



Department of Accounting, Finance and Information Systems  
*School of Business*  
College of Business & Technology (2017-18)

# Finance B.B.A. Degree

## Financial Planning Concentration

### The Finance Major at EKU

The Finance Major (BBA) offers two concentrations: Managerial Finance and Financial Planning.

### The Financial Planning Concentration

The Financial Planning Concentration provides a broad education in finance. Courses include investments, portfolio theory, and advanced financial institutions in addition to advanced managerial finance and global financial management. This concentration prepares students for financial institutions management and financial investments management.

### Career Possibilities in Financial Planning

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.

### Student Organization

Finance majors are encouraged to join EKU's student chapter of the Financial Management Association (FMA). Student representatives from this organization attend the FMA Finance Leaders' Conference held in Chicago each spring. This opportunity for professional interaction between practitioners and students includes tours of the Federal Reserve Bank and the Chicago Board of Trade, and speakers on careers in finance. For more information about the FMA, visit their web site at [www.fma.org](http://www.fma.org).

### For More Information

Department of Accounting, Finance and Information Systems  
108 Business & Technology Center  
Eastern Kentucky University  
521 Lancaster Avenue  
Richmond, KY 40475-3102  
859-622-1087  
[www.finance.eku.edu](http://www.finance.eku.edu)

### Finance related websites:

[www.bls.gov](http://www.bls.gov)  
[www.saludos.com/cguide/bgide.html](http://www.saludos.com/cguide/bgide.html)





### Suggested Curriculum Guide for Financial Planning Concentration

**Freshman (1<sup>st</sup> Semester) 16 hrs**

- BTO 100\*** Orientation
- E-2 MAT 112** College Algebra (or MAT 211 Calculus)
- FIN 201** Personal Money Management
- CIS 212 or INF 104** Intro to CIS or Computer Literacy
- E-5B PSY 200 or SOC 131** Intro PSY or Intro SOC
- E-1A\*** ENG 101

**Sophomore (1<sup>st</sup> Semester) 15 hrs**

- ACC 201** Introduction to Financial Accounting
- ECO 230** Principles of Economics I
- E-4A Biological or E4B Physical Lab Science**
- E-3B Humanities**
- E-1C** Oral Communication

**Junior (1<sup>st</sup> Semester) 15 hrs**

- FIN 300** Business Finance I
- FIN 311** Personal Financial Planning
- ACC 322** Tax I
- MGT 300** Principles of Management
- CCT 300W** Managerial Reports
- BTS 300** Professional Skills Seminar (0 credit)

**Senior (1<sup>st</sup> Semester) 15 hrs**

- MGT 370** Operations Management
- FIN 324** Principles of Investments
- Insurance/Finance Elective** (3 hrs.)
- RMI 374** Fund Life and Health Insurance
- E-6** Diversity

**Freshman (2<sup>nd</sup> Semester) 15 hrs**

- QMB 200** Business Statistics
- E-1B\*** ENG 102
- E-4A Biological or E4B Physical Lab Science**
- E-3A Arts**
- E-5A** Historical Perspective

**Sophomore (2<sup>nd</sup> Semester) 15 hrs**

- ACC 202** Introduction to Managerial Accounting
- ECO 231** Principles of Economics II
- GBU 204** Legal and Ethical Environments of Business
- Wellness** (BIO 310, HEA 285, NFA 201, or PHE 180)
- Free Elective** (Non-Business) (3hrs)

**Junior (2<sup>nd</sup> Semester) 15 hrs**

- FIN 301** Business Finance II
- RMI 370** Principles Risk and Insurance
- MKT 300** Principles of Marketing
- CIS 300** Management Information Systems
- Free Elective** (Non-Business) (3hrs)

**Senior (2<sup>nd</sup> Semester) 14 hrs**

- GBU 480\*** Business Strategy
- FIN 420** Investment and Portfolio Theory
- RMI 474** Life Insurance and Estate Planning
- Free Elective** (Non-Business) (2 hrs)
- E-6** Diversity
- BTS 400** College to Careers Seminar (0 credit)\*

\*Course must be taken in semester indicated.

### UNIVERSITY GRADUATION REQUIREMENTS

General Education .....	36 hrs
Orientation Course (BTO 100; waived for transfers with 30+ hrs.).....	1 hr
Wellness.....	3 hrs
Total Hours University Graduation Requirements .....	40 hrs

**College Requirements:**

BTS 300 (CR only, no hours) and BTS 400 (CR only, no hours).

**Core Courses:**

Pre-Business Core .....	12 hrs
ACC 201, 202, GBU 204, QMB 200	
Business Core .....	21 hrs
CCT 300W, CIS 300, FIN 300, MGT 300, MGT 370, MKT 300, GBU 480	

**Major Requirements** .....

Financial Planning Concentration:	30 hrs
ACC 322, FIN 201, 301, 311, 324, 420; RMI 370, 374, 474; and three hours from FIN 310, 330, 349, 410, 424, RMI 380	

**Supporting Course Requirements**.....

MAT 112/211 (counted in GE Element 2)	9 hrs
CIS 212 or INF104	
PSY 200/200W or SOC 131 (counted in GE Element 5B)	
ECO 230 & 231	

**Free Electives (Non-Business)** .....

8 hrs
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**Total Curriculum Requirements**..... **120 hrs**