



Why Major in Finance?

The finance degrees and programs offered at the Reiman School of Finance teach you not only how to use your financial acumen and leadership skills to respond to immediate challenges, but also how to anticipate changes and adapt to them.

You will have the opportunity to focus building a career pathway on a wide range of opportunities within the finance industry. Your curricular, extracurricular, and internship experiences will prepare you for careers in: (1) business finance; (2) financial institutions that provide services such as commercial and investment banking, provision of capital, and strategic advice; (3) investments; and (4) wealth management industry.

The Reiman School has relationships with several organizations that sponsor premier credentials in finance.

The Chartered Financial Analyst (CFA) is the standard for individuals focused on investment analysis. The BSBA in Finance at Daniels is recognized as a University Partner by the CFA Institute based on inclusion of a significant portion of the CFA Program Candidate Body of Knowledge (CBOK) in our curricula. Information on CFA Programs is at: <https://www.cfainstitute.org/pages/index.aspx>

The CERTIFIED FINANCIAL PLANNER™ designation is the standard of excellence in financial planning. Students who major in finance and complete the wealth management track coursework satisfy the Registered Program requirements of the Certified Financial Planner Board of Standards. Students completing the wealth management track are eligible to sit for the rigorous CFP® exam. More information and registration for students can be found at: <https://www.cfp.net/>

Students taking the investments class gain exposure to the Chartered Market Technician[®] (CMT) credential. The CMT is the preeminent, global designation for practitioners of technical analysis. The CMT Awarded to those who demonstrate a mastery of a core body of knowledge of investment risk in portfolio management settings. <https://cmtassociation.org/chartered-market-technician/>

Career Tracks and Finance Electives

- **Business Finance Track** – Focus on corporate finance, financial planning and analysis, treasury management, or non-profit financial management in the business finance track. Students in this track can choose an array of applicable courses including financial planning and analysis, financial modeling, treasury management, advanced business valuation, sustainable finance, fixed income analysis, and strategic finance. Some also customize by taking courses in investment banking, as they're linked to the market interface with the corporation's capital needs.

Career paths: corporate finance, financial planning and analysis, treasury management, nonprofit finance

Some FIN electives you can take: Financial Modeling, Sustainable Finance, Treasury Management, Corporate Finance Theory



Students have interned or taken full-time jobs at: Arrow Electronics, Ball Corporation & Ball Aerospace Technologies Corporation, Blue Origin

- **Financial Institutions Track** – Students who focus on financial institutions can develop expertise within several different types of financial organizations, including investment banks, commercial banks, venture capital, private equity and insurance companies. Along with taking key coursework in areas like investment banking and external finance, financial modeling, equity analysis, advanced business valuation, Walk Down Wall Street and strategic finance, students often get hands-on experience via internships in this track.

Career paths: investment banking, commercial banking, venture capital, private equity, insurance

Some FIN electives you can take: Financial Modeling, Commercial Bank Management, Advanced Business Valuation, Investment Banking and External Finance, Walk Down Wall Street Travel Class

Students have interned or taken full-time jobs at: First Bank, Capstone Partners, First Republic Bank, US Bank, SDR Ventures

- **Investments Track** – Students in this track have a range of opportunities that the customizing coursework and experiential activities can facilitate. For example, our investments track students have had internships and jobs in asset management firms, hedge funds, start-up capital enterprises and nonprofit foundations. Deepen your focus on the investments field with courses like financial markets and instruments, equity analysis, advanced portfolio analysis, derivatives, sustainable finance, and fixed income analysis. There's even an opportunity to take courses managing student-run funds in our Marsico Investment Center.

Career paths: asset and portfolio management, hedge funds, start-up capital firms, nonprofit foundations

Some FIN electives you can take: Fixed Income Securities, Analysis of Derivatives, Reiman Fund I and II, Equity Analysis

Students have interned or taken full-time jobs at: Colorado Impact Fund, Oppenheimer Funds, Charles Schwab, Fidelity Investments

- **Wealth Management Track** – Interested in working in the rapidly growing area of wealth management? Students in this track have opportunities from a wide range of applicable classes. As wealth managers can have an asset management focus or work directly with either business clients or families on financial goals, students can customize the track not only with wealth-oriented courses but related courses in business finance, investments, and capital markets from the tracks above.

Career paths: wealth management, asset management, financial advising, consultancy, family offices

Some FIN electives you can take: Personal Finance, Life Cycle Financial Planning, Wealth Management

Students have interned or taken full-time jobs at: Plante Moran, Goldman Sachs, Morgan Stanley, TIAA



Key Skills/Competencies

Key skills for financial careers include both hard and soft skills. You will learn both through the Reiman School's curated courses.

Hard Skills	Soft Skills
<ul style="list-style-type: none">• Financial Statements/Budgeting/Planning	<ul style="list-style-type: none">• Communication
<ul style="list-style-type: none">• Quantitative Analysis	<ul style="list-style-type: none">• Relationship Management
<ul style="list-style-type: none">• Research & Synthesis	<ul style="list-style-type: none">• Marketing and Persuasive Sales
<ul style="list-style-type: none">• Project Management & Organization	<ul style="list-style-type: none">• Decision Making/Problem Solving/ Initiative
<ul style="list-style-type: none">• Advanced Excel and PowerPoint	<ul style="list-style-type: none">• Flexibility/Adaptability/Focus

Is a Finance major right for you?

Still unsure if you should major in Finance? Schedule a session with a Career Counselor, attend one of our Finance Club events, and network with employers that hire Finance majors and engage alumni who majored in Finance through Employer Visits. You may also schedule time through the various departments to meet with a faculty member to explore their perspectives on individual career paths.

Contacts in the Reiman School

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