



College of Business
2022-2023

Finance B.B.A. Degree

Banking and Financial Services Concentration

The Finance Major at EKU

The Finance Major (BBA) offers three concentrations: Business Finance, Banking and Financial Services, and Financial Planning.

The Banking and Financial Services Concentration

The Banking and Financial Services Concentration should be selected by finance majors who wish to work in the Banking or Financial Services fields. Course work provides students a strong foundation in the understanding of financial markets, monetary policy, bank management, and how to serve consumers, businesses and communities through the financial services industry. Courses include money and banking, financial institutions, credit analysis (includes national certificate), and bank management (including bank simulation software). This concentration gives students an understanding of monetary policy and its impact on our economy, global financial markets and the structure and operation of financial institutions.

Career Possibilities in Business Finance

Students graduating with a degree in Banking and Financial Services are employed in diverse fields such as commercial bank or financial institution management, investment banking, credit analysis, bank regulation and bank consulting.

Student Organization

Banking and Financial Services majors are encouraged to join EKU's student chapter of the Banking Risk Management Association (RMA). Student representatives from this organization are eligible for national scholarships and national networking opportunities. Student members are also eligible to sit for a Credit Analysis Certification exam prior to graduation with the opportunity to obtain a Certification along with the bachelor's degree. The RMA also provides opportunities for professional networking in the banking industry on a national level with opportunities to tour bank headquarters, the Federal Reserve, FDIC and OCC. For more information about the RMA, visit their web site at www.rmahq.org.

For More Information

Banking and Financial Services Program
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Suggested Curriculum Guide for Banking & Financial Services Concentration

Freshman (1st Semester) 16 hrs

- BUS 100 (1)*** Professional Development Series
- BUS 101** Nature of Business
- E-1A*** ENG 101
- E-2 MAT 112A/B, 114** Algebra & Applications or **MAT 211** Calculus
- E-3A** Arts
- E-6** Diversity

Sophomore (1st Semester) 15 hrs

- BUS 200 (1)** Professional Development Series
- BUS 209** Fundamentals of Financial and Managerial Accounting
- E-5A** Historical Perspective
- BUS 207** Fundamentals of Interpersonal Business
- ECO 230** Fundamentals of Microeconomics (Element 5B)
- Free Elective** (2 hrs)

Junior (1st Semester) 16 hrs

- BUS 300 (1)** Professional Development Series
- BUS 302** Essentials of Finance
- BUS 305** Essentials of Marketing
- FIN 201** Personal Money Management
- RMI 370** Principles Risk and Insurance
- ECO 324** Money and Banking

Senior (1st Semester) 12 hrs

- BUS 400 (1)** Professional Development Series
- E-4A** Biological or **E4B** Physical Lab Science
- Free Elective** (2 hrs)
- FIN 324** Principles of Investments
- FIN 315** Financial Statement and Loan Analysis

Freshman (2nd Semester) 15 hrs

- BUS 206** Fundamentals of Problem Solving with Excel
- E-1B*** ENG 102
- E-1C** CMS 100 or 210
- E-3B** Humanities
- E-4A** Biological or **E4B** Physical Lab Science

Sophomore (2nd Semester) 16 hrs

- ECO 231** Fundamentals of Macroeconomics
- BUS 204** Fundamentals of Business Law and Ethics
- STA 270 (4)** Applied Statistics
- BUS 304** Essentials of Management and Information Systems
- BUS 301W** Essentials of Formal Business Communication

Junior (2nd Semester) 15 hrs

- BUS 303** Essentials of Organizational Behavior and Human Resources
- FIN 301** Business Finance II
- FIN 304** Financial Institutions
- BUS 306** Essentials of Operations and Supply Chain
- FIN Elective** (3 hrs)

Senior (2nd Semester) 14 hrs

- BUS 402** Integrated Strategic Management
- E-6** Diversity
- FIN 420** Investment and Portfolio Theory
- FIN 437** Bank Management
- Free Elective** (2 hrs)

*Course must be taken in semester indicated.

UNIVERSITY GRADUATION REQUIREMENTS

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| General Education | 36 hrs |
| Student Success Seminar (BUS 100) | 1 hr |
| Total Hours University Graduation Requirements | 37 hrs |
| Professional Development Series..... | 3 hrs |
| BUS 200, 300, 400 | |
| Nature of Business: BUS 101..... | 3 hrs |
| Fundamentals Series: Environment and Tools of Business..... | 12 hrs |
| BUS 204, 206, 207, 209 | |
| Essentials Series: Functions of Business: BUS 301W, 302, 303, 304, 305, and 306..... | 18 hrs |
| Mastery of Business: BUS 402..... | 3 hrs |
| Supporting Course Requirements | 7 hrs |
| Environment of Business: ECO 230 (^G Element 5B) and 231 | |
| Tools of Business: MAT 112A and 112B (^G Element 2), 114(^G Element 2), or 211(^G Element 2), STA 270 | |
| ^G = Course also satisfies a General Education element. Hours are included within the 36 hr. General Education Requirement above. | |
| Major Core | 15 hrs |
| FIN 201, 301, 304, 324, 420 | |
| Banking and Financial services Concentration | 15 hrs |
| FIN 315, 437; ECO 324, RMI 370 and 3 hrs from upper-division Finance classes or other approved upper-division classes as approved by the department. | |
| Free Electives (Non-Business) | 7 hrs |
| Total Curriculum Requirements | 120 hrs |