FINANCE AND APPLIED ECONOMICS

Bachelor of Business Administration

The Bachelor of Business Administration in Finance and Applied Economics degree is designed to meet the needs of businesses within the financial and industrial sectors. The Wright School of Business (WSOB) curriculum provides students with the unique qualitative and quantitative skills required for careers in investments, banking, managerial finance, risk management, real estate, financial management, personal wealth planning, mergers, as a Certified Financial Planner (CFP), Financial Analyst, Loan Officer, Securities Analyst, Stockbroker, Actuary, Attorney, Bank Manager, Data Analyst, Energy Analyst, Healthcare Manager, or Land Developer, and other businesses property development.

Due to a growing range of financial products, the demand for finance professionals is on the rise in the United States. Jobs in financial planning are expected to grow by 30% through 2024.

To be successful in business, proficiency in financial management is key. Many organizations need people who can help make decisions on ways company funds will be used both now and in the future. A finance degree will prepare you for a future in any organization.

If you’re constantly thinking about the outcomes of situations and how one small action can influence another, you’re already thinking like an economist. The economics focus of this degree will give you the understanding of the national and world economies and allow you to think critically about how materials, money and resources are bought, traded and sold. The ability to effectively analyze and predict market activity, economic growth and price fluctuations are valuable skills that are sought after by many of the world’s largest organizations. This program is offered as a day program.

Area A: Essential Skills

ENGL 1101 English Composition I 3
ENGL 1102 English Composition II 3
Choose one MATH: * 3
MATH 1101 Intro to Mathematical Modeling
or MATH 1111 College Algebra
or MATH 1113 Precalculus Mathematics

Area B: Institutional Options

COMM 1110 Fundamentals of Speech * 3

Choose one of the following electives: 1
COMM 1120 Argumentation and Advocacy
ENGL 1105 Intro to Greek Mythology
ENGL 1110 Creative Writing
GEOL 1000 Natural Hazards
HIST 1050 Appalachian Hist-Special Topic
HIST 1051 Sports Hist & Amer Character
HLTH 1030 Health and Wellness Concepts
HUMN 1000 Mystery Fiction in Pop Culture
HUMN 1100 Political and Social Rhetoric
HUMN 1300 Christian Fiction/Pop Culture
SOCI 1000 Race and Ethnicity in America
PRSP Elective (See advisor)

Area C: Humanities/Fine Arts

Choose one to two ENGL course(s): 3-6
ENGL 2000 Topics in Literature & Culture
ENGL 2111 World Literature I
ENGL 2112 World Literature II
ENGL 2120 British Literature I
ENGL 2121 British Literature II
ENGL 2130 American Literature I
ENGL 2131 American Literature II
ENGL 2201 Intro to Film as Literature
If only one ENGL course chosen, add one of the following: 0-3
ARTS 1100 Art Appreciation
HUMN 1201 Expressions of Culture I
HUMN 1202 Expressions of Culture II
MUSC 1100 Music Appreciation
MUSC 1110 World Music
MUSC 1120 American Music
THEA 1100 Theatre Appreciation

Area D: Science/Mathematics/Technology

Eight Credit Hours of Lab Science Electives: 8
ASTR 1010 Astronomy of the Solar System
& 1010L and Astronomy of Solar Sys. Lab
ASTR 1020 Stellar and Galactic Astronomy
& 1020L and Stellar & Galac. Astronomy Lab
BIOI 1105K Environmental Studies
BIOI 1107K Principles of Biology I
BIOI 1108K Principles of Biology II
BIOI 1203K Principles of Botany
BIOI 1224K Entomology
CHEM 1151K Survey of Chemistry
CHEM 1211K Principles of Chemistry I
CHEM 1212K Principles of Chemistry II
GEOL 1121K Principles of Geology
GEOL 1122K Historical Geology
GEOL 1131K Geology & the Environment
PHYS 1111K Introductory Physics I
PHYS 1112K Introductory Physics II
PHYS 2211K Principles of Physics I
PHYS 2212K Principles of Physics II

One of the following electives: * 3-4
MATH 2181 Applied Calculus
MATH 2253 Calculus and Analytic Geom I
MATH 2254 Calculus and Analytic Geom II

Area E: Social Sciences

HIST 2111 United States History to 1877 3
or HIST 2112 United States History since 1877
POLS 1101 American Government 3
ECON 2105 Principles of Macroeconomics * 3

One of the following electives: 3
ANTH 1103 Intro to Cultural Anthropology
GEOG 1100 Introduction to Geography
GEOG 1101 Intro to Human Geography
**Finance and Applied Economics**

| GEOG 1111 | Intro to Physical Geography |
| HIST 1111 | World Civilization to 1500 CE |
| HIST 1112 | World Civilization since 1500 |
| HIST 2111 | United States History to 1877 |
| HIST 2112 | United States Hist since 1877 |
| PHIL 1103 | Intro to World Religions |
| PHIL 2010 | Intro to Philosophical Issues |
| PHIL 2020 | Logic and Critical Thinking |
| POLS 2101 | Intro to Political Science |
| POLS 2201 | State and Local Government |
| POLS 2301 | Comparative Politics |
| POLS 2401 | International Relations |
| PSYC 1101 | Introduction to Psychology |
| PSYC 2101 | Psychology of Adjustment |
| PSYC 2103 | Human Development |
| SOCI 1101 | Introduction to Sociology |
| SOCI 1160 | Social Problems |

