BUSINESS: GENERAL BUSINESS, BBA

The General Business major provides students broader options within business for those uncertain of focusing on a specific business functional area, as provided by our other majors. Students have the opportunity to select courses from two or three competency areas to meet their individual academic and career goals.

Requirements

<table>
<thead>
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<th>Credits</th>
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<td>9</td>
</tr>
<tr>
<td>General Electives</td>
<td></td>
<td>13</td>
</tr>
<tr>
<td>Total Credits</td>
<td></td>
<td>120</td>
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</tbody>
</table>

Advancement to the Major

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Attain Junior standing (56 credits)</td>
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<tr>
<td>Satisfy Oral and Written Communication requirement (Part A) by obtaining a grade of 'C' or better</td>
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<tr>
<td>ENGLISH 102 College Writing and Research</td>
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<tr>
<td>Or obtain a high enough score on the English Placement Test or other appropriate test, as determined by the English Department.</td>
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<tr>
<td>Satisfy Quantitative Literacy requirement (Part A) by obtaining a grade of 'C' or better</td>
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<tr>
<td>MATH 105 Introduction to College Algebra</td>
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<tr>
<td>or MATH 108 Algebraic Literacy II</td>
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<tr>
<td>Or place high enough on the Math Placement Test or other appropriate test, as determined by the Mathematical Sciences Department.</td>
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<tr>
<td>Complete the Business Foundation Courses</td>
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<tr>
<td>With a cumulative GPA of 2.25 or above</td>
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<td></td>
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<tr>
<td>Achieve a cumulative GPA of 2.50 or higher</td>
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<tr>
<td>Obtain a cumulative GPA (including transfer work) equal to or higher than the standard established by the Lubar School of Business</td>
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<tr>
<td>Achieve a cumulative UWM GPA of 2.00 or higher</td>
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<td></td>
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<tr>
<td>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.</td>
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</tbody>
</table>

Lubar School of Business General Education Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oral and Written Communication</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENGLISH 102 College Writing and Research (or equivalent)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENGLISH 205 Business Writing</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Quantitative Literacy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select one of the following (QL-A):</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MATH 105 Introduction to College Algebra</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MATH 108 Algebraic Literacy II</td>
<td></td>
<td></td>
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<tr>
<td>Or equivalent course</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select one of the following (QL-B):</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MATH 208 Quantitative Models for Business</td>
<td></td>
<td></td>
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<tr>
<td>MATH 211 Survey in Calculus and Analytic Geometry I</td>
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<td></td>
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<tr>
<td>Or equivalent course</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Arts

Select 3 credits | 3

Humanities

Select 6 credits | 6

Social Sciences

Select 6 credits | 6

Natural Sciences

Select 6 credits (At least two courses including one lab) | 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 | 24

Business Foundation Courses

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 103 Principles of Microeconomics</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>ECON 104 Principles of Macroeconomics</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>BUS ADM 201 Introduction to Financial Accounting</td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>
BUS ADM 230  Introduction to Information Technology Management 4
MATH 208  Quantitative Models for Business 4
or MATH 211  Survey in Calculus and Analytic Geometry I
COMMUN 103  Public Speaking 3
or COMMUN 105  Business and Professional Communication 3

Total Credits 21

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/) or who are interested in joining the program should enroll in the equivalent BUS ADM 207 course.

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

Or equivalent to MATH 208 or MATH 211.

### Business Core Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS ADM 202</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUS ADM 210</td>
<td>Statistical Modeling in Business Analytics (Business Scholars course option)</td>
<td>4</td>
</tr>
<tr>
<td>BUS ADM 300</td>
<td>Career and Professional Development</td>
<td>1</td>
</tr>
<tr>
<td>BUS ADM 330</td>
<td>Organizations</td>
<td>3</td>
</tr>
<tr>
<td>BUS ADM 350</td>
<td>Principles of Finance</td>
<td>3</td>
</tr>
<tr>
<td>BUS ADM 360</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>BUS ADM 370</td>
<td>Introduction to Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS ADM 391</td>
<td>Business Law I</td>
<td>3</td>
</tr>
<tr>
<td>BUS ADM 600</td>
<td>Management Analysis</td>
<td>3</td>
</tr>
</tbody>
</table>

**International Business Component**

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 29

1. Students in the Business Scholars Program should enroll in the equivalent BUS ADM 211 course.
2. Students in the Business Scholars Program should consider the equivalent BUS ADM 331 course.
3. A grade of "C" or better is required for Finance majors. Students in the Business Scholars Program should consider the equivalent BUS ADM 351 course.
4. Students in the Business Scholars Program should consider the equivalent BUS ADM 361 course.

