

FINANCE

Develop the skills to navigate today's fast-paced financial world. Finance at Franklin blends theory, practice, and experiential learning to prepare you for careers in banking, business, and global markets.

LUGANO, SWITZERLAND

FRANKLIN SWITZERLAND
U.S. UNIVERSITY & SWISS UNIVERSITY INSTITUTE

MAJOR OVERVIEW

The Finance major provides a comprehensive foundation in financial theory and practice, equipping students to analyze and address real-world financial challenges. You will explore financial economics and financial management, understand market behavior and price formation, and learn strategies businesses use to create value. Through lectures, case studies, simulations, and experiential opportunities, the program develops both analytical expertise and practical skills for dynamic careers or advanced study in finance and related fields.

YOUR DEGREE

A 120-CREDIT DEGREE DESIGNED AROUND YOUR INTERESTS

To earn a Bachelor's degree at Franklin, students must complete 120 credits across university-wide core requirements, major requirements, and elective courses. The curriculum combines a shared liberal arts foundation with specialized study in your chosen major, giving you both breadth and depth throughout your undergraduate experience.

CORE REQUIREMENTS

Courses and academic experiences shared by all Franklin students, designed to build essential skills and knowledge across disciplines.

MAJOR REQUIREMENTS

Courses specific to your chosen major, including foundational, required, and elective courses within the discipline

INTERDISCIPLINARY ELECTIVES

Courses selected from across Franklin's curriculum to explore additional interests and complement your major.

Shared by all Franklin students

66 CREDITS

CORE REQUIREMENTS	WHAT IT DEVELOPS
First-Year Seminar, 3 credits	Introduces students to Franklin's liberal arts approach and develops critical thinking, academic research, and communication skills.
Academic Travel, 12 credits	Connects classroom learning with experiential study across different cultural and geographic contexts.
Academic Writing, 12 credits	Develops written and oral communication skills for academic and professional contexts.
Global Responsibility, 18 credits	Examines intercultural competencies, international engagement, and social responsibility.
Modern Language, 15 credits	Builds language skills and cultural literacy, with a focus on Swiss languages.
Quantitative Literacy, 6 credits	Develops the ability to interpret, analyze, and communicate numerical information and data.

Please note: in some cases, courses may fulfill both a Core Requirement and a Major Requirement.

FINANCE REQUIREMENTS — 51 CREDITS

FOUNDATION COURSES — 21 credits

BUS 115	Financial Accounting
BUS 135	International Business
BUS 226	Managerial Finance
BUS 243	Personal Finance
ECN 100	Principles of Macroeconomics
ECN 101	Principles of Microeconomics

REQUIRED COURSES — 24 credits

BUS 358	Financial Markets and Institutions
BUS 405	Portfolio Analysis and Asset Management
BUS 453	Fintech
ECN 320	Games and Strategic Decision Making
ECN 325	Money, Banking and Financial Markets
ECN 365	Investment Analysis I
ECN 366	Investment Analysis II (Corporate Finance)
ECN 387	Introduction to Econometrics

MAJOR ELECTIVES — 3 credits

One of the following

BUS 426	International Financial Management
ECN 319	Behavioral Economics
ECN 494	Internship in International Banking and Finance

CAPSTONE COURSE — 3 credits

ECN 496	Senior Capstone in Economics and Finance

*The remaining credits required to complete the degree are fulfilled through **interdisciplinary electives,** allowing students to explore courses across Franklin's academic offerings.*

PROGRAM PILLARS

CORE EDUCATION BUILT AROUND KEY COMPETENCIES

- Aligned with employer expectations
- Designed to be AI-resistant and future-proof.

SWITZERLAND AS THE CLASSROOM

- Home to one of the world's strongest banking sectors
- Lugano as a leading center for FinTech
- Zurich and Geneva as global wealth-management hubs within close reach

EXPERIENTIAL LEARNING THROUGH

- Academic Travel that connects theory with real-world applications
- I-credit, practitioner-led courses
- Guest lectures from experts in banking, asset management, and FinTech

CLICK HERE TO **LEARN MORE** ABOUT THE MAJOR

3-YEAR OPTION

This major is also available as a three-year accelerated bachelor's degree for students who qualify for advanced standing based on their high school academic credentials. Students admitted with 30 U.S. credits of advanced standing receive a head start on their university studies, allowing them to complete their degree in three years.



GET TO KNOW OUR FACULTY



DAVID SULEIMAN

Associate Dean
for Institutional Effectiveness,
Associate Professor and
Program Director, Finance



CHARLES BURKE

Associate Professor,
Data Science



TATIANA BALUSHKINA

Assistant Professor,
International Management



VERA DIANOVA

Assistant Professor,
Economics



MARIO SCHULTZ

Assistant Professor,
International Management



LUCA COLOMBO

Adjunct Professor, Economics



GORAN PATRICK FILIC

Adjunct Professor,
Political Science

ACADEMIC TRAVEL

EXPERIENCE THE PLACES YOU STUDY

Academic Travel courses allow students to learn beyond the classroom by exploring real-world environments alongside knowledgeable and passionate professors, turning travel destinations into immersive, living classrooms.

EXPLORE SOME MAJOR-RELATED ACADEMIC TRAVELS

BUS 243T PERSONAL FINANCE - GERMANY
Learn practical tools for managing personal finances, from budgeting and credit to investing. Apply financial concepts firsthand during visits to institutions like the ECB and the Frankfurt Stock Exchange.

LEARN MORE ABOUT ACADEMIC TRAVEL AND EXPLORE OUR COURSES



WHY CHOOSE FRANKLIN?

Dual Accreditation
United States (MSCHE) & Switzerland (Swiss Accreditation Council)

Residential Campus
with 6 residence halls

350+ Students representing
55+ Countries
8K+ Alumni Community

Academic Travel
once a Semester for Experiential Learning

19 Majors
1 Master
(Master of Arts in Sustainability and Transformation)

Language
Programs fully taught in English

Small Class Sizes
with 16 students on average; 10:1 student-to-faculty ratio

Career-Ready Graduates
75% of Franklin students secure full-time employment within 6 months of graduating; 95% within 12 months.



HOW TO APPLY

1. **Online Application**
   Apply online through our **website** or **Common App.**
2. **Academic Transcripts**
   Submit at least 3 years of High School transcripts.
3. **Personal Statement**
   Share what motivates you, the experiences that have shaped you, and the goals you hope to achieve.
4. **Recommendation Letter**
   The recommendation letter can come from a teacher, counselor, or other staff member who is well acquainted with your academic profile.
5. **English Proficiency (if required)**
   If your studies were not in English, submit a TOEFL, IELTS, or Duolingo.
6. **WELCOME TO FRANKLIN**

HAVE QUESTIONS?

Write to our counselors at **admissions@fus.edu** or visit **www.fus.edu**