

BACHELOR OF BUSINESS ADMINISTRATION IN FINANCE

Web Site: <https://twu.edu/business/undergraduate-programs-college-of-business/bba-in-finance/>

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/theccb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

Core Skills

1. Critical Thinking: B.B.A. Finance Specific Application- Ability to identify problems and determine best solutions; Ability to assess risk; Ethical reasoning General Employment Application-Efficiency in problem-solving; Ethical reasoning.
2. Diversity: B.B.A. Finance Specific Application- Ability to work well within a diverse organization General Employment Application- Working in diverse teams including international teams.
3. Ethical Reasoning: B.B.A. Finance Specific Application- Ethical reasoning; Objectivity, independence, due professional care; Conflict resolution; Corporate governance; Firm behavior in society General Employment Application-Maintaining a company's ethics policy; Making ethical decisions in companies; Avoiding conflicts between personal interest and those of the companies.
4. Teamwork: B.B.A. Finance Specific Application- Ability to be an effective worker in team situations General Employment Application- Project management teams.

Discipline-Based Skills

1. Time Value of Money: B.B.A. Finance Specific Application- Capital budgeting; Financial security valuation. General Employment Application- Financial Planning; Retirement Planning; Forecasting and business investment decision making.
2. Cash Flow Analysis: MBA Finance Specific Application- Measuring a firm's cash flows; Working capital management; Firm's project analysis. General Employment Application- Financial analysis; Firm valuation; Capital budgeting.
3. Microsoft Excel: B.B.A. Finance Specific Application-Regression and other data analysis tools; Charts and other visualization; Pivot tables; Filter and sort; Business investment analysis; Use if/then conditional scenarios; Use present value and future value; Use yield; Internal rate of return and other return functions; Use bond valuation and Accrual function; Cash flow evaluation and sensitivity analysis. General Employment Application-A required skill for all finance positions; Financial analysis; Preparing tables, reports, charts; Analytical computations, and decision-making.
4. Capital Markets: B.B.A. Finance Specific Application- Raise capital in the primary and secondary capital markets with both debt and equity securities; Operate as a buyer and seller in the secondary capital markets; Understand the roles of the SEC; Institutional investing; Understand stock exchanges; Work with pension and mutual funds. General Employment Application- Raising capital for business

organizations; complying with governmental regulations relating to debt and equity securities; Assist businesses and individuals in buying and selling equity and debt instruments in the secondary markets.

5. Analysis of Financial Statements: B.B.A. Finance Specific Application- Finding strengths and weaknesses of a company; For internal corporate use or for capital market investors. General Employment Application- Financial analysis; Enabling a firm to make better economic decisions.