



## ROCHESTER UNIVERSITY

# ACCOUNTING & FINANCIAL STUDIES

Do you have a head for numbers or a knack for money management and investing? A bachelor of business administration degree in accounting or financial planning may be right for you. Accounting plays a vital role in running a business by helping to track income and expenditures and provide management and investors with the financial information needed to make business decisions. A major in financial planning will prepare you with a blend of business fundamentals and financial planning knowledge so you can become an expert resource in investing, budgeting and money management for businesses or individuals.

## YOU HAVE AN EPIC STORY TO TELL

College should be more than just getting a degree. At RU, we prepare you for your professional and personal future. Our combination of general education classes — in addition to your major courses — will give you **equipment for living** so that you can live an **EPIC** life.

- EXPLORE.** Understand the world in all its beauty, diversity and complexity.
- PREPARE.** Gain knowledge and skills to serve in your business or organization.
- INTEGRATE.** Connect and apply knowledge in your professional and personal life.
- CALLING.** Discern what God has called you to be and do.



## WHAT CAN I STUDY?

### ACCOUNTING

Our BBA in accounting prepares you to become a trusted adviser who can interpret numbers to direct corporate strategy. Accounting graduates will be prepared to handle a broad range of responsibilities including forecasting, internal controls and decision support. In addition to coursework, you will develop leadership and business skills through a combination of professional development opportunities, mentoring, volunteerism, internships and apprenticeships.

Our goal is to prepare students for careers in the accounting field, continued education, and the following exams: the Certified Managerial Accountant Exam, Certified Public Accountant Exam, or the Internal Auditor Exam.

### FINANCIAL PLANNING

Our BBA in financial planning prepares you with a blend of business fundamentals and financial planning knowledge needed to serve as expert resources in investing, saving and money management. This program can be completed fully online, or through a combination of online and seated classes.

The program provides readiness preparation for graduates to sit for board certification.



## WHAT WILL I LEARN?

Accounting and financial planning majors will learn:



### CRITICAL THINKING

Professional graduates think critically and apply systems thinking to decision making.



### PROBLEM-SOLVING AND APPLICATION

Professional graduates apply functional area concepts and theories appropriately.



### PROFESSIONAL COMMUNICATION

Professional graduates communicate effectively by preparing and delivering oral and written presentations using appropriate technologies.



### SOCIAL AND ETHICAL RESPONSIBILITY

Professional graduates align personal, professional and organizational conduct with ethical and professional standards of conduct including an understanding of corporate social responsibility.



### VOCATIONAL AWARENESS

Professional graduates demonstrate an understanding of God's ongoing story in the world and their responsibility to God, self, organization, and the world as a part of that ongoing story.

## WHAT ABOUT MY CAREER?

After you graduate with an accounting degree, you can pursue positions as a:

- Accountant
- Auditor
- Certified Public Accountant
- Budget Analyst
- Tax Examiner
- Financial Examiner
- Financial Analyst

After you graduate with a financial planning degree, you can pursue positions as a:

- Financial Planner
- Budget Analyst
- Investor
- Private Investor

## BUSINESS CORE

In addition to your major course requirements, all business majors are required to complete the business core, which includes classes in:

- Statistics
- Economics
- Marketing
- Management
- Organizational behavior
- Corporate responsibility and social enterprise.

This ensures that all business graduates are well-rounded and prepared for the professional world.

## ACCOUNTING majors also will learn:



### TECHNICAL COMPETENCY

Professional graduates prepare, apply, interpret and evaluate financial and non-financial information in accordance with approved accounting standards to assist them in making business and organizational decisions.



### ETHICAL CONDUCT

Professional graduates analyze, assess and respond to ethical challenges faced in a business environment using historical events, the AICPA Code of Professional Conduct, and the student's own moral code to act in an ethical and professionally responsible manner.

## WHAT OUR ALUMNI SAY



**Laura Corp**  
Class of 2016

“Attending a small college gave me countless opportunities to be involved, to lead, to serve. These experiences gave me a chance to ‘fail’ in a safe setting, and to succeed in some too. I’ve found myself in small organizations and a small college where I could be in communities that impact people positively and help fix some broken systems. That started for me at Rochester and carries on with me today.”

# WORK FROM THE HEART