

Date Submitted: 10/04/23 7:55 pm

Viewing: **FINNBS : Finance, Bachelor of Science in Business Administration**

Last approved: 03/15/23 1:10 pm

Last edit: 10/13/23 11:40 am

Changes proposed by: aellstra

Catalog Pages Using  
this Program

[Finance \(FINN\)](#)

Submitter: User ID: aellstra Phone: 6145

Program Status Active

Academic Level Undergraduate

Type of proposal Major/Field of Study

Select a reason for this modification

Requesting Approval to Offer an Existing Certificate or Degree Online--(LON)

Are you adding a concentration? No

Are you adding or modifying a track? No

Are you adding or modifying a focused study? No

Effective Catalog Year Fall 2024

College/School Code Walton College of Business (WCOB)

Department Code

Department of Finance (FINN)

Program Code FINNBS

Degree Bachelor of Science in Business Administration

CIP Code

52.0801 - Finance, General.

Program Title

### In Workflow

1. WCOB Dean Initial
2. Provost Initial
3. Director of Curriculum Review and Program Assessment
4. Registrar Initial
5. Institutional Research
6. FINN Chair
7. WCOB Curriculum Committee
8. WCOB Faculty
9. WCOB Dean
10. Global Campus
11. Provost Review
12. Undergraduate Council
13. Faculty Senate
14. Provost Final
15. Provost's Office-- Documentation sent to System Office
16. Higher Learning Commission
17. Board of Trustees
18. ADHE Final
19. Provost's Office-- Notification of Approval
20. Registrar Final
21. Catalog Editor Final

### Approval Path

1. 10/04/23 7:56 pm  
Alan Ellstrand  
(aellstra): Approved for WCOB Dean Initial

2. 10/05/23 8:13 am  
Jim Gigantino  
(jgiganti): Approved  
for Provost Initial
3. 10/13/23 11:42 am  
Lisa Kulczak  
(lkulcza): Approved  
for Director of  
Curriculum Review  
and Program  
Assessment
4. 10/17/23 1:47 pm  
Gina Daugherty  
(gdaugher):  
Approved for  
Registrar Initial
5. 10/17/23 6:01 pm  
Doug Miles  
(dmiles): Approved  
for Institutional  
Research
6. 10/18/23 10:36 am  
Alexey Malakhov  
(amalakho):  
Approved for FINN  
Chair
7. 10/18/23 11:08 am  
Alan Ellstrand  
(aellstra): Approved  
for WCOB  
Curriculum  
Committee
8. 10/18/23 11:09 am  
Alan Ellstrand  
(aellstra): Approved  
for WCOB Faculty
9. 10/18/23 11:09 am  
Alan Ellstrand  
(aellstra): Approved  
for WCOB Dean
10. 10/18/23 11:17 am  
Suzanne Kenner  
(skenner): Approved  
for Global Campus

11. 10/18/23 1:53 pm  
Jim Gigantino  
(jgiganti): Approved  
for Provost Review

## History

1. Aug 25, 2014 by  
Charlie Alison  
(calison)
2. Aug 25, 2014 by  
Charlie Alison  
(calison)
3. Aug 25, 2014 by  
Charlie Alison  
(calison)
4. Aug 25, 2014 by  
Charlie Alison  
(calison)
5. Aug 26, 2014 by  
Leepfrog  
Administrator  
(clhelp)
6. Mar 23, 2015 by  
Charlie Alison  
(calison)
7. May 12, 2016 by  
Karen Boston  
(kboston)
8. May 13, 2016 by  
Lisa Kulczak (lkulcza)
9. Nov 18, 2016 by  
Charlie Alison  
(calison)
10. Mar 17, 2017 by  
Charlie Alison  
(calison)
11. May 11, 2022 by  
Alan Ellstrand  
(aellstra)
12. Mar 15, 2023 by  
Charlie Alison  
(calison)

