

FINANCE

Mission Statement

The mission of the College of Business is to provide a high quality, student-oriented, educational experience to undergraduate and graduate business students primarily from the Northwest Florida region. With focused priorities on teaching excellence, the development and dissemination of applied knowledge, and service to the external communities, the College of Business prepares students for successful careers in business and society and, in doing so, advances the educational and economic development of Northwest Florida.

Student Learning Outcomes

UWF Finance graduates should be able to do the following:

Content

- Develop facility in the use of terminology and concepts in the major areas of business:
 - Information Technology
 - Marketing
 - Management
 - Finance
 - Accounting
 - Economics
- Identify financial theories and information sources relevant to business decisions
- Apply financial frameworks in making business decisions.

Critical Thinking

- Identify and analyze key elements that comprise business problems/ opportunities
- Select and apply appropriate discipline frameworks to address business problems/opportunities
- Select and apply appropriate problem-solving techniques to business problems
- Integrate knowledge across business disciplines to formulate defensible strategic business decisions

Communication

- Create and deliver effective oral presentations
- Develop effective written presentations
- Contribute effectively to group discussions

Integrity/Values

- Recognize legal and ethical problems that occur in business contexts
- Select and defend an appropriate ethical and legal course of action

Project Management

- Design and execute reasonable timelines for project completion
- Collaborate effectively with diverse individuals
- Manage appropriately to facilitate project completion

Assessment of Student Learning Outcomes

In the Finance major, you will demonstrate specific knowledge and skills through quizzes, examinations, projects, and other assignments throughout the undergraduate program. For example, in the core BSBA course Policy Analysis & Formulation, you will be given an opportunity to demonstrate your academic accomplishments in a standard format through the production of a substantial case analysis. In most courses, you will have quizzes and examinations on the knowledge and skills covered in the respective course.

Job Prospects for Finance Graduates

Career opportunities for finance graduates include positions in:

Corporate Finance	Government
The Securities Industry	Health Care
Financial Services	

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