

MANAGEMENT, ENTREPRENEUR PROGRAM EMPHASIS, COMPREHENSIVE MAJOR

(Code 820-002)

University Requirements

Code	Title	Credits
GRADUATION REQUIREMENTS FOR BACCALAUREATE DEGREE		
Credit Requirements		
	Minimum total for graduation ¹	120
	Upper division credits (courses numbered 300 and higher)	39
	Liberal Education Core	36
	Academic Concentrations	
Grade Point Requirements ²		
	Total	2.00 average
	Resident	2.00 average
	Major	2.00 average
	Minor	2.00 average
	Certificate	2.00 average
University Residency Requirements ³		
	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.

¹ Certain programs exceed this minimum.

² See special requirements in each College.

³ See special requirements for the College of Education and Human Sciences.

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 four learning goals of our liberal education core and the 11 learning outcomes they comprise.

Code	Title	Credits
LIBERAL EDUCATION CORE REQUIREMENTS		
		a minimum of 36 credits
Knowledge Goal		
	Knowledge Outcome 1 (K1): Natural Sciences	Two (2) learning experiences

One experience in laboratory science must be selected from either K1 or K2.	
Knowledge Outcome 2 (K2): Social Sciences	Two (2) learning experiences

One experience in laboratory science must be selected from either K1 or K2.	
Knowledge Outcome 3 (K3): Humanities	Two (2) learning experiences

Knowledge Outcome 4 (K4): Fine Arts	One (1) learning experience
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Skills Goal

Skills Outcome 1 (S1): Written and Oral Communication	Two (2) learning experiences
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One S1 must meet the University Writing Requirement

Skills Outcome 2 (S2): Mathematics	One (1) learning experience
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One S2 to meet the University Mathematics Requirement

Skills Outcome 3 (S3): Creativity	One (1) learning experiences
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Responsibility Goal

Responsibility Outcome 1 (R1): Equity, Diversity, and Inclusivity	Two (2) learning experiences
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One R1 must satisfy Design for Diversity

Responsibility Outcome 2 (R2): Global Perspectives	One (1) learning experiences
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Responsibility Outcome 3 (R3): Civic and Environmental Issues	One (1) learning experiences
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Integration Goal

Integration Outcome 1 (I1): Integration	Two (2) learning experiences
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Service-Learning Goal

Service-Learning	30 hours
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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. The program is designed to equip students with the skills needed to present themselves in a professional manner during their job search and to other professionals once they enter their chosen careers. **Students are highly 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: Becoming a Business Professional, Professional Appearance, Developing your Professional Profile, and Professional Etiquette. 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 Accounting and Health Care Administration.) 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.

- No 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.
- 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

The program offers a unique learning experience for students who aspire to either start their own business or secure employment in a growth-oriented business. The program helps students to identify viable career options in entrepreneur/intrepreneur environments, to expand conceptual and creative approaches to the entrepreneurial process, and to develop a repertoire of venture management skills. "Hands on" experiences with many guest speakers, field trips, and special projects are emphasized. The students expand their creativity into a viable business plan that is the major project for the program. The program combines formal education with practical applications to develop skills in leadership, needs assessment, opportunity identification, resource development, strategic thinking, and risk taking. The ultimate goal of the program is to give the student an in-depth broad-based and practical education on the foundation of entrepreneurship.

Proficiency Requirements

Proficiency requirements include basic prerequisite courses and/or entry-level competencies for the major. These are not counted as credits in the major.

Code	Title	Credits
ECON 103	Principles of Microeconomics	3
ECON 104	Principles of Macroeconomics	3
MATH 109	Algebra for Calculus ¹	4
MATH 246	Elementary Statistics	4

¹ MATH 109 or beyond, or competency to enter MATH 111

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
BUSCORE Courses		
ACCT 201	Principles of Accounting I	3
BCOM 206	Business Writing ¹	2
BCOM 207	Business Presentations ²	2
IS 240	Information Systems in Business	3
BSAD 300	Diversity in the Workplace	1
BSAD 305	Legal and Regulatory Environment	2
FIN 320	Principles of Finance	3
MKTG 330	Principles of Marketing	3

MGMT 340	Organizational Behavior	3
MGMT 341	Operations Management	3
MGMT 449	Strategic Management in a Global Business Environment ³	3
Total Credits		28

- ¹ Students who earn less than a B- (B minus) in BCOM 206 must complete BCOM 216 with a grade of C or above.
- ² Students must earn a B- (B minus) or higher in BCOM 207.
- ³ MGMT 449 is a capstone course that requires prior completion of all other BUSCORE courses. This prerequisite is strictly enforced.

Requirements for the Entrepreneur Emphasis

Sixty semester credits, including the 28 credit BUSCORE plus 32 additional credits as follows:

Required Courses		18
ACCT 312	Managerial Accounting	3
BSAD 306	Business Law	3
MGMT 371	Introduction to Entrepreneurship	3
MGMT 373	New Venture Feasibility	3
MGMT 374	New Venture Start-Up and Growth	3
MGMT 471	Business Plan Considerations and Drafting	3
Entrepreneur Program Electives - Select from the following:		14
MGMT 342	Quality Management	
MGMT 343	Supply Chain Management	
MGMT 344	Quantitative Methods for Management and Operations	
MGMT 347	Risk Management and Insurance	
MGMT 349	Human Resource Management	
MGMT 398	Internship Program I	
MGMT 414	Small Business Consulting	
MGMT 461	Lean Manufacturing Systems and Concepts	
BSAD 180	Foundations for Success in Business	
MKTG 334	Marketing Research	
MKTG 337	Professional Selling	
MKTG 372	Advanced Marketing for Entrepreneurs	
MKTG 425	Marketing in Service Organizations	

HIP Assessment

Management majors with Entrepreneur program emphasis must complete the High Impact Practices (HIP) assessment during their last semester.