

# Business Administration

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(Bachelor of Business Administration)

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:

- Business Analysis
- Entrepreneurship
- Finance
- General Business
- Human Resource Management
- Management
- Marketing
- Supply Chain Management

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 an Accounting major or minor at any time with any number of credits through a simple online process. To declare, students must complete an online Declaration of Major/Minor/Certificate e-form (<https://www.uwgb.edu/business-administration/student-resources/declaring-a-major-or-minor>), which includes reading and accepting an Honor Code (pre-declaration form). Your advisor will be assigned to you after the e-form is received. If you are declaring a Business Administration major, you will need to select at least one area of emphasis: Entrepreneurship, Business Analysis, Finance, General Business, Human Resource Management, Management, Marketing, or Supply Chain Management.

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:

- Business Analysis (<http://catalog.uwgb.edu/archive/2019-2020/undergraduate/programs/business-administration/major/analysis-emphasis>)
- Entrepreneurship (<http://catalog.uwgb.edu/archive/2019-2020/undergraduate/programs/business-administration/major/entrepreneurship-emphasis>)
- Finance (<http://catalog.uwgb.edu/archive/2019-2020/undergraduate/programs/business-administration/major/finance-emphasis>)
- General Business (<http://catalog.uwgb.edu/archive/2019-2020/undergraduate/programs/business-administration/major/general-emphasis>)

- Human Resource Management (<http://catalog.uwgb.edu/archive/2019-2020/undergraduate/programs/business-administration/major/humanresource-emphasis>)
- Management (<http://catalog.uwgb.edu/archive/2019-2020/undergraduate/programs/business-administration/major/management-emphasis>)
- Marketing (<http://catalog.uwgb.edu/archive/2019-2020/undergraduate/programs/business-administration/major/marketing-emphasis>)
- Supply Chain Management (<http://catalog.uwgb.edu/archive/2019-2020/undergraduate/programs/business-administration/major/supply-emphasis>)
- Business Administration Minor (<http://catalog.uwgb.edu/archive/2019-2020/undergraduate/programs/business-administration/minor/interdisciplinary-emphasis>)
- International Business Minor (<http://catalog.uwgb.edu/archive/2019-2020/undergraduate/programs/business-administration/minor/international-emphasis>)

## Business Administration Major - Emphasis in Finance

## Suggested Four-Year Plan

Course	Title	Credits
<b>First Year</b>		
<b>Spring</b>		
BUS ADM 216	Business Statistics	4
ECON 203	Micro Economic Analysis	3
	Credits	7
<b>Second Year</b>		
<b>Fall</b>		
ACCTG 201	Principles of Financial Accounting	4
MKTG 322	Introductory Marketing	3
ECON 202	Macro Economic Analysis	3
ENG COMP 105	English Composition II: Composition and Rhetoric	3
	Credits	13
<b>Spring</b>		
ACCTG 202	Principles of Managerial Accounting	3
FIN 343	Corporation Finance	3
MGMT 389	Organizational Behavior	3
	Credits	9
<b>Third Year</b>		
<b>Fall</b>		
FIN 344 or FIN 345 or FIN 442 or FIN 445 or FIN 446 or FIN 447 or FIN 450	Real Estate Principles or Risk Management and Insurance or Principles of Investment or International Financial Management or Advanced Corporation Finance or Derivatives or Bank Administration	3
FIN 347	Financial Markets and Institutions	3
	Credits	6
<b>Spring</b>		
BUS ADM 305	Legal Environment of Business	3

FIN 344 or FIN 345 or FIN 442 or FIN 445 or FIN 446 or FIN 447 or FIN 450	Real Estate Principles or Risk Management and Insurance or Principles of Investment or International Financial Management or Advanced Corporation Finance or Derivatives or Bank Administration	3
MKTG 327 or MKTG 421 or MKTG 423 or MKTG 424 or MKTG 428	Selling and Sales Management or International Marketing or Advertising or Marketing Research or Consumer Behavior	3
Credits		9
<b>Fourth Year</b>		
<b>Fall</b>		
HRM 362 or BUS ADM 384 or MGMT 472 or BUS ADM 481 or MGMT 482 or MGMT 489	Introduction to Human Resource Management or Supply Chain Management or Leadership Development or Small Business Management & Family Entrepreneurship or Strategic Management or Organizational Culture & Change	3
FIN 344 or FIN 345 or FIN 442 or FIN 445 or FIN 446 or FIN 447 or FIN 450	Real Estate Principles or Risk Management and Insurance or Principles of Investment or International Financial Management or Advanced Corporation Finance or Derivatives or Bank Administration	3
Credits		6
<b>Spring</b>		
BUS ADM 490		
FIN 344 or FIN 345 or FIN 442 or FIN 445 or FIN 446 or FIN 447 or FIN 450	Real Estate Principles or Risk Management and Insurance or Principles of Investment or International Financial Management or Advanced Corporation Finance or Derivatives or Bank Administration	3
Credits		3
Total Credits		53

