

ECONOMICS, BUSINESS, COMPREHENSIVE MAJOR

(Code 360-002)

University Requirements

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 (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header1)	36
Academic Concentrations (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header16)	

Grade Point Requirements (<http://catalog.uwec.edu/undergraduate/graduation-requirements/#header14>) ²

Total	2.00 average
Resident	2.00 average
Major	2.00 average
Minor	2.00 average
Certificate	2.00 average

University Residency Requirements (<http://catalog.uwec.edu/undergraduate/graduation-requirements/#header15>)

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 Camp5.

¹ Certain programs exceed this minimum.

² 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 Universities 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) 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

Satisfactory/Unsatisfactory

Total degree credit	maximum 12
Major, Standard	maximum 1 course
Major, Comprehensive	maximum 2 courses
Minor	maximum 1 course

Credit by Examination

Total degree credit	maximum ¼ of total
Major or minor	maximum ½ of total

Two-Year College Credits

Total degree credit	maximum 72 credits
---------------------	--------------------

Activity credit (band, chorus, drama, KINS 100-184)

Total KINS 100-184	maximum 1 credit
Total Band, chorus, drama	maximum 12 credits
Single course band, chorus, drama	maximum 4 credits

Extension credits

UW-System	no maximum
Other extension/correspondence	maximum ¼ of total

USAFI

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

Community-Engaged Learning Goal

Community-Engaged Learning (<http://catalog.uwec.edu/undergraduate/attribute-cel/#header13>)

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

(Code 360-002)

Proficiency Requirement:

BSAD 180, 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
BUSCORE Courses		
ACCT 201	Introduction to Accounting	3
BCOM 206	Business Communication: Writing, Speaking, and Collaborating ^{1,2}	3
or BCOM 207	Business Communication: Persuasive Messaging, Conversations, and Professional Development	
BLAW 305	Legal and Regulatory Environment	3
BSAD 300	Cultural Competence for Today's 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: Leading and Developing People, Teams, and Culture	3
MGMT 449	Strategic Management in a Global Business Environment ³	3
OSCM 341	Operations Management	3
Total Credits		28

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

² BCOM 206 is a required BUSCORE course for the following majors:

- Accounting
- Business Administration
- Business Communication
- Business Finance
- Economics, Business
- Health Care Administration
- Information Systems

BCOM 207 is a required BUSCORE course for the following majors:

- Marketing
- Marketing, Marketing Analytics emphasis
- Marketing, Professional Sales emphasis
- Operations and Supply Chain Management

BCOM 206 or BCOM 207 is a required BUSCORE course for the following majors:

- Entrepreneurship
- Human Resource Management
- International Business
- Management
- Management, Sport Management emphasis

³ 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 28-credit BUSCORE and completion of 35 additional credits as follows:

Code	Title	Credits
Economics, Business, Comprehensive Major		
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 ¹	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	

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.

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.

Economics, Business, B.B.A. (Comprehensive Major)

The following is a sample degree plan, based on the current catalog. It is based on the 120-credit graduation requirement and assumes no transferred credits, no requirements waived by placement tests, no courses taken in the summer or winter, no repeated courses, and no remedial courses that may be required. This sample degree plan is intended for first-year students entering UW-Eau Claire in the fall semester. Your own degree plan may differ depending on the course of study selected (second major, minor, etc.). UW-Eau Claire cannot guarantee all courses will be offered as shown, but will provide a range of courses that may enable prepared students to fulfill their requirements in a timely period. This sample degree plan is just a guide. Please consult your advisor, your degree audit, and the catalog to create your own degree plan. *Note:* In order to earn the required minimum of 120 credits for the degree in four years, you should plan to take 15 credits each semester or 30 credits each year.

To earn a degree, students must fulfill all University Graduation Requirements, including the Liberal Education (LE) Core. LE Core course work in the following sample degree plan uses abbreviations such as LE-K1, LE-S2, LE-R3, and LE-I1 to represent the learning outcomes students will meet via completion of their liberal education course work. Please click here (<https://catalog.uwec.edu/undergraduate/graduation-requirements/#header1>) for a description of the Liberal Education Core outcomes and requirements. Note that the LE Core may be completed through both course and non-course experiences.

