



# College of Business

## 2023-2024

## 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](http://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](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 Option

#### Freshman (1<sup>st</sup> 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 (1<sup>st</sup> Semester) 16 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)  
**FIN 201** Personal Money Management

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

**BUS 300 (1)** Professional Development Series  
**BUS 304** Essentials of Management and Information Systems  
**BUS 305** Essentials of Marketing  
**RMI 370** Principles Risk and Insurance  
**FIN 304** Financial Institutions  
**Free Elective** (2 hrs)

#### Senior (1<sup>st</sup> Semester) 13 hrs

**BUS 400 (1)** Professional Development Series  
**E-4A** Biological or **E4B** Physical Lab Science  
**Free Elective**  
**FIN 324** Principles of Investments  
**FIN 311** Personal Financial Planning

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

**ACC 322** Tax I  
**BUS 303** Essentials of Organizational Behavior and Human Resources  
**FIN 301** Business Finance II  
**BUS 306** Essentials of Operations and Supply Chain  
**RMI 374** Fund Life and Health Insurance

#### Senior (2<sup>nd</sup> Semester) 15 hrs

**BUS 402** Integrated Strategic Management  
**E-6** Diversity  
**FIN 420** Investment and Portfolio Theory  
**RMI 474** Life Insurance and Estate Planning  
**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.