

BUSINESS: ACCOUNTING, BBA: DATA ANALYSIS

Accountants gather, organize and analyze financial information. Advancements in technology, evolving accounting rules and regulations, and rapid globalization promise abundant and interesting career opportunities to those with strong quantitative abilities. In response to the rapidly changing environment, this degree is tailored to develop supplemental skills in Information Technology and analyzing data.

Accounting-Data Analysis graduates seek employment in a variety of positions in public accounting firms, industry, and not-for-profits. For public accounting firms, these graduates may find employment in either the traditional assurance track or the more IT-oriented risk advisory track. In either case, these graduates will analyze large, client-prepared datasets to accomplish audit objectives for their assigned audit team. In an industry employment position, the graduates will work as part of the management team providing information for decision support, taxation issues and performance evaluation. In the not-for-profit sector, the graduates will also analyze data to assist their organizations in decision support and performance evaluation. This accounting track specifically develops skills in Information Technology to enable graduates to utilize data analysis and visualization in these tasks.

Lubar School of Business accounting programs are separately accredited by the AACSB (one of only three accounting accredited schools in Wisconsin). Accounting graduates meet the legal requirements *to take the CPA Exam* in Wisconsin; however, 150 credits of education are required *to obtain the CPA license* in Wisconsin. Many BBA Accounting-Data Analysis graduates apply, are accepted, and enroll in the Lubar School of Business Master of Science in Management-Professional Accounting (MS-PA) program to complete the credits necessary to prepare for the CPA exam and meet the 150 credits for licensure.

Requirements

Code	Title	Credits
	Advancement to Major (p. 1)	
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	Business Foundation Courses (p. 2)	21
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	General Electives	11
	Total Credits	120

Advancement to the Major

Students are eligible to advance within the major when the following requirements have been met:

Code	Title	Credits
	<i>Attain Junior standing (56 credits)</i>	
	<i>Satisfy Oral and Written Communication requirement (Part A)</i>	
ENGLISH 102	College Writing and Research	
	Or obtain a high enough score on the English Placement Test, ACT-English, or SAT-ERW	
	<i>Satisfy Quantitative Literacy requirement</i>	
MATH 105	Introduction to College Algebra	

or MATH 108	Algebraic Literacy II	
	Or place high enough on the Math Placement Test	
	<i>Complete the Business Foundation Courses</i>	
	With a cumulative GPA of 2.25 or above	
	<i>Achieve a cumulative GPA of 2.50 or higher</i>	
	Obtain a cumulative GPA (including transfer work) equal to or higher than the standard established by the Lubar School of Business	
	<i>Achieve a cumulative UWM GPA of 2.00 or higher</i>	
	Students who have a 2.50 cumulative grade point average or higher, including at least a 2.00 UWM cumulative grade point average, are guaranteed advancement to major.	
	<i>Complete the Advancement to the Major form</i>	
	Available in the Undergraduate Student Services office or online	

Lubar School of Business General Education Requirements

Code	Title	Credits
Oral and Written Communication		
ENGLISH 102	College Writing and Research (or equivalent) ¹	
ENGLISH 205	Business Writing	3
Quantitative Literacy		
Select one of the following (QL-A):		
MATH 105	Introduction to College Algebra ¹	
MATH 108	Algebraic Literacy II ¹	
Or equivalent course		
Select one of the following (QL-B):		
MATH 208	Quantitative Models for Business	
MATH 211	Survey in Calculus and Analytic Geometry	
Or equivalent course		
Arts		
Select 3 credits		3
Humanities		
Select 6 credits ²		6
Social Sciences		
Select 6 credits ³		6
Natural Sciences		
Select 6 credits (At least two courses including one lab) ⁴		6
UWM Foreign Language Requirement		
Complete Foreign Language Requirement through: ¹		
Two years (high school) of a single foreign language		
Two semesters (college) of a single foreign language		
Or equivalent		
UWM Cultural Diversity Requirement		
One course from the Arts, Humanities, or Social Sciences must also satisfy UWM's Cultural Diversity requirement		
Total Credits		24

¹ Credit earned for 100-level English and Math courses, as well as college credit earned for Foreign Languages, is counted towards General Electives.

