

COLLEGE OF BUSINESS

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Additional information about the College of Business (<https://www.uwec.edu/academics/college-business/>) can be found on the college's website.

College of Business Vision and Mission

Our Vision

To be a leading regional College of Business recognized for our innovative teaching, distinctive academic programs, and value-added educational experiences.

Our Mission

"The College of Business prepares students for success"

If you complete a College of Business degree program, you are preparing yourself to achieve success, whether your next step is employment in your chosen field, graduate study, not-for-profit work, a new career, or a new direction for your current career. Our faculty deliver undergraduate and graduate programs designed to provide you with the knowledge and skills needed to achieve success throughout your career and life.

Undergraduate Learning Goals, Liberal Education, and Majors

The College of Business knows that oral and written communication skills and problem-solving skills are important to your success. Therefore, the College of Business designed its curriculum to provide you with repeated exposure to and mastery across all disciplines. The College of Business curriculum also builds on and enhances the campus liberal education core curriculum—further enhancing your ability to think critically and creatively. You will gain a broad-based exposure to the functional areas of business through the Business Core (BUSCORE). Then you can dive deeper into and gain a depth of study through the various majors associated with specific business functions. For those of you who know you want to major in business—or are exploring business—but are unsure which of our great majors to pursue, we have the structure you need in our "Pre-Business (<https://catalog.uwec.edu/undergraduate/business/pre-professional-programs/>)" curriculum. The effectiveness of integrating the college learning goals, the liberal education, and discipline-specific content is evidenced by the fact that College of Business students get jobs in their discipline—in most cases, before graduation.

Because the University uses a selective admissions process, the College of Business welcomes students who meet the University admissions criteria—no separate application is required.

Dean's List

At the end of each semester the University recognizes excellence in scholastic achievement by publishing the Dean's List. Admitted undergraduate students are eligible, if they meet the following criteria for the semester:

- earn a minimum of 12 credits,
- be in good academic standing,
- earn a minimum semester GPA of 3.70,
- have no courses with the following grades: Incomplete, Withdrawal, Audit, or Satisfactory/Unsatisfactory (except in courses that are offered only on the S/U grading system in which a grade of S has been earned),
- have no courses below the 100 level,
- have no repeats,
- have no professional semester courses taken in the term (ES 440, ES 441, ES 445, ES 446, ES 470, ES 471, ES 475; SEIP 470, SEIP 472, SEIP 475; UEC 470).

Dean's List students will receive notification and congratulations from the Dean.

Experience-Based Learning

As a College of Business student, you will broaden your education and gain additional skills and competencies through participating in learning experiences outside of the traditional classroom. The College of Business encourages you to participate in one or more of the following experience-based learning opportunities.

College of Business Internships

All College of Business undergraduate students are encouraged to participate in an internship during their course of studies (see the internship information on each department's webpage for more information). College-approved internships may be taken for credit or as a transcribed, non-credit activity. Credit internships generally involve a greater degree of faculty/staff oversight and/or peer interaction during the internship experience. This may take the form of internship site visits, online internship class discussions, faculty feedback on student journals, etc. Most of our College of Business students launch their first career from their internship.

General Internship Requirements

To be approved as a for-credit or transcribed, non-credit internship in the College of Business, the following minimum criteria must be satisfied:

- Students are expected to have relevant work assignments that provide value to the hosting organization, while engaged in college-level learning experiences. Most internship positions satisfying this requirement are paid positions. Department of Labor guidelines determine whether an intern should be treated as an employee under the Fair Labor Standards Act.
- Accordingly, and in compliance with the Fair Labor Standards Act, internships at "for profit" private sector organizations must offer at least the minimum wage and overtime compensation for hours worked over 40 in a workweek. Employers must communicate to the student whether the internship is paid or unpaid. Department of Labor interpretation of FLSA currently permits unpaid internships in public sector and non-profit charitable organizations where the intern volunteers without expectation of compensation.
- The employer must designate and provide contact information for an internship supervisor. The supervisor will provide mentoring and guidance during the internship and will submit an evaluation of student performance at the end of the internship.
- A transcribed, non-credit internship must provide (at a minimum) hours worked satisfying the requirements for a one-credit internship.

Internship Procedures

You will want to contact the department office for your College of Business major for additional, department-specific requirements and procedures regarding internship credit and transcribing. Each department has one

or more internship coordinators to guide you. Following is some general guidance:

- You are encouraged to utilize campus resources such as Career Services, fall and spring Career Conferences, student organizations, and other sources to secure internship employment opportunities.
- Your internship must be approved by the the internship coordinator or department chair prior to the work experience.
- If the internship is to be completed for university credit (see below), you must register for the appropriate internship course prior to the work experience.

