

BUSINESS ADMINISTRATION, MAJOR

(Code 740-200)

(Code 740-201 online degree completion)

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 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.

Major Requirements

(Code 740-200)

(Code 740-201 online degree completion)

The standard major in Business Administration is offered for those students interested in the flexibility of a major/minor or major/certificate program of study, particularly for those interested in a minor or certificate outside the College of Business. Many of the minors and certificates offered within the College of Business do not satisfy university academic concentration

requirements (<http://catalog.uwec.edu/undergraduate/graduation-requirements/#header16>) when paired with the Business Administration major.

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
MATH 109	Algebra for Calculus ¹	4
MATH 246	Elementary Statistics	4

¹ MATH 109 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
IS 240	Information Systems 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
MKTG 330	Principles of Marketing	3
MGMT 340	Organizational Behavior	3
MGMT 341	Operations Management	3
MGMT 449	Strategic Management in a Global Business Environment ²	3

Total Credits **29**

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 Administration Major ¹

Thirty-eight credits, including the 29-credit BUSCORE plus 9 additional credits as follows:

Code	Title	Credits
Required Accounting Course		
ACCT 214	Managerial Accounting	3
Select a minimum of six credits of BSAD electives from the following:		
BCOM 306	Advanced Business Writing	
BCOM 307	Advanced Business Presentations	
BCOM 405	Advanced Business Communications	
BSAD 180	Foundations for Success in Business	
BSAD 306	Business Law	
FIN 325	International Financial Management	

HCAD 101	Introduction to Health Care Administration
IS 455	Project Management
MGMT 300	Personal Leadership Management
MGMT 343	Supply Chain Management
MGMT 344	Managerial Decision Modeling and Analysis
MGMT 345	Managing Global Organizations
MGMT 347	Risk Management and Insurance
MGMT 349	Human Resource Management
MGMT 371	Introduction to Entrepreneurship
MGMT 442	Production Planning and Control
MGMT 445	Compensation Theory and Administration
MGMT 446	Advanced Organizational Behavior
MGMT 455	Industrial Relations
MGMT 494	Topics in Leadership
MKTG 332	Integrated Marketing Communications
MKTG 334	Marketing Research
MKTG 335	International Marketing
MKTG 336	Business Logistics Management
MKTG 337	Professional Selling
MKTG 338	Marketing Analytics and Technology
MKTG 425	Services Marketing
MKTG 432	Retail Management
MKTG 433	Sales Management
MKTG 490	Advanced Sales Topics

HIP Assessment ²

¹ The Business Administration major is not available as part of a double major combination with any other College of Business major.

² Business Administration majors must complete the High Impact Practices (HIP) assessment during their last semester.

Degree Completion

Program code 740-201 is intended as an online degree completion program for students transferring to UW-Eau Claire with a qualifying associate's degree that includes the major Proficiency Requirements among the associate degree coursework. Such students are able to complete the requirements of the Business Administration major via online course offerings. Students should consult with their advisor to identify a secondary area of study that can be completed online.

Program Learning Outcomes

The Business Administration program is composed of the BUSCORE (plus 9 credits). The BUSCORE is the core of all College of Business majors. Therefore, students completing the Business Administration program will be expected to meet the following College of Business learning goals:

- Oral Communication: Graduates will be excellent oral communicators.
- Written Communication: Graduates will be exemplary business writers.
- 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.