Business				
Element 2, three hours, and Element 5B, three hours, included above				
Environment of Business				
ECO 230	Fundamentals of Microeconomics (Element 5B) ^G			
ECO 231	Fundamentals of Macroeconomics	3		
Tools of Business				
MAT 112A	Algebra: Polynomials (Element 2) ^G			
MAT 112B	Algebra: Functions & Matrices (Element 2) ^G			
Choose from one of the following:				
MAT 114	College Algebra (Element 2) ^G			
MAT 211	Applied Calculus (Element 2) ^G			
STA 270	Applied Statistics	4		
Major Core				
FIN 201	Personal Money Management	3		
FIN 301	Corporate Finance	3		
FIN 304	Financial Institutions	3		
FIN 324	Principles of Investments	3		
FIN 420	Investment and Portfolio Theory	3		
<i>Concentrations</i>				
Students must select one of the following Concentrations:				15
Business Finance				
Banking and Financial Services				
Financial Planning				
<i>Free Electives</i>				
Choose from seven hours of free electives				7
Total Hours		120		

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Course also satisfies a General Education element. Hours are included within the 36 hr. General Education Requirement above.

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Hours for BUS 100 Professional Development One, BUS 300 Professional Development Three and BUS 400 Professional Development Four included above

Concentration

Code	Title	Hours
Concentration Courses		
FIN 315	Financial Statement and Loan Analysis	3
FIN 437	Bank Management	3
ECO 324	Money and Banking	3
RMI 370	Principles of Risk and Insurance	3