

Date Submitted: 10/04/23 7:56 pm

Viewing: **FINNBS-FNMG : Finance: Financial Mgmt/Investment Concentration**

Last approved: 09/12/23 12:00 pm

Last edit: 10/17/23 1:46 pm

Changes proposed by: aellstra

Catalog Pages Using
this Program

[Finance B.S.B.A. with Financial Management and Investment Concentration](#)
[Finance \(FINN\)](#)

Submitter: User ID: [aellstra](#) ~~lkulcza~~ Phone: [575-6145](#) ~~575-7456~~

Program Status Active

Academic Level Undergraduate

Type of proposal Concentration

Select a reason for this modification

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

Effective Catalog Year Fall 2024

College/School Code Walton College of Business (WCOB)

Department Code
Department of Finance (FINN)

Program Code FINNBS-FNMG

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. Registrar Final
16. Catalog Editor Final

Approval Path

1. 10/04/23 7:56 pm
Alan Ellstrand (aellstra): Approved for WCOB Dean Initial
2. 10/05/23 8:12 am
Jim Gigantino (jgiganti): Approved for Provost Initial
3. 10/13/23 11:44 am
Lisa Kulczak (lkulcza): Approved for Director of Curriculum Review and Program Assessment

4. 10/17/23 1:46 pm
Gina Daugherty
(gdaughter):
Approved for
Registrar Initial
5. 10/17/23 6:01 pm
Doug Miles
(dmiles): Approved
for Institutional
Research
6. 10/18/23 10:35 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 27, 2014 by
Leepfrog
Administrator
(clhelp)

2. Aug 27, 2014 by
Leepfrog
Administrator
(clhelp)
3. Mar 23, 2015 by
Charlie Alison
(calison)
4. Jun 10, 2015 by
Charlie Alison
(calison)
5. Jul 23, 2015 by
Charlie Alison
(calison)
6. Nov 18, 2016 by
Charlie Alison
(calison)
7. Apr 2, 2018 by Gina
Daugherty
(gdaughter)
8. May 21, 2020 by
Karen Boston
(kboston)
9. May 18, 2021 by
Karen Boston
(kboston)
10. Nov 29, 2021 by
Alan Ellstrand
(aellstra)
11. Mar 21, 2022 by
Gina Daugherty
(gdaughter)
12. Mar 17, 2023 by
Alan Ellstrand
(aellstra)
13. Sep 12, 2023 by
Gina Daugherty
(gdaughter)

Finance: Financial Mgmt/Investment Concentration

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 120
hours needed to
complete the
program?

On-line/Web-based Information

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 45
for Web-based
Courses

Course delivery
mode

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

Class interaction
mode

Method(s):
<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

Requirements

Financial Management/Investment Concentration

Choose one of the following options:

6

~~Option 1: Any two of the seven courses listed below:~~

Option 1: Any two of the eight courses listed below: ¹

FINN 3063 Investments

FINN 3603 Corporate Finance

FINN 3933 Real Estate Principles

FINN 4123 Valuing New Ventures

FINN 4133 Advanced Investments

FINN 4173 Energy Finance

FINN 4233 Advanced Corporate Finance

FINN 4243 New Venture Finance

Option 2:

FINN 4143 Portfolio Management I

FINN 4153 Portfolio Management II

Option 3:

FINN 3163	Fixed Income Securities I	
FINN 3173	Fixed Income Securities II	
Choose any other two Finance 3000 or 4000 level classes or two of the following interdisciplinary electives listed below: ²		6
Accounting		
ACCT 3723	Intermediate Accounting I	
ACCT 3753	Intermediate Accounting II	
Economics		
ECON 4433	Experimental Economics	
Information Systems		
ISYS 2263	Principles of Information Systems	
ISYS 4213	ERP Fundamentals	
Strategy, Entrepreneurship & Innovation		
SEVI 3933	Entrepreneurship and New Venture Development	
SEVI 4433	Small Enterprise Management	
Marketing		
MKTG 3553	Consumer Behavior	
MKTG 3633	Marketing Research	
Supply Chain Management		
SCMT 3613	SOURCE: Procurement and Supply Management	
SCMT 3623	PLAN: Inventory and Forecasting Analytics	

