

Date Submitted: 10/04/23 7:55 pm

Viewing: **FINNBS : Finance, Bachelor of Science in Business Administration**

Last approved: 03/15/23 1:10 pm

Last edit: 10/13/23 11:40 am

Changes proposed by: aellstra

Catalog Pages Using this Program

[Finance \(FINN\)](#)

Submitter: 6145 User ID: aellstra Phone:

Program Status: Active

Academic Level: Undergraduate

Type of proposal: Major/Field of Study

Select a reason for this modification
 Requesting Approval to Offer an Existing Certificate or Degree Online--(LON)

Are you adding a concentration?
No

Are you adding or modifying a track?
No

Are you adding or modifying a focused study?
No

Effective Catalog Year: Fall 2024

College/School Code: Walton College of Business (WCOB)

Department Code: Department of Finance (FINN)

Program Code: FINNBS

In Workflow

1. WCOB Dean Initial
2. Provost Initial
3. Director of Curriculum Review and Program Assessment
4. Registrar Initial
5. Institutional Research
6. FINN Chair
7. WCOB Curriculum Committee
8. WCOB Faculty
9. WCOB Dean
10. Global Campus
11. Provost Review
12. Undergraduate Council
13. Faculty Senate
14. Provost Final
15. Provost's Office-- Documentation sent to System Office
16. Higher Learning Commission
17. Board of Trustees
18. ADHE Final
19. Provost's Office-- Notification of Approval
20. Registrar Final
21. Catalog Editor Final

Approval Path

1. 10/04/23 7:56 pm Alan Ellstrand (aellstra): Approved

Degree

Bachelor of Science in Business Administration

CIP Code

for WCOB Dean
Initial

2. 10/05/23 8:13 am
Jim Gigantino
(jgiganti): Approved
for Provost Initial
3. 10/13/23 11:42 am
Lisa Kulczak
(lkulcza): Approved
for Director of
Curriculum Review
and Program
Assessment
4. 10/17/23 1:47 pm
Gina Daugherty
(gdaugher):
Approved for
Registrar Initial
5. 10/17/23 6:01 pm
Doug Miles
(dmiles): Approved
for Institutional
Research
6. 10/18/23 10:36 am
Alexey Malakhov
(amalakho):
Approved for FINN
Chair
7. 10/18/23 11:08 am
Alan Ellstrand
(aellstra): Approved
for WCOB
Curriculum
Committee
8. 10/18/23 11:09 am
Alan Ellstrand
(aellstra): Approved
for WCOB Faculty
9. 10/18/23 11:09 am
Alan Ellstrand

- (aellstra): Approved
for WCOB Dean
10. 10/18/23 11:17 am
Suzanne Kenner
(skenner): Approved
for Global Campus
11. 10/18/23 1:53 pm
Jim Gigantino
(jgiganti): Approved
for Provost Review
12. 10/27/23 5:27 pm
Lisa Kulczak
(lkulcza): Approved
for Undergraduate
Council

History

1. Aug 25, 2014 by
Charlie Alison
(calison)
2. Aug 25, 2014 by
Charlie Alison
(calison)
3. Aug 25, 2014 by
Charlie Alison
(calison)
4. Aug 25, 2014 by
Charlie Alison
(calison)
5. Aug 26, 2014 by
Leepfrog
Administrator
(clhelp)
6. Mar 23, 2015 by
Charlie Alison
(calison)
7. May 12, 2016 by
Karen Boston
(kboston)
8. May 13, 2016 by
Lisa Kulczak (lkulcza)

9. Nov 18, 2016 by
Charlie Alison
(calison)
10. Mar 17, 2017 by
Charlie Alison
(calison)
11. May 11, 2022 by
Alan Ellstrand
(aellstra)
12. Mar 15, 2023 by
Charlie Alison
(calison)

52.0801 - Finance, General.

Program Title

Finance, Bachelor of Science in Business Administration

Program Delivery

Method

On Campus

[Online/Web-based](#)

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

No

What are the total 120
hours needed to
complete the
program?

