

# FINANCE AND BUSINESS ECONOMICS

## Elective Course Guide for Marshall FBE Emphasis

2021-22

Finance and Business Economics examines the decision-making process and role of markets in allocating real and financial resources. This includes theory and applications used to address challenges and solve problems in areas including business planning and consulting, evaluation of capital investments and corporate strategies, risk management, industrial organization and business-related public policy.

The Finance and Business Economics Emphasis gives students the opportunity to develop the skills necessary to work at a high level of expertise in a broad range of industries and careers such as: commercial and investment banking, corporate financial management and strategy, asset and wealth management, consulting, insurance, mergers and acquisitions, venture capital and private equity.

The field of finance is changing rapidly. Students completing the emphasis will develop the basic tools and skills necessary to adapt to these changes and develop creative, practical and efficient solutions to exploit business opportunities and manage financial challenges facing our society.

Below is a brief description of various career opportunities and suggested electives for each area.

1. **Corporate Finance** focuses on: creating value by enhancing operating performance; optimizing capital structure and corporate payouts; improving investor relations and capital market interactions (for example to support debt and equity issuance; corporate risk management; and evaluating strategic initiatives, investment proposals, and corporate restructuring (such as acquisitions and divestitures). This encompasses central principles of finance such as: net present value, market efficiency, agency costs, incremental cash flow, information asymmetries, adverse selection, arbitrage, portfolio theory, asset pricing, international finance, and sustainable growth. Representative positions and job functions include: corporate financial analyst, business analyst, and positions within Financial Planning & Analysis (FP&A), Business Development/Corporate Development, Corporate Strategy/Strategic Planning, Mergers & Acquisitions, Treasury, and Investor Relations. Faculty Advisor: Scott Abrams
  - Key courses: FBE 432, FBE 421
  - Relevant courses: FBE 402, FBE 403, FBE 405, FBE 416, FBE 424, FBE 429, FBE 431, FBE 433, FBE 436, FBE 437, FBE 458, FBE 459, FBE 460, FBE 462
  - Other Marshall courses: ACCT 370, ACCT 415, ACCT 416, BAEP 452, BAEP 469, BUCO 425, DSO 424, DSO 427, MOR 385, MOR 421, MOR 465, MOR 492

2. **Investment Management** focuses on investments in publicly traded assets, including stocks, bonds, commodities and other asset classes made by institutional investors such as hedge funds and mutual funds. The wide variety of clientele, asset classes and investment strategies mean different positions often require very different knowledge and skills. Nevertheless, an emphasis on economic principles and analysis is common. Some positions and firms place a heavy emphasis on quantitative analysis and skills, while others have a more qualitative approach. Fund sizes and number of investors can also vary significantly across firms and products, as can the regulatory framework. Common positions and functions include analysts, portfolio managers, sales and trading, capital raising, due diligence, risk management and compliance. Faculty Advisor: Shane Shepherd

- Key courses: FBE 421, FBE 441
- Relevant courses: FBE 405, FBE 416, FBE 423, FBE 424, FBE 431, FBE 435, FBE 440, FBE 443, FBE 453ab, FBE 459
- Other Marshall courses: ACCT 415, ACCT 416, DSO 424, DSO 464

3. **Investment Banking** covers a range of services including corporate finance, mergers and acquisitions, and sales and trading. (Investment management is also common, but discussed separately above.) Corporate finance professionals provide financial advice to corporate clients and help them raise capital via the design, pricing and underwriting of financial securities. Mergers and acquisitions groups provide strategic advice to corporate clients to enhance value through mergers, acquisitions and restructuring. Sales and trading departments conduct capital market transactions for investing clients and proprietary trading, and facilitates capital market efficiency via market making and securities design. Investment banking analysts require thorough market knowledge and modeling and valuation expertise, including financial statement analysis and competitive and industry analysis. Faculty Advisor: Brian Little

- Corporate Finance
  - Key courses: FBE 432
  - Relevant courses: FBE 405, FBE 421, FBE 424, FBE 429, FBE 431, FBE 433, FBE 435, FBE 437, FBE 458, FBE 459, FBE 460
  - Other Marshall courses: ACCT 370, ACCT 415, ACCT 416, MOR 421, MOR 465, MOR 492
- Mergers and Acquisitions
  - Key courses: FBE 460
  - Relevant courses: FBE 402, FBE 405, FBE 421, FBE 423, FBE 424, FBE 429, FBE 431, FBE 432, FBE 458
  - Other Marshall courses: ACCT 370, ACCT 415, ACCT 416, MOR 421, MOR 465, MOR 469, MOR 492
- Sales and Trading
  - Key courses: FBE 440
  - Relevant courses: FBE 405, FBE 424, FBE 435, FBE 441, FBE 443, FBE 453ab, FBE 459
  - Other Marshall courses: DSO 424, DSO 427

