

Program Overview: Bachelor of Business Administration Finance Concentration

About This Major . . .

The Bachelor of Business Administration (BBA) degree with a concentration in Finance combines business knowledge with a focus on the finance skills needed by today's workforce. This degree is designed to prepare students for the challenges of decision-making in today's organizations as well as the organizations of tomorrow. Professionals able to assess an organization's financial viability are needed in businesses, in governmental agencies, and in non-profit organizations. Finance personnel become critical participants not only in day-to-day operations but also in planning strategies for future financial growth. Finance plays a critical role for both business and individuals. This degree allows a student access to a range of employment opportunities from chief financial officer, to small business owner, to a director position in the banking industry.

The senior-level capstone course, Business Strategy, allows students the opportunity to bring together the functional areas of business and apply business knowledge and skills to solve today's complex and ever-changing problems. The course focuses on developing a strategic plan for an organization using critical analysis of business data. To develop the strategic plan, students identify the current strengths and weaknesses of the organization as well as strategies for maintaining a competitive advantage in the future. Assignments such as oral presentations, written papers, and working on a team simulation help students to develop the knowledge and skills needed to manage successfully in the future.

All CMU baccalaureate graduates are expected to demonstrate proficiency in critical thinking, communication fluency, quantitative fluency, and specialized knowledge/applied learning.

In addition to these campus-wide student learning outcomes, graduates of this major will be able to:

1. Critical Thinking Skills: Apply business knowledge and skills in appropriate business contexts and transfer knowledge and skills to new business situations.
2. Communication Skills: Independently communicate clearly, appropriately, and persuasively to the audience, both orally and in writing.
3. Quantitative fluency: Analyze business data critically, reason logically, and apply quantitative analysis methods correctly to develop appropriate business conclusions.
4. Strategic Application of Information: Strategically apply information across functional business areas.
5. Team Work: Effectively work in a team.
6. General Business Knowledge: Integrate knowledge from multiple functional areas of business to solve business problems and to develop sound business strategies.
7. Work Products: Produce professional business work products.
8. Apply financial concepts and strategies and evaluate the effect on shareholder value. (Specialized Knowledge)

Program Highlights:

Graduates of this program currently hold the following positions: small business owner, bank president, loan officer, and research analyst.

Students participating in the national Phi Beta Lambda competition earned first place in both the Strategic Analysis and Decision Making and Business Decision Making categories, as well as sixth in the Personal Finance category.

Internships are available for juniors and seniors at local, regional, and international companies. Recent internships have been completed at Alpine Bank, Guild Mortgage, and Wells Fargo.

A solid base in business enables students to gain the necessary knowledge to work across the functional areas of business in today's global environment.

Students also have the opportunity to earn their MBA degree in the 3+2 program. In five years, a student can complete both the BBA and the MBA. During the last year, these students can begin to prepare for the Chartered Financial Analyst (CFA) exam, under the direction of Finance faculty. Achieving this designation demonstrates the highest level of expertise in the finance industry today.



Program Requirements

A student must follow CMU graduation requirements by completing 120 semester credit hours, including 40 credits of coursework at the 300+ level. See the “Undergraduate Graduation Requirements” in the catalog for additional graduation information. Students should work closely with a faculty advisor when selecting and scheduling courses prior to registration. In general, CMU’s programs of study are based on two curriculum groups:

1. Essential Learning

CMU’s Essential Learning program provides the foundation of skills and information that cuts across all fields of study and the support for advanced concepts that students will later encounter in their majors. Before moving into work at the 300+ level, students complete the Maverick Milestone and its co-requirement, Essential Speech. This pair of courses is a capstone experience where students integrate what they have learned from their foundation courses by making connections among diverse areas of knowledge. The capstone is also an opportunity for students to work with disparate ideas, a critical skill expected of all CMU graduates that will aid them in solving the complex and unscripted problems they will encounter in their personal, professional, and civic lives.

2. What You Will Study in This Major. . .

Foundational Courses

These courses provide a solid basis for upper-division business classes and focus in functional areas. An exciting first class in the business program is Freshman Business Seminar, which provides an overview of both the world of business and the Department of Business at CMU.

- Accounting
- Business Communications
- Economics
- Business Statistics
- Computer Information Literacy

Business Core Courses

These courses include the following functional areas.

- Management
- Marketing
- Finance
- Management Information Systems
- International Business
- Legal Environment of Business
- Human Resource Management
- Quantitative Analysis
- Business Decision Making

Concentration Requirements

These courses will provide the basis for study in the ever evolving field of finance. Analysis, critical thinking and communication are key skills any effective business person needs in today’s workplace.

Required

- Fundamentals of Investments
- Security Analysis and Portfolio Management
- Financial Management: Theory and Applications
- International Financial Management
- Sales and Sales Management

Electives from which to choose

- Risk Management
- Advanced Managerial Accounting
- Solving Problems Using Spreadsheets
- Intermediate Accounting
- Solving Problems Using Databases
- Money and Banking
- Leadership
- Effective Workplace Communication
- Intermediate Macroeconomics

Electives

An option within the BBA for most concentrations is the ability for students to graduate with two concentrations within the required 120 hours. For example, many students pair a Finance concentration with an Economics, Insurance, Management, or Marketing concentration. This opportunity enables students to gain knowledge and skills in differing business areas.

Students also choose electives from the following topics.

- Emerging Markets
- Forensics Accounting
- Business Ethics
- Big Questions in Business
- Project Management
- Managerial Accounting
- Life Insurance
- Property and Casualty Insurance

For more information about this major, go to: <http://www.coloradomesa.edu/business/degrees.html> or contact the Academic Department Head for Business, 309 Dominguez Hall, 970.248.1778.