BUSINESS COMMUNICATION, COMPREHENSIVE MAJOR

(Code 870-000)

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 CampS.

[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 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) 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
Service-Learning Goal	
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 Marketing 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 (https://catalog.uwec.edu/undergraduate/business/management-marketing/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.

- 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

(Code 870-000)

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

Code	Title	Credits
MATH 109	Algebra for Calculus [1]	4
MATH 246	Elementary Statistics	4

[1] MATH 109 or UWX MA116 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	Introduction to Accounting	3
BCOM 206	Business Writing [1]	2
BCOM 207	Business Presentations [1]	2
BSAD 180	Foundations for Success in Business	3
BSAD 300	Equity, Diversity, and Inclusion in the Workplace	1
BSAD 305	Legal and Regulatory Environment	3
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 [2]	3
OSCM 341	Operations Management	3
Total Credits		**32**

[1] Students must earn a grade of C or above in BCOM 206 and BCOM 207.

[2] MGMT 449 is a capstone course that requires prior completion of all other BUSCORE courses. This prerequisite is strictly enforced.

Business Communication Major

Sixty-66 semester credits, including the 32-credit BUSCORE and 34 additional credits as follows:

Code	Title	Credits
COB Required Course		**3**
ACCT 214	Managerial Accounting	3
BCOM Required Courses		**16**
BCOM 205	Business English and Document Editing	2
BCOM 208	Technology for Business Communication	2
BCOM 306	Advanced Business Writing	2
BCOM 307	Advanced Business Presentations	2
BCOM 309	Communicating in Workplace Relationships	2
BCOM 310	Theoretical Approaches to Business Communication	2
BCOM 401	Data Visualization for Business Communication	2
BCOM 405	Advanced Business Communications	2
CoB Elective Courses		**6**

Code	Title	Credits
HCAD 101	Introduction to Health Care Administration	
IS 455	Project Management	
MGMT 345	Managing Global Organizations	
MGMT 347	Risk Management and Insurance	
MGMT 349	Human Resource Management	
MGMT 445	Compensation Theory and Administration	
MGMT 446	Advanced Organizational Behavior	
MGMT 455	Industrial Relations	
MGMT 459	Advanced Human Resource Management	
MKTG 332	Integrated Marketing Communications	
MKTG 334	Marketing Research	
MKTG 337	Professional Selling	
MKTG 338	Marketing & Sales Analytics	
OSCM 461	Lean Manufacturing Systems and Concepts	
BCOM 399	Independent Study - Juniors	
BCOM 490	Internship in Business Communication	
BCOM 491	Selected Topics in Business Communication	
BCOM 495	Directed Studies	
BCOM 499	Independent Study - Seniors	
Additional Elective Courses		**9**
ART 108	Foundations: Two-Dimensional Design	
ART 275	Typography	
ART 312	Design Across the Disciplines	
ART 374	Graphic Design: Concepts and Experimentation [1]	
ART 375	User Experience and Web Design [2]	
CJ 205	Listening	
CJ 241	Audio and Video Production Process	
CJ 250	Introduction to Organizational Communication	
CJ 260	Introduction to Integrated Strategic Communication	
CJ 280	Visual Communication	
CJ 307	Small Group Communication	
CJ 350	Human Resource Development	
CJ 351	Strategic Event Planning	
CJ 407	Leadership Communication	
CS 318	Fundamentals of Web Page Design	
CS 319	Introduction to Web Programming	
CS 320	Web Database Design and Implementation	
CS 321	Web Design and Development	
ENGL 212	Histories and Theories of Rhetoric	
ENGL 307	Editing and Publications Management	
ENGL 313	Technical Writing	
ENGL 315	Visual Rhetorics of Science, Technology, and Culture	
ENGL 316	Rhetorics of Social Justice	

| ENGL 397 | Writing Center Theory & Practice |
| ENGL 409 | Grant Proposal Writing |

[1] ART 374 receives no elective credit if taken after CJ 280; CJ 280 receives no elective credits if taken after ART 374. In other words, students can count one class or the other as elective credits but not both.

[2] ART 375 receives no elective credit if taken after CS 321; CS 321 receives no elective credit if taken after ART 375. In other words, students can count one class or the other as elective credits but not both.

Program Learning Outcomes

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

- Written and Oral Communication: Students will be effective communicators.
- Teamwork: Students will be effective team members.
- 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:

- Business Core: Students apply knowledge of core business concepts through their written, oral, visual, and technology-mediated communication.
- Written Communication: Students will construct business documents (e.g., emails, memos, letters, reports, proposals, manuals, instructions) appropriate to audiences, multi-modal contexts, and purposes using standard business document formats and business rhetoric.
- Oral Communication: Students will demonstrate effective oral communication in business contexts (e.g., individual presentations, meetings, seminars, round table discussions, interviews, interpersonal settings) appropriate for business audiences and stakeholders using multiple modalities and business rhetoric.
- Visual Communication: Students will evaluate, create, and curate visuals (e.g., charts, graphs, dashboards, infographics) to effectively and efficiently communicate business data in multiple modalities.
- English grammar, mechanics, and punctuation: (a) Students will demonstrate proficiency in the rhetorical application of business-English grammar, usage, mechanics, and punctuation. (b) Students will create and apply style guides to business documents.
- Technologies and Software: Students will critically engage with technologies and software such as productivity software, social media platforms, and virtual communication platforms to communicate effectively in business contexts.

