

# ECONOMICS, BUSINESS, COMPREHENSIVE MAJOR

(Code 360-002)

## University Requirements

### GRADUATION REQUIREMENTS FOR BACCALAUREATE DEGREE

#### Credit Requirements

Minimum total for graduation <sup>1</sup>	120
Upper division credits (courses numbered 300 and higher)	39
Liberal Education Core ( <a href="http://catalog.uwec.edu/undergraduate/graduation-requirements/#header1">http://catalog.uwec.edu/undergraduate/graduation-requirements/#header1</a> )	36
Academic Concentrations ( <a href="http://catalog.uwec.edu/undergraduate/graduation-requirements/#header16">http://catalog.uwec.edu/undergraduate/graduation-requirements/#header16</a> )	
Grade Point Requirements ( <a href="http://catalog.uwec.edu/undergraduate/graduation-requirements/#header14">http://catalog.uwec.edu/undergraduate/graduation-requirements/#header14</a> ) <sup>2</sup>	
Total	2.00 average
Resident	2.00 average
Major	2.00 average
Minor	2.00 average
Certificate	2.00 average
University Residency Requirements ( <a href="http://catalog.uwec.edu/undergraduate/graduation-requirements/#header15">http://catalog.uwec.edu/undergraduate/graduation-requirements/#header15</a> )	
Minimum total	30
Senior year	23
Major, Standard, upper division in residence	12
Major, Comprehensive, upper division in residence	21
Certificate	25 percent of credits

#### Procedures Required for Graduation

Obtain admission to the degree program and/or the College offering it.

Apply for graduation on CampS.

<sup>1</sup> Certain programs exceed this minimum.

<sup>2</sup> See special requirements in each College.

## Applicability of Credits Toward Graduation

**Junior College or Two-Year College Credits.** A maximum of 72 semester credits earned in a junior college or two-year college will be accepted as degree credits at UW-Eau Claire.

**Extension Credits.** Credits earned in credit outreach courses offered by UW-Eau Claire are treated as resident credits. Credits earned in extension courses offered by other units of the University of Wisconsin System are treated as transfer credits. All other (non-UW) extension and correspondence credits are normally limited to one-fourth of the total required for graduation from any curriculum.

**WTCS Credits.** A maximum of 72 semester credits earned in college parallel programs at Madison Area Technical College, Milwaukee Area Technical College, Nicolet Area Technical College, or Chippewa Valley Technical College may be accepted as degree credits at UW-Eau Claire. A set number of general education courses will be accepted from other technical schools.

Occupational and technical courses may also be considered for transfer if the quality and content of the course work from the technical college is judged to be comparable to course work at UW-Eau Claire. Refer to the Transfer Credit Wizard ([https://my.uwec.edu/psp/PUBLIC/EMPLOYEE/HRMS/c/EAU\\_SS\\_CUSTOM.EAU\\_TRNCRDWZ.GBL](https://my.uwec.edu/psp/PUBLIC/EMPLOYEE/HRMS/c/EAU_SS_CUSTOM.EAU_TRNCRDWZ.GBL)) or contact the UW-Eau Claire Admissions Office for information about the current transfer policy.

**USAFI Credit.** UW-Eau Claire will accept up to 32 semester credits for work done through the United States Armed Forces Institute, under the provision for non-UW correspondence credit (see Extension Credits above).

**Activity Credit (band, chorus, drama, KINS 100-184 courses)** Students may count toward graduation no more than one credit of KINS 110-184 courses. Students may count toward graduation no more than four credits earned in any single activity course and no more than 12 credits resulting from any combination of activity courses (excluding KINS 110-184 courses).

**Other Restricted Credits.** For other University restrictions, see the following: Cooperative Education; Credit by Examination; Satisfactory/Unsatisfactory Registration; Transfer of Credits. College or departmental restrictions may also be placed on Independent Study (399-499 courses), Directed Study (395-495), and other types of credits.

### APPLICABILITY OF CREDITS TOWARD GRADUATION

	Credit Restrictions
<b>Satisfactory/Unsatisfactory</b>	
Total degree credit	maximum 12
Major, Standard	maximum 1 course
Major, Comprehensive	maximum 2 courses
Minor	maximum 1 course
<b>Credit by Examination</b>	
Total degree credit	maximum ¼ of total
Major or minor	maximum ½ of total
<b>Two-Year College Credits</b>	
Total degree credit	maximum 72 credits
<b>Activity credit (band, chorus, drama, KINS 100-184)</b>	
Total KINS 100-184	maximum 1 credit
Total Band, chorus, drama	maximum 12 credits
Single course band, chorus, drama	maximum 4 credits
<b>Extension credits</b>	
UW-System	no maximum
Other extension/correspondence	maximum ¼ of total
<b>USAFI</b>	
USAFI	maximum 32 credits

## Liberal Education Core

The University of Wisconsin-Eau Claire measures learning outcomes to ensure that its graduates have achieved a liberal education and prepared themselves

to contribute to a complex society. Upon graduation, each undergraduate will have met the five learning goals of our liberal education core and the 12 learning outcomes they comprise.

