

Finance Department  
Major Competency Outcomes  
University of Wisconsin – La Crosse  
Approved April 9, 2010

Outcomes

Regarding basic skills, the students will:

- a. access data from a variety of outlets including both electronic and print media.
- b. read and interpret data from tables, charts, graphs, financial statements, annual reports, and analyst narratives.
- c. apply basic financial concepts such as time value of money, risk and return, and valuation.
- d. effectively communicate financial concepts and ideas, both in written form and orally.

Students will acquire the following intermediate skills:

1. Regarding the flow of funds within the financial system, the students will demonstrate knowledge of:
  - a) the major financial institutions which operate within the system.
  - b) the major financial markets and the determinants of financial equilibrium.
  - c) the factors which influence rates of return/costs of capital.
  - d) trends which will affect the financial system.
2. Regarding the risk and return characteristics of the major types of financial instruments, the students will:
  - a) perform return and security price calculations for both money market and capital market instruments.
  - b) estimate investment risk, including standard deviation, systematic risk, and duration.
  - c) apply technical and fundamental factors in security selection.
3. Regarding the goals and operating environment of managerial finance, the students will:
  - a) analyze a firm's current financial situation.
  - b) demonstrate an understanding of the components of working capital and the techniques of short-term financial management.
  - c) analyze and select long-term investments by applying capital budgeting techniques
  - d) forecast a firm's external financing requirements.
  - e) demonstrate an understanding of the impact of cost of capital, leverage, and capital structure on firm value.