Credit-Bearing Internships

Note: Credit internship registration is required for the internship to qualify as "Full Time Equivalent Enrollment Status (<http://catalog.uwec.edu/undergraduate/academic-policies-regulations/academic-definitions/#header7>)."

You may earn university credit for your internship work; most programs include internship credit as part of the major's elective credit requirement. The number of work hours required per credit earned will depend on department policy and the nature of the internship. Additionally, each department or program may limit the number of internship credits that may be applied toward major, college, or university graduation requirements.

To learn more about the Business Internship Program, please contact your department chair in the College of Business or a Business Career Counselor, located in Vicki Lord Larson Hall 2100, 715-836-3487. Additional information is available on each department's website, accessible via the College of Business (<https://www.uwec.edu/academics/college-business/>) website.

International Education

The College of Business faculty strongly encourage all business students to study abroad and/or complete an international internship. In today's business world there are no longer hundreds of isolated markets but rather many very interconnected markets within a global economy. Chances are high that you will end up in a career which will require knowledge and skills needed for operating effectively in the international markets. Employers are looking for individuals who demonstrate self-confidence, independence, global awareness, and knowledge of a multicultural world. To help you gain these skills and competencies, the University provides many opportunities for you to study outside of the United States. Additionally, since the College and the University want you to graduate on time, the College and the University have worked hard to find ways to have courses taken abroad or away contribute to the Liberal Education, 120-credit-graduation, or program requirements. Prior to departing, you will want to work with your advisor to select courses that transfer back. Your sample degree plan for your program includes study abroad institutions that are aligned with your program of study. Additional information about study abroad programs is available on the Center for International Education (<https://www.uwec.edu/academics/explore-opportunities/study-abroad/cie/>) website.

Faculty/Student Collaborative Research

UW-Eau Claire is nationally recognized for its undergraduate research. Even as a first-year student, you can work with a faculty member on an academic research project. Most students present their research at the University's Celebration of Excellence in Research and Creative Activity (CERCA) (<https://www.uwec.edu/offices-services/office-research-and-sponsored-programs/cerca/>) event. Some students also present at professional conferences and are listed as co-authors on research publications. You can also earn independent study credit for the experience. Completing undergraduate research is particularly beneficial for you, if you are considering graduate school. Additional information about faculty/student collaborative research

experiences is available from the Office of Research and Sponsored Programs (<http://www.uwec.edu/ORSP/>).

Business Student Organizations

Looking for your people? Check out the student business organizations. You don't have to be a member to attend meetings as you explore the different student organizations. Members network with professionals, go on field trips to businesses, plan meetings, organize fund-raising events, participate in social occasions, attend regional and national conferences, and build lasting friendships with other business students. Additional information is available on the Student Organizations in Business (<https://www.uwec.edu/academics/college-business/academic-resources/student-organizations/>) page of the College of Business website.

College of Business Scholarships

You very likely qualify for a scholarship. Check out the College of Business Scholarships (<https://www.uwec.edu/academics/colleges/college-business/college-business-scholarships/>) page on the College of Business website for an up-to-date listing of College of Business scholarships. Apply!

Special Course Options

Credit by Examination. Each department within the College of Business has established its own policy with respect to credit by examination. Contact the appropriate department chair for additional information.

Independent Study. Students who wish to undertake an independent study project must demonstrate academic capability and must secure, prior to registering, the consent of the chair of the department offering the independent study and the faculty member directing the study.

For further information, contact the appropriate College of Business department chair.

Master of Business Administration Graduate Degree Program

The UW-Eau Claire College of Business is a member and managing partner of the University of Wisconsin MBA Consortium program.

The purpose of the UW MBA Consortium program is to guide students in becoming effective leaders who possess broad, practical understanding of the business world and the dynamic, global environment in which it operates. The program is designed to develop each individual's ability to recognize the needs of customers, employees, stockholders, and other organizational stakeholders; secure competitive advantage through emphasis on quality, technology, and innovation; communicate effectively and interact with members of a diverse, global workforce and business environment; apply a variety of decision-making tools and techniques to dynamic business situations; and manage an organization in a socially responsible and ethical manner.

The program is designed to meet the needs of individuals currently in the work force who wish to pursue an MBA on a part-time basis while continuing their full-time employment. See the MBA Program (<https://catalog.uwec.edu/graduate/programs/mba-program/>) section of this catalog for further information and specific degree requirements.

