The finance, investment, and banking (https://wsb.wisc.edu/programs-degrees/undergraduate-bba/academics/majors/#finance-investment-and-banking) 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 (https://win.wisc.edu/organization/capitalmanagementclub)
- Fantasy Sports & Finance Club (https://win.wisc.edu/organization/fsf)
- Finance & Investment Society (https://fiswisconsin.com)
- Investment Banking Club (https://win.wisc.edu/organization/ibc)
- Society of Personal Investments (https://win.wisc.edu/organization/SPI)
- Wealth Management Group (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 (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 (http://guide.wisc.edu/undergraduate/#requirementsforundergraduatetext) section of the Guide.

### General Education
- Breadth—Humanities/Literature/Arts: 6 credits
- Breadth—Natural Science: 4 to 6 credits, consisting of one 4- or 5-credit course with a laboratory component; or two courses providing a total of 6 credits
- Breadth—Social Studies: 3 credits
- Communication Part A & Part B *
- Ethnic Studies *
- Quantitative Reasoning Part A & Part B *

* The mortarboard symbol appears before the title of any course that fulfills one of the Communication Part A or Part B, Ethnic Studies, or Quantitative Reasoning Part A or Part B requirements.

### SCHOOL OF BUSINESS REQUIREMENTS
The Wisconsin Bachelor of Business Administration (BBA) degree program is based on a broad educational foundation combined with courses in business and economics. This curriculum is designed for those students who wish to prepare for careers in business. Students completing any School of Business major (http://guide.wisc.edu/undergraduate/business/#requirementstext) are required to satisfy a common set of Pre-Business Requirements, Liberal Studies Requirements, Business Preparatory Requirement, Business Core Requirement, Business Breadth Requirement, and Credits for BBA Degree.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>School of Business BBA Requirements</strong></td>
<td></td>
</tr>
<tr>
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<td>Complete requirements: (<a href="http://guide.wisc.edu/">http://guide.wisc.edu/</a></td>
<td></td>
</tr>
<tr>
<td></td>
<td>undergraduate/business/#requirementstext)</td>
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</tr>
<tr>
<td></td>
<td>Pre-Business</td>
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<tr>
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<td>Liberal Studies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Business Prep</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Business Core</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Business Breadth</td>
<td></td>
</tr>
</tbody>
</table>

### 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 Investment Theory, FINANCE 325 Corporation Finance or FINANCE 410 Bank Management should be completed prior to a summer internship, where the choice from these would match the internship and/or career focus area. FINANCE 330 Derivative Securities is usually the most quantitatively challenging of the three required courses beyond
principles, and generally helps to take ECON/FINANCE 320 either prior to or concurrently with FINANCE 330. If the mathematics requirement has not been completed prior to admission to the School of Business, 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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<tbody>
<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>
<td></td>
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<tr>
<td>GEN BUS 307</td>
<td>Business Analytics II</td>
<td>3-4</td>
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<tr>
<td>or ECON 410</td>
<td>Introductory Econometrics</td>
<td></td>
</tr>
<tr>
<td>or STAT/MATH 310</td>
<td>Introduction to Probability and Mathematical Statistics II</td>
<td></td>
</tr>
<tr>
<td>or STAT 312</td>
<td>Introduction to Theory and Methods of Mathematical Statistics II</td>
<td></td>
</tr>
<tr>
<td>ACCT I S 301</td>
<td>Financial Reporting I</td>
<td>3</td>
</tr>
<tr>
<td>FINANCE/ECON 320</td>
<td>Investment Theory</td>
<td>3</td>
</tr>
<tr>
<td>FINANCE 325</td>
<td>Corporation Finance</td>
<td>3</td>
</tr>
<tr>
<td>FINANCE 330</td>
<td>Derivative Securities</td>
<td>3</td>
</tr>
<tr>
<td>Select one of the following:</td>
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<tr>
<td>FINANCE 305</td>
<td>Financial Markets, Institutions and Economic Activity</td>
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<tr>
<td>ECON 301</td>
<td>Intermediate Microeconomic Theory</td>
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<tr>
<td>ECON 302</td>
<td>Intermediate Macroeconomic Theory</td>
<td></td>
</tr>
<tr>
<td>ECON 311</td>
<td>Intermediate Microeconomic Theory - Advanced Treatment</td>
<td></td>
</tr>
<tr>
<td>ECON 312</td>
<td>Intermediate Macroeconomic Theory - Advanced Treatment</td>
<td></td>
</tr>
<tr>
<td>ECON 330</td>
<td>Money and Banking</td>
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</tr>
<tr>
<td>Complete one 3-credit Finance course numbered above 400</td>
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<td>3</td>
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</table>

