

# 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

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Advancement to Major (p. 1)		
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<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
<i>Attain Junior standing (56 credits)</i>		
<i>Satisfy Oral and Written Communication requirement (Part A) by obtaining a grade of 'C' or better</i>		
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.		
<i>Satisfy Quantitative Literacy requirement (Part A) by obtaining a grade of 'C' or better</i>		
MATH 105 or MATH 108	Introduction to College Algebra Algebraic Literacy II	
Or place high enough on the Math Placement Test or other appropriate test, as determined by the Mathematical Sciences Department.		
<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 College 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.		

## 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		
<b>Total Credits</b>		<b>24</b>

<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	Statistical Modeling in Business Analytics (Business Scholars course option) <sup>1</sup>	4
BUS ADM 300	Career and Professional Development	1
BUS ADM 330	Organizations <sup>2</sup>	3
BUS ADM 350	Principles of Finance <sup>3</sup>	3
BUS ADM 360	Principles of Marketing <sup>4</sup>	3
BUS ADM 370	Introduction to Supply Chain Management <sup>5</sup>	3
BUS ADM 391	Business Law I	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>29</b>

<sup>1</sup> Students in the Business Scholars Program should enroll in the equivalent BUS ADM 211 course.

<sup>2</sup> Students in the Business Scholars Program should consider the equivalent BUS ADM 331 course.

<sup>3</sup> 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.

<sup>4</sup> Students in the Business Scholars Program should consider the equivalent BUS ADM 361 course.

<sup>5</sup> Students in the Business Scholars Program should consider the equivalent BUS ADM 371 course.

## General Business Major Requirements

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

Code	Title	Credits
<b>Required Courses</b>		
BUS ADM 393	Business Ethics, Social Responsibility and Sustainability	3
BUS ADM 446	Leadership and Team Building	3
<b>Electives</b>		
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. Courses may only be used in one competency area.		18
<i>Entrepreneurship</i>		
BUS ADM 458	Venture Finance	
BUS ADM 490	Entrepreneur Internship	
BUS ADM 492	Business Modeling of New Ventures	
<i>Finance</i>		
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 457	Financial Modeling	
BUS ADM 459	Finance Professional Internship	
BUS ADM 481	Real Estate Finance & Asset Management	
BUS ADM 551	International Investments <sup>1, 4</sup>	
<i>Human Resource Management</i>		
BUS ADM 440	Compensation Management	
BUS ADM 441	Diversity in Organizations	
BUS ADM 442	Industrial Psychology	
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	
BUS ADM 449	Human Resources Management Professional Internship	
BUS ADM 541	Cross-Cultural Management <sup>4</sup>	
BUS ADM 547	Employment Law	
<i>Information Technology Management</i>		
BUS ADM 335	Introduction to Business Application Development	
BUS ADM 336	ERP Simulation and Data Analysis	
BUS ADM 432	Object-Oriented Systems Development	

BUS ADM 431	Introduction to Machine Learning for Business
BUS ADM 434	Data Base Management Systems
BUS ADM 435	Introduction to Artificial Intelligence for Business
BUS ADM 437	Introduction to Social Media Analytics for Business
BUS ADM 436	Systems Analysis and Design
BUS ADM 438	Information Technology Management Topics:
BUS ADM 439	Information Technology Management Professional Internship
BUS ADM 530	Privacy and Information Security for Business
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 536	Business Intelligence
BUS ADM 537	ERP Concepts and Issues
BUS ADM 538	ERP System Configuration
BUS ADM 539	Web Application Server Development
<b>Marketing</b>	
BUS ADM 447	Entrepreneurship
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 466	Business to Business Sales and Marketing
BUS ADM 467	Marketing Seminar:
BUS ADM 468	Internet Marketing
BUS ADM 469	Marketing Professional Internship
<b>Supply Chain and Operations Management</b>	
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 479	Supply Chain & Operations Management Professional Internship
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
<b>Real Estate</b>	
BUS ADM 380	Introduction to Real Estate Markets
BUS ADM 389	Real Estate Internship

BUS ADM 481	Real Estate Finance & Asset Management
BUS ADM 482	Valuation of Real Estate
BUS ADM 483	Property Development and Management
BUS ADM 484	Real Estate Law
BUS ADM 486	Managing and Leasing Commercial Real Estate

**International Business**

BUS ADM 456	International Financial Management <sup>4</sup>
BUS ADM 465	International Marketing <sup>3, 4</sup>
BUS ADM 494	International Business Internship
BUS ADM 496	International Business <sup>4</sup>
BUS ADM 498	Study Abroad: Business Topics: <sup>4</sup>
BUS ADM 535	Global Information Technology Management <sup>2, 4</sup>
BUS ADM 551	International Investments <sup>4</sup>

**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
HI 537	Health Information Technology and Management

**Total Credits** **24**

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

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

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

<sup>4</sup> If BUS ADM 456, BUS ADM 465, BUS ADM 496, BUS ADM 498, BUS ADM 535, BUS ADM 541, or BUS ADM 551 is selected as the International Business component 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
Select 9 credits in the Lubar College of Business. May include 300-level Bus Adm internship courses, additional Bus Adm courses in the major, business courses outside of the major, and/or Bus Adm courses used in the completion of a second Business major or Business Certificate program.		9
<b>Total Credits</b>		<b>9</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:		13
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>13</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.