Program Delivery

Method

On Campus

Online/Web-based

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

No

What are the total hours needed to complete the program? 120

## **On-line/Web-based Information**

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Reason for offering

Web-based Program

Over the past 11 years, our Finance Department (with instructional design support from Global Campus) has developed many online courses so that we are currently well prepared to offer our Finance BSBA degree fully online. Our college and university have moved quickly to create a robust online presence. As one of the largest majors on campus, the Finance Department would like to participate in this market space. A recent benchmarking report by Global Campus indicated significant potential demand and minimal competition for an online-only Finance BSBA. The report found that no other schools in Arkansas offer a fully online BSBA in Finance and demand for an online option has increased both regionally and nationally over the past few years. The nearest, top 20 online programs in Finance appear to be at Missouri State University – Springfield, Oklahoma State University, and the University of Memphis.

This program will allow the department to serve a broader cross-section of Arkansan students, including those working full-time and non-traditional students. It will also serve as the foundation for the future, giving us the option to recruit professional teaching talent from outside NWA to expand our online course offerings.

Maximum Class Size for Web-based Courses 45

Course delivery mode

<b>Method(s)</b>
<u>Online</u>

Class interaction mode

<b>Method(s):</b>
<u>Electronic Bulletin Boards</u>

Percent Online

100% with No Required Campus Component

Provide a List of  
Services Supplied by  
Consortia Partners or  
Outsourced  
Organization

None

Estimate Costs of the  
Program over the  
First 3 Years

All courses are  
already developed or  
are in development  
and being offered  
online.

List Courses Taught  
by Adjunct Faculty

Upload  
Memorandum of  
Understanding Forms  
(if required)

## Program Requirements and Description

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Requirements

### Major Course Requirements

<u>FINN 3013</u>	Financial Analysis	3
<u>FINN 3053</u>	Financial Markets and Institutions	3
<u>FINN 3103</u>	Financial Modeling	3
<u>FINN 3703</u>	International Finance	3

Maximum of 27 hours of FINN courses in department (core, major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor or collateral track.

### Junior/Senior Level Business Electives

12

### Concentration hours

12

Total Hours

36

8-Semester Plan

Are Similar Programs available in the area?

No

Estimated Student 35

Demand for Program

Scheduled Program 2026-2027 See BSBA

Review Date

Program Goals and

Objectives

**Program Goals and Objectives**

The BSBA in Finance provides students with a broad understanding of the role that finance plays in allocating financial resources and diversifying risk. Students will understand the major types of financial instruments in the economy and the domestic and international markets in which they are traded. They will learn methods to price financial assets, manage investments, analyze financial statements, and hedge risk. They will understand the critical decisions that corporations must make to fund their operations, sustain profitability, and reward shareholders. Finance majors choose an area of specialization to enhance their skills either in financial management, investments, real estate, banking, risk management, or analytics. Upon graduation, students will have a wide variety of paths to choose from including careers in corporate finance, portfolio management, real estate, banking, insurance, and data analysis.

Learning Outcomes

**Learning Outcomes**

Finance majors will have a firm understanding of the following topics:

Distinctions among the major financial instruments including money market instruments, bonds, and equities, and the different types of financial institutions that facilitate transactions and hedge risk;

Analysis of business financial statements;

Role of finance in the global economy and the importance of exchange rates on corporations and economies;

Gathering and modeling of financial data using spreadsheets;

Tradeoff between risk and return;

Difference between systematic and idiosyncratic risks.

Description and justification of the request

<b>Description of specific change</b>	<b>Justification for this change</b>
Adding an online Finance program using Option 1 of the Financial Management/Investments Concentration.	Adding a Finance Degree option provides the opportunity to attract a number of students to this major both within and outside the state of Arkansas. This is the only fully-online finance degree program in the state of Arkansas.

Upload attachments

[Online Finance BSBA letter-of-notification-2022-022823\[13\].pdf](#)

[UPDATED Exhibit A and B-Online BSBA in Finance.docx](#)

[FINNBS - Online Delivery -Ltr of Notification\\_Rev\\_BOT.pdf](#)

Reviewer Comments **Lisa Kulczak (lkulcza) (10/13/23 11:40 am):** Uploaded revised LON with appropriate approval dates inserted.