

# BUSINESS: FINANCE, INVESTMENT, AND BANKING, BBA

The finance, investment, and banking (<https://business.wisc.edu/undergraduate/majors/finance-investment-banking/>) curriculum prepares students for a wide variety of career pathways including corporate finance, the investments and securities industry, the management of financial institutions including banks and insurance companies, and the evolving financial technology sector. The theory of finance and its applications are emphasized. Students learn about security analysis and valuation, security trading, financial markets and government policies, financial forecasting, capital structure, financial risk management, venture capital, security issuance, international finance, and financial technology.

A significant part of the coursework teaches students to understand risk and uncertainty, both at an intuitive level and at a technical level. More important, students 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://www.cmc-uwmadison.com/>)  
Fantasy Sports & Finance Club (<https://win.wisc.edu/organization/fsf/>)  
Finance & Investment Society (<https://win.wisc.edu/organization/fisw/>)  
Forex and Investment Club (<https://win.wisc.edu/organization/forexclub/>)  
Investment Banking Club (<https://www.wiscibc.com/>)  
Sales & Trading and Asset Management Society (<https://www.stamwisconsin.com/>)  
Society of Personal Investments (<https://win.wisc.edu/organization/SPI/>)  
Wealth Management Group (<https://www.badgerwmg.org/>)  
Women in Finance and Accounting (<https://win.wisc.edu/organization/WIFA/>)