Sample Degree Plan

Sample Degree Plan: B.B.A., Business Communication (Comprehensive Major)

The following is a sample degree plan based on the current catalog. Please note that sample degree plans can vary each year, due to curriculum revisions. This *sample* degree plan 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 (https://catalog.uwec.edu/undergraduate/graduation-requirements/)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	4
SECOND SEMESTER		
SOMETIME IN THE FIRST YEAR		
BSAD 180	Foundations for Success in Business	3
ECON 103	Principles of Microeconomics	3
ECON 104	Principles of Macroeconomics	3
WRIT 114	Intensive Blugold Seminar in Critical Reading and Writing	5
OR		
WRIT 116	Blugold Seminar in Critical Reading and Writing	
OR		
WRIT 118	Accelerated Blugold Seminar in Critical Reading and Writing	
OR		
WRIT 120	Blugold Seminar in Critical Reading and Writing for Transfer Students	
SOMETIME IN THE FIRST OR SECOND YEAR		
LE Option: Knowledge 1 (K1) Natural Sciences		3
LE Option: Knowledge 1 (K1L) Natural Sciences with Lab		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
LE Option: Responsibility 1 (R1, DDIV) Equity, Diversity, and Inclusivity with Design for Diversity		3
LE Option: Responsibility 2 (R2) Global Perspectives		3
Service-Learning (LE-SL)		
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. [1]		

Study Abroad: 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 elective requirements. Consult the Transfer Credit Wizard and consult with your academic advisor to plan which LE or elective courses to take while abroad. See third-year note below regarding upper-division business courses.

NSE: Students participating in National Student Exchange (NSE) should work with their academic advisor to select courses at their NSE site that will cover UWEC degree requirements.

SECOND YEAR

FIRST SEMESTER

SECOND SEMESTER

SOMETIME IN THE SECOND YEAR

ACCT 201	Introduction to Accounting	3
BCOM 205	Business English and Document Editing	2
BCOM 206	Business Writing	2
BCOM 207	Business Presentations	2
IS 240	Information Systems in Business	3
MATH 246	Elementary Statistics	4

THIRD YEAR

FIRST SEMESTER

SECOND SEMESTER

SOMETIME IN THE THIRD YEAR

BSAD 300	Equity, Diversity, and Inclusion in the Workplace	1
BSAD 305	Legal and Regulatory Environment	3
FIN 320	Principles of Finance	3
MGMT 340	Organizational Behavior	3
MKTG 330	Principles of Marketing	3
OSCM 341	Operations Management	3
Major Additional Elective Courses: See catalog and degree audit for list of approved courses.		9

SOMETIME IN THE THIRD OR FOURTH YEAR

ACCT 214	Managerial Accounting	3
BCOM 208	Technology for Business Communication	2
BCOM 306	Advanced Business Writing	2
BCOM 307	Advanced Business Presentations	2
BCOM 309	Communicating in Workplace Relationships	2
BCOM 310	Theoretical Approaches to Business Communication	2
BCOM 401	Data Visualization for Business Communication	2
BCOM 405	Advanced Business Communications	2
LE Integration (I1) [2]		3
LE Option: Responsibility 3 (R3) Civic and Environmental Issues		3
LE Option: Skills 3 (S3) Creativity		3

Study Abroad: Please note that if studying abroad in the third or fourth year, upper-division business courses must be taken at an AACSB-accredited institution. For a list of AACSB-accredited institutions, please see the Your Major + Study Abroad page: http://www.uwec.edu/cie (http://www.uwec.edu/cie/). [3]

FOURTH YEAR

FIRST SEMESTER

SECOND SEMESTER

Major COB Elective Courses: See catalog and degree audit for list of approved courses.		6
MGMT 449	Strategic Management in a Global Business Environment	3
ELECTIVE CREDITS: Additional credits needed to reach 120 credits		

Minimum total for the baccalaureate degree = 120 credits

[1] Please see this webpage (https://www.uwec.edu/academics/college-business/academic-resources/student-professional-development-program/) for more information regarding the SPDP program.

[2] Students opting to complete the I1 through study abroad can replace this course with an approved elective course.

[3] Please see this webpage (https://studyabroad.apps.uwec.edu/?FuseAction=Abroad.ViewLink&Parent_ID=95F842BE-5056-B565-C4F8B52A589A0A9D&Link_ID=62E08FAA-A555-5AF9-7AA625856C21266F) for more information regarding Your Major + Study Abroad.

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/orsp/students/student-faculty-collaborative-research-guide/) into your time at UW-Eau Claire.

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).

- SL—Service Learning; 30 hours

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 foreign Language placement score that qualifies the student to enter the 102 level satisfies one S1 experience.

- S1, R2 – A foreign 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.