

Business Administration

Interdisciplinary Major or Minor (<http://catalog.uwgb.edu/archive/2014-2015/undergraduate/planning/interdisciplinary-majors-minors>)
(Bachelor of Business Administration)

Professor – Meir Russ

Associate Professors – Lucy Arendt (Director, Cofrin School of Business), Gaurav Bansal, James Doering, Michael Knight, William Lepley (chair), James Loebel, Steven Muzatko, Robert Nagy, David Radosevich, Sampath Ranganathan, Peter Smith

Assistant Professors – Ghadir Ishqaidef, Mussie Teclezion

Lecturers – Pat Albers, Ken Knauf, Donald McCartney (assistant chair), Larry McGregor, Ann Selk

UW-Green Bay's major and minor in Business Administration offer the skills and broad business background needed for a lifetime of opportunity. More than 90 percent of graduates typically find employment in business, industry, government, and other fields, or enter graduate programs within six months of graduation. UW-Green Bay students are accepted into reputable graduate schools. Many alumni are successful business leaders. Alumni surveys indicate that alumni perceive the Business Administration program very favorably, their program of study prepared them extremely well for their careers, the quality of the Business Administration faculty is "excellent," and they would recommend the program to others.

The program provides considerable exposure to the liberal arts and develops the critical thinking, problem-solving, interpersonal, communication, quantitative and computer skills needed by graduates to successfully serve as leaders within modern organizations. The program also addresses contemporary organizational issues such as global competition, social responsibility and ethics, sustainability, and the relationship between organizations and various environmental forces.

The Business Administration major is an interdisciplinary and problem-focused program comprised of three integrated elements: supporting, core and emphasis courses. The supporting and core courses provide breadth and introduce each student to the foundations of business knowledge, including communications, economics, statistics, computers, accounting, law, finance, management and marketing. Each Business Administration major extensively studies an area of emphasis:

- Finance
- General Business
- Human Resource Management
- Management
- Marketing

Each emphasis consists of courses designed to thoroughly prepare the student in a business specialization.

A distinctive feature of the program is that many upper-level courses include a practical project component, offering the opportunity to apply the problem-solving theories and concepts learned in the classroom to real situations. Alumni say this increases their value to employers and sets them apart from traditional business program graduates.

Extensive opportunities are available for students to meet business professionals and gain practical experience. Active student organizations support these efforts and help students to meet others with like interests. Faculty members encourage participation in internships.

Program Entrance and Exit Requirements

Students can declare a Business Administration major or minor at any time with any number of credits. Prior to doing so, however, students must read and accept an online Honor Code (<https://sis.uwgb.edu/ngforms/?formid=9ea6ed5f-44fb-41e5-a94c-10c7f63f4b05&Clear=Y>) (pre-declaration form). Once the honor code is received and accepted by the Cofrin School of Business, students interested in a Business Administration major or minor may complete a Declaration of Major/Minor/Certificate e-form (<http://www.uwgb.edu/registrar/forms>) . All Business Administration major or minor Declaration of Major/Minor/Certificate e-forms should be emailed to Bus-school-eforms@uwgb.edu rather than to a specific adviser.

Students must maintain a cumulative GPA of 2.5 to proceed in the course progression for a Business Administration major or minor. All students must meet Business Administration's exit requirement to graduate with a Business Administration major. Students intending to graduate with this major must have a minimum 2.5 cumulative grade point average.

Business Administration is a popular choice as a minor. In addition, a second option is a minor in **International Business**. This minor encourages students to gain language and culture proficiency sufficient to complement their study of Business Administration in a world economy.

