

**MAJOR GOALS AND LEARNING OUTCOMES FOR THE B.S. IN BUSINESS  
ADMINISTRATION/FINANCE MAJOR PROGRAM**

**Goal 1: Learn to assess a firm's financial condition.**

Learning Outcomes:

- Create and interpret financial statements
- Create and interpret cash flow statements

**Goal 2: Learn to value firms and projects.**

Learning Outcomes:

- Determine discount/hurdle rates
- Evaluate investments in working capital and long-term assets
- Apply valuation techniques, both DCF (discounted cash flow) and non-DCF
- Apply the contingent claims approach to valuation

**Goal 3: Learn to determine a firm's financing needs.**

Learning Outcomes:

- Design and analyze pro forma statements
- Determine composition of short and long term funds
- Identify and evaluate financing choices

**Goal 4: Learn to evaluate securities and manage portfolios**

Learning Outcomes:

- Apply models for pricing stocks, bonds, and derivative instruments
- Construct optimal portfolios
- Design hedging strategies to manage market risks (e.g. currency, commodity, economic and political)

**Goal 5: Learn to evaluate the economic, legal, regulatory, and industry environment, domestic and international, in which firms operate**

Learning Outcomes;

- Perform competitive and comparative analyses of industries
- Describe global capital markets