LORAS COLLEGE
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FINANCE (2021-2022)

Francis J. Noonan School of Business

James Padilla, J.D., Dean

The Loras College Finance program is designed to develop graduates who will be successful in their careers, while also taking care of the best interests of their clients, organizations, and communities. The goal of financial professionals is to help their clients and organizations (both for profit and non-profit) achieve their long-term goals. The Loras Finance curriculum is designed to prepare students for whichever path they choose to pursue in finance, including financial advising, wealth management, banking, insurance, investment analysis, or corporate finance.

Students must earn a cumulative average of 2.00 or better in all L.ACC, L.BAN, L.BUS, and L.CIT courses and complete a minimum of 12 credits of upper level courses in their major (beyond core and supporting) at Loras College, including the seminar course.

Please Note:

Students must get PRIOR written permission to transfer in credit once they have matriculated at Loras. Students wishing to take a summer school class on another campus must get written permission from the Dean of the School of Business or their designee BEFORE taking the class. If a student has taken courses on other campuses and then transfers to Loras the Dean of the School of Business or their designee may make a determination of those transfer credits.

Since students who are double majoring within the School of Business will not be taking L.BUS-490 more than once, **they need to complete an additional upper-level course in either major to replace the second seminar course when applicable.**

Student Learning Outcomes – Finance
1. The ability to analyze financial statements to evaluate company performance and strategy.
2. The ability to apply time value of money concepts to analyze the capital budgeting decisions and capital structure choices of businesses
3. Understanding of the concept of market efficiency and ability to analyze and evaluate/value a variety of financial assets
4. Understanding of the multiple types of exchange rate risk and how analyzing and applying strategies companies use to mitigate this risk
5. Analyzing the workings of financial markets and financial institutions and the importance of asymmetric information
6. The ability to apply theoretical, classroom learning in real world settings
7. Ability to effectively communicate financial analysis as expected across professional settings
8. Demonstrate a knowledge of and the ability to apply ethical standards, including Catholic Social Teaching (CST) and fiduciary principles, to moral dilemmas in finance

Requirements for the major in Finance (B.A.):

Req	Course	Cr's
1	L.COM-110: Oral Communication as Critical Inquiry	3
2	L.ECO-221: Principles of Microeconomics-QR	3
3	L.ECO-222: Principles of Macroeconomics-QR	3
4	L.ACC-227: Managerial Accounting	3
5	L.ACC-228: Financial Accounting	3
6	L.BUS-230: Principles of Management	3
7	L.BUS-240: Principles of Marketing	3
Select one from Req. 8		
8	L.MAT-115: Statistics-FM, QR	4
8	L.MAT-220: Probability and Statistics-QR	3
8	L.BUS-250: Business Statistics	3
9	L.CIT-221: Data Analysis	3
10	L.BUS-265: Financial Ethics-VX	3
11	L.BUS-350: Managerial Finance	3
12	L.BUS-352: Investments	3
13	L.BUS-353: Financial Institutions	3
14	L.BUS-351: International Finance	3
Select one from Req. 15		
15	L.BUS-358: LIFE Portfolio I	3
15	L.BUS-394: Internship (approved in Finance)	3
16	L.BUS-451: Intermediate Financial Management	3
17	L.BUS-490: Business Seminar-IN	3
Select one from Req. 18		
18	L.BUS-358: LIFE Portfolio I (if not used above)	3
18	L.BUS-394: Internship (if not used above)	3
18	L.BUS-458: LIFE Portfolio II	3
18	L.CFP-300: Financial Planning & Risk Management	3
18	L.CFP-320: Personal Tax Planning	3
18	L.CFP-330: Retirement Planning & Employee Benefits	3
18	L.CFP-340: Estate Planning	3
Select one from Req. 19		
19	An additional course from Req. 18 not used above	3
19	L.ACC-300+ (not L.ACC-394 or L.ACC-494)	3
19	L.BUS-317: Business Law I	3
19	L.BUS-344: Sales Management	3
19	L.ECO-345: Monetary Theory & Policy	3
19	L.ECO-419: Econometrics	3
57-58 total credits required		

FINANCIAL PLANNING AND WEALTH MANAGEMENT CFP MINOR (2021-2022)

Financial planning is about aligning values with actions. A comprehensive financial planner uses an integrated approach towards all aspects of a financial situation, including, but not limited to: Insurance & Risk Management, Investment Planning, Tax Planning, Retirement Planning, Employee Benefits, and Estate Planning. Though content is integral, the profession of planning additionally requires a commitment to ethics and awareness of behavioral finance, consumer psychology, family dynamics, customer service, and business development. In other words, a competent, comprehensive financial planner is a well-rounded individual who is interested in people and values service above self.

