**BBA Finance**

**Mission:**

The mission of the Finance program is to provide students with the skills needed to develop a career in finance in a global economy and to pursue advanced studies. Students will receive a high-quality, relevant education that includes the requisite technical knowledge in analysis, valuation, and ethical and effective communication. We achieve this through a dedicated faculty’s continued pursuit of excellence in teaching and scholarship. Further, the Finance program will provide support and expertise to other programs within the College of Business Administration.

**Goals (there are four additional goals common to all BBA degrees):**

1. Financial Literacy: Students will be able to understand and describe financial literacy.
2. Financial Analysis: Students will be able to analyze a firm’s financial performance.

**Learning outcomes:**

1. Financial Literacy:

* + 1. Students will be able to demonstrate the fundamental features and common usage of financial assets.
    2. Students will be able to describe the roles of different types of financial institutions.

2. Financial Analysis:

a) Students will be able to analyze the dynamics of the risk-return trade-off.

b) Students will be able to compare and contrast various valuation methods.

**Assessment with Course Mapping:**

See spreadsheet with course mapping for each learning outcome and an explanation of the specific assessment plan for each learning outcome.