Total Hours

12

¹

Option 1 of the Financial Mgmt/ Investment Concentration is the only option available to fully online students seeking a Finance BSBA Degree. Students must select two of the following four courses to meet the requirements of Option 1: FINN 3063, FINN 3603, FINN 3933, FINN 4123

²

Students seeking to complete Option 1 of the Financial Management/Investment Concentration fully online must select two from the following courses to meet the interdisciplinary elective requirement: ACCT 3723, ACCT 3753, FINN 3003, FINN 3623, ISYS 2263, ISYS 4213, MKTG 3533, MKTG 3633, SCMT 3613, SCMT 3623

Finance B.S.B.A. with Financial Management and Investment Concentration

Eight-Semester Degree Program

Students wishing to follow the eight-semester degree plan should see the [Eight-Semester Degree Policy](#) for university requirements of the program.

Courses in **BOLD** must be taken in the designated semester. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

First Year	Units
	FallSpring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1) ³	3
MATH 2053 Finite Mathematics (Satisfies General Education Outcome 2.1) ^{1, 3}	3
BUSI 1111 Freshman Business Connection ³	1
SCMT 2103 Integrated Supply Chain Management ²	3
MGMT 2103 Managing People and Organizations ²	3
ISYS 1123 Business Application Knowledge - Computer Competency ³	3
BLAW 2013 The Legal Environment of Business (ACTS Equivalency = BLAW 2003) ²	3
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1) ³	3
ACCT 2013 Accounting Principles ³	3
BUSI 1033 Data Analysis and Interpretation ³	3
Satisfies General Education Outcome 3.3:	
ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203) ³	3
or ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)	
Year Total:	16 15
Second Year	Units
	FallSpring
ACCT 2023 Accounting Principles II ³	3
FINN 2043 Principles of Finance ²	3
Satisfies General Education Outcome 3.3:	
ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) ³	3
or ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203)	
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1)	3
Fine Art/Humanities - State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2) ^{5, 6}	3
Social Sciences - State Minimum Core (Satisfies General Education Outcomes 3.3 and 4.1 , as well as the Social Issues, Multicultural Environment and Demographic Diversity Requirement) ⁴	3
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) ³	3
3 hours general education elective	3
MKTG 3433 Introduction to Marketing ²	3
or ISYS 2103 Business Information Systems	
Social Sciences - State Minimum Core (Satisfies General Education Outcome 3.4)	4
All pre-business requirements should be met by the end of the term	
Year Total:	15 16

Third Year	Units	
	Fall	Spring
MKTG 3433 Introduction to Marketing ²	3	
or ISYS 2103 Business Information Systems		
FINN 3013 Financial Analysis		3
FINN 3103 Financial Modeling		3
Junior Senior Business Elective		3
Fine Arts/Humanities - State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2) ^{5, 6}		3
FINN 3053 Financial Markets and Institutions		3
Finance or Interdisciplinary Elective		3
SEVI 3013 Strategic Management (Satisfies General Education Outcome 6.1)		3
Junior Senior Business Electives		3
U.S. History or Government - State Minimum Core (Satisfies General Education Outcome 4.2)		3
Year Total:	15	15
Fourth Year	Units	
	Fall	Spring
Finance Option Class ⁷	3	
Junior Senior Business Electives	6	
3 hours general education electives	3	
Science - State Minimum Core (Satisfies General Education Outcome 3.4)	4	
FINN 3703 International Finance		3
Finance Option Class ⁷		3
Finance or Interdisciplinary Elective		3
General Education Electives		3
Year Total:	16	12
Total Units in Sequence:		120
1		
Students have demonstrated successful completion of the learning indicators identified for learning outcome 2.1, by meeting the prerequisites for MATH 2053 .		
2		
Must be completed prior to SEVI 3013 .		
3		
Must be completed prior to taking any 3000 or 4000 level business classes.		
4		
The Social Sciences Elective courses which satisfy General Education Outcomes 3.3 and 4.1, as well as the Social Issues, Multicultural Environment, and Demographic Diversity Requirement include:		
ANTH 1023 , HIST 1113 , HIST 1123 , SOC 2013 , SOC 2013H , or SOC 2033 .		
5		
The Fine Arts Elective courses which satisfy the General Education Outcome 3.1 include:		
ARCH 1003 , ARHS 1003 , COMM 1003 , DANC 1003 , LARC 1003 , MLIT 1003 , MLIT 1003H , MLIT 1013 , MLIT 1013H , MLIT 1333 , THTR 1003 , THTR 1013 , or THTR 1013H .		
6		
The Humanities Elective courses which satisfy the General Education Outcome 3.2 include:		
AAST 2023 , ANTH 1033 , ARCH 1013 , CLST 1003 , CLST 1003H , CLST 1013 , COMM 1233 , DANC 1003 , ENGL 1213 , GNST 2003 , HIST 1113 , HIST 1113H , HIST 1123 , HIST 1123H , HIST 2003 , HIST 2013 , HUMN 1124H , HUMN 2213 , LALS 2013 , MRST 2013 , MUSY 2003 , MUSY 2003H , PHIL 2003 , PHIL 2003C , PHIL 2003H , PHIL 2103 , PHIL 2103C , PHIL 2303 , THTR 1003 , THTR 1013 ,		