Loras College provides a differentiated program through our liberal arts tradition, Catholic Social Teaching foundation, and a curriculum based on ethical decision-making and reflective thinking. We appreciate many financial planners come to the industry from a variety of backgrounds and experiences, thus our Minor in Financial Planning & Wealth Management includes no prerequisites and is open to students of all majors and interests.

As we are a CFP® Registered Program, students with a minor in Financial Planning & Wealth Management will be eligible to sit for the CFP® Examination upon graduation.

Requirements for the minor in Financial Planning and Wealth Management:

A student must earn a cumulative average of 2.000 or better in all CFP courses. Students may "double count" a maximum of 6 credits in a minor.

Req	Course	Cr's
1	L.CFP-300: Financial Planning & Risk Management	3
Select one from Req. 2		
2	L.CFP-310: Portfolio Management & Communication	3
2	L.BUS-352: Investments	3
Select one from Req. 3		
3	L.CFP-320: Personal Tax Planning	3
3	L.ACC-455: Federal Income Tax I	3
4	L.CFP-330: Retirement Planning & Employee Benefits	3
5	L.CFP-340: Estate Planning	3
6	L.CFP-490: Applications in Financial Planning & Wealth Management	3
18 total required credits		

2021-2022 FINANCE COURSES:

L.BUS-230: Principles of Management

A general introduction to a distinct process existing in the business organization. Emphasis is placed upon fundamental managerial concepts such as decision making and coordination, managerial planning, organizing and authority relationships, and the nature of controlling in management. 3 credits.

L.BUS-240: Principles of Marketing
A managerial approach that integrates the theory and concepts a marketing manager must comprehend in order to make effective decisions. Special attention is given to the areas of product, place, promotion and pricing. 3 credits.

L.BUS-250: Business Statistics
An introduction to basic statistical measurements: sampling theory, including estimation of parameters, hypothesis testing and basic decision theory. Other topics include correlation analysis, time series analysis, seasonal fluctuations, trend fitting, and cyclical measurement. 3 credits.

L.BUS-251: From Mortgages to Madoff: Financial Fun in the 2000s-EI
The 2000s were a tumultuous time in the American society and the financial markets. Lives were disrupted – from Wall Street to Main Street. Bernie Madoff reignited the rage against Wall Street greed and the Financial Crisis exacerbated it. The objective of this course is to examine how the decisions and actions taken by Wall Street and legislators impact the lives of people across America. The human element inherent in financial risk-taking was in full-view throughout the decade of the 2000s. However, the origins of the 2000s did not begin with the internet, but rather the nurturing of an American financial culture based on independence, social Darwinism, and short-termism. Fall Term. 3 credits.

L.BUS-265: Financial Ethics-VX
This course is designed primarily for finance and accounting majors. It establishes sets of ethical foundations from a theoretical point of view, as well as examining ethical standards and practices for finance and accounting professionals, specifically those of Chartered Financial Analysts (CFAs), Certified Financial Planners (CFPs), and Certified Public Accountants (CPAs). These foundations and standards are then applied to various case studies.

L.BUS-317: Business Law I
A study of the foundations of legal systems, of the role of business ethics and corporate social responsibility, of the formation and operation of contracts, and of the laws regarding negligence, property and government regulation of business. 3 credits.

L.BUS-331: Organizational Behavior
This course explores the roles of the employee within the organizational structure. Case studies are examined to show the theoretical and actual applications of the text material. Topics include leadership, motivation, interpersonal and group dynamics, stress, communication, and the union's role in the organization. Prerequisite: L.BUS 230. 3 credits.

L.BUS-333: Entrepreneurial Experience
This course studies entrepreneurship as a process of economic and/or social value creation, rather than the single event of opening a business. Reflecting on recent research, the course focuses on opportunity recognition, assembly of the financial and human resources needed to develop the idea and launching the new venture. Prerequisite: L.BUS-230. 3 credits.

L.BUS-335: Human Resource Management
An intensive study of the field of management, which is concerned with planning, organizing and controlling the functions of procuring, developing, maintaining and utilizing a labor force. Prerequisite: L.BUS-230. 3 credits.

L.BUS-341: Marketing Ethics-AV
This course takes a managerial approach that integrates the theory and concepts a marketing manager must comprehend in order to make effective and morally acceptable marketing decisions, especially in the areas of product, place, pricing and promotion, and the moral issues related to them. Students will consider how to move beyond standard business methods of making decisions to learning how to make ethical and moral marketing decisions through applying key ethical theories to the challenges faced by a marketer. Students will consider the following questions: how can a marketer identify ethical issues? How can a marketer apply different ethical theories

to a marketing decision? What should a marketer do when faced with a moral dilemma? Prerequisites: L.LIB-100, L.LIB-105, LIB-110 and one course from L.LIB-130, L.LIB-135, or L.LIB220. 3 credits.

