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”
Students completing a degree program are prepared to achieve success, whether their next step is employment in their chosen field, graduate study, not-for-profit work, a new career, or a new direction for their current career. Our undergraduate and graduate curricula are designed to provide students with the content knowledge and skills needed to achieve success throughout their careers and lives.

Undergraduate Learning Goals
The College of Business curriculum builds on and enhances the campus liberal education core curriculum. The curriculum provides a broad-based exposure to the functional areas of business through the Business Core (BUSCORE). The various majors provide depth of study within a specific business function. Additionally, the curriculum is designed to provide repeated exposure and mastery of three focused learning goals which are critical to student success:

- Oral and written communication skills
- Teamwork
- Problem-solving skills

Student Classification
Students may declare a major or minor in the College of Business upon admission to the university. Students may also declare ‘COB Undecided’ status if they intend to major in the College of Business, or are highly considering a College of Business major, but have not yet decided what that major will be.

Dean’s List
Students in the College of Business who have an outstanding record of academic accomplishment are eligible for the Dean’s List. In order to earn Dean’s List standing during a given semester, students must have the following:

- Earned a minimum of 12 credits during the semester, not including incompletes, courses below the 100 level, repeats, and Satisfactory/ Unsatisfactory registrations (except in courses that are offered only on the S/U grading system in which a grade of S has been earned).
- Earned a minimum semester GPA of 3.70.

Dean’s List students will receive a letter of notification and congratulations from the Dean.

College of Business Laptop Computer Requirement
Select courses offered in the College of Business require students to bring a laptop computer to class. Additional information is available on the College of Business website (https://www.uwec.edu/academics/college-business/laptop-requirement/).

Experience-Based Learning
Business students can broaden their education and gain additional skills and competencies through participation in learning experiences outside of the traditional classroom. The College of Business encourages students 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. College-approved internships may be taken for credit or as a transcripted, 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.

General Internship Requirements
To be approved as a for-credit or transcripted, 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 transcripted, non-credit internship must provide (at a minimum) hours worked satisfying the requirements for a one-credit internship.

Students should contact their respective major department offices in the College of Business for additional, department-specific requirements and procedures regarding internship credit and transcripting.

Internship Procedures
- Students 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.
- The internship must be approved by the student’s major department chair or chair’s designee prior to the work experience.
• If the internship is to be completed for university credit (see below), the student 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).

Students may earn university credit for their internship work, as determined by the department chair or internship coordinator. 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.

Students who are interested in the Business Internship Program should contact their department chair within the College of Business or the Career Counselor, located in Vicki Lord Larson Hall 2100, 715-836-3487. Additional information is available on the College of Business website (http://www.uwec.edu/academics/college-business/academic-resources/internships/).

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 a student majoring in business 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 students gain these skills and competencies, many opportunities exist for them to study outside of the United States. Many courses taken abroad or away contribute to the Liberal Education or 120-credit requirements. Courses contributing to a College of Business major must be taken at an AACSB-accredited institution or be approved by the department chair prior to enrollment. Additional information about study abroad programs is available on the Center for International Education website (https://www.uwec.edu/academics/explore-opportunities/study-abroad/cie/).

Service-Learning Experience
Business students can apply the functional knowledge and communication skills gained in the classroom through service in the community. Service-learning is an academic experience that combines community services with intentional learning goals, reflection, and critical analysis. It offers students the opportunity to apply knowledge gained in the classroom through service to others. All UW-Eau Claire undergraduates are required to complete 30 or more clock hours of curricular, extracurricular, or co-curricular service-learning. Acceptable activities can take many forms. Service-learning activities may be integrated into a course or may involve participation in a community service program or internship. Service-learning projects are typically unpaid. Information regarding the completion of the service-learning requirement can be obtained from the department chairs or the University’s Service-Learning website (https://www.uwec.edu/service-learning/).

Faculty/Student Collaborative Research
Business students can gain functional knowledge and practice communication and teamwork skills by working with a faculty member on an academic research project. Research projects are presented at the University’s Celebration of Excellence in Research and Creative Activity (CERCA) event. Students may gain independent study credit for the experience. This opportunity is particularly beneficial for students 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
Pre-business and business students can apply the knowledge and skills learned in the classroom through active participation in student business 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 College of Business website (http://www.uwec.edu/academics/college-business/academic-resources/student-organizations/).

College of Business Scholarships
Refer to the College of Business website (http://www.uwec.edu/academics/college-business/academic-resources/scholarships/) for an up-to-date listing of College of Business scholarships.

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 System Consortium MBA program. This online MBA program is designed to give students a broad practical understanding of business and the dynamic global environment in which it operates. Students in the program develop the skills and entrepreneurial spirit needed to manage change and recognize the opportunities it creates. In addition, students learn guidelines for evaluating situations in an ethical and socially responsible manner.

