

## Official Program Outline



**HERZING**<sup>®</sup>  
— UNIVERSITY —

### Bachelor of Science in Finance

#### Program Description

The Bachelor of Science in Finance program offers students a robust foundation in financial knowledge, including investment strategies, behavioral finance, digital finance, and global market dynamics. The curriculum emphasizes core areas such as corporate finance, portfolio management, personal finance, money and banking, treasury management, and risk analysis, while integrating emerging technologies like artificial intelligence (AI) to enhance decision-making. Students will gain practical experience with financial tools and making data-driven decisions, preparing them to navigate the evolving landscape of fintech. Graduates will be equipped for careers in banking, investment management, financial planning, and corporate finance with knowledge and skills to pursue professional certifications in finance.

Coursework in this program provides a foundation for select industry certifications. These certifications enhance employment opportunities but are not a state specific requirement.

#### Program Outcomes

Upon completion of this program, the student should be able to:

1. Apply financial concepts to evaluate personal and corporate financial decisions.
2. Assess organizational performance, market trends, and behavioral decision-making.
3. Evaluate digital finance and its applications, including AI-driven platforms, to optimize financial performance.
4. Apply ethical reasoning and regulatory compliance in financial decision-making and reporting.
5. Analyze the roles and functions of financial institutions and monetary policy.
6. Apply global financial knowledge to solve financial challenges.

#### Program Content

A minimum of 120.00 semester credit hours is required for graduation.

#### Required Courses

All courses, 66.00 semester credit hours, are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
AC 231 Financial Management	AC 236	3.00
AC 236 Managerial Accounting	None	3.00
BU 106 Introduction to Business	None	3.00
BU 217 Business Ethics and the Legal Environment	BU 106	3.00
BU 231 Global Business Environment	None	3.00
BU 242 Creating Customer Value in the Digital Age	None	3.00
BU 245 Business Communication	None	3.00
BU 321 Business Statistics	None	3.00
BU 331 Managing Information Systems	None	3.00
BU 345 Project Management or BU 631 Project Management for Business Leaders	None	3.00

<b>Course Number and Name</b>	<b>Prerequisites/Corequisites</b>	<b>Semester Credit Hours</b>
BU 351 Introduction to Business Analytics or BU 683 Foundations of Business Analytics for Leaders	None	3.00
BU 380 Strategic Leadership or BU 531 Strategic and Risk Management for Business Success	None	3.00
BU 423 Entrepreneurial Strategy	None	3.00
BU 427 Change Management	None	3.00
EC 101 Principles of Economics or BU 520 Integrated Economics and Decision-Making	None	3.00
FI 338 Corporate Finance and Strategy or FI 501 Managerial Corporate Finance	AC 236, EC 101 or None	3.00
FI 462 Investment Analysis and Behavioral Finance	AC 236, EC 101	3.00
FI 463 Personal Finance	AC 236, EC 101	3.00
FI 464 Money and Banking or FI 510 Financial Institutions and Markets	AC 236, EC 101 or FI 501	3.00
FI 465 Treasury Management	AC 236, EC 101	3.00
FI 466 Fintech, Blockchain, and Digital Finance or FI 515 Fintech and Digital Finance	AC 236, EC 101 or FI 501	3.00
HR 321 Human Capital in Organizations or BU 525 Strategic Human Capital	None	3.00

### Open Elective Courses

A minimum of 12.00 semester credit hours is required. Eligible students can take approved dual credit graduate level courses to complete a portion of the open electives requirement.

### Dual Credit Courses

Eligible students can replace up to 12.00 semester credit hours of the core program requirements with approved dual credit graduate level coursework. A total of 12.00 graduate semester credit hours can be taken throughout the student's program.

<b>Graduate Program</b>	<b>Applicable Dual Credit Courses</b>
Master of Business Administration Master of Business Administration in Healthcare Management Master of Business Administration in Project Management	BU 520 Integrated Economics and Decision-Making BU 525 Strategic Human Capital BU 531 Strategic and Risk Management for Business Success BU 631 Project Management for Business Leaders
Master of Business Administration in Business Analytics	Choose 4: BU 520 Integrated Economics and Decision-Making BU 525 Strategic Human Capital BU 531 Strategic and Risk Management for Business Success BU 631 Project Management for Business Leaders BU 683 Foundations of Business Analytics for Leaders
Master of Science in Business Analytics	BU 683 Foundations of Business Analytics for Leaders
Master of Science in Finance	FI 501 Managerial Corporate Finance FI 510 Financial Institutions and Markets FI 515 Fintech and Digital Finance

### Required Capstone or Internship

4.00 semester credit hours are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
BU 490 Capstone Project	Final Semester.	4.00
BU 494* Internship	Final Semester.	4.00

\* Online students in some states may not be allowed to take this internship due to state restrictions.

### Required Courses in General Education

Students enrolled in this bachelor's degree must complete a minimum of 36.00 semester credit hours in general education distributed among the following disciplines. Refer to the General Education section of the catalog for specific information about courses within each discipline. Courses transferred from other accredited colleges may also be used to meet these requirements.

- EN 104 English Composition I, Semester Credit Hours: 3.00
- EN 111 Information Literacy, Semester Credit Hours: 3.00
- EN 116 Speech, Semester Credit Hours: 3.00
- EN 304 English Composition II, Semester Credit Hours: 3.00
- HU 140 Cultural Diversity, Semester Credit Hours: 3.00
- HU 240 Introduction to Humanities, Semester Credit Hours: 3.00
- HU 340 Humanities and Contemporary Popular Culture, Semester Credit Hours: 3.00
- MA 109 College Algebra, Semester Credit Hours: 3.00
- MA 320 Statistics, Semester Credit Hours: 3.00
- SC 270 Environmental Literacy, Semester Credit Hours: 3.00
- PS 101 Psychology, Semester Credit Hours: 3.00
- SS 350 Social Issues and Technology, Semester Credit Hours: 3.00

### Personal and Professional Development Courses

All courses, 2.00 semester credit hours, are required.

