

BACHELOR'S OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN FINANCIAL SERVICES



MODULE DESCRIPTIONS

LEADERSHIP & TEAM DEVELOPMENT Offers an introduction to, and an overview of, the concepts of Leadership and Team Development. This module will provide a framework and rationale for the team/cohort learning model in an organizational context. Emphasis is placed on the application of concepts to real managerial problems and issues. This module will use a combination of conceptual and practical approaches, lectures, discussions, case studies, and group exercises.

COMMUNICATIONS This module blends research, theory and practice in the art of effective team communication, presentation and facilitation skills, team dynamics, and written skills to create a dynamic contribution to the overall effectiveness of any organization. Each student comes to this course with expertise and experience; this module will reinforce individual strengths, identify areas of growth and set goals for development in the cohort as well as the workplace.

HUMAN BEHAVIOR & ORGANIZATION This is an introductory course on human behavior in the organizational setting. The focus of this module will encompass three levels of organizational behavior analysis: the individual, the group, and various modern organizational systems. There are two major goals: to provide students with a basic grounding in the most important principles in managing the human asset in organizations and to work to develop job relevant knowledge skills. The material covered will be applicable to a wide range of organizations and students should also find topic areas relevant to daily life.

THE BUSINESS FIRM The objective of this module is to provide an overview of today's business environment. The overview should help construct a foundation that can be built upon in future modules and the work environment. Topical coverage will be broad, and include Organization of a Business, Business Environment, Management, Managing Employees, Marketing, and Financial Management. The application of this module to current events and the work environment is a desired outcome. Since the world of business is in a constant state of change, this module will rely on the student's ability to think conceptually and offer insights regarding future business opportunities.

MANAGING ORGANIZATIONS This module is designed to expand on the concepts presented and to understand why management is vital to the success of the organization. Students will better understand the functions and systems associated with sound management. Effectiveness and efficiency will be stressed, providing the venue for improving decision making skills and critical analysis. Students in this module will be required to choose an organization and, along with this organization, plan, organize, lead, and control a project that produces "real" results. This course will force students to have a complete understanding of managerial theory and apply this material in a practical and effective method.

ACCOUNTING FOR MANAGERS This module is designed to help students use accounting information in the workplace. The course will not focus on rules of debits and credits nor the official preparation of accounting records like journals and ledgers; instead it will focus on understanding and use of financial information for planning business strategy. Decision making, evaluation of process improvements and performance, interpretation of corporate and annual reports, and recognition of internal control systems will be the materials presented in this module.

STATISTICAL DECISION MAKING The basic understanding of statistics and its application to business situations will be the objective of this module. Topics such as descriptive statistics, estimation, hypothesis testing, and regression analysis will be explored in depth in order to provide a useful understanding of how these topics affect today's business environment and decision making. Microsoft Excel will be used throughout the course.

MANAGERIAL ECONOMICS Basic principles of economics at both the macro and micro levels will be explored. Topics of supply and demand, national income accounting, monetary and fiscal policies, business cycles, money and banking, interest rate determination, market structure, elasticity, international trade policy, and budget deficit are among the long list of topics discussed in this module. A high level of student interaction will be expected. The course is taught using practical materials that provide a better understanding and use of secondary data to make interpretations regarding future business environmental forecasts.



THE GLOBAL ECONOMY This module is about theory of international trade, balance of payment, global business, foreign exchange markets, regional economic integration, and markets. Students will have the opportunity to discuss several cases to understand the complexity of today's global economy. While the marketplace is growing and global competition is the norm, this module provides the opportunity for students to evaluate current situations and, with the inclusion of a global competitive presence, make sound financial investments for the future. This module requires that students observe the world around them and explain how local decisions affect the world.

FINANCE This course introduces the basic concepts of finance. The time value of money will be developed and applied to the firm's capital budgeting and capital structure decisions. Financial statement analysis will be covered. A variety of decision-making tools will be examined, including the weighted cost of capital, economic value added and the sustainable growth rate.

INFORMATION SYSTEMS This module concentrates on approaches to value creation using information technology (IT) in a financial services setting. The focus is on three interrelated themes: technology, organization and strategy. The course will examine various Internet and non-Internet based technologies; issues related to information security and disaster recovery; organizational and managerial issues; ethical and social issues, including information privacy; and how information systems can be used in a competitive environment. Also discussed will be the relationship of a firm's IT environment with the external environment, including other financial institutions and regulatory bodies.

MONEY & BANKING Students will explore the study of money, credit and banking operations. The role of the Federal Reserve System in setting monetary policy is examined as well as tools available to it in influencing the direction of interest rates and the supply of money. International monetary relationships will be examined as well as the roles of other financial institutions.

FINANCIAL SERVICES This is a foundation course that explores the breadth and depth of the industry classified as financial services. This is an industry in flux because of regulatory and technological changes. The shape of the emerging landscape of global firms is explored. The course also explores the workings of the banking system in the United States.

FINANCIAL SERVICES LAW & ETHICS This course is based upon the Uniform Commercial Code and places a special emphasis on legal documents that have a financial implication. This includes a look at family law and the instruments related to financial planning such as wills, estates and retirement. Also examined in the course are the ethical considerations related to the industry and the fiduciary responsibilities of its members.

INVESTMENT & PORTFOLIO MANAGEMENT The institutional and regulatory setting of the U.S. security markets will be described, including both debt and equity. The role of financial institutions and intermediaries will be explored. Topics will include fundamental analysis, technical analysis and the efficient market hypothesis. Portfolio management techniques will be covered.

THE NEW ENTERPRISE Students will focus their attention on innovation and entrepreneurship. Participants will study the path taken by a bright idea from conception to start-up, the financing involved, what's required to bring the idea to life, the typical growth cycle of a business, and finally implementation by the entrepreneur. Students will learn the importance of a business model and will actively work on one in the teams.

MULTIDISCIPLINARY PROJECT (CAPSTONE) Utilizing their knowledge from the previous modules, students will create a case study from a selected organization. This case must uncover one main problem for the organization and provide viable and supported solutions to help create a better situation for the organization. The main part of this capstone is that each team presents a rich enough case that the reader will, with a fair amount of certainty, be provided with enough information to allow them the opportunity to solve the case using methods and techniques gained from business knowledge and experience.