LIBERAL EDUCATION CORE REQUIREMENTS	a minimum of 36 credits
<b>Knowledge Goal</b>	
Knowledge Outcome 1 (K1): Natural Sciences ( <a href="http://catalog.uwec.edu/undergraduate/attribute-k1/">http://catalog.uwec.edu/undergraduate/attribute-k1/</a> )	Two (2) learning experiences
One experience in laboratory science must be selected from either K1 or K2.	
Knowledge Outcome 2 (K2): Social Sciences ( <a href="http://catalog.uwec.edu/undergraduate/attribute-k2/">http://catalog.uwec.edu/undergraduate/attribute-k2/</a> )	Two (2) learning experiences
One experience in laboratory science must be selected from either K1 or K2.	
Knowledge Outcome 3 (K3): Humanities ( <a href="http://catalog.uwec.edu/undergraduate/attribute-k3/">http://catalog.uwec.edu/undergraduate/attribute-k3/</a> )	Two (2) learning experiences
Knowledge Outcome 4 (K4): Fine Arts ( <a href="http://catalog.uwec.edu/undergraduate/attribute-k4/">http://catalog.uwec.edu/undergraduate/attribute-k4/</a> )	One (1) learning experience
<b>Skills Goal</b>	
Skills Outcome 1 (S1): Written and Oral Communication ( <a href="http://catalog.uwec.edu/undergraduate/attribute-S1/">http://catalog.uwec.edu/undergraduate/attribute-S1/</a> )	Two (2) learning experiences
One S1 must meet the University Writing Requirement ( <a href="http://catalog.uwec.edu/undergraduate/graduation-requirements/#header10">http://catalog.uwec.edu/undergraduate/graduation-requirements/#header10</a> )	
Skills Outcome 2 (S2): Mathematics ( <a href="http://catalog.uwec.edu/undergraduate/attribute-S2/">http://catalog.uwec.edu/undergraduate/attribute-S2/</a> )	One (1) learning experience
One S2 to meet the University Mathematics Requirement ( <a href="http://catalog.uwec.edu/undergraduate/graduation-requirements/#header11">http://catalog.uwec.edu/undergraduate/graduation-requirements/#header11</a> )	
Skills Outcome 3 (S3): Creativity ( <a href="http://catalog.uwec.edu/undergraduate/attribute-S3/">http://catalog.uwec.edu/undergraduate/attribute-S3/</a> )	One (1) learning experience
<b>Responsibility Goal</b>	
Responsibility Outcome 1 (R1): Equity, Diversity, and Inclusivity ( <a href="http://catalog.uwec.edu/undergraduate/attribute-R1/">http://catalog.uwec.edu/undergraduate/attribute-R1/</a> )	Two (2) learning experiences
One R1 must satisfy Design for Diversity ( <a href="http://catalog.uwec.edu/undergraduate/attribute-DDIV/#header13">http://catalog.uwec.edu/undergraduate/attribute-DDIV/#header13</a> )	
Responsibility Outcome 2 (R2): Global Perspectives ( <a href="http://catalog.uwec.edu/undergraduate/attribute-R2/">http://catalog.uwec.edu/undergraduate/attribute-R2/</a> )	One (1) learning experience
Responsibility Outcome 3 (R3): Civic and Environmental Issues ( <a href="http://catalog.uwec.edu/undergraduate/attribute-R3/">http://catalog.uwec.edu/undergraduate/attribute-R3/</a> )	One (1) learning experience
<b>Integration Goal</b>	
Integration Outcome 1 (I1): Integration ( <a href="http://catalog.uwec.edu/undergraduate/attribute-I1/">http://catalog.uwec.edu/undergraduate/attribute-I1/</a> )	Two (2) learning experiences
<b>Service-Learning Goal</b>	

Service-Learning (<http://catalog.uwec.edu/undergraduate/attribute-SL/#header13>) 30 hours

## College Degree Requirements Bachelor of Business Administration Degree Requirements

### Credits for Graduation

All candidates for the BBA degree need a minimum of 120 credits to graduate, to include a minimum of 48 semester credits in courses other than those offered by the College of Business. The Health Care Administration major is exempt from the 48-credit requirement.

### Student Professional Development Program

All students pursuing a major in the College of Business must complete the Student Professional Development Workshops. All students pursuing a minor in the Department of Management and Leadership Programs must complete the Student Professional Development Workshops. The program is designed to equip students with the skills needed to present themselves professionally during their job search and upon entering their chosen careers. Students are strongly encouraged to complete the workshops prior to the end of their third semester on campus. The workshops are prerequisites for a number of 300-level courses in the College of Business Core and need to be completed prior to registration for those courses.

The program consists of four workshops: The Business Professional, Professional Image, Professional Etiquette, Professional Networking Event. For more information, visit the College of Business website (<http://www.uwec.edu/academics/college-business/academic-resources/student-professional-development-program/>).

