INTERNATIONAL BUSINESS, COMPREHENSIVE MAJOR
(Code 850-001)

The International Business major is an interdisciplinary program. The major includes an international experience requirement that may be satisfied by taking an approved upper-division business course taken at a study abroad site, completing an international internship, or an internationally-oriented internship with a company located in the United States. International Business students are strongly encouraged to consider a double major in a functional business area such as management, marketing, information systems, accounting, or finance.

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)
 Academic Concentrations (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header16)
 Grade Point Concentrations (http://catalog.uwec.edu/undergraduate/graduation-requirements/#header14) 2

<table>
<thead>
<tr>
<th>Credit</th>
<th>Total</th>
<th>Required Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2.00</td>
<td>average</td>
</tr>
<tr>
<td>Resident</td>
<td>2.00</td>
<td>average</td>
</tr>
<tr>
<td>Major</td>
<td>2.00</td>
<td>average</td>
</tr>
<tr>
<td>Minor</td>
<td>2.00</td>
<td>average</td>
</tr>
<tr>
<td>Certificate</td>
<td>2.00</td>
<td>average</td>
</tr>
<tr>
<td>University Residency Requirements (<a href="http://catalog.uwec.edu/undergraduate/graduation-requirements/#header15">http://catalog.uwec.edu/undergraduate/graduation-requirements/#header15</a>)</td>
<td>Minimum total</td>
<td>30</td>
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<tr>
<td>Senior year</td>
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<tr>
<td>Major, Standard, upper division in residence</td>
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<td></td>
</tr>
<tr>
<td>Major, Comprehensive, upper division in residence</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>Certificate</td>
<td>25 percent of credits</td>
<td></td>
</tr>
</tbody>
</table>

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.

APPLICATION OF CREDITS TOWARD GRADUATION

<table>
<thead>
<tr>
<th>Credit Restrictions</th>
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</thead>
<tbody>
<tr>
<td>Satisfactory/Unsatisfactory</td>
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<tr>
<td>Total degree credit</td>
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<tr>
<td>Major, Standard</td>
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<tr>
<td>Major, Comprehensive</td>
</tr>
<tr>
<td>Minor</td>
</tr>
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</table>

Credit by Examination

<table>
<thead>
<tr>
<th>Credit Restrictions</th>
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</thead>
<tbody>
<tr>
<td>Total degree credit</td>
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<tr>
<td>Major or minor</td>
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</table>

Two-Year College Credits

<table>
<thead>
<tr>
<th>Credit Restrictions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total degree credit</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Credit Restrictions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total KINS 100-184</td>
</tr>
<tr>
<td>Total Band, chorus, drama</td>
</tr>
<tr>
<td>Single course band, chorus, drama</td>
</tr>
</tbody>
</table>
**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

#### Knowledge Goal
- **Knowledge Outcome 1 (K1): Natural Sciences**
  - http://catalog.uwec.edu/undergraduate/attribute-k1/
  - Two (2) learning experiences

- **Knowledge Outcome 2 (K2): Social Sciences**
  - http://catalog.uwec.edu/undergraduate/attribute-k2/
  - Two (2) learning experiences

- **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

- **Skills Outcome 2 (S2): Mathematics**
  - http://catalog.uwec.edu/undergraduate/attribute-s2/
  - One (1) learning experience

- **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

- **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

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**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 850-001)

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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 103</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 104</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>MATH 109</td>
<td>Algebra for Calculus 1</td>
<td>4</td>
</tr>
<tr>
<td>MATH 246</td>
<td>Elementary Statistics</td>
<td>4</td>
</tr>
</tbody>
</table>

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:

<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>BLAW 305</td>
<td>Legal and Regulatory Environment</td>
<td>3</td>
</tr>
<tr>
<td>BSAD 180</td>
<td>Foundations for Success in Business</td>
<td>3</td>
</tr>
<tr>
<td>BSAD 300</td>
<td>Equity, Diversity, and Inclusion in the Workplace</td>
<td>1</td>
</tr>
<tr>
<td>FIN 320</td>
<td>Principles of Finance</td>
<td>3</td>
</tr>
<tr>
<td>IS 240</td>
<td>Information Systems in Business</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 449</td>
<td>Strategic Management in a Global Business Environment 2</td>
<td>3</td>
</tr>
<tr>
<td>OSCM 341</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>Total Credits</td>
<td></td>
<td>32</td>
</tr>
</tbody>
</table>

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.

