



Undergraduate Programs

MAJORS:

- Finance
- Finance - Risk, Insurance and Financial Planning

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

Professional Associations

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

- Financial Planning Association
- Financial Management Association
- CFA Institute
- American Society of Chartered Life Underwriters
- Global Association of Risk Professionals

Department Overview

The Finance Department at UWL allows many unique options that build on a strong fundamental program. The program provides a foundation in the primary financial areas: corporate finance, investments, and financial institutions. Students then have the 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 also offers a finance major with a risk, insurance and financial planning emphasis for those particularly interested in that area.

The UWL 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. 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. Multiple electives at the senior level provide students the opportunity to develop understanding and insights related to their potential career path.

Career Opportunities

ENTRY LEVEL

- Corporate Finance
- Personal Banker
- Securities Broker
- Financial Analyst
- Financial Planner
- Loan Officer
- Credit Analyst
- Insurance Underwriter

FURTHER EDUCATION

- Graduate Business Programs
- Law School
- Chartered Financial Analyst (CFA)
- Chartered Financial Planner (CFP)
- Chartered Life Underwriter (CLU)

LONG TERM CAREER DEVELOPMENT

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

View degree requirements:
www.uwlax.edu/catalog

Finance Department
404 Wimberly Hall
608.785.8115
www.uwlax.edu/finance

Finance

COLLEGE OF BUSINESS ADMINISTRATION

Department Features

The finance program at UWL 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. The Spellman Fund, an investment portfolio initiated by an alumnus, allows senior students management responsibility in choosing stocks.

RISK, INSURANCE AND FINANCIAL PLANNING

UWL is one of few campuses that offer a major in finance with a risk, insurance and financial planning concentration. Students who choose to specialize in this area learn how to access risk and insurance as a means of handling major risks for individuals or 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), or Certified Financial Planner (CFP).

ACCREDITATION

The UWL College of Business Administration holds accreditation at both undergraduate and graduate levels from AACSB International--The Association to Advance Collegiate Schools of Business. This is a hallmark of distinction as less than five percent of the world's 13,000 business programs have earned AACSB Accreditation.

PLACEMENT STATISTICS

Favorable market conditions have resulted in high placement rates and salaries for both our Finance major, and our Finance - Risk, Insurance and Financial Planning concentration. Over 95% 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, doctorates and practical work experience. They remain up-to-date in their fields and are active in professional and research endeavors.

Occupational Outlook

Finance comprises three broad areas: corporate finance, investments, and financial institutions. Within these three areas of finance are several sub-areas, such as risk and insurance, personal financial planning, banking, or 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, often in the form of stocks or bonds.

Financial institutions are the link between the two main areas of finance described above. These institutions serve as an intermediary between those who need funds and those who have funds to invest. Financial institutions include banks, credit unions, and investment banks that assist corporations in issuing stocks and bonds as well as markets.

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.