



College of Business
2022-2023

Finance B.B.A. Degree

Financial Planning Concentration

The Finance Major at EKU

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

For More Information

College of Business
214 Business & Technology Center
Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475-3102
859-622-1377
<https://business.eku.edu/>
www.finance.eku.edu

Finance related websites:

www.bls.gov
www.saludos.com/cguide/bgide.html





Suggested Curriculum Guide for Financial Planning Option

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
- ACC 322** Tax I

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 311** Personal Financial Planning

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
- RMI 374** Fund Life and Health Insurance

Senior (2nd Semester) 14 hrs

- BUS 402** Integrated Strategic Management
- E-6** Diversity
- FIN 420** Investment and Portfolio Theory
- RMI 474** Life Insurance and Estate Planning
- Free Elective** (2 hrs)

*Course must be taken in semester indicated.

UNIVERSITY GRADUATION REQUIREMENTS

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	
Financial Planning Concentration	15 hrs
ACC 322; FIN 311; RMI 370, 374 and 474 or 476	
Free Electives (Non-Business)	7 hrs
Total Curriculum Requirements	120 hrs