### Grade Point Requirements

Candidates for the BBA degree must earn a minimum GPA of 2.00 in their major and in courses taken in residence. (See the special requirements for the Comprehensive Major in Health Care Administration. (<http://catalog.uwec.edu/undergraduate/business/management-leadership/health-care-administration-comprehensive-major-bba/>)) If a minor is required, or is to be listed as an official minor, the candidate must earn a minimum GPA of 2.00 in the minor.

- Unless otherwise indicated, no College of Business course may be taken on a Satisfactory/Unsatisfactory basis as part of a major, minor, or certificate described by one of the departments in the College of Business. This excludes courses that are only offered on an S/U basis. Specific programs (major, minor, certificate) may have additional requirements. Please check program requirements.
- Business courses may be taken on a Satisfactory/Unsatisfactory basis only concurrent with or following completion of the student's major or business minor.

## Major Requirements

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Proficiency Requirement:

MATH 111 or MATH 114 or equivalent. Does not count toward credits in the major.

### The BUSCORE

The BUSCORE is the common body of courses taken by all BBA students with the exception of the Health Care Administration major. It consists of the following courses:

Code	Title	Credits
<b>BUSCORE Courses</b>		
ACCT 201	Introduction to Accounting	3
BCOM 206	Business Writing <sup>1</sup>	2
BCOM 207	Business Presentations <sup>1</sup>	2
BLAW 305	Legal and Regulatory Environment	3
BSAD 180	Foundations for Success in Business	3
BSAD 300	Equity, Diversity, and Inclusion in the Workplace	1
FIN 320	Principles of Finance	3
IS 240	Information Systems in Business	3
MKTG 330	Principles of Marketing	3
MGMT 340	Organizational Behavior	3
MGMT 449	Strategic Management in a Global Business Environment <sup>2</sup>	3
OSCM 341	Operations Management	3
<b>Total Credits</b>		<b>32</b>

<sup>1</sup> Students must earn a grade of C or above in BCOM 206 and BCOM 207.

<sup>2</sup> MGMT 449 is a capstone course that requires prior completion of all other BUSCORE courses. This prerequisite is strictly enforced.

A Bachelor of Business Administration degree with a comprehensive major in economics consists of the 32-credit BUSCORE and completion of 31 additional credits as follows:

Code	Title	Credits
<b>Economics, Business, Comprehensive Major</b>		
ECON 103	Principles of Microeconomics	3
ECON 104	Principles of Macroeconomics	3
ECON 303	Intermediate Microeconomic Theory	3
ECON 304	Intermediate Macroeconomic Theory	3
ECON 316	Econometrics	3
MATH 246	Elementary Statistics <sup>1</sup>	4
Electives from the following courses, bringing total credits in the major to 63:		
ECON 308	Essentials of Managerial Economics	
ECON 311	History of Economic Thought	
ECON 318	Business Fluctuations and Forecasting	
ECON 321	Money and Banking	
ECON 325	Public Economics	
ECON 331	Government and Business	
ECON 335	Labor Economics	
ECON 351	International Economics	
ECON 353	Economics of Pacific Asia	
ECON 355	Economic Development	
ECON 366	Behavioral Economics	
ECON 375	Urban Economics	
ECON 399	Independent Study - Juniors	
ECON 491	Special Topics	
ECON 492	Honors Seminar	
ECON 494	Academic Internship	
ECON 495	Directed Studies	

ECON 496	Honors Independent Study
ECON 498	Professional Internship
ECON 499	Independent Study - Seniors
FIN 322	Investments
FIN 327	Long Term Financial Management
No more than two courses from the following:	
ECON 222	Introduction to Game Theory
ECON 250	Sports Economics
ECON 268	Environmental Economics
ECON 280	Health Economics
ECON 330	Experiences of Minoritized Groups in U.S. Economy
ECON/WGSS 337	Women and the Labor Market
ECON/LAS 356	Economic Development of Latin America
ECON 390	Global Economics Immersion Experience

<sup>1</sup> A student may substitute MATH 347 for MATH 246 in the major.

NOTE: A maximum of six credits earned in ECON 399, ECON 494, ECON 495, ECON 496, ECON 498, and/or ECON 499 may count toward the major.

## Program Learning Outcomes

Students in this program are assessed on their ability to meet the following COB learning goals:

- Written and Oral Communication: Students will be effective communicators.
- Problem Solving: Students will be effective problem solvers.
- BBA Common Body of Knowledge: Students will demonstrate discipline-specific knowledge (represented by the BUSCORE).

Additionally, students completing this program will be expected to meet the following learning outcomes:

- Use economic models (including supply and demand, models of the behavior of competitive and monopolistic firms, consumer optimization models, and macroeconomic models such as the Solow growth model, AS/AD model, and IS/LM model) to analyze economic behavior, social issues, and policy problems.
- Assemble and analyze economic data to test economic hypotheses.
- Effectively present their economic reasoning in concise written statements, extended research papers, or oral presentations.