

# FINANCE, BACHELOR OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN FINANCIAL PLANNING (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.

## Financial Planning Concentration

The Financial Planning Concentration provides a broad education in finance. Students graduating with a degree in Financial Planning are employed in diverse fields such as financial security brokerage, bank management, credit counseling, securities analysis, investment banking, and corporate management. Students learn how to manage cash flow and debt, analyze and manage personal risk, plan and manage investments, prepare a retirement plan, trade stocks and bonds, etc.

## Program Requirements

CIP Code: 52.0801

### Summary Checklist for General Education

Code	Title	Hours
<b>Element 1</b>		
A:	Written Communication ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/</a> )	3
B:	Written Communication ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/</a> )	3
C:	Oral Communication ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/</a> )	3
<b>Element 2</b>		
	Quantitative Reasoning ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-2/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-2/</a> )	3
<b>Element 3</b>		
A:	Arts ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/</a> )	3
B:	Humanities ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/</a> )	3
<b>Element 4</b>		

Natural Sciences ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-4/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-4/</a> )	6
<b>Element 5</b>	
A: Historical Science ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/</a> )	3
B: Social Behavioral Science ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/</a> )	3
<b>Element 6</b>	
Diversity of Perspectives Experiences ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-6/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-6/</a> )	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
<b>University Graduation Requirements</b>		
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	
<b>Major Requirements</b>		
<i>Business Core Courses</i>		
Professional Development Series:		
BUS 200	Professional Development Two	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
BUS 302	Essentials of Finance	3
BUS 303	Essentials of Org Behav/HR Mgt	3
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) <sup>G</sup>	
ECO 231	Fundamentals of Macroeconomics	3
Tools of Business		
MAT 112A	Algebra: Polynomials (Element 2) <sup>G</sup>	
MAT 112B	Algebra: Functions & Matrices (Element 2) <sup>G</sup>	
Choose from one of the following:		
MAT 114	College Algebra (Element 2) <sup>G</sup>	
MAT 211	Applied Calculus (Element 2) <sup>G</sup>	
STA 270	Applied Statistics	4
<b>Major Core</b>		
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
<b>Total Hours</b>		<b>120</b>

**G**

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

**Concentration**

Code	Title	Hours
<b>Concentration Courses</b>		
ACC 322	Tax I	3
FIN 311	Personal Financial Planning	3
RMI 370	Principles of Risk and Insurance	3
RMI 374	Fundamentals of Life and Health Insurance	3
RMI 474	Life Insurance and Estate Planning	3
or RMI 476	Employee Benefit Planning	
<b>Total Hours</b>		<b>15</b>