Area of Emphasis

Students must complete requirements in one of the following areas of emphasis:

- Finance (<http://catalog.uwgb.edu/archive/2014-2015/undergraduate/programs/business-administration/major/finance-emphasis>)
- General Business (<http://catalog.uwgb.edu/archive/2014-2015/undergraduate/programs/business-administration/major/general-emphasis>)

- Human Resource Management (<http://catalog.uwgb.edu/archive/2014-2015/undergraduate/programs/business-administration/major/humanresource-emphasis>)
- Management (<http://catalog.uwgb.edu/archive/2014-2015/undergraduate/programs/business-administration/major/management-emphasis>)
- Marketing (<http://catalog.uwgb.edu/archive/2014-2015/undergraduate/programs/business-administration/major/marketing-emphasis>)
- Business Administration Minor (<http://catalog.uwgb.edu/archive/2014-2015/undergraduate/programs/business-administration/minor/interdisciplinary-emphasis>)
- International Business Minor (<http://catalog.uwgb.edu/archive/2014-2015/undergraduate/programs/business-administration/minor/international-emphasis>)

Courses

BUS ADM 202. Business and Its Environment. 3 Credits.

The major components of the business enterprise and its resources, competitive and regulatory environment; pricing, profit, finance planning, controls, ethics, environmental impact, social responsibility and other important concepts; environmental issues that challenge the business leader.

Fall Only.

BUS ADM 206. Law and the Individual. 3 Credits.

The American legal system; its principles, processes, language, ethics and laws from the viewpoint of the individual, including family, personal injury, property, consumer, privacy, probate and administrative laws.

Fall and Spring.

BUS ADM 215. Introduction to Business Statistics. 3 Credits.

This course starts from the beginning principles and ideas of probability and statistics and progresses to cover many business statistics applications. Topics include: usefulness of business statistics, describing sets of measurements, probability, random variables and probability distributions, discrete probability distributions, the normal probability distributions, sampling distributions, confidence interval and sample size estimation, hypotheses testing, and developing inferences from samples. Credit will not be granted for both Bus Adm 215 and (Comm Sci 205 or Math 260).

P: Math 101 or Math Placement of Math 101/260 or greater. Credit will not be granted for both Bus Adm 215 and (Comm Sci 205 or Math 260).

Fall and Spring.

BUS ADM 216. Business Statistics. 4 Credits.

The course examines descriptive statistics, sampling and sampling distributions, hypothesis testing, independent and paired t-tests, analysis of variance, regression, chi-square, and variance comparisons. The course will also insure students are literate in computer-based statistical packages (e.g., SPSS, SAS, or Minitab).

P: Math 101 or Math Placement of Math 101/260 or greater.

Fall and Spring.

BUS ADM 217. Advanced Business Statistics. 3 Credits.

A treatment of advanced topics in statistics applied to a wide variety of business problems. Topics include analysis of variance, linear regression, correlation, multiple linear regression elements of time series analysis, forecasting based on time series models, quality control techniques, survey sampling, analysis of enumerative data, non-parametric statistical methods and decision analysis. Practical business examples are used to illustrate and apply the advanced statistical techniques. Computer applications are included.

P: Math 260 or Comm Sci 205 or Bus Adm 215.

Fall and Spring.

BUS ADM 282. Personal Financial Planning. 3 Credits.

Exploration and functional analysis of consumers' financial needs and problems in our modern and complex society; learning to formulate financial goals, implement and monitor them through specific plans, financial functions such as budgeting, investing, financing, protecting and distributing wealth; philosophies and values of consumers; legal aspects of consumer rights.

Fall and Spring.

BUS ADM 299. Travel Course. 1-4 Credits.

Travel courses are conducted to various parts of the world and are led by one or more faculty members. May be repeated to different locations.

P: cons of instr & prior trip arr & financial deposit.

BUS ADM 307. Web Applications and Virtual Information Dissemination. 3 Credits.

Students in this course will acquire an introductory understanding about the technological foundations of the World Wide Web (WWW). They will also learn a well-rounded set of technical skills in major Web applications. Other objectives include establishing a proper strategic perspective on the Web site design.

P: Bus Adm 350. REC: Major in Interd Stu.

BUS ADM 309. Electronic Commerce. 3 Credits.

Familiarizes individuals with current and emerging electronic commerce technologies using the Internet. The purpose of the course is to educate a new generation of managers, planners, analysts and programmers to the realities of and potential for electronic commerce.

