

# B.B.A.

## BACHELOR OF BUSINESS ADMINISTRATION IN FINANCE

*Build the skills and confidence you need to create your own career in finance.*

With a major in finance, you will not only learn more about managing money, but you will also develop the key skills necessary for careers in areas such as portfolio management, financial planning, financial service and financial management. Our program also provides excellent training for those planning to own their own businesses.

### Program Overview

- Bachelor of Business Administration
- Major, Minor

Stetson's nationally recognized finance program has three concentrations: corporate finance, investments and certified financial planning. These concentrations add to the rigor and robustness of an already distinguished program. The finance field is becoming increasingly more specialized and reliant on technical expertise and certifications. Through internships, you will apply what you have learned through the curriculum while gaining experience in the world of finance.

Our challenging curriculum will provide you with the advanced knowledge necessary to excel in the field of accounting and open the doors you seek to a fulfilling and rewarding career.

### Program Highlights

#### Concentrations in Finance

##### Corporate Finance

- The corporate finance concentration focuses on the general topics necessary for a successful career in the field of finance, with a particular emphasis on financial analysis, capital budgeting, working capital management and international financial management.

##### Investments

- Students who are interested in becoming stock brokers, stock analysts or portfolio managers may target in on an investment concentration. Along with Stetson's widely popular and successful Roland George Investments Program, our curriculum prepares students with the topics necessary to obtain the Chartered Financial Analyst designation.



### Career Significance

This program prepares students for further graduate training, including master and doctoral programs, as well as for professional designations such as the Series 7 and 63 licenses, Chartered Financial Analyst and Certified Financial Planner™ designations.

In addition, finance students have gone on to successful careers in brokerage and financial services, financial analysis and asset management with well-known companies including:

- AXA
- Merrill Lynch
- Charles Schwab
- Morgan Stanley
- Delta
- Morningstar

STETSON UNIVERSITY

Office of Admissions  
421 N. Woodland Blvd. Unit 8378  
DeLand, Florida 32723  
stetson.edu/admission • (386) 822-7100

### Certified Financial Planning

- The Certified Financial Planning concentration prepares students to pass the Certified Financial Planner™ exam. In order to be eligible to register for the CFP® exam, students must prove that they have received instruction in a myriad of specific topics, which this program provides.

### Faculty

Our faculty take pride in a mentoring approach to education. We will work with you as advisors, teachers, and career counselors. Our faculty have published research in professional journals for economics, finance and quantitative methods, and several are on editorial boards. Most have taught classes abroad in Innsbruck, Italy, China, Poland and New Zealand.

**Giovanni Fernandez**, Ph.D., Florida International University

**Jennifer Foo**, Ph.D., Northeastern University

**Matthew Hurst**, Ph.D., University of Central Florida

**James Mallett**, Ph.D., Wayne State University

**Stuart Michelson**, Ph.D., University of Kansas

**Christopher Tobler**, Ph.D., University of Arkansas

**Jessica West**, Ph.D., Florida State University