

# **Finance, B.B.A.**

## **Program Description**

There is a broad range of intellectual challenges within the field of finance which integrates and applies principles and concepts drawn from accounting, economics, business operations, and quantitative analysis in a global business environment. Finance is an analytical discipline dealing with the acquisition and distribution of funds, financial statement analysis, security analysis, risk assessment, valuation of assets and liabilities, functioning of financial markets, and management of investments, acquisitions, funds, assets, liabilities, risk, businesses, and financial institutions.

The program in finance prepares students for careers as bankers, financial managers, stockbrokers, financial analysts, portfolio managers, financial consultants, investment bankers, and financial planners. Students are also well prepared for graduate study in law and business.



This program is a part of the Michael J. Coles College of Business.

## **Admission, Enrollment, and Graduation Policies**

### **Admission Requirements**

Admission to Coles B.B.A programs is separate from Admissions to Kennesaw State University. Students must meet the program requirements, outlined below. In order to be able to take upper-division courses in Finance and graduate with a Finance B.B.A., all business majors must successfully:

- Complete BUSA 2150: Professionalism I: Clarifying My Major and Career
- Meet the Coles College Sophomore GPA Requirement
- Be admitted to the Coles Undergraduate Professional Program. in order to be approved to take upper-division business courses and graduate with a B.B.A. degree.
- Admission to the Coles Undergraduate Professional Program is separate from admission to Kennesaw State University.
- In addition, all business majors must earn a grade of "C" or better in all business courses counted toward their degree.

View the special admission, progression, and graduation requirements of the Coles College of Business.

### Graduation Requirements

Each student is expected to meet the requirements outlined in Academic Policies 5.0  
PROGRAM REQUIREMENTS & GRADUATION.

## **Program Course Requirements**

### **Core IMPACTS Curriculum (42 Credit Hours)**

General Education Core IMPACTS Curriculum

### ***Core IMPACTS Curriculum Requirements Specific to This Major***

Students must take MATH 1111: College Algebra or higher in Mathematics & Quantitative Skills.

### **Core Field of Study (18 Credit Hours)**

Students must earn a "C" or better in these courses.

- ACCT 2101: Principles of Accounting I
- ACCT 2102: Principles of Accounting II
- ECON 2105: Principles of Macroeconomics
- ECON 2106: Principles of Microeconomics
- ECON 2300: Business Statistics
- IS 2200: Information Systems and Communication

### **Leadership and Career Program (0 Credit Hours)**

- BUSA 2150: Professionalism I: Clarifying My Major and Career
- BUSA 3150: Professionalism II: Relevant Work Experience
- BUSA 4150: Professionalism III: Post-Graduate Success

### **Major Requirements (33 Credit Hours)**

Students must earn a "C" or better in these courses.

### ***Business Core (27 Credit Hours)***

- MATH 1160: Elementary Applied Calculus
- BLAW 2200: Legal and Ethical Environment of Business
- MGT 3100: Management and Behavioral Sciences
- MKTG 3100: Principles of Marketing
- FIN 3100: Principles of Finance
- IS 3100: Information Systems Management

- MGT 3200: Operations Management
- ECON 3300: Applied Statistical and Optimization Models
- MGT 4199: Strategic Management

***Major Field Required Courses (6 Credit Hours)***

- FIN 4220: Corporate Finance
- FIN 4360: Investments

***Major Electives (27 Credit Hours)***

Students must earn a "C" or better in these courses.

***Major Field Elective Courses (3 Credit Hours)***

Select 3 credit hours from the following list of courses:

- FIN 4420: International Financial Management
- ECON 4310: Economic Development in Global Perspective
- ECON 4410: International Trade and Finance

***Major Elective Courses (15 Credit Hours)\****

*Group A*

Select 12 credit hours from the following list of courses:

- FIN 4260: Short Term Financial Management
- FIN 4320: Fixed Income Securities
- FIN 4400: Directed Study
- FIN 4460: Financial Statement Analysis
- FIN 4490: Special Topics in Finance
- FIN 4520: Financial Derivatives and Financial Engineering
- FIN 4560: Behavioral Finance
- FIN 4590: Applied Equity Valuation
- FIN 4620: Financial Management of Financial Institutions
- FIN 4660: Advanced Corporate Finance
- INS 4500: Principles of Risk Management and Insurance
- RE 4500: Real Estate Finance
- FTA 4100: Introduction to Information Security for FinTech
- FTA 4003: Commercial Banking and FinTech

### *Group B*

Select 3 credit hours from the following list of courses:

- ECON 4210: Money and Financial Markets
- ECON 4400: Directed Study
- ECON 4510: Microeconomics
- ECON 4550: The Economics of Strategy
- ECON 4610: Macroeconomics
- ECON 4710: Econometrics
- ECON 4750: Multivariate Data Analysis
- ECON 4810: Quantitative Decision Models
- ECON 4850: Decision Analysis and Simulation

### ***Related Studies (9 Credit Hours)***

Select 9 credit hours of 3000–4000 level coursework from the following prefixes: ACCT, BLAW, BUSA, ECON, ENTR, FTA, HMG, INS, IS, ISA, MGT, MKTG, RE. FIN courses cannot be used here. A maximum of 9 credit hours in Finance Experiential Learning such as Internships and Co-ops may be used in this area. Experiential Learning cannot be used in any other area. See a Coles Staff Advisor before taking MGT courses – some MGT courses cannot be used in Related Studies.

### **Program Total (120 Credit Hours)**

#### **\*Guidance for Selecting Major Electives:**

If you are interested in a particular area of Finance, following are some suggested courses related to two areas of specialization: Capital Markets and Corporate Finance

#### ***I. Capital Markets***

- FIN 4320: Fixed Income Securities
- FIN 4460: Financial Statement Analysis
- FIN 4520: Financial Derivatives and Financial Engineering
- FIN 4560: Behavioral Finance
- INS 4500: Principles of Risk Management and Insurance

#### ***II. Corporate Finance***

- FIN 4260: Short Term Financial Management
- FIN 4460: Financial Statement Analysis

- FIN 4560: Behavioral Finance
- FIN 4620: Financial Management of Financial Institutions
- FIN 4660: Advanced Corporate Finance
- RE 4500: Real Estate Finance