P: Econ 308 or Bus Adm 308, 322 or 382. REC: Major in Interd Stu.

BUS ADM 322. Introductory Marketing. 3 Credits.

The marketing system and the managerial techniques used to market goods, services and organizations. Relationships between marketing activities and economic, political and social institutions; understanding consumer behavior; product, price, promotion and distribution decisions.

P: Sophomore status

Fall and Spring.

BUS ADM 327. Selling and Sales Management. 3 Credits.

Principles and techniques of successful selling that lead to a mutually profitable relationship between salesperson and customer. The nature and scope of sales management: selecting and training sales personnel, importance of customer satisfaction, relationship of company philosophy to the sales force, fundamentals of communication processes.

P: Bus Adm 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5

Fall Only.

BUS ADM 343. Corporation Finance. 3 Credits.

Organization of basic financial management functions and principles for business; management of fixed and working capital; short-term and long-term financial planning through investment and financing decisions; domestic and international money and capital markets; ethical issues relating to business financial management.

P: Acctg 300 and sophomore status

Fall and Spring.

BUS ADM 344. Real Estate Principles. 3 Credits.

Nature of real estate ownership, importance of land contracts, title transfer, and mortgage instruments; real estate valuation, finance and investment; impacts of taxation, insuring, marketing, and laws affecting real estate (not intended to prepare students for real estate licensing examination).

P: Bus Adm 343 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Spring.

BUS ADM 345. Risk Management and Insurance. 3 Credits.

Nature of risks, principal techniques of risk management and the bases for making decisions with respect to the management of personal and business risks.

P: Bus Adm 343 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall Only.

BUS ADM 347. Financial Markets and Institutions. 3 Credits.

Role of financial markets and institutions in forming and managing financial resources; examination and analysis of financial intermediation; organization and functions of the U.S. and international financial systems; structure and investment management strategies of specific financial institutions (such as banks, thrift, insurance and investment companies).

P: Bus Adm 343 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

BUS ADM 350. Business Computer Applications. 3 Credits.

Business Computer Applications is designed to give students hands-on experience with popular software applications. The course also covers current introductory topics in computing such as computer software & hardware, internet, network security, databases, and ethics in IS among others.

P: Sophomore status

Fall and Spring.

BUS ADM 362. Introduction to Human Resource Management. 3 Credits.

Personnel management: human resource planning, recruitment, selection, training, motivation, fringe benefits, salary and wages, labor relations, and performance evaluation.

P: Bus Adm 382 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

BUS ADM 382. Introductory Management. 3 Credits.

The realities of management in contemporary situations, emphasizing the functional approach; understanding the management environment; knowledge required by managers to function effectively and adjust to rapid changes.

P: Sophomore status

Fall and Spring.

BUS ADM 389. Organizational Behavior. 3 Credits.

A micro organizational behavior course examining motivation, leadership, job satisfaction, learning, group dynamics, and stress in the organizational setting.

P: Sophomore status

Fall and Spring.

BUS ADM 391. Introduction to Entrepreneurship and Innovation. 3 Credits.

The course is designed to provide a global introduction to the process of turning an idea into a successful startup enterprise. There will be a special emphasis on business plan development and its use as a management tool.

Fall and Spring.

BUS ADM 392. Qualitative Methods in Entrepreneurship. 3 Credits.

The course provides an operational overview with the details of developing and running a business. Emphasis will be placed on strategic management practices; market research, analysis and planning; sales and distribution strategies; human resources; and leadership and team building.

BUS ADM 393. Quantitative Methods in Entrepreneurship. 3 Credits.

This course emphasizes the importance of good record keeping systems, reports, and the records necessary for a small business. Financial analysis techniques are explored through hands-on Income Statements and Cash Flow Projections for small businesses. Financial and other technical support resources are identified throughout the course.

P: Math 101. REC: major in Interd Stu.

BUS ADM 394. Becoming an Entrepreneur. 3 Credits.

Using primarily a case study and project approach, students will experience what it takes to own a business and gain an understanding of the many roles a small business owner has. Students experience starting a business themselves, utilizing all they have learned.