**Area F: Major Related**

(2.25 GPA required.)

| ACCT 2101 | Principles of Accounting I |
| ACCT 2102 | Principles of Accounting II |
| BUSA 2106 | The Environment of Business |
| BUSA 2201 | Fundamentals of Computer Appli |
| BUSA 2850 | Business Statistics |
| ECON 2106 | Principles of Microeconomics |
| BUSA 3055 | Quantitative Analysis Bus Prob |
| BUSA 3060 | Business Law |
| BUSA 3070 | Business Ethics |
| BUSA 3301 | Business Communications |
| BUSA 3351 | International Business |
| BUSA 3701 | Prof Development Seminar |
| FINC 3056 | Principles of Finance |
| LSCM 3251 | Principles of Supply Chain Mng |
| MARK 3010 | Principles of Marketing |
| MGIS 3351 | Principles Mgmt Info Systems |
| MNGT 3051 | Principles of Management |

**Business Core**

| BUSA 3010 | Principles of Marketing |
| BUSA 3055 | Quantitative Analysis Bus Prob |
| BUSA 3060 | Business Law |
| BUSA 3070 | Business Ethics |
| BUSA 3301 | Business Communications |
| BUSA 3351 | International Business |
| BUSA 3701 | Prof Development Seminar |
| FINC 3056 | Principles of Finance |
| LSCM 3251 | Principles of Supply Chain Mng |
| MARK 3010 | Principles of Marketing |
| MGIS 3351 | Principles Mgmt Info Systems |
| MNGT 3051 | Principles of Management |

**Finance and Applied Economics Core**

| ECON 3109 | Managerial Economics |
| ECON 3112 | Money and Banking |
| FINC 3101 | Intermediate Corporate Finance |
| FINC 3201 | Investments |
| FINC 4201 | Finance Case Studies |

**Finance and Applied Economics Concentration Electives**

Choose three of the following electives: 9

| ACCT 3800 | Understanding Financial Statem |
| ECON 4101 | Applied Econometrics |
| FINC 4112 | Real Estate Finance |
| FINC 4301 | Risk Management |
| FINC 4560 | Behavioral Science |
| FINC 4700 | Independent Study Finance |
| FINC 4800 | Special Topics in Finance |

**Upper Division Business Elective**

Select any 3000-4000 level Business Course not already required or taken for degree program.

| MATH 4502 | Finance Internships |

**Senior Requirement**

* Grade of C or higher required.

+ Course must be taken at Dalton State College during graduation term. If student is graduating in summer semester the course should be taken in the spring term.

**Economics Courses**

**ECON 2105. Principles of Macroeconomics. 3-0-3 Units.**

Describes and analyzes macroeconomic principles. Topics covered include the scope and method of economics, national income/output analysis, employment/unemployment, inflation, fiscal policy, monetary policy, and international finance. (F (Day & Evening), S (Day & Evening), M (Day))

Prerequisites: MATH 1101 or 1111 with a grade of ‘C’ or better.

**ECON 2106. Principles of Microeconomics. 3-0-3 Units.**

Describes and analyzes microeconomic principles. Topics covered include demand and supply theory, output and price determination, market structure, income distribution, government regulation of business, labor organizations, and international trade. (F (Day & Evening), S (Day & Evening), M (Day))

Prerequisites: MATH 1101 or 1111 with a grade of ‘C’ or better.

**ECON 3010. Managerial Economics. 3-0-3 Units.**

Economics is frequently described as the science of decision-making under scarcity (at any given time we want more things than we can obtain, given available resources) and this is a good description of the subject of this course. Students will apply economic tools and basic statistics to solve managerial problems faced by entrepreneurs, managers and government regulators. Typical topics include demand analysis and estimation, consumer theory, cost functions, market structures and other microeconomic subject. (S (Day), M (Day))

Prerequisites: Upper Division Eligibility, ECON 2105, ECON 2106, both with a ‘C’ or better.

**ECON 3110. International Trade. 3-0-3 Units.**

An introduction to international trade, with a focus on comparative advantage and gains from trade. Covers conventional trade models, trade policy with a focus on tariffs and quotas, measurement of a nation’s balance of payments, foreign exchange rate determination, and operation of the international monetary system, and global organizations such as the World Trade Organization (WTO) and trade agreements such as the North American Free Trade Agreement (NAFTA). As Needed

Prerequisites: Upper Division Eligibility, ECON 2105 (concurrent), ECON 2106, both with a ‘C’ or better.
**ECON 3112. Money and Banking. 3-0-3 Units.**

Presents a comprehensive upper-level course in financial institutions, financial markets, bank management, and money and banking. This introduction to the operation of the US financial system describes the US financial institutions, instruments and markets; explains how the financial system interacts with the rest of the economy; and considers how the system changes through time. (F (Day)).

