

DEPARTMENT OF FINANCE AND BUSINESS LAW

The Department of Finance and Business Law at UW-Whitewater provides students with a strong foundation in key financial areas, including investments, financial planning, corporate finance, and money and capital markets. Through hands-on learning opportunities and specialized coursework, students gain the skills needed for careers in finance, banking, insurance, real estate, and financial technology.

Programs:

The Bachelor of Business Administration (BBA) in Finance offers a comprehensive understanding of financial principles, with the option to specialize in a specific area of industry.

- **Banking** – Focuses on financial institutions, regulations, and compliance.
- **Fintech** – Explores the intersection of finance and technology, including blockchain, artificial intelligence, and programming.
- **Financial Planning** – Prepares students to help individuals and organizations achieve financial goals.
- **Insurance** – Covers risk management strategies and the role of insurance in mitigating financial losses.
- **Investments** – Emphasizes portfolio management, securities analysis, and investment strategies.
- **Real Estate** – Examines property investment, real estate markets, and financial considerations.

This structured approach allows students to tailor their education to their career goals while gaining real-world experience in the financial sector.

Students pursuing majors other than finance can also enhance their financial knowledge by selecting a minor in Banking, Business Law, Finance, Financial Planning, Fintech, Insurance, Investment, or Real Estate. Additionally, certificates in Banking, Business Law, Fintech, financial Planning, and Insurance are available to both finance and non-finance majors. Both the minors and certificates provide valuable financial literacy and industry-specific skills that complement a variety of career paths.

Major Requirements:

- A Finance major must earn a B- or better in FNBSLW 344

Additional Opportunities and Highlights:

- The finance programs have been accepted into the Certified Financial Analyst (CFA) Institute University recognition program.
- The Bachelor of Business Administration in Finance with a Financial Planning Emphasis has been nationally recognized as a program that allows for an expedited testing process for the Certified Financial Planning (CFP) designation.
- Students have the opportunity to be selected for the Applied Investment Program (AIP), where they can gain practical experience managing a \$1,000,000 portfolio and using the best analytical tools and Wall Street Research.

Majors in Finance and Business Law

- Finance - Finance Emphasis (BBA) (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-bba/>)
- Finance - Finance Emphasis Honors (BBA) (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-honors-emphasis-bba/>)
- Finance - Financial Planning Emphasis (BBA) (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-financial-planning-emphasis-bba/>)
- Finance - Financial Planning Emphasis Honors (BBA) (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-honors-financial-planning-emphasis-bba/>)
- Finance - Fintech Emphasis (BBA) (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-fintech-emphasis-bba/>)
- Finance - Insurance Emphasis (BBA) (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-insurance-emphasis-bba/>)
- Finance - Insurance Emphasis Honors (BBA) (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-honors-insurance-emphasis-bba/>)
- Finance - Investments Emphasis (BBA) (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-investment-emphasis-bba/>)
- Finance - Investment Emphasis Honors (BBA) (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-honors-investment-emphasis-bba/>)
- Finance - Real Estate Emphasis (BBA) (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-real-estate-emphasis-bba/>)
- Finance - Real Estate Emphasis Honors (BBA) (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-honors-real-estate-emphasis-bba/>)

Minors in Finance and Business Law

- Banking (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/banking-minor/>)
- Business Law (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/business-law-minor/>)
- Finance (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/business-finance-minor/>)
- Financial Planning (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/financial-planning-minor/>)
- Fintech (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/fintech-minor/>)
- Insurance (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/insurance-minor/>)
- Investments (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/investment-minor/>)
- Real Estate (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/real-estate-minor/>)

Certificate in Finance and Business Law

- Banking (<http://uw-public.courseleaf.com/undergraduate/business-economics/finance-business-law/banking-certificate/>)

- Business Law (<http://uww-public.courseleaf.com/undergraduate/business-economics/finance-business-law/business-law-certificate/>)
- Financial Planning (<http://uww-public.courseleaf.com/undergraduate/business-economics/finance-business-law/financial-planning-certificate/>)
- Financial Services Sales (<http://uww-public.courseleaf.com/undergraduate/business-economics/finance-business-law/financial-services-sales-certificate/>)
- Fintech (<http://uww-public.courseleaf.com/undergraduate/business-economics/finance-business-law/fintech-certificate/>)
- Fundamentals of Finance (<http://uww-public.courseleaf.com/undergraduate/business-economics/finance-business-law/fundamentals-of-finance-certificate/>)
- Insurance (<http://uww-public.courseleaf.com/undergraduate/business-economics/finance-business-law/insurance-certificate/>)
- Investments (<http://uww-public.courseleaf.com/undergraduate/business-economics/finance-business-law/investment-certificate/>)
- Real Estate (<http://uww-public.courseleaf.com/undergraduate/business-economics/finance-business-law/real-estate-certificate/>)