L.BUS-343: Marketing Management
This course explores the problems confronting marketing managers in the formation of marketing policies using an experiential-based approach to the comprehensive study and analysis. Active learning assignments, a marketing simulation and a marketing plan may be included in the course. Active learning assignments, a marketing simulation and a marketing plan may be included in the course. Prerequisite: L.BUS-240. 3 credits.

L.BUS-344: Sales Management
An application of the management approach to an analysis of the sales executive's duties, responsibilities and role as decision-maker. The course explores the areas of recruiting, training, compensating, motivating and evaluating a sales force. Prerequisites: L.BUS-230 and 240. 3 credits.

L.BUS-345: Retail Administration
Survey of retailing and its role in distribution. Management policy areas studied include administrative organization, locational decisions, buying, pricing, merchandising, sales promotion, personnel and overall planning and coordination in retailing firms. Analysis of illustrative cases. Prerequisites: L.BUS-230 and 240. 3 credits.

L.BUS-346: Advertising/Marketing Communications
Introduces students to advertising's/marketing communication's role as a vital tool in the distribution of goods and services. It is structured to meet the needs of those wishing to secure a solid foundation for further work in the field as well as aiding those who seek a basic knowledge of the place of advertising/marketing communication in the business and social environment. Prerequisite: L.BUS-240. 3 credits.

L.BUS-348: International Marketing
This course provides a global orientation to the study of marketing. The cultural environment of the global marketer is reviewed throughout every area of the course. All marketing decisions are studied through an understanding and appreciation of different cultures. Within this context, the course will cover how to assess global marketing opportunities and how to develop global marketing strategies. Prerequisite: L.BUS-240. 3 credits.

L.BUS-349: Consumer Behavior
Provides the student with a usable, managerial understanding of consumer behavior, particularly as it relates to sales, marketing, advertising and promotion management. Consumers are studied in four ways: as individuals, as decision-makers, as members of a group, and as members of a culture. Prerequisite: L.BUS-240. 3 credits.

L.BUS-350: Managerial Finance
An introductory course covering the principles of business financial management focusing on the tools of financial management, the financial environment, working capital management, capital budgeting, the cost of capital and capital structure decisions. Prerequisites: L.ACC-227. 3 credits.

L.BUS-351: International Finance
This course examines issues that arise from conducting business or investing in multiple national currencies. Students will learn how to value projects or investment vehicles in countries using a currency other than the home currency of a business or investor. Difficulties that arise from various types of cross-currency risk are examined, as are strategies that can be employed to mitigate those risks, including the use of financial derivatives like futures, options, and swaps. Prerequisites: L.BUS-350. 3 credits.

L.BUS-352: Investments
An introductory course covering the principles of security analysis and valuation of stocks and bonds. An in-depth study of the value and growth approach to investing. Students will be responsible for best practice readings from the world of finance along with several projects and research assignments designed to increase their understanding of security analysis. Prerequisite: L.BUS-350. 3 credits.

L.BUS-353: Financial Institutions
An overview of financial markets, financial institutions and how those institutions impact flow and cost of funds through the domestic and global economy. Markets include money markets, capital markets, primary and secondary markets, mortgage markets, stock, bond and derivative markets as well as international currency markets. Institutions include commercial banks, credit unions, savings institutions, pension funds, life insurance companies, mutual funds, and investment banks. Prerequisites: L.BUS-350 or instructor approval. 3 credits.

L.BUS-354: Personal Financial Planning
This course overviews personal financial planning issues and tools with topics that include goal setting, managing cash and budgeting, taxes, wise use of credit, purchasing decisions, risk management, investments and retirement and estate planning. Ethics and values in personal finance will also be addressed. The course is targeted to both business and non-business majors. Students desiring finance major elective credit should consult the instructor. 3 credits.

L.BUS-358: L.I.F.E: Portfolio Applications I
This course applies financial theory to the actual management of an investment portfolio for the Loras College endowment, combining lecture and independent research, with heavy emphasis on outside projects. Students learn the basics of security research and analysis and the interpretation and application of economic data to investment management decisions. Students present their methodology, reasons and results to the administration or board of regents. Prerequisite: L.BUS-352. 3 credits.