P: Bus Adm 391, 392 and 393 or Bus Adm 391, 322, 382 and Acctg 300, 302 and 343

Spring.

BUS ADM 421. International Marketing. 3 Credits.

The course is designed to help students explore the global market via the disciplines of economics, cultural studies, geography, history, languages, jurisprudence, demographics, politics, and many others. The opportunities and the threats that emanate from the global marketplace are highlighted, and the need for an international marketing approach on the part of individuals and institutions is emphasized.

P: Bus Adm 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

BUS ADM 423. Advertising. 3 Credits.

Developing and executing advertising campaigns; how these campaigns fit into the total marketing mix; social, legal, and economic considerations and constraints involved in the advertising campaign planning process.

P: Bus Adm 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

BUS ADM 424. Marketing Research. 3 Credits.

Techniques of obtaining and analyzing information about marketing problems; obtaining and interpreting data from primary and secondary sources for marketing decisions.

P: Math 260 or Bus Adm 216 or Comm Sci 205; and Bus Adm 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall Only.

BUS ADM 426. Marketing Management. 3 Credits.

Advanced level course in marketing. Strategic interrelationships, development of analytical techniques and abilities and decision making in marketing.

P: Bus Adm 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Spring.

BUS ADM 427. Practicum in Marketing Research. 3 Credits.

Provides students with an opportunity to apply their knowledge of marketing research in hands-on fashion. Students will be doing comprehensive marketing research projects on behalf of area businesses.

P: Bus Adm 424.

Spring.

BUS ADM 428. Consumer Behavior. 3 Credits.

Theories of buyer behavior, including ultimate and industrial customers, and their implications for marketing management.

P: Bus Adm 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

BUS ADM 442. Principles of Investment. 3 Credits.

Fundamental concepts, theories, and techniques relating to investing; securities markets, investment vehicles and environments, economic, industry and security analyses, portfolio construction and management; active and passive investment strategies; global investment perspectives and their impacts on investors; blend of facts and theories relating to traditional and modern portfolio approaches; ethics in investment decisions; applied computer-assisted investment decisions.

P: Bus Adm 343 and Bus Adm 216 or Comm Sci 205 or Math 260 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5

Fall and Spring.

BUS ADM 445. International Financial Management. 3 Credits.

Conceptual framework and applications of financial management decisions of multinational firms in a global setting; survey of the international financial environment; determinants of international portfolio and direct investment capital flows; assessment and management of impacts of foreign exchange and hedging strategies; impacts of international factors on capital budgeting and financial structure decisions; multinational money and capital markets; taxation of international business.

P: Bus Adm 343 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5; REC: Bus Adm 442.

Spring.

BUS ADM 446. Advanced Corporation Finance. 3 Credits.

Short-term and long-term financial decisions under risk and uncertainty; financial analysis planning and control; in-depth coverage of theories and applications of capital structure, cost of capital, dividend policies; working capital management; long-term financing decisions; valuation of mergers and acquisitions; international capital budgeting.

P: Bus Adm 343 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5; REC: Bus Adm 442

Fall and Spring.

BUS ADM 447. Derivatives. 3 Credits.

Coverage of derivative products such as: forwards, futures, options, and swap contracts on commodities, interest rates and equities, as well as the markets in which they trade. Fundamental pricing relationships, trading strategies, and risk management, use of the Binomial Options pricing model and the Black-Scholes model to price derivatives. Exploration of different options strategies, put-call parity, and role of derivatives in portfolio management, option Greeks such as: delta, gamma, vega, theta, and rho.

P: Bus Adm 343 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Spring.

BUS ADM 450. Bank Administration. 3 Credits.

Commercial banking theories and practices from a financial management perspective; operations, administration, overall asset-liability management of commercial banks, including bank services, credit and loan pricing and analysis, investment portfolio problems, profitability, cost control, and capital budgeting and analysis; implications of deregulation or re-regulation on the financial industry.

REC: Bus Adm 442 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall Only.

BUS ADM 452. Advanced Microcomputer Business Applications. 3 Credits.