FIRST YEAR

FIRST SEMESTER

MATH 109	Algebra for Calculus (LE-S2)	4
----------	------------------------------	---

SECOND SEMESTER

MATH 111	A Short Course in Calculus ¹	4
----------	---	---

SOMETIME IN THE FIRST YEAR

BSAD 180	Foundations for Success in Business	3
ECON 103	Principles of Microeconomics (LE-K2)	3
ECON 104	Principles of Macroeconomics (LE-K2)	3
WRIT 114	Intensive Blugold Seminar in Critical Reading and Writing (LE-S1, 5 credits)	5

OR

WRIT 116	Blugold Seminar in Critical Reading and Writing (LE-S1, 5 credits)	
----------	--	--

OR

WRIT 118	Accelerated Blugold Seminar in Critical Reading and Writing (LE-S1, 2 credits)	
----------	--	--

OR

WRIT 120	Blugold Seminar in Critical Reading and Writing for Transfer Students (LE-S1, 2 credits)	
----------	--	--

SOMETIME IN THE FIRST OR SECOND YEAR

LE Option: Knowledge 1 (K1) Natural Sciences	3
LE Option: Knowledge 3 (K3) Humanities	3
LE Option: Knowledge 3 (K3) Humanities	3
LE Option: Knowledge 4 (K4) Fine Arts	3
LE Option: Responsibility 1 (R1) Equity, Diversity, and Inclusivity	3

Community-Engaged Learning (LE-CEL)

SPDP: Student Professional Development Program (SPDP) workshop completion recommended by the end of the 1st year, 2nd semester, but no later than the end of the 3rd semester or 45 credits earned. ²

Study Away: Students have options: Study Abroad or NSE! Students participating in study abroad may opt-in to complete one of the two Integrative Learning 1 (I1) experiences. Many courses taken at approved study-abroad institutions will satisfy LE or program requirements. Students choosing to pay UW-Eau Claire tuition to study in the United States, Canada, Guam, Puerto Rico, or the U.S Virgin Islands should explore the many participating NSE schools listed on the National Student Exchange (NSE) website. Consult the Transfer Credit Wizard and consult with your academic advisor to plan which LE or program courses to take while studying away. See third-year note below regarding upper-division business courses.

SECOND YEAR

FIRST SEMESTER

ECON 304	Intermediate Macroeconomic Theory	3
MATH 246	Elementary Statistics (LE-S2)	4

SECOND SEMESTER

ECON 303	Intermediate Microeconomic Theory	3
ECON 316	Econometrics	3

SOMETIME IN THE SECOND YEAR

ACCT 201	Introduction to Accounting	3
BCOM 206	Business Communication: Writing, Speaking, and Collaborating (LE-S1)	3
IS 240	Information Systems in Business	3

THIRD YEAR

SOMETIME IN THE THIRD YEAR

BSAD 300	Cultural Competence for Today's Workplace	1
BLAW 305	Legal and Regulatory Environment	3
ECON Elective:	See catalog and degree audit for list.	3
ECON Elective:	See catalog and degree audit for list.	3
FIN 320	Principles of Finance	3
MGMT 340	Organizational Behavior: Leading and Developing People, Teams, and Culture	3
OSCM 341	Operations Management	3
MKTG 330	Principles of Marketing	3
LE Option: Integration (I1) ³		3
LE Option: Responsibility 2 (R2) Global Perspectives		3
LE Option: Responsibility 3 (R3) Civic and Environmental Issues		3

SOMETIME IN THE THIRD OR FOURTH YEAR

Study Away for Economics, Business Majors: For institutions with the most direct course equivalencies for business courses, consider especially Ireland (Limerick), Australia (Southern Cross and Perth), and New Zealand (Massey). Courses that transfer to UWEC as 907U courses with a program prefix (e.g., ECON, FIN) might contribute as major electives. Students participating in the National Student Exchange (NSE) program can use the “majors” search option on the NSE website to identify discipline-specific programs. Work closely with your academic advisor to plan for your study away experience.