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. Explain the trade-off between risk and returns, and to explain methods of measuring and managing risk.

2. Use financial models, including those for optimal portfolios and the estimation of expected returns.

3. Distinguish between equilibrium and no-arbitrage pricing, and be able to apply both approaches.

4. Explain the costs and benefits of the separation of ownership and control in the typical large firm.

5. Understand how market frictions can influence financial decisions.

6. Explain how investment and financing decisions can create and destroy value.

FOUR-YEAR PLAN

This is a sample four-year plan for students directly admitted into the School of Business from high school. We encourage all students to consult with their academic advisor to develop an individualized plan that meets their specific needs.

Freshman

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
<th>Summer</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MATH 211</td>
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<td>MATH 213</td>
<td>3</td>
<td>MARKETING 300,</td>
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<tr>
<td>PSYCH 202</td>
<td>3</td>
<td>ECON 101</td>
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<td>ACCT I S 211</td>
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<td>GEN BUS 110</td>
<td>1</td>
<td>ACCT I S 100</td>
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<tr>
<td>Science</td>
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<td>Ethnic Studies</td>
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</tr>
<tr>
<td>Communications</td>
<td>3-4</td>
<td>Humanities, Literature, or Social Science</td>
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Total 15-16 16 6

Sophomore

<table>
<thead>
<tr>
<th>Fall</th>
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<th>Summer</th>
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<tbody>
<tr>
<td>GEN BUS 306</td>
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<td>GEN BUS 307</td>
<td>3</td>
<td>MARKETING 300,</td>
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<tr>
<td>FINANCE/ ECON 300</td>
<td>3</td>
<td>GEN BUS 300</td>
<td>3</td>
<td>M H R 300, or OTM 300</td>
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<tr>
<td>ECON 102</td>
<td>4</td>
<td>Elective</td>
<td>3</td>
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<tr>
<td>ACCT I S 301</td>
<td>3</td>
<td>FINANCE/ ECON 320 or 325</td>
<td>3</td>
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Total 15-16 16 6
Communications B 3-4 Humanities, Literature, or Social Science 3

<table>
<thead>
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<th>Junior</th>
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<tr>
<td>Fall</td>
<td>MARKETNG 300, MHR 300, or OTM 300</td>
<td>3</td>
<td>Finance Elective 2</td>
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<tr>
<td>FINANCE 330</td>
<td>3</td>
<td>FINANCE/ ECON 320 or 325</td>
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<td>FINANCE 305</td>
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<td>Business Breadth</td>
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<td>Ethics 1</td>
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<table>
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<tbody>
<tr>
<td>Fall</td>
<td>GEN BUS 301</td>
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<td>Finance Elective 2</td>
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<tr>
<td>Finance Elective 2</td>
<td>3</td>
<td>Humanities, Literature, or Social Science</td>
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<tr>
<td>Business Breadth</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Science</td>
<td>3</td>
<td>Elective</td>
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Total Credits 120-123

1 Students must choose one of the following courses: PHILOS 241 Introductory Ethics, PHILOS 243 Ethics in Business, PHILOS 341 Contemporary Moral Issues, PHILOS/ENVIR ST 441 Environmental Ethics
2 FINANCE/INTL BUS 445, FINANCE 457, FINANCE 340, FINANCE 610, FINANCE 635, FINANCE 365, FINANCE 365

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).

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