MANAGEMENT, ENTREPRENEUR PROGRAM EMPHASIS, COMPREHENSIVE MAJOR

(Code 820-002)

University Requirements

GRADUATION REQUIREMENTS FOR BACCALAUREATE DEGREE

Credit Requirements

<table>
<thead>
<tr>
<th>Credit Requirements</th>
<th>Minimum total for graduation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum total for graduation</td>
<td>120</td>
</tr>
<tr>
<td>Upper division credits (courses numbered 300 and higher)</td>
<td>39</td>
</tr>
<tr>
<td>Liberal Education Core</td>
<td>36</td>
</tr>
</tbody>
</table>

Academic Concentrations

<table>
<thead>
<tr>
<th>Grade Point Requirements 2</th>
<th>2.00 average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Resident</td>
<td>2.00 average</td>
</tr>
<tr>
<td>Major</td>
<td>2.00 average</td>
</tr>
<tr>
<td>Minor</td>
<td>2.00 average</td>
</tr>
<tr>
<td>Certificate</td>
<td>2.00 average</td>
</tr>
</tbody>
</table>

University Residency Requirements

<table>
<thead>
<tr>
<th>Minimum total</th>
<th>30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior year</td>
<td>23</td>
</tr>
<tr>
<td>Major, Standard, upper division in residence</td>
<td>12</td>
</tr>
<tr>
<td>Major, Comprehensive, upper division in residence</td>
<td>21</td>
</tr>
<tr>
<td>Certificate</td>
<td>25 percent of credits</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.

APPLICABILITY OF CREDITS TOWARD GRADUATION

<table>
<thead>
<tr>
<th>Credit Restrictions</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfactory/Unsatisfactory</td>
<td></td>
</tr>
<tr>
<td>Total degree credit</td>
<td>maximum 12</td>
</tr>
<tr>
<td>Major, Standard</td>
<td>maximum 1 course</td>
</tr>
<tr>
<td>Major, Comprehensive</td>
<td>maximum 2 courses</td>
</tr>
<tr>
<td>Two-Year College Credits</td>
<td></td>
</tr>
<tr>
<td>Total degree credit</td>
<td>maximum 72 credits</td>
</tr>
<tr>
<td>Activity credit (band, chorus, drama, KINS 100-184)</td>
<td></td>
</tr>
<tr>
<td>Total KINS 100-184</td>
<td>maximum 1 credit</td>
</tr>
<tr>
<td>Total Band, chorus, drama</td>
<td>maximum 12 credits</td>
</tr>
<tr>
<td>Single course band, chorus, drama</td>
<td>maximum 4 credits</td>
</tr>
<tr>
<td>Extension credits</td>
<td></td>
</tr>
<tr>
<td>UW-System</td>
<td>no maximum</td>
</tr>
<tr>
<td>Other extension/ correspondence</td>
<td>maximum ¼ of total</td>
</tr>
<tr>
<td>USAFI</td>
<td></td>
</tr>
<tr>
<td>USAFI</td>
<td>maximum 32 credits</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 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

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 Code</th>
<th>Course 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>
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:

**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** Diversity in the Workplace 1
**BSAD 305** Legal and Regulatory Environment 2
**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** 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:

**Required Courses** 18

**ACCT 312** Managerial Accounting 3
**BSAD 306** Business Law 3
**MGMT 371** Introduction to Entrepreneurship 3
**MGMT 373** New Venture Feasibility 3
**MGMT 374** New Venture Start-Up and Growth 3
**MGMT 471** Business Plan Considerations and Drafting 3

**Entrepreneur Program Electives - Select from the following:** 14

**MGMT 342** Quality Management
**MGMT 343** Supply Chain Management
**MGMT 344** Quantitative Methods for Management
**MGMT 347** Risk Management and Insurance
**MGMT 349** Human Resource Management
**MGMT 363** International Logistics and Supply Chain Management
**MGMT 398** Internship Program I
**MGMT 414** Small Business Consulting
**MGMT 461** Lean Manufacturing Systems and Concepts
**MGMT 447** Cross Cultural Leadership
**BSAD 180** Foundations for Success in Business
**MKTG 334** Marketing Research

**MKTG 337** Professional Selling
**MKTG 372** Advanced Marketing for Entrepreneurs
**MKTG 425** Marketing in Service Organizations

**HIP Assessment**

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