

COLLEGE OF BUSINESS

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Additional information about the College of Business (<https://www.uwec.edu/academics/college-business/>) can be found on the college's website.

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 focused learning goals critical to student success:

- Oral and written communication skills
- 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 "Pre-Business (<https://catalog.uwec.edu/undergraduate/business/pre-professional-programs/>)" 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

At the end of each semester the University recognizes excellence in scholastic achievement by publishing the Dean's List. Admitted undergraduate students are eligible, if they meet the following criteria for the semester:

- earn a minimum of 12 credits,
- be in good academic standing,
- earn a minimum semester GPA of 3.70,

- have no courses with the following grades: Incomplete, Withdrawal, Audit, or Satisfactory/Unsatisfactory (except in courses that are offered only on the S/U grading system in which a grade of S has been earned),
- have no courses below the 100 level,
- have no repeats,
- have no professional semester courses taken in the term (ES 440, ES 441, ES 445, ES 446, ES 470, ES 471, ES 475; SEIP 470, SEIP 472, SEIP 475; UEC 470).

Dean's List students will receive 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 (<https://www.uwec.edu/academics/college-business/>) website.

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 (see the "Internships within College of Business Programs (<https://www.uwec.edu/academics/college-business/academic-resources/internships/>)" webpage for more information). College-approved internships may be taken for credit or as a transcribed, 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 transcribed, 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 transcribed, 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 transcribing.

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 (<https://www.uwec.edu/academics/college-business/>) website.

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 approved by the department chair prior to enrollment. Additional information about study abroad programs is available on the Center for International Education (<https://www.uwec.edu/academics/explore-opportunities/study-abroad/cie/>) website.

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. Service-learning 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 (<https://www.uwec.edu/service-learning/>) website.

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 Student Organizations in Business (<https://www.uwec.edu/academics/college-business/academic-resources/student-organizations/>) page of the College of Business website.

College of Business Scholarships

Refer to the Business Scholarships (<https://www.uwec.edu/academics/college-business/academic-resources/scholarships/>) page on the College of Business website 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 MBA Consortium program.

The purpose of the UW MBA Consortium program is to guide students in becoming effective leaders who possess broad, practical understanding of the business world and the dynamic, global environment in which it operates. The program is designed to develop each individual's ability to recognize the needs of customers, employees, stockholders, and other organizational stakeholders; secure competitive advantage through emphasis on quality, technology, and innovation; communicate effectively and interact with members of a diverse, global workforce and business environment; apply a variety of decision-making tools and techniques to dynamic business situations; and manage an organization in a socially responsible and ethical manner.

The program is designed to meet the needs of individuals currently in the work force who wish to pursue an MBA on a part-time basis while continuing

their full-time employment. See the MBA Program (<https://catalog.uwec.edu/graduate/programs/mba-program/>) section of this catalog for further information and specific degree requirements.

Degrees and Curricula

Bachelor of Business Administration (BBA) Comprehensive Majors:

Accounting (<http://catalog.uwec.edu/undergraduate/business/accounting-finance/accounting-comprehensive-major-bba/>)

Business Communication (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/business-communication-major-bba/>)

Business Economics (<http://catalog.uwec.edu/undergraduate/arts-sciences/economics/economics-comprehensive-major-business-bba/>)

Business Finance (<http://catalog.uwec.edu/undergraduate/business/accounting-finance/business-finance-comprehensive-major-bba/>)

Entrepreneurship (<http://catalog.uwec.edu/undergraduate/business/management-leadership/entrepreneurship-comprehensive-major-bba/>)

Health Care Administration (<http://catalog.uwec.edu/undergraduate/business/management-leadership/health-care-administration-comprehensive-major-bba/>)

Human Resource Management (<http://catalog.uwec.edu/undergraduate/business/management-leadership/human-resource-management-comprehensive-major-bba/>)

Information Systems (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/information-systems-comprehensive-major-bba/>)

International Business (<http://catalog.uwec.edu/undergraduate/business/management-leadership/international-business-comprehensive-major-bba/>)

Management (<http://catalog.uwec.edu/undergraduate/business/management-leadership/management-comprehensive-major-management-bba/>)

Operations and Supply Chain Management (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/operations-supply-chain-management-comprehensive-major-bba/>)

Marketing:

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

Bachelor of Business Administration (BBA) Standard Major:

Business Administration (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/business-administration-major-bba/>)

Undergraduate Business Minors¹:

Accounting (<http://catalog.uwec.edu/undergraduate/business/accounting-finance/accounting-minor/>)

Business Administration (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/business-administration-minor/>)

Business Finance (<http://catalog.uwec.edu/undergraduate/business/accounting-finance/business-finance-minor/>)

Entrepreneurship (<http://catalog.uwec.edu/undergraduate/business/management-leadership/entrepreneurship-minor/>)

Information Systems (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/information-systems-minor/>)

International Business (<http://catalog.uwec.edu/undergraduate/business/management-leadership/international-business-minor/>)

Management (<http://catalog.uwec.edu/undergraduate/business/management-leadership/management-minor/>)

Marketing (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/marketing-minor/>)

Military Science and Leadership Minor¹:

Military Leadership (<http://catalog.uwec.edu/undergraduate/business/military-science-and-leadership/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.

Double Major and Major/Minor Combinations Within the College of Business

Double Majors: Students may pursue a combination of comprehensive majors from different disciplines in the College of Business.

Major/minor Combination: Students can pursue major/minor combinations from different disciplines in the College of Business.

Business Administration Exception: Because the standard Business Administration major and the Business Administration minor are composed primarily of the BUSCORE, which is the core of all COB comprehensive majors, neither the Business Administration major nor the Business Administration minor can be combined with any COB comprehensive major.

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-info-systems/advanced-business-communication-certificate/>)

Business Analytics Certificate (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/business-analytics-certificate/>)

Digital Marketing Analytics Certificate* (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/digital-marketing-analytics-certificate/>)

Entrepreneurship Certificate* (<http://catalog.uwec.edu/undergraduate/business/management-leadership/entrepreneurship-certificate/>)

Human Resources Certificate* (<http://catalog.uwec.edu/undergraduate/business/management-leadership/human-resources-certificate/>)

Information Systems Certificate (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/information-systems-certificate/>)

International Business Certificate* (<http://catalog.uwec.edu/undergraduate/business/management-leadership/international-business-certificate/>)

Leadership Studies Certificate* (<http://catalog.uwec.edu/undergraduate/business/management-leadership/leadership-studies-certificate/>)

Professional Sales Certificate* (<http://catalog.uwec.edu/undergraduate/business/marketing-supply-chain-management/professional-sales-certificate/>)

*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 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.