### General Business Major Requirements

A minimum of 12 credits within Business Administration (BUS ADM) must be completed towards the General Business major.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS ADM 393</td>
<td>Business Ethics, Social Responsibility and Sustainability</td>
<td>3</td>
</tr>
<tr>
<td>BUS ADM 446</td>
<td>Leadership and Team Building</td>
<td>3</td>
</tr>
</tbody>
</table>

**Electives**

Select 18 credits from two or three of the Competency Areas listed below. A minimum of two courses must be taken in each competency area.

#### Entrepreneurship

- BUS ADM 447  Entrepreneurship
- BUS ADM 492  Business Modeling of New Ventures

#### Finance

- BUS ADM 305  Personal Investing and Financial Planning
- BUS ADM 450  Intermediate Finance
- BUS ADM 451  Investment Finance
- BUS ADM 452  Applied Portfolio Management
- BUS ADM 453  Corporate Finance Seminar
- BUS ADM 454  Analysis of Options and Futures
- BUS ADM 455  Financial Institutions
- BUS ADM 456  International Financial Management
- BUS ADM 457  Financial Modeling
- BUS ADM 458  Venture Finance
- BUS ADM 481  Real Estate Finance
- BUS ADM 551  International Investments

#### Human Resource Management

- BUS ADM 440  Compensation Management
- BUS ADM 441  Diversity in Organizations
- BUS ADM 443  Special Topics in Human Resources Management:
- BUS ADM 444  Human Resources Management
- BUS ADM 445  Training & Development in Organizations
- BUS ADM 448  Staffing Human Resources

#### Information Technology Management

- BUS ADM 335  Introduction to Business Application Development
- BUS ADM 336  Enterprise Systems and Data Analytics
- BUS ADM 432  Object-Oriented Systems Development
- BUS ADM 434  Data Base Management Systems
- BUS ADM 436  Systems Analysis and Design
- BUS ADM 438  Information Technology Management Topics:
- BUS ADM 530  Privacy and Information Security for Business

Students in the Business Scholars Program should consider the equivalent BUS ADM 371 course.
BUS ADM 531  Developing Applications for Interconnected Systems
BUS ADM 532  Web Development for Open Business Systems
BUS ADM 533  Introduction to Connected Systems for Business
BUS ADM 535  Global Information Technology Management
BUS ADM 536  Business Intelligence
BUS ADM 537  Enterprise Systems Concepts and Issues
BUS ADM 538  Business Process Integration
BUS ADM 539  Web Application Server Development

Marketing
BUS ADM 460  Retail Management
BUS ADM 461  Consumer Behavior
BUS ADM 462  Marketing Research
BUS ADM 463  Marketing Management
BUS ADM 464  Management of Promotion
BUS ADM 465  International Marketing
BUS ADM 466  Business to Business Sales and Marketing
BUS ADM 467  Marketing Seminar
BUS ADM 468  Internet Marketing

Supply Chain and Operations Management
BUS ADM 472  Special Topics in Supply Chain and Operations Management
BUS ADM 475  Operations Planning and Control
BUS ADM 476  Logistics and Transportation Management
BUS ADM 477  Purchasing and Supply Management
BUS ADM 478  Supply Chain Analytics
BUS ADM 571  Quality and Six Sigma Tools
BUS ADM 576  Enterprise Planning in the Supply Chain
BUS ADM 577  Supply Chain Applications, Policy, & Strategy

Real Estate
BUS ADM 380  Introduction to Real Estate Markets
BUS ADM 481  Real Estate Finance
BUS ADM 482  Valuation of Real Estate
BUS ADM 483  Property Development and Management
BUS ADM 484  Real Estate Law
BUS ADM 485  Environmental Issues in Real Estate

International Business
BUS ADM 496  International Business
BUS ADM 498  Study Abroad: Business Topics
BUS ADM 541  Cross-Cultural Management
BUS ADM 551  International Investments

Economics
ECON 325  Money and Banking
ECON 328  Environmental Economics
ECON 353  Economic Development
ECON 404  Economic Applications of Game Theory
ECON 411  Economic Forecasting Methods
ECON 448  Economics of Human Resources

Healthcare Administration
HCA 421  Operations Management in Healthcare Organizations
HCA 422  Human Resource Management in Healthcare Organizations
HCA 460  Healthcare Reimbursement Systems and Policies
HCA 537  Health Information Technology and Management

Total Credits 24

1 If BUS ADM 456 or BUS ADM 551 is selected as the International Business component course, students must choose a different finance elective to complete the major.