Course Number and Name	Prerequisites/Corequisites	Semester Credit Hours
PD 121 Professional Development I	None	1.00
PD 202 Professional Development II	None	1.00

Distribution of Contact Hours by Course					
Course	Lecture Hours	Lab Hours	Internship Hours	Total Contact Hours	Credits
AC 231	45.00	0.00	0.00	45.00	3.00
AC 236	45.00	0.00	0.00	45.00	3.00
BU 106	45.00	0.00	0.00	45.00	3.00
BU 217	45.00	0.00	0.00	45.00	3.00
BU 231	45.00	0.00	0.00	45.00	3.00
BU 242	45.00	0.00	0.00	45.00	3.00
BU 245	45.00	0.00	0.00	45.00	3.00
BU 321	45.00	0.00	0.00	45.00	3.00
BU 331	45.00	0.00	0.00	45.00	3.00
BU 345	45.00	0.00	0.00	45.00	3.00
BU 351	45.00	0.00	0.00	45.00	3.00

BU 380	45.00	0.00	0.00	45.00	3.00
BU 423	45.00	0.00	0.00	45.00	3.00
BU 427	45.00	0.00	0.00	45.00	3.00
BU 490 (or BU 494*)	60.00	0.00	0.00	60.00	4.00
EC 101	45.00	0.00	0.00	45.00	3.00
FI 338	45.00	0.00	0.00	45.00	3.00
FI 462	45.00	0.00	0.00	45.00	3.00
FI 463	45.00	0.00	0.00	45.00	3.00
FI 464	45.00	0.00	0.00	45.00	3.00
FI 465	45.00	0.00	0.00	45.00	3.00
FI 466	45.00	0.00	0.00	45.00	3.00
HR 321	45.00	0.00	0.00	45.00	3.00
PD 121	15.00	0.00	0.00	15.00	1.00
PD 202	15.00	0.00	0.00	15.00	1.00
Electives	180.00	0.00	0.00	180.00	12.00
Gen Ed - Communications	180.00	0.00	0.00	180.00	12.00
Gen Ed – Humanities	135.00	0.00	0.00	135.00	9.00
Gen Ed – Mathematics	90.00	0.00	0.00	90.00	6.00
Gen Ed - Science	45.00	0.00	0.00	45.00	3.00
Gen Ed – Social and Behavioral Sciences	90.00	0.00	0.00	90.00	6.00
<b>Totals</b>	<b>1800.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1800.00</b>	<b>120.00</b>
*Totals with Internship BU 494 Internship: 0/0/180/180	1740.00	0.00	180.00	1920.00	120.00

### New Course Descriptions

<b>BU 423 Entrepreneurial Strategy</b>	This course introduces students to the core principles and strategic frameworks essential for launching and sustaining successful entrepreneurial ventures. Students will explore the entrepreneurial mindset, opportunity identification, business model development, and strategic planning. Emphasis is placed on evaluating market potential, crafting a value proposition, securing resources, and formulating competitive strategies. Students will develop practical skills to navigate the challenges faced by startups and innovative enterprises.
<b>BU 427 Change Management</b>	This course explores the theories, models, and practical approaches to managing change within organizations. Students will examine the drivers of organizational change, resistance to change, and strategies for successful implementation. Emphasis is placed on understanding the human and strategic elements of change, including communication, leadership, stakeholder engagement, and organizational culture.
<b>FI 338 Corporate Finance and Strategy</b>	This course explores how financial theory informs strategic business decisions, including capital budgeting, capital structure, and value creation. Students will learn to evaluate investment opportunities, assess financial risk, and develop strategies for mergers, acquisitions, and corporate restructuring. The course emphasizes the integration of financial data into strategic planning processes.
<b>FI 462 Investment Analysis and Behavioral Finance</b>	This course provides a dual perspective on investing by combining traditional valuation techniques with insights from behavioral finance. Students will analyze securities such as stocks, bonds, and derivatives, while also exploring portfolio theory, market efficiency, and psychological biases. The course equips students to build robust investment strategies grounded in both rational analysis and behavioral understanding.

<b>FI 463 Personal Finance</b>	This course equips students with essential life skills in managing finances through hands-on application of budgeting, credit, investing, insurance, and retirement planning. Students will apply time value of money principles and financial analysis techniques to create comprehensive personal financial plans. Emphasis is placed on informed decision-making, financial literacy, and long-term wealth-building.
<b>FI 464 Money and Banking</b>	This course explores the critical role of financial institutions and central banks in shaping economic outcomes. Students will analyze monetary policy, money supply, inflation, interest rates, and the structure of banking systems, both in the U.S. and globally. The course covers key themes such as financial crises, credit creation, and the evolving role of central banks in modern economies.
<b>FI 465 Treasury Management</b>	This course focuses on the core responsibilities of a corporate treasury function, including cash flow forecasting, liquidity management, and short-term financing. Students will learn to evaluate financial risks, manage foreign exchange exposures, and implement treasury policies that support operational efficiency. The course emphasizes tools and strategies to optimize financial performance in global and domestic contexts.
<b>FI 466 Fintech, Blockchain, and Digital Finance</b>	This course examines innovations transforming the financial services landscape, including blockchain, cryptocurrency, robo-advisors, and decentralized finance (DeFi). Students will evaluate the technological, regulatory, and strategic dimensions of fintech, while gaining hands-on exposure to emerging digital tools. This course explores how digital finance is redefining payments, lending, investing, and compliance.