Prerequisites: Upper Division Eligibility and ECON 2105 with a ‘C’ or better.

**FINC 4101. Applied Econometrics. 3-0-3 Units.**

Standard econometric techniques are applied to various topics in economics. Techniques include models for cross-section data, such as limited dependent variable models, selectivity techniques, count data models, and models for panel data. Students will conduct statistical analyses and model evaluation. (S (Day))

Prerequisites: Upper Division Eligibility, BUSA 2050, BUSA 2850, BUSA 3050, or MATH 2200, all with a ‘C’ or better.

**FINC 4700. Independent Study Economics. 0-0-3 Units.**

Supervised, in-depth individual research and study of one or more current topics in economics in conjunction with an associated major project. Students will be required to prepare a formal report and presentation of the research topic and project. (F, S, M)

Prerequisites: Upper Division Eligibility, ECON 2105, ECON 2106, both with a ‘C’ or better.

**FINC 4800. Special Topics in Economics. 3-0-3 Units.**

Examines current, relevant topics in field of Economics. Each special topics course will cover a new current topic. (F, S, M)

Prerequisites: Upper Division Eligibility.

**FINC 4900. Economics Internships. 0-0-3 Units.**

Provides students with on-site work experience in economics through a coordinated academic internship experience with a pre-approved employer. A portfolio chronicling the work experience, a project relating relevant academic literature to the economic internship experience, and a final presentation encompassing the entire internship experience are required to receive academic credit. (F, S, M)

Prerequisites: Upper Division Eligibility, FINC 3056 (Grade ‘B’ or Better), plus an additional 3 credit hours of upper division FINC or ECON, and 3 credit hours of any upper division business course, all with a ‘C’ or better.

**Finance Courses**

**FINC 3056. Principles of Finance. 3-0-3 Units.**

Introduces students to financial management. Topics include the structure and analysis of financial statements, cash flow, time value of money, investment valuation, capital budgeting, long and short term financial decision making. (F (Day & Evening), S (Day & Evening), M (Day))

Prerequisites: Upper Division Eligibility, ACCT 2102, BUSA 2201 or CMAP 1301 all with a ‘C’ or better.

**FINC 3101. Intermediate Corporate Finance. 3-0-3 Units.**

The course introduces students to financial management. Topics include the structure and analysis of financial statements, cash flow, financial forecasting, determination of the cost of capital and the profitability of proposed investments in fixed assets, portfolio theory, and risk return tradeoffs that must be considered in using financial leverage. (F (Day))

Prerequisites: Upper Division Eligibility and FINC 3056 with a ‘C’ or better.

**FINC 3201. Investments. 3-0-3 Units.**

Introduces financial assets and markets. Topics include an overview of security types, the role of risk in asset pricing, the capital asset pricing model, the efficient markets hypothesis, portfolio theory, characteristics of mutual funds in retirement accounts, stock options, future contracts, and valuation models for stocks and fixed income securities. (F (Day))

Prerequisites: Upper Division Eligibility and FINC 3056 with a ‘C’ or better.

**FINC 4112. Real Estate Finance. 3-0-3 Units.**

Application of theoretical aspects of financial economics to explain real estate financial institutions and markets. Financial and economic methods are applied to residential and commercial real estate. Special topics include real estate in a portfolio, agency problems, and the influence of the legal environment. (F (Day))

Prerequisites: Upper Division Eligibility and FINC 3056 with a ‘C’ or better.

**FINC 4201. Finance Case Studies. 3-0-3 Units.**

Empirical case studies in corporate finance and investments. The modern theories of corporate governance, capital structure, dividend policy, equity valuation, debt financing, and international finance. (F (Day))

Prerequisites: Upper Division Eligibility, ECON 3112, FINC 3101 and FINC 3201 all with a ‘C’ or better.

**FINC 4301. Risk Management. 3-0-3 Units.**

The types, payoff and pricing of derivative securities and contracts and their application in managing financial risks faced by corporations. Topics include options, forwards, futures and swaps; managing foreign currency risk, interest rate risk, stock price risk, and commodity price risk; and risk management techniques. (S (Day))

**FINC 4560. Behavioral Science. 3-0-3 Units.**

Introduces students to the theories and implications of behavioral finance, market anomalies, and investor and corporate behavior.

Prerequisites: Upper Division Eligibility and FINC 3056 with a ‘C’ or better.

**FINC 4700. Independent Study Finance. 0-0-3 Units.**

Supervised, in-depth individual research and study of one or more current topics in finance in conjunction with an associated major project. Students will be required to prepare a formal report and presentation of the research topic and project. (F, S, M)

Prerequisites: Upper Division Eligibility and FINC 3056 with a ‘C’ or better.

**FINC 4701. Finance Case Studies. 3-0-3 Units.**

**FINC 4800. Special Topics in Finance. 3-0-3 Units.**

Examines current, relevant topics in field of Finance. Each special topics course will cover a new current topic. (F, S, M)

Prerequisites: Upper Division Eligibility.