Additional information can be found in the Graduate Catalog (http://catalog.uwec.edu/graduate/), as well as the College of Business website (http://www.uwec.edu/academics/college-business/graduate-programs/).

Degrees and Curricula
Bachelor of Business Administration (BBA) Comprehensive Majors:
Accounting (http://catalog.uwec.edu/undergraduate/business/accounting-finance/accounting-comprehensive-major-bba/)
Business Economics (http://catalog.uwec.edu/undergraduate/arts-sciences/economics/economics-comprehensive-major-business-bba/)

Health Care Administration (http://catalog.uwec.edu/undergraduate/business/management-marketing/health-care-administration-comprehensive-major-bba/)
Information Systems (http://catalog.uwec.edu/undergraduate/business/information-systems/information-systems-comprehensive-major-bba/)
International Business (http://catalog.uwec.edu/undergraduate/business/management-marketing/international-business-comprehensive-major-bba/)

Management:
• Entrepreneur Program (http://catalog.uwec.edu/undergraduate/business/management-marketing/management-comprehensive-major-entrepreneur-program-bba/)
• General Management (http://catalog.uwec.edu/undergraduate/business/management-marketing/management-comprehensive-major-management-bba/)
• Human Resource Management (http://catalog.uwec.edu/undergraduate/business/management-marketing/management-comprehensive-major-human-resource-bba/)
• Operations and Supply Chain Management (http://catalog.uwec.edu/undergraduate/business/management-marketing/management-comprehensive-major-operations-supply-chain-management-bba/)

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

Bachelor of Business Administration (BBA) Standard Major:
Business Administration (http://catalog.uwec.edu/undergraduate/business/management-marketing/business-administration-major-bba/)

Undergraduate Business Minors ¹:
Accounting (http://catalog.uwec.edu/undergraduate/business/accounting-finance/accounting-minor/)
Business Administration (http://catalog.uwec.edu/undergraduate/business/management-marketing/business-administration-minor/)
Entrepreneurship (http://catalog.uwec.edu/undergraduate/business/management-marketing/entrepreneurship-minor/)
Information Systems (http://catalog.uwec.edu/undergraduate/business/information-systems/information-systems-minor/)
International Business (http://catalog.uwec.edu/undergraduate/business/management-marketing/international-business-minor/)
Management (http://catalog.uwec.edu/undergraduate/business/management-marketing/management-marketing/management-minor/)
Marketing (http://catalog.uwec.edu/undergraduate/business/management-marketing/management-marketing/marketing-minor/)
Military Leadership (http://catalog.uwec.edu/undergraduate/business/management-marketing/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.

Approved Double Major and Major/Minor Combinations Within the College of Business
Double Major Combinations:
• Accounting with Business Finance
• Health Care Administration with any Management or Marketing emphasis
• Any Management emphasis with any Marketing emphasis
• International Business with Healthcare Administration, any Management emphasis, or any Marketing emphasis

Major/Minor Combinations:
• Accounting major with Audit and Control minor
• Accounting major with Business Finance minor
• Business Finance major with Accounting minor
• Health Care Administration major with Entrepreneurship minor
• Health Care Administration major with International Business minor
• Health Care Administration major with Management minor
• Health Care Administration major with Marketing minor
• Any Management emphasis major with International Business minor
• Any Management emphasis major with Marketing minor
• Any Management emphasis major with (the exception of the Entrepreneurship emphasis) with Entrepreneurship minor
• Any Marketing emphasis major with International Business minor
• Any Marketing emphasis major with Management minor
• Any Marketing emphasis major with Entrepreneurship minor
• Military Science and Leadership minor with Healthcare Administration, any Management emphasis, or any Marketing emphasis

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/advanced-business-communication-certificate/)
Digital Marketing Analytics Certificate (http://catalog.uwec.edu/undergraduate/business/management-marketing/digital-marketing-analytics-certificate/)
Entrepreneurship Certificate (http://catalog.uwec.edu/undergraduate/business/management-marketing/entrepreneurship-certificate/)
Information Systems Certificate (http://catalog.uwec.edu/undergraduate/business/information-systems/information-systems-certificate/)
International Business Certificate (http://catalog.uwec.edu/undergraduate/business/management-marketing/international-business-certificate/)
Leadership Studies Certificate (http://catalog.uwec.edu/undergraduate/business/management-marketing/leadership-studies-certificate/)

College of Business | 3
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 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, 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 Accounting (https://catalog.uwec.edu/undergraduate/business/accounting-finance/accounting-comprehensive-major-bba/) and 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.