L.BUS-360: Business as a Calling
This course integrates the principles of Catholic Social Teaching into decisions that business professionals make about the daily operations and future of their business and their own individual professional development and career plans. Students will explore the discussion of work as a job, work as a career, and work as a vocation. 3 credits.

L.BUS-366: Morals and Money-VX
This class will examine the themes of Catholic Social Thought: human dignity, the common good, stewardship, option for the poor, subsidiarity, and solidarity—and apply them to critical issues in the global economy. Additionally, students will probe the four philosophical transcendentals--truth, beauty, goodness and unity—and appreciate how the conscious recognition of each can assist an organization to operate with excellence and provide its members with happier lives. Prerequisites: L.LIB-230, L.LIB-235, L.CTL-230 or L.HON-235. 3 credits.

L.BUS-370: International Business
An introduction to issues facing organizations in a global economy. Includes a study of the environmental factors affecting international business; the economic theories behind international trade, development and investment; and the strategies and structure of multinational enterprises. 3 credits.

L.BUS-379: The Rise & Fall of the Celtic Tiger-AC
Much has been written about the economic rollercoaster the Irish economy has experienced over the last 30 years. This course will use the "Celtic Tiger" as a gateway into looking at not only the history of the Irish economy, but as a way to define, compare and contrast culture through an economic lens. Prerequisites: L.LIB-100, L.LIB-105, L.LIB-110, and one course from L.LIB-130, L.LIB-135, or L.LIB-220. 3 credits.

L.BUS-394: Business Internship
Provides college credit for work experiences related to the major program. Proposals arranged in consultation with division faculty and approved by Division Chair. Credit varies. Internships cannot be used for electives in the business majors or minors.

L.BUS-418: Business Law II
Topics include the law of partnerships and corporations, sales contracts, negotiable instruments, secured transactions, bankruptcy, agency, insurance, and trusts and estates. Not open to first year students. 3 credits.

L.BUS-432: Operations Management

This course is designed to acquaint students with the long-run and short-run problems that must be solved in managing the operations function of both manufacturing and service industry firms. Major problem areas including plant location, process design, technology selection, production scheduling, product quality and factor allocation are examined, and decisions rendered employing both quantitative and graphic methods. Prerequisites: L.BUS-230 and L.BUS-250 or L.MAT-115 or L.MAT-220. 3 credits.

L.BUS-433: Global Leadership

Leadership has been frequently heralded by writers and executives as the key to sustained competitive advantage on the part of U.S. organizations. In addition, it is clear that the possession of leadership qualities and the display of leader behavior are requirements for individuals attempting to progress in their careers. It is important for aspiring managers to learn about the nature of effective leadership and how they can develop their own competencies in this area. Students in this course will explore issues of leadership and 193

2021-2022 FINANCIAL PLANNING AND WEALTH MANAGEMENT COURSES:

L.CFP-300: Financial Planning & Risk Management

The Minor in Financial Planning & Wealth Management is open to students of all majors and interests. CFP 300 provides an introduction to knowledge students will need working as financial services' professionals. Course includes: the financial planning process; legal, ethical, and regulatory issues affecting personal financial planners; and time value of money concepts. The course continues with a discussion of the principles of risk management and insurance, allowing the student to identify a client's risk exposure and select appropriate risk management techniques concerning life, accident/health, disability, property and casualty, and long-term care insurance. Topics covered align with the requirements of the CFP Board's Principal Topics List. 3 credits.

L.CFP-310: Portfolio Management & Communication

The Minor in Financial Planning & Wealth Management is open to students of all majors and interests. Course will teach students how to educate, guide, and advise clients on goals-based portfolio management. Instruction is designed to provide students with an introduction to modern portfolio theory, measuring risk and return, portfolio development and analysis, asset allocation and portfolio diversification, equity and bond valuation and derivatives. Intention is for students to gain enough familiarity with investment concepts to form their own opinions to aid in career direction. Topics covered align with the requirements of the CFP Board's Principal Topics List. 3 credits.

Note: Students can also take BUS 352: Investments to satisfy this component of the Minor in Financial Planning & Wealth Management. BUS 352 will count as part of the CFP® education coursework.

L.CFP-320: Personal Tax Planning

The Minor in Financial Planning & Wealth Management is open to students of all majors and interests. This course is designed to provide students with an introduction to individual income tax fundamentals and the calculation of income tax. In addition, the tax issues surrounding business entities, disposition of property and tax basis is discussed. Students are introduced to AMT, passive activity rules, charitable contributions and tax minimization strategies. Topics covered align with the requirements of the CFP Board's Principal Topics List. 3 credits.

Note: Students can also take ACC 455: Federal Tax I to satisfy this component of the Minor in Financial Planning & Wealth Management. However, ACC 455 will not count as part of the CFP® education coursework.