2 If BUS ADM 535 is selected as the International Business component course, students must choose a different ITM elective to complete the major.

3 If BUS ADM 465 is selected as the International Business area course, students must choose a different marketing elective to complete the major.

4 If BUS ADM 496, BUS ADM 498, BUS ADM 541, or BUS ADM 551 is selected as the International Business area course, students must choose a different elective to complete the major.

Certificate Option
Students have the option to complete one or more certificates in conjunction with this major. No more than 50% of certificate credits may double count towards BBA Core or Major requirements. For example, a Real Estate Certificate could count 6 credits from the certificate towards the General Business major requirements (under the “Real Estate” or “Finance” Competency Areas); the remaining 9 certificate credits would count towards Business and/or General Electives.

Business Electives
A business elective is any course with Bus Adm as the subject. The course cannot be one a student has already taken as part of the foundation, core, or major coursework. Students often use business electives to complete a double major or certificate.

Code  Title  Credits
BUS ADM 380  Introduction to Real Estate Markets  3
BUS ADM 481  Real Estate Finance  3
BUS ADM 482  Valuation of Real Estate  3
BUS ADM 483  Property Development and Management  3
BUS ADM 484  Real Estate Law  3
BUS ADM 485  Environmental Issues in Real Estate  3
BUS ADM 496  International Business  3
BUS ADM 498  Study Abroad: Business Topics  3
BUS ADM 541  Cross-Cultural Management  3
BUS ADM 551  International Investments  3
ECON 325  Money and Banking  3
ECON 328  Environmental Economics  3
ECON 353  Economic Development  3
ECON 404  Economic Applications of Game Theory  3
ECON 411  Economic Forecasting Methods  3
ECON 448  Economics of Human Resources  3
HCA 421  Operations Management in Healthcare Organizations  3
HCA 422  Human Resource Management in Healthcare Organizations  3
HCA 460  Healthcare Reimbursement Systems and Policies  3
HCA 537  Health Information Technology and Management  3

Total Credits 9

General Electives
Code  Title  Credits
ENGLISH 101  Introduction to College Writing  3
ENGLISH 102  College Writing and Research  3
MATH 105  Introduction to College Algebra  3
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 Lubars School's Policies and Regulations (http://catalog.uwm.edu/business/#policiesandregulations). The Accounting major may not be completed as a second undergraduate degree or as a post-baccalaureate major/Certificate of Major. The General Business Major may not be completed as a post-baccalaureate major/Certificate of Major.

Multiple 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. Students may double-count up to two major courses between any combination of BBA majors. Accounting majors may also use the BUS ADM 450 requirement towards the Finance or SCOM majors. General Business majors may not select a second major within the Lubars School of Business but may select any number of certificates.

Certificate Option
Students have the option to complete one or more certificates in conjunction with BBA majors. No more than 50% of each certificate’s credits may double count towards BBA Core or Major requirements.

Advising
For information on Academic Advising for undergraduate business majors, see Undergraduate Student Services. (https://uwm.edu/business/students/current/undergraduate/advising-undergraduate/)

Career Services
The Lubars School of Business also features a dedicated Career Services Center (https://uwm.edu/business/students/career/undergraduate-career-advising/) 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. Career Advisors can help students post their resume and search for jobs using UWM’s jobs board on Handshake. 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 Lubars School of Business
Beta Gamma Sigma (https://uwm.edu/business/students/current/undergraduate/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
Students who earn a GPA of 3.500 or above on 12 or more graded credits in a given semester are placed on the Dean’s Honor List.

Honors College Degree and Honors College Degree with Distinction
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
Final honors are given to students who earn the following GPAs 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.