² Excluding COMMUN 103 if used to satisfy a Foundation course requirement.

³ Excluding COMMUN 105 if used to satisfy a Foundation course requirement. Only one 100- or 200-level economics course can be used to satisfy the Social Science requirement (excluding ECON 103 and ECON 104). Students completing a Human Resources major must complete PSYCH 101.

⁴ Excluding MATH 211, MATH 221, or MATH 231.

Business Foundation Courses

Complete with a cumulative grade point average of 2.25 or higher.

Code	Title	Credits
ECON 103	Principles of Microeconomics	3
ECON 104	Principles of Macroeconomics	3
BUS ADM 201	Introduction to Financial Accounting ¹	4
BUS ADM 230	Introduction to Information Technology Management ²	4
MATH 208 or MATH 211	Quantitative Models for Business ³ Survey in Calculus and Analytic Geometry	4
COMMUN 103 or COMMUN 105	Public Speaking Business and Professional Communication	3
Total Credits		21

¹ A grade of "B" or better in BUS ADM 201 is required for Accounting majors. Students in the Business Scholars Program (<http://catalog.uwm.edu/business/businessscholars/>) should enroll in the equivalent BUS ADM 207 course.

² A grade of "C" or better in BUS ADM 230 is required for Information Technology Management majors. Students interested in the Business Scholars Program (<http://catalog.uwm.edu/business/businessscholars/>) should consider the equivalent BUS ADM 231 course.

³ Or equivalent to MATH 208 or MATH 211.

Business Core Courses

Code	Title	Credits
BUS ADM 202	Managerial Accounting	3
BUS ADM 210 or BUS ADM 211	Statistical Modeling in Business Analytics Business Scholars: Statistical Modeling in Business Analytics	4
BUS ADM 330 or BUS ADM 331	Organizations Business Scholars: Organizations	3
BUS ADM 360 or BUS ADM 361	Principles of Marketing Business Scholars: Principles of Marketing	3
BUS ADM 370 or BUS ADM 371	Introduction to Supply Chain Management Business Scholars: Introduction to Supply Chain Management	3
BUS ADM 391	Business Law I	3
BUS ADM 450	Intermediate Finance	3
BUS ADM 600	Management Analysis	3
<i>International Business Component</i>		
Complete one of the following:		3

BUS ADM 456	International Financial Management	
BUS ADM 465	International Marketing	
BUS ADM 496	International Business	
BUS ADM 498	Study Abroad: Business Topics:	
BUS ADM 535	Global Information Technology Management	
BUS ADM 541	Cross-Cultural Management	
BUS ADM 551	International Investments	
Total Credits		28

Accounting Major Requirements

A minimum 3.0 cumulative GPA, completion of MATH 208 or MATH 211, BUS ADM 230 or BUS ADM 231, a grade of B or better in BUS ADM 201 or BUS ADM 207, and completion of BUS ADM 202 are required to enroll in BUS ADM 301. A grade of B or better in BUS ADM 301 is required to enroll in BUS ADM 402, BUS ADM 404, and BUS ADM 409.

Code	Title	Credits
Required Courses		
BUS ADM 301	Intermediate Accounting	4
BUS ADM 303	Career Planning for Accounting	1
BUS ADM 402	Advanced Financial Accounting	3
BUS ADM 404	Cost Management	3
BUS ADM 405	Income Tax Accounting I	3
BUS ADM 406	Income Tax Accounting II	3
BUS ADM 408	Accounting Information Systems	3
BUS ADM 409	Auditing: Procedures and Applications	3
BUS ADM 410	Accountants' Ethical Responsibilities	1
Total Credits		24

Data Analysis Requirements

In addition to the Accounting Major Requirements, a minimum grade of 'B' is required in both BUS ADM 335 and BUS ADM 434 in the Accounting, BBA: Data Analysis program.