Use of computer technology in management decision-making using Microsoft Excel. Review and application of managerial decision-making models.

P: Bus Adm 216 or Math 260 or Comm Sci 205; and Bus Adm 350 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

BUS ADM 460. Training and Development. 3 Credits.

This seminar focuses on the primary functions of Human Resource Development--training and development, career development, and organizational development. Activities and processes to assist an organization in becoming a learning organization are addressed.

P: Bus Adm 362 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Spring.

BUS ADM 462. Seminar in Human Resource Management. 3 Credits.

Analysis of human resource problems and issues and their translation into corporate policies; urban, cultural and legal realities in human resource matters; decisions affecting the development and management of human resource policies.

P: Bus Adm 362 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Spring.

BUS ADM 467. Compensation and Benefits Planning. 3 Credits.

Theories of compensation and work motivation and their impact on various reward systems and the rationale for decisions affecting the selection of benefits.

P: Bus Adm 362 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall Only.

BUS ADM 472. Leadership Development. 3 Credits.

The course examines contemporary ideas of leadership and issues leaders will face in guiding the organization of the future. The topic is addressed from the perspective of skills and abilities that can be acquired and applied by the student. Theoretical concepts are tied into practice through a course project in the University or the community. The course is structured in a seminar format with an emphasis on discussion.

P: Bus Adm 382 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

BUS ADM 478. Honors in the Major. 3 Credits.

P: min 3.50 all cses req for major and min gpa 3.75 all UL cses req for major. (F,S)

P: min 3.50 all cses req for major and min gpa 3.75 all UL cses req for major.

Fall and Spring.

BUS ADM 482. Strategic Management. 3 Credits.

The course focuses on the formulation, selection and implementation of business strategies through assessment of organizational performance; competitive, market and industry analysis; development of strategic positions and identification of strategic opportunities. Students practice strategic thinking for a cross section of business types from small, closely held to corporate, publicly-held, multiple business enterprises. The concepts and ideas of the course are explored through the analysis of case studies.

P: Bus Adm 382 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

BUS ADM 483T. Entrepreneurship & Small Business Management. 3 Credits.

This course addresses the knowledge, skills, and practical tools needed to understand, create, and grow a small business and an entrepreneurial environment in the business world.

BUS ADM 489. Organizational Culture & Change. 3 Credits.

A macro organizational behavior course examining organizational environments, structure, power and politics, conflict, innovation, technology, and culture in the organizational setting.

P: Bus Adm 382 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

BUS ADM 490. Strategic Decision Analysis. 3 Credits.

Course draws on the conceptual, analytical and interpersonal concepts and skills developed throughout the course of study in Business and Accounting. Students participate in a cross-functional, community of practice environment designed to enhance holistic issue resolution.

P: 85-earned credits; Acctg 302, Econ 202, Bus Adm 322, Bus Adm 343, Bus Adm 350 and Bus Adm 382 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

BUS ADM 497. Internship. 1-12 Credits.

Supervised practical experience in an organization or activity appropriate to a student's career and educational interests. Internships are supervised by faculty members and require periodic student/faculty meetings.

P: jr st; and major/minor in Bus Adm or major/minor in Acctg.

Fall and Spring.

BUS ADM 498. Independent Study. 1-4 Credits.

Independent study is offered on an individual basis at the student's request and consists of a program of learning activities planned in consultation with a faculty member. A student wishing to study or conduct research in an area not represented in available scheduled courses should develop a preliminary proposal and seek the sponsorship of a faculty member. The student's advisor can direct him or her to instructors with appropriate interests. A written report or equivalent is required for evaluation, and a short title describing the program must be sent early in the semester to the registrar for entry on the student's transcript.

P: fr or so st with cum gpa > or = 2.50; or jr or sr st with cum gpa > or = 2.00.

Fall and Spring.

BUS ADM 499. Travel Course. 1-6 Credits.

Travel courses are conducted to various parts of the world and are led by one or more faculty members. May be repeated to different locations.

P: cons of instr & prior trip arr & financial deposit.