

The Finance Major Goals

August 2001

The purpose of the finance major is to build on the foundation of the business core to enable the learner to utilize appropriate theories to operate in various areas of the financial marketplace. A learner who has successfully completed the finance major at Upper Iowa University will be expected to

1. Demonstrate an understanding of management concepts and their application in businesses of all types, from entrepreneurship to corporations. This ability will be developed through the successful completion of the following courses.

BA 210	Management Principles
BA 201	Accounting Principles I
BA 202	Accounting Principles II
BA 208	Marketing Principles
BA 488	Economics of International Business
BA 302	Business Law I
BA 303	Business Law II

2. Demonstrate an understanding of the economic environment and policies, and the ability to use financial principles in business settings. This ability will be developed through the successful completion of the following courses.

BA 210	Management Principles
BA 201	Accounting Principles I
BA 202	Accounting Principles II
BA 488	Economics of International Business
BA 341	Corporate Financial Management
BA 211	Macroeconomic Principles
BA 212	Microeconomic Principles

3. Demonstrate an understanding of and ability to apply quantitative tools and techniques commonly utilized to support business decision-making. This ability will be developed through the successful completion of the following courses.

BA 210	Management Principles
BA 201	Macroeconomic Principles
BA 202	Microeconomic Principles
BA 341	Corporate Financial Management
MATH 109	Quantitative Methods
MATH 220	Elementary Statistics
MIS 267	Computer Applications

4. Demonstrate an understanding of marketing concepts and their application in businesses of all types, from entrepreneurs to corporations. This ability will be developed through the successful completion of the following course.

BA 208	Marketing Principles
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5. Demonstrate a global view of business, including the impact of international differences on marketing management, economic and business operations. This ability will be developed through the completion of the following courses.

BA 210 Management Principles
BA 488 Economics of International Business

6. Demonstrate an understanding of the role of government in modifying the market outcome using taxation, regulation or (open/closed) macroeconomic policies, and the ability to incorporate tax considerations in financial as well as economic decision-making. This ability will be developed through the successful completion of the following courses.

BA 310 Money and Banking
BA 442 Intermediate Financial Management
BA 488 Economics of International Business

7. Demonstrate an understanding of, and the ability to apply, the financial statement analysis to financial planning and forecasting with special focus on shareholders' value-maximization. This ability will be developed through the successful completion of the following courses.

BA 442 Intermediate Financial Management
BA 310 Money and Banking
Upper level accounting elective

8. Demonstrate an understanding of, and the ability to apply, the time value of money tools to capital budgeting and strategic decision-making. This ability will be developed through the successful completion of the following courses.

BA 343 Investments
BA 442 Intermediate Financial Management
BA 370 Entrepreneurship and Small Business Management
BA 352 Risk Management

9. Demonstrate an understanding of, and the ability to apply, the valuation techniques to various financial securities, and familiarity with financial institutions and regulatory environment. This ability will be developed through the successful completion of the following courses.

BA 310 Money and Banking
BA 343 Investments
BA 488 Economics of International Business

10. Demonstrate familiarity with technology and computer applications in the field of financial management with special emphasis on spreadsheet analysis and charting/technical analysis, and relevant practical skills in oral, written, and multimedia communication. This ability will be developed through the successful completion of the following courses.

BA 442 Intermediate Financial Management
BA 343 Investments
MIS 267 Computer Applications