



Finance

College of Business Administration

The Finance Department at UW-La Crosse allows many unique options on a strong fundamental program. The program provides a foundation in the primary financial areas: corporate finance, investments, and financial institutions. The program allows a student flexibility to explore the basic areas in greater detail or to branch out in other financial areas such as international finance, real estate, financial planning or insurance. The department offers a finance major with a risk, insurance and financial planning emphasis for those particularly interested in that area.

The UW-L program relies upon the traditional approach including text based lectures, but also includes substantial incorporation of case studies, current journal articles, and informational services as resource materials. Students also have access to databases that contain current and historical stock prices, financial statements, and other information on publicly traded firms. Several courses include activities designed to expand student Internet abilities. Students in investment courses manage simulated million dollar portfolios with advanced students managing real money. Students can take advantage of numerous internships that provide both college credit and personal experience in the finance area. The capstone course, taken during the senior year, gives students the opportunity to draw upon all of their training in finance while working on realistic finance problems.

Undergraduate Programs

Major:

- Finance
- Finance with Risk, Insurance and Financial Planning

Department Features

The Finance program at UW-La Crosse provides an excellent mix of theoretical and practical knowledge. Students are exposed to a variety of teaching methods, ranging from lectures and group discussions to problem-solving case analysis and independent studies. Classes are kept small in order to maximize the potential for student and faculty interaction. A special program is designed to help students successfully complete the Level 1 examination of the Chartered Financial Analyst (CFA) program. Recently, the Spellman Fund, a student-managed investment portfolio, was initiated. Real money is invested in selected stocks and bonds recommended by students.

Risk, Insurance, and Financial Planning

UW-La Crosse is one of few campuses that offer a major in Finance with Risk, Insurance and Financial Planning concentration. Students who choose to specialize in this area learn about methods of treatment of risk and the mechanism of insurance as a means of handling major risks in a business. Students are also introduced to the primary components of financial planning. Students specializing in this area of finance can obtain professional recognition of their qualification and training by passing the examinations for designation as a Chartered Life Underwriter (CLU), Chartered Property and Casualty Underwriter (CPCU), Chartered Financial Planner (CFP).

Accreditation

AACSB International—The Association to Advance Collegiate Schools of Business accredits the undergraduate business program of the College of Business Administration. This accreditation is one of the important marks of an excellent business school.

Placement Statistics

Favorable market conditions have resulted in high placement rates and salaries. Over ninety-five percent of graduating majors obtain employment in the finance industry. Salaries are typically among the highest available to undergraduates.

Faculty

A key fundamental strength is the quality of the faculty. Members of the finance faculty have excellent academic training, have doctorates and have had practical work experience. They remain up-to-date in their fields and are active in professional and research endeavors.

Sample Courses

- Corporate Finance
- Investments
- Money and Capital Markets
- Problems and Cases in Finance
- Principles of Insurance
- Management of Financial Institutions
- Investment Analysis and Portfolio Management
- Advanced Financial Planning

Career Opportunities

Entry Level

- Securities Broker
- Estate Planner
- Financial Aids Officer
- Financial Analyst
- Financial Planner
- Loan Officer
- Trust Officer
- Underwriter

Further education

- Graduate study in business
- Law School
- Chartered Financial Analyst (CFA)

Long Term Career Development

- Budget Director
- Consultant
- Controller
- International Trade Manager
- Loan Officer
- Risk Manager
- Senior Financial Analyst
- Tax Department Manager
- Treasurer

Occupational Outlook

Finance comprises three broad areas: corporate finance, investments, and banking. Within these three areas of finance are several sub-areas, such as risk and insurance, personal financial planning and real estate.

Corporate Finance analysts are concerned with managing the organization's cash flows. Managing cash flows involves analyzing the levels of inventory, accounts receivable, and accounts payable, because these influence the cash needs of the organization. Analysts also review the cash flows of proposed projects to determine whether the projects are desirable. As the organization needs additional funding, the corporate finance staff is responsible for arranging financing through such means as loans or issuing stocks or bonds.

The **Investment** side of finance can be considered "the other side of the coin" of corporate finance. Whereas most corporations are usually in need of additional funds, other entities, such as pension plans, life insurance companies, and individuals, have funds that they wish to invest, usually in the form of stocks or bonds.

Banking is the link between the two main areas of finance described above. The banking function serves as an intermediary between those who need funds and those who have funds to invest. Banking includes banks, savings and loans, and investment banks that assist

corporations in issuing stocks and bonds.

Most large firms include **Risk and Insurance** within the corporate finance function. This area is responsible for protecting the firm's assets needed to generate revenues and profits. Activities of risk management include loss control, insurance purchases, and employee benefit management. These activities give rise to the formation of other financial enterprises that offer their services to the firm. For example, some companies offer consulting services in loss control and employee benefits, while other companies sell insurance.

Personal Financial Planning is part of the investment side of finance. Many people with large incomes or savings have neither the time nor expertise to adequately manage their financial affairs. These individuals depend on professional financial advisers to guide their decisions in such matters as security selection, real estate purchases, insurance decisions, estate planning, and considering the tax implications of various actions.

Most businesses need a location from which to operate. **Commercial Real Estate** is involved with the development and sale or rental of properties. The field of real estate is a finance area because it involves cash flow estimates and complex financing arrangements for the seller, buyer, lessee, and lessor.

Government Finance is also within the realm of finance, as cities, states and federal governments need financing to purchase assets and provide services. Additionally, governmental agencies, such as the Securities and Exchange Commission, monitor certain financial procedures of private corporations.

Job Titles of Graduates

- Auditor
- Bank Examiner
- Capital Budget Manager
- Commercial Lender
- Controller
- Credit Analyst
- Employee Benefits Analyst
- Health Care Analyst
- Insurance Adjuster/
Agent/Underwriter

- International Currency Manager
- Leasing Director
- Mortgage Lender
- Personal Financial Planner
- Risk Manager
- Stock Broker
- Tax Compliance Manager

Professional Associations

Finance graduates often join professional associations. Among the most popular are:

- International Association of Financial Planning
- Institute of Certified Financial Planners
- American Society of Chartered Life Underwriters

Important designations available to graduates following further examinations include:

- Certified in Financial Management
- Certified Financial Planner
- Chartered Financial Analyst
- Chartered Life Underwriter

Finance Department

404 Wimberly Hall

(608) 785-8115

www.uwlax.edu/ba/fin/