Code	Title	Credits
Required Courses		
BUS ADM 335	Visual System Development	6
BUS ADM 434	Data Base Management Systems	6
Elective Courses (select two):		
BUS ADM 436	Systems Analysis and Design	6
BUS ADM 438	Information Technology Management Topics:	
BUS ADM 536	Business Intelligence	
BUS ADM 537	Enterprise Systems Concepts and Issues	
Total Credits		12

General Electives

Code	Title	Credits
Credits towards the degree not counted in other categories will apply to General Electives. Classes counting towards General Electives may include, but are not limited to:		11

ENGLISH 101	Introduction to College Writing
ENGLISH 102	College Writing and Research
MATH 105	Introduction to College Algebra
MATH 108	Algebraic Literacy II
Foreign Language credits	

Total Credits 11

Degree Completion Requirements

Credits

A minimum of 120 credits is required for graduation for all majors. At least 50% of the business credit hours required for the business degree must be completed at UWM.

Grade Point Average

Students are required to earn at least a 2.25 overall GPA to graduate. Non-accounting majors are required to earn a minimum 2.25 GPA in all business and economics courses, as well as a 2.25 GPA in all business and economics courses completed at UWM, to graduate.

Accounting majors must have earned a 2.5 GPA for all business and economics courses completed (including transfer credits), as well as a 2.5 GPA in all business and economics courses completed at UWM, to graduate.

Residence Requirements

A minimum of 12 credits must be completed in residence at UWM in each Business Administration major.

Students must earn their last 30 credits at UWM. BBA degree and major requirements must be completed within 10 years of initial enrollment at UW-Milwaukee. Should students not complete the degree and major within the 10-year time frame, the students will switch to the most current degree and major requirements. A new 10-year time frame would then begin.

Post-Baccalaureate Options

The above requirements refer to the full requirements of an initial bachelors degree only. Requirements of a second undergraduate degree are listed on the Lubar School's Policies and Regulations (<http://catalog.uwm.edu/business/#policiesandregulationstext>). The Accounting major may not be completed as a second undergraduate degree.

Double Majors

Students interested in completing a double major with another UWM program or within Business should meet with an academic advisor to discuss how best to combine their academic plans.

Advising

For information on Academic Advising for undergraduate business majors, see Undergraduate Student Services. (<http://uwm.edu/business/academics/undergrad/academic-advising/>) All students should meet with an academic advisor at least once a semester.

Career Services

The Lubar School of Business also features a dedicated Career Services Center (<http://uwm.edu/business/academics/career-services/>) for its students. Internship positions and job requests are posted on a special bulletin board, which is maintained by the School as a service to students

and to businesses that have specifically requested UWM business students to fill positions. The Career Services Center also provides a resume referral service. Potential employers may request resumes by functional area or by special interests within functional areas. Online national job searches and an alumni placement service are other services offered.

Honors in the Lubar School of Business

Beta Gamma Sigma (<http://uwm.edu/business/academics/student-organizations/>) is the national scholastic honor society in the field of business. Election to membership is available to both undergraduate and graduate students in business. Each semester, students are invited to join Beta Gamma Sigma. Selection is based upon outstanding scholastic achievement.

See also information on the Business Scholars Program (<http://catalog.uwm.edu/business/businessscholars/>).

Dean's Honor List

GPA of 3.500 or above, earned on a full-time student's GPA on 12 or more graded credits in a given semester.

Honors Degree and Honors Degree with Thesis

Granted to graduating seniors who complete Honors College requirements, as listed in the Honors College (<http://catalog.uwm.edu/opportunities-resources/honors-college/>) section of this site.

Commencement Honors

Students with a cumulative GPA of 3.500 or above, based on a minimum of 40 graded UWM credits earned prior to the final semester, will receive all-university commencement honors and be awarded the traditional gold cord at the December or May Honors Convocation. Please note that for honors calculation, the GPA is **not** rounded and is truncated at the third decimal (e.g., 3.499).

Final Honors

Earned on a minimum of 60 graded UWM credits: Cum Laude - 3.500 or above; Magna Cum Laude - 3.650 or above; Summa Cum Laude - 3.800 or above.