ECONOMICS, BUSINESS, COMPREHENSIVE MAJOR

(Code 360-002)

University Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>GRADUATION REQUIREMENTS FOR BACCALAUREATE DEGREE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Credit Requirements</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Minimum total for graduation</td>
<td>120</td>
</tr>
<tr>
<td></td>
<td>Upper division credits (courses numbered 300 and higher)</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>Liberal Education Core</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>Academic Concentrations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Grade Point Requirements</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>2.00 average</td>
</tr>
<tr>
<td></td>
<td>Resident</td>
<td>2.00 average</td>
</tr>
<tr>
<td></td>
<td>Major</td>
<td>2.00 average</td>
</tr>
<tr>
<td></td>
<td>Minor</td>
<td>2.00 average</td>
</tr>
<tr>
<td></td>
<td>Certificate</td>
<td>2.00 average</td>
</tr>
<tr>
<td></td>
<td>University Residency Requirements</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Minimum total</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>Senior year</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>Major, Standard, upper division in residence</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Major, Comprehensive, upper division in residence</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>Certificate</td>
<td>25 percent of credits</td>
</tr>
<tr>
<td></td>
<td>Procedures Required for Graduation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Obtain admission to the degree program and/or the College offering it.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Apply for graduation on CampS.</td>
<td></td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LIBERAL EDUCATION CORE REQUIREMENTS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Knowledge Goal</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Knowledge Outcome 1 (K1): Natural Sciences</td>
<td>Two (2) learning experiences</td>
</tr>
</tbody>
</table>

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

Skills Goal

Skills Outcome 1 (S1): Written and Oral Communication

Two (2) learning experiences

Skills Outcome 2 (S2): Mathematics

One (1) learning experience

One S2 to meet the University Mathematics Requirement

Skills Outcome 3 (S3): Creativity

One (1) learning experience

Responsibility Goal

Responsibility Outcome 1 (R1): Equity, Diversity, and Inclusivity

Two (2) learning experiences

One R1 must satisfy Design for Diversity

Responsibility Outcome 2 (R2): Global Perspectives

One (1) learning experience

Responsibility Outcome 3 (R3): Civic and Environmental Issues

One (1) learning experience

Integration Goal

Integration Outcome 1 (I1): Integration

Two (2) learning experiences

Service-Learning Goal

Service-Learning

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 Marketing 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: The Business Professional, Professional Image, Professional Etiquette, Networking Banquet. 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
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:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 201</td>
<td>Introduction to Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BCOM 206</td>
<td>Business Writing 1</td>
<td>2</td>
</tr>
<tr>
<td>BCOM 207</td>
<td>Business Presentations 1</td>
<td>2</td>
</tr>
<tr>
<td>IS 240</td>
<td>Information Systems in Business</td>
<td>3</td>
</tr>
<tr>
<td>BSAD 300</td>
<td>Diversity in the Workplace</td>
<td>1</td>
</tr>
<tr>
<td>BSAD 305</td>
<td>Legal and Regulatory Environment</td>
<td>2</td>
</tr>
<tr>
<td>FIN 320</td>
<td>Principles of Finance</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 330</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 340</td>
<td>Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 341</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 449</td>
<td>Strategic Management in a Global Business Environment</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credits 28

ECON 103 Principles of Microeconomics 3
ECON 104 Principles of Macroeconomics 3
ECON 303 Intermediate Microeconomic Theory 3
ECON 304 Intermediate Macroeconomic Theory 3
MATH 246 Elementary Statistics 4

Electives from the following courses, bringing total credits in the major to 60:

ECON 308 Essentials of Managerial Economics
ECON 311 History of Economic Thought
ECON 315 Elements of Mathematical Economics
ECON 316 Econometrics
ECON 318 Business Fluctuations and Forecasting
ECON 321 Money and Banking
ECON 322 Investments
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 371 Current Economic Problems
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 268 Environmental Economics
ECON 280 Health Economics
ECON 329 Lifetime Investing Principles and Strategies
ECON 330 Economics of American Minorities
ECON/WGSS 337 Women and the Labor Market
ECON/LAS 356 Economic Development of Latin America
ECON/WGSS 357 Women and Economic Development
ECON 390 Global Economics Immersion Experience

1 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.

A Bachelor of Business Administration degree with a comprehensive major in economics consists of the 28 credit BUSCORE, and completion of 32 additional credits as follows:

Economics, Business, Comprehensive Major