



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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<https://finance.eku.edu/banking-and-financial-services-program>
<https://business.eku.edu/>





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 304 Essentials of Management and Information Systems
BUS 305 Essentials of Marketing
FIN 201 Personal Money Management
RMI 370 Principles Risk and Insurance
FIN 304 Financial Institutions

Senior (1st Semester) 13 hrs

BUS 400 (1) Professional Development Series
E-4A Biological or **E4B** Physical Lab Science
Free Elective (3 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) 15 hrs

ECO 231 Fundamentals of Macroeconomics
BUS 204 Fundamentals of Business Law and Ethics
STA 260 Business Statistics
BUS 301 Essentials of Formal Business Communication
BUS 302 Essentials of Finance

Junior (2nd Semester) 15 hrs

BUS 303 Essentials of Organizational Behavior and Human Resources
FIN 301 Business Finance II
ECO 324 Money and Banking or **FIN 320** Financial Technology and Security
BUS 306 Essentials of Operations and Supply Chain
FIN Elective (3 hrs)

Senior (2nd Semester) 15 hrs

BUS 402 Integrated Strategic Management
E-6 Diversity
FIN 420 Investment and Portfolio Theory
FIN 437 Bank Management
Free Elective (3 hrs)

*Course must be taken in semester indicated.

Upper division courses: All students are required to have a minimum of 42 hrs. upper division (300-level or above) courses distributed throughout Major/Supporting/Gen Ed/Free Electives categories.

Refer to the University Catalog at <https://catalogs.eku.edu/> regarding University and General Education Requirements.