

# BUSINESS: FINANCE, INVESTMENT, AND BANKING, BBA

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 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://win.wisc.edu/organization/capitalmanagementclub/>)

Fantasy Sports & Finance Club (<https://win.wisc.edu/organization/fsf/>)

Finance & Investment Society (<https://www.fiswisconsin.com/?from=@>)

Investment Banking Club (<https://www.wiscibc.com/>)

Sales & Trading and Asset Management Society (<https://win.wisc.edu/organization/stam/>)

Society of Personal Investments (<https://win.wisc.edu/organization/SPI/>)

Wealth Management Group (<https://win.wisc.edu/organization/WMG/>)

Women in Finance and Accounting (<https://win.wisc.edu/organization/WIFA/>)