L.CFP-330: Retirement Planning & Employee Benefits

The Minor in Financial Planning & Wealth Management is open to students of all majors and interests. This course will provide students with an introduction to retirement planning and employee benefits, including public and private retirement plans as well as group and fringe benefits. Specifically, the course will cover the public retirement plans including Social Security, Medicare and Medicaid as well as the private plans including both defined benefit and defined contribution plans. In addition, the course will provide students with an understanding of the regulatory provisions associated with the installation, administration and termination of retirement plans, the specific characteristics of the various plans available including qualified, non-qualified and other tax advantaged plans. Finally, the course will detail employee group and fringe benefits and the taxation of these benefit plans, and the issues that individuals face in retirement. Topics covered align with the requirements of the CFP Board's Principal Topics List. 3 credits.

L.CFP-340: Estate Planning

The Minor in Financial Planning & Wealth Management is open to students of all majors and interests. The estate planning course cultivates a foundation of knowledge students need working as financial services professionals. Topics will include: the estate planning process and the basic documents needed for an estate plan, such as a will, durable power of attorney for healthcare and an advanced medical directive. The course continues with a discussion regarding property ownership, assets that pass through and around the probate process, gift and estate taxes, and planning techniques to reduce an individual's tax liability. Topics covered align with the requirements of the CFP Board's Principal Topics List. 3 credits.

L.CFP-490: Applications in Financial Planning & Wealth Management

The Minor in Financial Planning & Wealth Management is open to students of all majors and interests. Applications in Financial Planning & Wealth Management is a capstone requirement for all students who declare a minor in this field. Prior to taking this course, students should have completed four of the five previous courses in the Minor curriculum. It is an individualized, competency-based course which connects instruction and experiences to the body of related skills and knowledge that affect a significant portion of one's performance in a given profession. Course utilizes competency-based learning objectives, as approved by the CFP Board. This form of instruction will provide a detailed summary of learner effectiveness relative to the role of the personal financial planner, while also informing subsequent education and experiences relative to this course. Topics covered align with the requirements of the CFP Board's Principal Topics List. Prerequisites: CFP-300, CFP-310, CFP-320, CFP-330, CFP-340. One prerequisite can be taken concurrently with CFP 490. 3 credits.

change associated with the growth in the international marketplace. This course will examine a variety of business and leadership practices with emphasis on global organizational values, business plans, diversity, challenges, and culturally appropriate strategies for success in the rapidly changing world of international and multinational business. Prerequisite: L.BUS-230 and Senior status. 3 credits.

L.BUS-447: Marketing Research

A comprehensive and practical study of the full range of activities involved in marketing research in business and other organizations. The entire research process is examined through the completion of a formal research project. Prerequisite: L.BUS-240. 3 credits.

L.BUS-451: Intermediate Financial Management

This course is an intensive study of corporate financial management. The emphasis is on a detailed in-depth analysis of various topics of corporate financial management including risk analysis, capital asset pricing model, valuation, capital budgeting, capital structure decisions and cost of capital. Individual and group cases will be used to assess student mastery of these topics. The changing values of corporate governance and social responsibility are also discussed. Prerequisite: L.BUS-350. 3 credits.

L.BUS-458: L.I.F.E: Portfolio Applications II

Continuation of L.BUS-358. Students will be responsible for the management and performance of the investment portfolio. Duties will include determining economic conditions, formulating the asset and sector allocations, researching and investing in individual securities that fit the parameters of the class model, monitoring performance results in comparison to the appropriate benchmark, and executing purchases and sales when appropriate. Prerequisites: L.BUS-358 and instructor permission. 3 credits.

L.BUS-461: Human Resource Selection & Evaluation

Design and implementation of an effective selection and performance evaluation program including: role of job analysis, reliability and validity of human resource measures, description and evaluation of selection instruments (application form, reference check, interview and tests) and performance evaluation methods, and legal and ethical issues. Prerequisite: L.BUS-335. 3 credits.

L.BUS-490: Business Seminar-IN

This course brings together students from all the business disciplines to collaborate and work through problems and challenges of working in today’s business world as part of a business team in a business simulation. Additionally, students will model the best practices of leading executives and businesses by planning, leading and taking part in local community service projects. Finally, students will meet and network with local, regional and national business professionals. Requirements: Senior status and major in finance, management, marketing, MIS, or general business. 3 credits.

L.BUS-494: Business Internship

Provides college credit for work experiences related to the major program. Proposals arranged in consultation with division faculty and approved by Division Chair. Credit varies. Internships cannot be used for electives in the business majors or minors.