MANAGEMENT, ENTREPRENEUR PROGRAM EMPHASIS, COMPREHENSIVE MAJOR

(CODE 820-002)

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 36

ACADEMIC CONCENTRATIONS

Total 2.00 average
Resident 2.00 average
Major 2.00 average
Minor 2.00 average
Certificate 2.00 average

UNIVERSITY RESIDENCY REQUIREMENTS

Minimum total 30
Senior year 23
Major, Standard, upper division in residence 12
Major, Comprehensive, upper division in residence 21

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

Credit Restrictions

SATISFACTORY/UNSATISFACTORY

Total degree credit maximum 12
Major, Standard maximum 1 course
Major, Comprehensive maximum 2 courses

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 four learning goals of our liberal education core and the 11 learning outcomes they comprise.
**LIBERAL EDUCATION CORE REQUIREMENTS**

**Knowledge Goal**

Knowledge Outcome 1 (K1): Natural Sciences  
Two (2) learning experiences

One experience in laboratory science must be selected from either K1 or K2.

Knowledge Outcome 2 (K2): Social Sciences  
Two (2) learning experiences

One experience in laboratory science must be selected from either K1 or K2.

Knowledge Outcome 3 (K3): Humanities  
Two (2) learning experiences

Knowledge Outcome 4 (K4): Fine Arts  
One (1) learning experience

**Skills Goal**

Skills Outcome 1 (S1): Written and Oral Communication  
Two (2) learning experiences

One S1 must meet the University Writing Requirement

Skills Outcome 2 (S2): Mathematics  
One (1) learning experience

One S2 to meet the University Mathematics Requirement

Skills Outcome 3 (S3): Creativity  
One (1) learning experience

**Responsibility Goal**

Responsibility Outcome 1 (R1): Equity, Diversity, and Inclusivity  
Two (2) learning experiences

One R1 must satisfy Design for Diversity

Responsibility Outcome 2 (R2): Global Perspectives  
One (1) learning experience

Responsibility Outcome 3 (R3): Civic and Environmental Issues  
One (1) learning experience

**Integration Goal**

Integration Outcome 1 (I1): Integration  
Two (2) learning experiences

**Service-Learning Goal**

Service-Learning  
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 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 and Health Care Administration.) 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 820-002)

The program offers a unique learning experience for students who aspire to either start their own business or secure employment in a growth-oriented business. The program helps students to identify viable career options in entrepreneur/intrepreneur environments, to expand conceptual and creative approaches to the entrepreneurial process, and to develop a repertoire of venture management skills. “Hands on” experiences with many guest speakers, field trips, and special projects are emphasized. The students expand their creativity into a viable business plan that is the major project for the program. The program combines formal education with practical applications to develop skills in leadership, needs assessment, opportunity identification, resource development, strategic thinking, and risk taking. The ultimate goal of the program is to give the student an in-depth broad-based and practical education on the foundation of entrepreneurship.

**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>Course</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</td>
<td>4</td>
</tr>
<tr>
<td>MATH 246</td>
<td>Elementary Statistics</td>
<td>4</td>
</tr>
</tbody>
</table>
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>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>ACCT 201</td>
<td>Introduction to Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BCOM 206</td>
<td>Business Writing</td>
<td>2</td>
</tr>
<tr>
<td>BCOM 207</td>
<td>Business Presentations</td>
<td>2</td>
</tr>
<tr>
<td>IS 240</td>
<td>Information Systems in Business</td>
<td>3</td>
</tr>
<tr>
<td>BSAD 300</td>
<td>Diversity in the Workplace</td>
<td>1</td>
</tr>
<tr>
<td>BSAD 305</td>
<td>Legal and Regulatory Environment</td>
<td>2</td>
</tr>
<tr>
<td>FIN 320</td>
<td>Principles of Finance</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 341</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 449</td>
<td>Strategic Management in a Global Business</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credits: 28

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 Entrepreneur Emphasis

Sixty semester credits, including the 28 credit BUSCORE plus 32 additional credits as follows:

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>ACCT 312</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BSAD 306</td>
<td>Business Law</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 371</td>
<td>Introduction to Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 373</td>
<td>New Venture Feasibility</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 374</td>
<td>New Venture Start-Up and Growth</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 471</td>
<td>Business Plan Considerations and Drafting</td>
<td>3</td>
</tr>
</tbody>
</table>

Entrepreneur Program Electives - Select from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 342</td>
<td>Quality Management</td>
<td></td>
</tr>
<tr>
<td>MGMT 343</td>
<td>Supply Chain Management</td>
<td></td>
</tr>
<tr>
<td>MGMT 344</td>
<td>Quantitative Methods for Management</td>
<td></td>
</tr>
<tr>
<td>MGMT 347</td>
<td>Risk Management and Insurance</td>
<td></td>
</tr>
<tr>
<td>MGMT 349</td>
<td>Human Resource Management</td>
<td></td>
</tr>
<tr>
<td>MGMT 363</td>
<td>International Logistics and Supply Chain Management</td>
<td></td>
</tr>
<tr>
<td>MGMT 398</td>
<td>Internship Program I</td>
<td></td>
</tr>
<tr>
<td>MGMT 414</td>
<td>Small Business Consulting</td>
<td></td>
</tr>
<tr>
<td>MGMT 461</td>
<td>Lean Manufacturing Systems and Concepts</td>
<td></td>
</tr>
<tr>
<td>MGMT 447</td>
<td>Cross Cultural Leadership</td>
<td></td>
</tr>
<tr>
<td>BSAD 180</td>
<td>Foundations for Success in Business</td>
<td></td>
</tr>
<tr>
<td>MKTG 334</td>
<td>Marketing Research</td>
<td></td>
</tr>
<tr>
<td>MKTG 337</td>
<td>Professional Selling</td>
<td></td>
</tr>
<tr>
<td>MKTG 372</td>
<td>Advanced Marketing for Entrepreneurs</td>
<td></td>
</tr>
<tr>
<td>MKTG 425</td>
<td>Marketing in Service Organizations</td>
<td></td>
</tr>
</tbody>
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HIP Assessment

Management majors with Entrepreneur program emphasis must complete the High Impact Practices (HIP) assessment during their last semester.