4. **Private Equity and Venture Capital** firms primarily invest in private companies. Venture capital invests in relatively young companies to fund the launch, early development and/or expansion of the business. Private equity typically invests in established firms via leveraged buyouts, minority equity investments, or mezzanine capital like subordinated debt or preferred stock. Both typically require substantial investor involvement in value creation within the portfolio holdings. Analyst positions focus on financial forecasting, valuation and due diligence. More senior positions involve portfolio management, portfolio company oversight and advisory, and capital raising. Faculty Advisor: Steve Moyer
  - Key course: FBE 423
  - Relevant courses: FBE 421, FBE 431, FBE 432, FBE 433, FBE 437, FBE 441, FBE 458, FBE 460
  - Other Marshall courses: ACCT 415, ACCT 416, ACCT 462, BAEP 451, BAEP 452, MOR 421
  
5. **Commercial Banks** provide banking services to individuals, small businesses and large organizations. In addition to business and consumer loans, banks may provide services such as private banking, estate planning, and trust and insurance products. Banks may also own registered investment advisors that focus on managing equity, fixed income and blended portfolios for individuals and institutional clients. Large banks often have investment banking divisions that serve middle market and large corporate and institutional clients with debt and equity underwriting, mergers and acquisitions, loan syndications, debt and equity sales, trading, and hedging products related to equity, commodities, and interest rate risk. Positions in commercial banking include credit analysts, loan officers, branch managers, trust officers, mortgage bankers, private client services, wealth managers, and business planning. Faculty Advisor: Fatemeh Ibrahimi-Nazarian
  - Key course: FBE 424
  - Relevant courses: FBE 402, FBE 403, FBE 405, FBE 421, FBE 431, FBE 432, FBE 435, FBE 436, FBE 437, FBE 440, FBE 458, FBE 459, FBE 460
  - Other Marshall courses: ACCT 415, ACCT 416
  
6. **Economic and Financial Consulting** advises and supports corporations, investment managers, law firms, lobbyists, and policy makers by conducting economic, financial, accounting and marketing research and analysis needed in interactions with governmental bodies and courts. Consultants also support corporate strategic planning by assessing value and advising on potential opportunities and risks. Consultants often identify and work with subject matter experts to support their research and analysis. Entry positions include financial analysts, business analysts, economic analyst and competition analysts. Senior positions, like partners and directors, solicit business, oversee engagements and projects, and manage client relations. Faculty Advisor: TBD
  - Key course: FBE 416
  - Relevant courses: FBE 402, FBE 403, FBE 421, FBE 424, FBE 429, FBE 431, FBE 432, FBE 433, FBE 436, FBE 458, FBE 462

- Other Marshall courses: DSO 424, DSO 427, DSO 458, MOR 462
6. **General Financial Management** is for students with a strong interest in finance but who have not yet identified a particular career path in the field. Students who complete coursework in general financial management will understand key institutional details and finance principles used by corporations operating in modern financial markets. This broad preparation is ideal for students interested in sampling a variety of applications of financial analysis. Students can choose electives to gain exposure to a range of financial problems and applications. Faculty Advisor: Ty Callahan
- Key courses: FBE 432, FBE 441, FBE 421
  - Relevant courses: FBE 402, FBE 403, FBE 405, FBE 416, FBE 421, FBE 424, FBE 429, FBE 431, FBE 436, FBE 437, FBE 440, FBE 458, FBE 459, FBE 460, FBE 462
  - Other Marshall courses: BUCO 425, MOR 421, MOR 465

**Corporate Compliance and Risk Management** – Enterprise risk management is crucial for organizations. Understanding and managing financial risk is a key component of enterprise risk management. The [Risk Management Minor](#) program prepares students to work within the risk management area of an organization or within the professional services companies that provide risk management products and advice to organizations. See the Risk Management Minor for details.

**Real Estate Finance** – The Geoffrey H. Palmer Real Estate Finance Program provides specialized knowledge and skills for students wishing to work in real estate finance and development. Students with a specific interest in real estate finance should consider enrolling in the [Real Estate Finance Emphasis](#) program.