

# Finance



## Bachelor of Business Administration in Finance

**Finance is central to many of the critical activities that make up our free market economy.** The Bachelor of Business Administration in Finance provides students with an understanding of the financial and legal dimensions of business including a strong foundation in corporate finance, investments, money and capital markets, and personal financial planning. The major is a good fit for individuals that enjoy working with numbers, have an aptitude for technology, and have strong analytical and problem-solving skills.

Emphases available in the Finance major include financial planning, insurance, investment, real estate, and honors degree options. The program is unique in offering both Bloomberg Certification and opportunities to participate in the Applied Investment Program, a program where students get to gain real-life experience and make investment decisions managing a portfolio of over \$1 million.

The UW-Whitewater BBA in Finance participates in of the CFA Institute University Affiliation Program. This status is granted to institutions whose degree programs incorporate at least 70 percent of the Level 1 CFA Program Candidate Body of Knowledge (CBOK), which positions students well to sit for the CFA exams. As part of this program, some students who sit for the CFA exam are eligible for scholarships from the CFA Institute. In addition, the BBA in Finance with Financial Planning emphasis has been nationally recognized as a degree program allowing expedited testing for the Certified Financial Planning (CFP®) designation.



University of Wisconsin  
**Whitewater**

College of Business  
and Economics



[www.edu/cobe/bachelors/  
degrees-and-majors/finance](http://www.edu/cobe/bachelors/degrees-and-majors/finance)



# 97%

placement rate

# 30,000

active alumni

# \$60,776

average starting salary



# University of Wisconsin Whitewater

College of Business and Economics

## What are the career prospects with this degree?

National employment growth for financial analysts is expected to be 6 percent from 2018 to 2028 and 7 percent for personal financial advisors. Projected growth in Wisconsin from 2016 to 2026 is expected to be 15 percent for financial analysts and 23 percent for personal financial advisors.

Most employers require a bachelor's degree in finance or related field for entry-level positions. Research indicates finance majors receive a 38 percent wage premium from a graduate degree, which is the largest wage premium of all business majors. UW-Whitewater offers a two-year, 100 percent online Master of Science in Finance program for individuals interested in enhancing their undergraduate degree with a specialized master's degree.



## Common Employers

Edward Jones, Epic, Johnson Controls, Northwestern Mutual, U.S. Bank



## Common Job Titles

Alternative Investments Associate, Financial Advisor, Mutual Fund Administrator, Securities Specialist



## Wisconsin's Largest Business School



AACSB  
ACCREDITED



AACSB  
ACCREDITED  
Accounting