Degrees and Curricula

Bachelor of Business Administration (BBA) Comprehensive Majors:

Accounting (<http://catalog.uwec.edu/undergraduate/business/accounting-finance/accounting-comprehensive-major-bba/>)

Business Communication (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/business-communication-major-bba/>)

Business Economics (<http://catalog.uwec.edu/undergraduate/arts-sciences/economics/economics-comprehensive-major-business-bba/>)

Business Finance (<http://catalog.uwec.edu/undergraduate/business/accounting-finance/business-finance-comprehensive-major-bba/>)

Entrepreneurship (<http://catalog.uwec.edu/undergraduate/business/management-leadership/entrepreneurship-comprehensive-major-bba/>)

Health Care Administration (<http://catalog.uwec.edu/undergraduate/business/management-leadership/health-care-administration-comprehensive-major-bba/>)

Human Resource Management (<http://catalog.uwec.edu/undergraduate/business/management-leadership/human-resource-management-comprehensive-major-bba/>)

Information Systems (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/information-systems-comprehensive-major-bba/>)

International Business (<http://catalog.uwec.edu/undergraduate/business/management-leadership/international-business-comprehensive-major-bba/>)

Management (<http://catalog.uwec.edu/undergraduate/business/management-leadership/management-comprehensive-major-bba/>)

Operations and Supply Chain Management (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/operations-supply-chain-management-comprehensive-major-bba/>)

Sport Management (<http://catalog.uwec.edu/undergraduate/business/management-leadership/sport-management-major-bba/#text>)

Marketing:

- General Marketing (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/marketing-comprehensive-major-bba/>)
- Marketing Analytics (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/marketing-comprehensive-major-marketing-analytics-bba/>)
- Professional Sales (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/marketing-comprehensive-major-professional-sales-bba/>)

Bachelor of Business Administration (BBA) Standard Major:

Business Administration (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/business-administration-major-bba/>)

Undergraduate Business Minors¹:

Accounting (<http://catalog.uwec.edu/undergraduate/business/accounting-finance/accounting-minor/>)

Business Administration (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/business-administration-minor/>)

Business Finance (<http://catalog.uwec.edu/undergraduate/business/accounting-finance/business-finance-minor/>)

Entrepreneurship (<http://catalog.uwec.edu/undergraduate/business/management-leadership/entrepreneurship-minor/>)

Information Systems (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/information-systems-minor/>)

International Business (<http://catalog.uwec.edu/undergraduate/business/management-leadership/international-business-minor/>)

Management (<http://catalog.uwec.edu/undergraduate/business/management-leadership/management-minor/>)

Marketing (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/marketing-minor/>)

Military Science and Leadership Minor¹:

Military Leadership (<http://catalog.uwec.edu/undergraduate/business/military-science-and-leadership/military-leadership-minor/>)

¹ All of the above minors are available to students outside of the College of Business. Course prerequisites should be taken into account when planning a minor area of study.

Double Major and Major/Minor Combinations Within the College of Business

Double Majors: Students may pursue a combination of comprehensive majors from different disciplines in the College of Business.

Major/minor Combination: Students can pursue major/minor combinations from different disciplines in the College of Business.

Business Administration Exception: Since the requirements for both the standard Business Administration major and the Business Administration minor consist mainly of the BUSCORE, which forms the core of all COB comprehensive majors, they cannot be combined with any COB comprehensive major.

Residency Requirements for College of Business Minors

At least 12 credits used to fulfill the requirements of a minor from the College of Business must be earned in residence. Resident credits do include credits earned through the National Student Exchange program and U.W. - Eau Claire study abroad programs.

College of Business Certificate Programs

College of Business certificate programs listed below may be used to satisfy university academic concentration requirements (<http://catalog.uwec.edu/undergraduate/graduation-requirements/#header12>). Certificate programs may also be used to enhance or complement a student's major or minor program.

Advanced Business Communication Certificate (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/advanced-business-communication-certificate/>)

Business Analytics Certificate (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/business-analytics-certificate/>)

Business Law Certificate (<http://catalog.uwec.edu/undergraduate/business/management-leadership/business-law-certificate/>)

Digital Marketing Analytics Certificate* (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/digital-marketing-analytics-certificate/>)

Entrepreneurship Certificate* (<http://catalog.uwec.edu/undergraduate/business/management-leadership/entrepreneurship-certificate/>)

Human Resources Certificate* (<http://catalog.uwec.edu/undergraduate/business/management-leadership/human-resources-certificate/>)

Information Systems Certificate (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/information-systems-certificate/>)

International Business Certificate* (<http://catalog.uwec.edu/undergraduate/business/management-leadership/international-business-certificate/>)

Leadership Studies Certificate* (<http://catalog.uwec.edu/undergraduate/business/management-leadership/leadership-studies-certificate/>)

Professional Sales Certificate* (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/professional-sales-certificate/>)

Sport Management Certificate (<http://catalog.uwec.edu/undergraduate/business/management-leadership/sport-management-certificate/>)

*This certificate does not satisfy university academic concentration requirements (<http://catalog.uwec.edu/undergraduate/graduation-requirements/#header12>) in combination with the Business Administration major.

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.