Requirements for the International Business Major
Sixty semester credits, including the 32-credit BUSCORE and 28 additional credits as follows:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 214</td>
<td>Managerial Accounting 1</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 345</td>
<td>Managing Global Organizations 2</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 335</td>
<td>International Marketing 2</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 447</td>
<td>Cross Cultural Leadership</td>
<td>3</td>
</tr>
<tr>
<td>Select two of the following:</td>
<td></td>
<td>6</td>
</tr>
</tbody>
</table>

FIN 325 | International Financial Management | |
ECON 351 | International Economics | |
ECON 353 | Economics of Pacific Asia | |
ECON 355 | Economic Development | |
ECON/LAS 356 | Economic Development of Latin America | |
OSCM 363 | International Logistics and Supply Chain Management | |
Required Upper Division Foreign Language Course 3-4 |
Minimum of 3 credits of foreign language at 300 or 400 level 3 |
International Business Electives - Select from the following 4 |
An approved upper-division business course taken at a study abroad site, in fulfillment of the IBE requirement (see below), may count as an elective.

ANTH/AIDS 161 | Introduction to Cultural Anthropology | |
ANTH/GEOP 313 | Culture and Transnational Dynamics | |
ANTH 315 | Language in Culture and Society | |
ANTH 463 | Religion and Culture | |
BLAW 315 | International Business Law | |
CI 301 | Intercultural Communication | |
CI/WS 317 | Diversity & Communication: Organizational & Media Contexts | |
CI 319 | International Communication | |
ECON 351 | International Economics | |
ECON 353 | Economics of Pacific Asia | |
ECON 355 | Economic Development | |
ECON/LAS 356 | Economic Development of Latin America | |
ECON 390 | Global Economics Immersion Experience | |
FIN 325 | International Financial Management | |
FREN 340 | Professional Communication | |
FREN 355 | Modern Society | |
GEOG 111 | Planet Earth: Human Geography | |
GEOG 301 | Geography of Western Europe | |
GEOG 308 | Geography of Russia and Eastern Europe | |
GEOG 319 | Geography of the Middle East and North Africa | |
GEOG 321 | Geography of Latin America | |
GEOG/AIDS 322 | Native Geographies | |
GEOG 366 | Geography International Immersion Experience | |
GEOG 369 | Geography of Food | |
GEOG/ENV 378 | International Environmental Problems and Policy | |
GEOG 446 | Political Geography | |
GERM 315 | German for Professional Communication | |
HIST 124 | World History to 1500 | |
HIST 125 | World History Since 1500 | |
HIST 284 | The Nazis and Germany, 1914-1945 | |
HIST 286 | History of World War II | |
HIST 292 | Origins of Current World Conflicts
HIST 304 | Greek Civilization
HIST 306 | Roman Civilization
HIST/WGSS 313 | Gender, Sex, and Science in European History
HIST 318 | Studies in the History of European and Mediterranean Worlds
HIST 319 | Studies in Global and Comparative History
HIST 326 | Twentieth Century Europe, 1900 to Present
HIST 360 | Modern France
HIST 362 | Modern Germany
HIST 375 | Twentieth Century Russia
HIST 376 | World War I and II Military
HIST 381 | Comparative Genocide
HIST 382 | Imperialism Since 1800
HIST 383 | Modern Africa
HIST 384 | The Vietnam War
HIST 388 | History of China
HIST 389 | History of Japan
HIST 393 | Roots of Selected Contemporary World Problems
INTB 361 | International Experience in India
INTB 362 | International Experience in China
INTB 363 | International Experience in Thailand
INTB 398 | International Business Internship Program
INTB 491 | Topics in International Business
LANG 140 | U.S. Multiculturalism for Non-Native Speakers
OSCM 363 | International Logistics and Supply Chain Management
PHIL 234 | Classical Chinese Philosophy
POLS 122 | Introduction to World Politics
POLS 260 | Introduction to Comparative Politics
POLS 321 | Politics of the Middle East
POLS 322 | Politics of Russia
POLS 323 | Politics of Eastern Europe
POLS 327 | Politics of Continental Europe
POLS 390 | Culture and Politics
RELS 100 | Introduction to the Religions of the World
RELS 110 | Basic Issues in Religion
RELS 210 | Religion and Morality
RELS 307 | Judaism
RELS 323 | Chinese and Japanese Religions
SPAN 340 | Spanish for Business

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:

- Adapt and apply knowledge about the world’s diverse cultures to the international business environment.
- Adapt and apply knowledge about the world’s diverse values to the international business environment.
- Adapt and apply knowledge about the world’s diverse communication styles to the international business environment.