[THTR 1013H](#), [WLIT 1113](#), [WLIT 1123](#), or intermediate-level world language (usually 2003-level).

7

If student selects Option 2 ([FINN 4143](#) and [FINN 4153](#)) under the Financial Management concentration, they must take [ACCT 3723](#) as a junior/senior business elective in Fall of their junior year, [FINN 3063](#) as either a junior/senior business elective or a finance/interdisciplinary elective in Spring of their junior year. If student selects Option 3 ([FINN 3163](#) and [FINN 3173](#)) they must take [FINN 3063](#) as either a junior/ senior business elective or a finance/interdisciplinary elective in their junior year.

Are Similar Programs available in the area?

No

Estimated Student Demand for Program NA

Scheduled Program See BSBA

Review Date

Program Goals and Objectives

Program Goals and Objectives

This concentration is designed to give students skills to manage financial assets and /or financial strategies of corporations. Students choose from a wide selection of courses on these topics. They can specialize in investments, corporate finance, portfolio management, fixed income, venture capital, and energy finance. This concentration also provides flexibility in course scheduling for students to double major or minor in other business disciplines. Depending on their specialization, graduates are prepared for careers in corporate finance, portfolio and wealth management, financial advising, investment banking, venture capital, and financial institutions.

Learning Outcomes

Learning Outcomes

Depending on the courses chosen, students in this concentration will gain knowledge in these areas:

- Valuation methods for financial and physical assets such as bonds, stocks, derivatives, corporations, and real estate;
- Strategies to manage investment portfolios;
- Equity financing, IPOs, equity derivatives;
- Debt financing, bond risk, bond structures, and securitizations;
- Corporate funding strategies, capital budgeting and forecasting, executive compensation, dividends, and mergers and acquisitions;
- Venture capital financing;
- Energy finance and accounting, modeling, and interpretation.

Description and justification of the request

Description of specific change	Justification for this change
Adding FINN 3933 Real Estate Principles as an elective to Option 1.	Adding Real Estate Principles provides a new elective alternative for students interested in adding a real estate investment perspective to their concentration classes.

Description of specific change	Justification for this change
<p>Adding an online Finance program using Option 1 of the Financial Management/Investments Concentration.</p> <p>Provided footnotes to the Program Requirements and Description section to indicate the options available to online only students.</p>	<p>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.</p> <p>Not all of our Finance courses are available online. As a result, the footnotes contain specific course options for fully online students.</p>

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 11:44 am): Added revised LON to this proposal as well, although it is already attached to the proposal for FINNBS.

Lisa Kulczak (lkulcza) (10/13/23 11:44 am): ATTENTION REGISTRAR: This proposal only requires on-campus approval; please adjust workflow accordingly.

Gina Daugherty (gdaugher) (10/17/23 1:46 pm): Removed off campus steps from workflow.