

# 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 College 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 College 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)	
	General Education Requirements (p. 1)	24
	Business Foundation Courses (p. 2)	21
	Business Core (p. 2)	28
	Accounting Major Requirements (p. 2)	24
	Data Analysis Requirements (p. 2)	12
	General Electives	11
<b>Total Credits</b>		<b>120</b>

## Advancement to the Major

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

Code	Title	Credits
	Attain Junior standing (56 credits)	
	Satisfy Oral and Written Communication requirement (Part A) by obtaining a grade of 'C' or better	
ENGLISH 102	College Writing and Research	

Or obtain a high enough score on the English Placement Test or other appropriate test, as determined by the English Department.

*Satisfy Quantitative Literacy requirement (Part A) by obtaining a grade of 'C' or better*

MATH 105 or MATH 108	Introduction to College Algebra Algebraic Literacy II
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Or place high enough on the Math Placement Test or other appropriate test, as determined by the Mathematical Sciences Department.

*Complete the Business Foundation Courses*

With a cumulative GPA of 2.25 or above

*Achieve a cumulative GPA of 2.50 or higher*

Obtain a cumulative GPA (including transfer work) equal to or higher than the standard established by the Lubar College of Business

*Achieve a cumulative UWM GPA of 2.00 or higher*

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.

## Lubar College of Business General Education Requirements

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

One course from the Arts, Humanities, or Social Sciences must also satisfy UWM's Cultural Diversity requirement

**Total Credits** **24**

- <sup>1</sup> Credit earned for 100-level English and Math courses, as well as college credit earned for Foreign Languages, is counted towards General Electives.
- <sup>2</sup> Excluding COMMUN 103 if used to satisfy a Foundation course requirement.
- <sup>3</sup> 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).
- <sup>4</sup> 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 <sup>1</sup>	4
BUS ADM 230	Introduction to Information Technology Management <sup>2</sup>	4
MATH 208 or MATH 211	Quantitative Models for Business <sup>3</sup> Survey in Calculus and Analytic Geometry I	4
COMMUN 103 or COMMUN 105	Public Speaking Business and Professional Communication	3
<b>Total Credits</b>		<b>21</b>

- <sup>1</sup> A grade of "B" or better in BUS ADM 201 is required for Accounting majors. Students in the Business Scholars Program (<https://catalog.uwm.edu/business/businessscholars/>) or who are interested in joining the program should enroll in the equivalent BUS ADM 207 course.
- <sup>2</sup> A grade of "C" or better in BUS ADM 230 is required for Information Technology Management majors. Students in the Business Scholars Program (<https://catalog.uwm.edu/business/businessscholars/>) should enroll in the equivalent BUS ADM 231 course.
- <sup>3</sup> 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	
<b>Total Credits</b>		<b>28</b>

## 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
<b>Required Courses</b>		
BUS ADM 301	Intermediate Financial Accounting I	4
BUS ADM 303	Career Planning for Accounting	1
BUS ADM 401	Introduction to Data Analytics in Accounting	4
BUS ADM 402	Intermediate Financial Accounting II	3
BUS ADM 404	Cost Management	3
BUS ADM 405	Introduction to Taxation	3
BUS ADM 408	Accounting Information Systems	3
BUS ADM 409	Auditing: Procedures and Applications	3
<b>Total Credits</b>		<b>24</b>

## 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
<b>Required Courses</b>		
BUS ADM 335	Introduction to Business Application Development	3
BUS ADM 434	Data Base Management Systems	3
<b>Elective Courses (select two):</b>		<b>6</b>
BUS ADM 431	Introduction to Machine Learning for Business	
BUS ADM 435	Introduction to Artificial Intelligence for Business	
BUS ADM 436	Systems Analysis and Design	
BUS ADM 437	Introduction to Social Media Analytics for Business	
BUS ADM 438	Information Technology Management Topics:	

BUS ADM 536	Business Intelligence	
BUS ADM 537	ERP Concepts and Issues	
<b>Total Credits</b>		<b>12</b>

## 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		
<b>Total Credits</b>		<b>11</b>

## 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 College's Policies and Regulations (<https://catalog.uwm.edu/business/#policiesandregulationstext>). 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 Lubar College 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.

## Business BBA Learning Outcomes

Students graduating from UWM's Bachelor of Business Administration (BBA) programs will:

- Create novel solutions to a business problem.
- Analyze data to explore alternative solutions.
- Identify the role of technology in supporting decision-making.
- Explain findings, organize ideas, and justify conclusions.
- Produce written documents to communicate their business understanding.
- Possess the skills needed for oral communication.
- Apply the basic concepts and principles of their business discipline.
- Recognize an ethical dilemma, relevant stakeholders, and potential consequences.
- Identify and analyze the legal issues that impact a business decision.
- Summarize cultural issues that impact a business decision.
- Summarize global issues that impact a business decision.

## Advising

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

## Career Services

The Lubar College 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 College 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 Lubar College 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 (<https://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 (<https://catalog.uwm.edu/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.