On-line/Web-based Information

Reason for offering

Web-based Program

[Over the past 11 years, our Finance Department \(with instructional design support from Global Campus\) has developed many online courses so that we are currently well prepared to offer our Finance BSBA degree fully online. Our college and university have moved quickly to create a robust online presence. As one of the largest majors on campus, the Finance Department would like to participate in this market space. A recent benchmarking report by Global Campus indicated significant potential demand and minimal competition for an online-only Finance BSBA. The report found that no other schools in Arkansas offer a](#)

fully online BSBA in Finance and demand for an online option has increased both regionally and nationally over the past few years. The nearest, top 20 online programs in Finance appear to be at Missouri State University – Springfield, Oklahoma State University, and the University of Memphis.

This program will allow the department to serve a broader cross-section of Arkansan students, including those working full-time and non-traditional students. It will also serve as the foundation for the future, giving us the option to recruit professional teaching talent from outside NWA to expand our online course offerings.

Maximum Class Size 45
for Web-based
Courses

Course delivery
mode

Method(s)
<u>Online</u>

Class interaction
mode

Method(s):
<u>Electronic Bulletin Boards</u>

Percent Online

100% with No Required Campus Component

Provide a List of
Services Supplied by
Consortia Partners or
Outsourced
Organization

None

Estimate Costs of the
Program over the
First 3 Years

All courses are
already developed or
are in development
and being offered
online.

List Courses Taught
by Adjunct Faculty

Upload
Memorandum of
Understanding Forms
(if required)

Program Requirements and Description

Requirements

Major Course Requirements

FINN 3013	Financial Analysis	3
FINN 3053	Financial Markets and Institutions	3
FINN 3103	Financial Modeling	3
FINN 3703	International Finance	3

Maximum of 27 hours of FINN courses in department (core, major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor or collateral track.

Junior/Senior Level Business Electives **12**

Concentration hours **12**

Total Hours **36**

8-Semester Plan

Are Similar Programs available in the area?

No

Estimated Student 35

Demand for Program

Scheduled Program [2026-2027](#) See-BSBA

Review Date

Program Goals and

Objectives

Program Goals and Objectives

The BSBA in Finance provides students with a broad understanding of the role that finance plays in allocating financial resources and diversifying risk. Students will understand the major types of financial instruments in the economy and the domestic and international markets in which they are traded. They will learn methods to price financial assets, manage investments, analyze financial statements, and hedge risk. They will understand the critical decisions that corporations must make to fund their operations, sustain profitability, and reward shareholders. Finance majors choose an area of specialization to enhance their skills either in financial management, investments, real estate, banking, risk management, or analytics. Upon graduation, students will have a wide variety of paths to choose from including careers in corporate finance, portfolio management, real estate, banking, insurance, and data analysis.

Learning Outcomes

Learning Outcomes

Finance majors will have a firm understanding of the following topics:

Distinctions among the major financial instruments including money market instruments, bonds, and equities, and the different types of financial institutions that facilitate transactions and hedge risk;

Analysis of business financial statements;

Role of finance in the global economy and the importance of exchange rates on corporations and economies;

Gathering and modeling of financial data using spreadsheets;

Tradeoff between risk and return;

Difference between systematic and idiosyncratic risks.

Description and justification of the request

Description of specific change	Justification for this change
Adding an online Finance program using Option 1 of the Financial Management/Investments Concentration.	Adding a Finance Degree option provides the opportunity to attract a number of students to this major both within and outside the state of Arkansas. This is the only fully-online finance degree program in the state of Arkansas.

Upload attachments

[Online Finance BSBA letter-of-notification-2022-022823\[13\].pdf](#)

[UPDATED Exhibit A and B-Online BSBA in Finance.docx](#)

[FINNBS - Online Delivery -Ltr of Notification_Rev_BOT.pdf](#)

Reviewer Comments

Lisa Kulczak (lkulcza) (10/13/23 11:40 am): Uploaded revised LON with appropriate approval dates inserted.