**Business: Finance, Investment, and Banking, BBA**

**Overview**

The finance curriculum prepares students for careers in corporate financial management, the investments and securities business, and the management of financial institutions—e.g., banks and insurance companies. The theory of finance and its applications are emphasized. Students learn about: security analysis and valuation, security trading, government policy and financial markets, financial forecasting, capital structure, financial risk management, venture capital, security issuance and international finance.

A significant part of the coursework teaches you to understand risk and uncertainty, both at an intuitive level and at a technical level. More important, you learn to construct models of financial decisions—e.g., an investor’s portfolio choice problem, the issuance of securities by corporations and the structure of financial investments by banks.

**Related Student Organizations**

Capital Management Club [link](https://win.wisc.edu/organization/capitalmanagementclub)

Fantasy Sports & Finance Club [link](https://win.wisc.edu/organization/fsf)

Finance & Investment Society [link](https://win.wisc.edu/organization/fis)

Investment Banking Club [link](https://win.wisc.edu/organization/ibc)

Society of Personal Investments [link](https://win.wisc.edu/organization/SPI)

Wealth Management Group [link](https://win.wisc.edu/organization/WMG)

**How to Get In**

Students wishing to pursue this major must be admitted to the School of Business. Once admitted, students are able to pursue any business major they choose. To find out more about the school’s admissions process for undergraduate students, please see Entering the School [link](http://guide.wisc.edu/undergraduate/business/#enteringtheschooltext).

**Requirements**

**University General Education Requirements**

All undergraduate students at the University of Wisconsin–Madison are required to fulfill a minimum set of common university general education requirements to ensure that every graduate acquires the essential core of an undergraduate education. This core establishes a foundation for living a productive life, being a citizen of the world, appreciating aesthetic values, and engaging in lifelong learning in a continually changing world. Various schools and colleges will have requirements in addition to the requirements listed below. Consult your advisor for assistance, as needed. For additional information, see the university Undergraduate General Education Requirements [link](http://guide.wisc.edu/undergraduate/#requirementsforundergraduatestudytext) section of the Guide.

**School of Business BBA Requirements**

Complete requirements: [link](http://guide.wisc.edu/undergraduate/business/#requirementstext)

- Pre-Business
- Liberal Studies
- Business Prep
- Business Core
- Business Breadth

**Finance Major Requirements**

Undergraduate finance majors should enroll in GEN BUS 306 Business Analytics I or its equivalent as early as possible in preparation for this major. Before enrolling in FINANCE/ECON 320 Investment Theory, FINANCE 325 Corporation Finance, or FINANCE 330 Derivative Securities, students must complete:

1. FINANCE/ECON 300 Introduction to Finance;
2. MATH 213 Calculus and Introduction to Differential Equations or MATH 222 Calculus and Analytic Geometry 2;
3. Either complete or concurrently enroll for GEN BUS 307 Business Analytics II (or its equivalent).

ACCT I S 301 Financial Reporting I must be completed before enrolling for FINANCE 325 Corporation Finance.

Students planning on a major in finance should complete FINANCE/ECON 300, GEN BUS 307 (or equivalent) and ACCT I S 301 in or before the first semester of their junior year. FINANCE/ECON 320, FINANCE 325, or FINANCE 330 should be completed prior to a summer internship.

Ideally, the mathematics requirement should be completed prior to admission to the School of Business, but if not, then MATH 213 Calculus and Introduction to Differential Equations or MATH 222 Calculus and
Analytic Geometry 2 should be completed as early as possible. Finance majors should also be aware of enforced prerequisites for other finance courses.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tr>
<td>MATH 213</td>
<td>Calculus and Introduction to Differential Equations</td>
<td>3</td>
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<tr>
<td>or MATH 222</td>
<td>Calculus and Analytic Geometry 2</td>
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GEN BUS 307 Business Analytics II 1
or ECON 410 Introductory Econometrics
or STAT/ MATH 310 Introduction to Probability and Mathematical Statistics II
or STAT 312 Introduction to Theory and Methods of Mathematical Statistics II

ACCT I S 301 Financial Reporting I
FINANCE/ECON 320 Investment Theory
FINANCE 325 Corporation Finance
FINANCE 330 Derivative Securities

Select one of the following: 3-4
FINANCE 305 Financial Markets, Institutions and Economic Activity
ECON 301 Intermediate Microeconomic Theory
ECON 302 Intermediate Macroeconomic Theory
ECON 311 Intermediate Microeconomic Theory - Advanced Treatment
ECON 312 Intermediate Macroeconomic Theory - Advanced Treatment
ECON 330 Money and Banking

Complete one 3-credit Finance course numbered above 400 2

Total Credits 24-26

1 GEN BUS 307 Business Analytics II or its equivalent is required to fulfill other requirements within the business curriculum, therefore this requirement double-counts.
2 FINANCE 340 Fixed Income Securities and FINANCE 365 Contemporary Topics may be used to fulfill this requirement.

LEARNING OUTCOMES

1. Students will be able to explain the trade-off between risk and returns, and to explain methods of measuring and managing risk.
2. Students will use financial models, including those for optimal portfolios and the estimation of expected returns.
3. Students will be able to distinguish between equilibrium and no-arbitrage pricing, and be able to apply both approaches.
4. Students will explain the costs and benefits of the separation of ownership and control in the typical large firm.
5. Students will understand how market frictions can influence financial decisions.
6. Students will be able to explain how investment and financing decisions can create and destroy value.

ADVISORY AND CAREERS

MEET THE ACADEMIC AND CAREER ADVISORS FOR FINANCE, INVESTMENT AND BANKING.
Kathleen Rause
Career Advisor
kathleen.rause@wisc.edu

Hao Yuan
Academic Advisor
hao.yuan@wisc.edu

Please see your Student Center for academic advisor contact information. Please visit the advising (http://www.bus.wisc.edu/bba/mybiz/advising) page for information on advising and appointments.

CAREERS

Finance is the integration of time, returns and risk and how they are interrelated. Two pressing questions in finance are:

- What do I invest in?
- How do I pay for it?

Organizations that focus on finance include banks, credit card companies, insurance companies, consumer finance companies, corporations, stock brokerages, investment funds, government sponsored enterprises, education, and individuals.

Students may pursue careers in many different industries, including but not limited to:

- Commercial and retail banking
- Corporate finance
- Investment banking
• Investment management
• Equity and debt capital markets
• Research
• Sales and trading

Find more details about these industries on the BBA Finance Website (https://bus.wisc.edu/bba/academics-and-programs/majors/finance).

**PEOPLE**

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