



Certificate in Finance

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The Certificate in Finance provides an overview of key financial issues that support managerial decision-making. Students will develop and apply critical thinking skills to the analysis of capital markets, capital investments, and capital management. Valuation, risk-and-return relationships, and cost of capital will also be addressed. Throughout the Certificate in Finance program, an emphasis is placed on the practical and actionable understanding of finance practices for small business ventures.

To earn the Certificate in Digital Marketing, students must complete 15 credit hours, as defined below, with a grade of "C" or better.

Course Number	Course Title	Course Description	Credits
BUS 201	Intro to Environment of Business	Introduces the functional areas and fundamental terminology of business environments. Topics engage students in current small business events through information evaluation and problem solving to better comprehend the business world.	3
FIN 201	Finance I	Surveys major topics in financial management, including the financial environment, financial goals of corporations, the agency problem between stockholders and top executives, the time value of money, the risk and return relationship, financial statement analysis, financial markets and institutions, and the valuation of securities.	3
FIN 203	Finance II	Covers the theory of corporate finance with emphasis on analytic and quantitative problem solving. Topics include risk measurement and management, the cost of capital, capital budgeting, capital structure, payout policy, valuation theory, market efficiency, and international finance. <i>Prerequisite: FIN201.</i>	3
FIN 205	Financial Analysis	Focuses on the use of financial statements in regards to financial decision making. Major topics include valuation, capital budgeting, and working capital management. <i>Prerequisite: FIN203</i>	3
FIN 299	Finance Project	Integrates major concepts and skills within the finance emphasis. Students apply finance principles to a prospective enterprise.	3

Total Accounting Certificate - 15