SOMETIME IN THE FOURTH YEAR

MGMT 449	Strategic Management in a Global Business Environment (LE-I1)	3
ECON Elective: 300- or 400-level courses. See catalog and degree audit for list.		3
ECON Elective: 300- or 400-level courses. See catalog and degree audit for list.		3
LE Option: Knowledge 1 (K1L) Natural Sciences with Lab		4
LE Option: Responsibility 1 (R1, DDIV) Equity, Diversity, and Inclusivity with Design for Diversity		3
LE Option: Skills 3 (S3) Creativity		3
Electives: Electives to reach 120 credits		

Minimum total for the baccalaureate degree = 120 credits

- ¹ Students who are considering graduate school in Economics are strongly encouraged to take additional math courses. Students with grad school aspirations should take MATH 114.
- ² Please see this webpage (<https://www.uwec.edu/academics/college-business/academic-resources/student-professional-development-program/>) for more information regarding the SPDP program.
- ³ Students opting to complete the I1 through study abroad can replace this course with an approved elective course.

RECOMMENDATIONS FOR HIGH IMPACT PRACTICES (HIPs)

The University of Wisconsin-Eau Claire encourages all students to participate in High Impact Practices. The following information identifies any specific recommendations that faculty in this major have concerning which HIPs might be most beneficial to students, and any recommendations about when those HIPs best fit into the degree plan. Students should also consult their faculty advisor for information on HIPs. There are many additional high impact opportunities available. Talk to your academic advisor for more information about incorporating HIPs like Study Abroad (<https://studyabroad.apps.uwec.edu/>), Intercultural Immersion (<https://www.uwec.edu/immersion/>), Internship (<https://www.uwec.edu/career-services/info-students/internships/>), and/or Student/Faculty Collaborative Research (<https://www.uwec.edu/offices-services/office-research-and-sponsored-programs/getting-involved-student-faculty-research/>) into your time at UW-Eau Claire.

The Department of Economics is highly active in the following areas. Please consult with the department chair to see how you might get more involved.

- Faculty/Student Research – over 40% of economics majors are involved in faculty/student research every year. Students present at conferences regionally, nationally, and internationally, as well as co-author papers.
- International Immersions – At least 2 international immersion experiences available annually within the department of economics
- Internships – Active class led internship program (ECON 498)

Liberal Education (LE) Core Guidance

Liberal Education Core (LE Core)

The LE Core comprises 17 learning experiences across 11 learning outcomes. Students must complete a minimum of 36 credits in courses approved for the LE Core.

- K1 – Natural Sciences; two experiences (one lab science experience is required in K1 or K2).
- K2 – Social Sciences; two experiences (one lab science experience is required in K1 or K2).
- K3 – Humanities; two experiences.
- K4 – Fine Arts; one experience.
- S1 – Written and Oral Communication; two experiences (one experience must satisfy the University writing requirement).
- S2 – Mathematics; one experience (must satisfy the University math competency requirement).
- S3 – Creativity; one experience (can be fulfilled in a student’s major).
- R1 – Equity, Diversity, and Inclusivity; two experiences (one experience must meet the UW System Design for Diversity (DD) requirement).
- R2 – Global Perspectives; one experience.
- R3 – Civic and Environmental Issues; one experience.
- I1 – Integration; two experiences (one experience can be fulfilled in a student’s major).
- CEL—Community Engaged Learning

Additional LE Core Information

- Most LE Core learning experiences are course based, and many courses meet more than one learning outcome (e.g., K3 and R2 or K1 and R3).
- Some learning experiences can also be met outside of a traditional course (e.g., undergraduate research (S3), study abroad (I1)).
- S1 – An English placement score that fulfills the University writing requirement fulfills one S1 experience.
- S1 – A world language placement score that qualifies the student to enter the 102 level satisfies one S1 experience.
- S1, R2 – A world language placement score that qualifies the student to enter the 202 level satisfies one experience in S1 and the R2 experience.
- S2 – A math placement score that qualifies the student to enter Math 111, 112, 113 or 114 fulfills the S2 experience.
- S3 – Completion of two credits from any approved music ensemble fulfills the S3 experience.
- I1 – Any semester long study abroad program can fulfill one I1 experience.