**Gaurav Bansal**; Professor; Ph.D., University of Wisconsin - Milwaukee\*

**Karl Schindl**; Professor; M.S., Northern Illinois University

**Vallari Chandna**; Associate Professor; Ph.D., University of North Texas

**Amulya Gurtu**; Associate Professor; Ph.D., Ryerson University

**James F Loebli**; Associate Professor; J.D., University of Wisconsin - Madison, chair

**David J Radosevich**; Associate Professor; Ph.D., University at Albany, State University of New York\*

**Sampathkumar Ranganathan**; Associate Professor; Ph.D., University of Memphis\*

**Matthew Raunio**; Associate Professor; M.B.A., University of Wisconsin-Oshkosh

**Mussie M Teclezion**; Associate Professor; D.B.A., Southern Illinois University at Carbondale

**Heather Clark**; Assistant Professor; Ph.D., Memorial University

**Vivek Madupu**; Assistant Professor; Ph.D., University of Memphis

**Dianne Murphy**; Assistant Professor; Ph.D., University of Wisconsin-Milwaukee

**Wenkai Zhou**; Assistant Professor; Ph.D., New Mexico State University

**Patricia A Albers**; Senior Lecturer; M.B.A., University of Wisconsin - Oshkosh

**Matthew Geimer**; Lecturer; J.D., University of Wisconsin - Madison

**Heather Kaminski**; Lecturer; M.B.A., Lakeland University

**Ryan Kauth**; Lecturer; M.B.A., Keller Graduate School of Management

## **Courses**

### **BUS ADM 198. First Year Seminar. 3 Credits.**

First Year Seminar, topics vary.  
Reserved for New Incoming Freshman.

### **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 and Spring.

### **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 210. Professional Skills for Your Career. 1 Credit.**

Students learn how to search for careers that are personally satisfying and how to develop important professional skills, including: creating a successful resume; effective professional correspondence; appropriate business phone and email etiquette; developing interview and presentation skills; and networking.

P: Junior status

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 with at least a C grade or WPT-MFND score >465 and WPT-AALG score >525

Fall and Spring.

### **BUS ADM 230. Introduction to Management Information Systems. 3 Credits.**

This course 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 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. 1-6 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.

**BUS ADM 305. Legal Environment of Business. 3 Credits.**

Laws affecting business, emphasizing the Uniform Commercial Code. Introduction to law and the legal process, contracts, agency, property, landlord-tenant and real estate laws, sales and consumer protection laws, secured transactions, negotiable instruments, corporation and partnership law, and estate and bankruptcy law.

P: Sophomore status

Fall and Spring.

**BUS ADM 306. Business Law. 3 Credits.**

Builds upon basic concepts covered in Bus Adm 305 to further explore the legal implications of business transactions. Deals with federal and widely adopted uniform law. Topics include state law regulation of the corporation and other business associations, sales, agency, debtor and creditor relations, negotiable instruments and property law.

P: Bus Adm 305 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5

Spring.

**BUS ADM 334. Logistics Management. 3 Credits.**

This is a course on logistics management which falls within the broad discipline of supply chain management (SCM). This will allow students to deepen their knowledge and understanding on various components of logistics management; its role across other functions in an enterprise; and its importance in the context of present global business environment. The primary objective of the logistics management is to provide support in storage and distribution of goods and services, from an enterprise to customers as well as any returns from customers to an enterprise with or without channel partners. The goal of this course is to build on the learnings from the course "Introduction to Supply Chain Management" and provide an in-depth understanding of the roles of logistics function, concepts and principles used in addressing the needs of an enterprise, while minimizing the costs and environmental impacts.

P: Bus Adm 384 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall Only.

**BUS ADM 371. e-Entrepreneurship and Digital Management. 3 Credits.**

This course provides an overview of how to create new business, capture new markets, and operate businesses virtually in today's digital era. In addition to topics related to e-marketing, idea generation, online peer networks, innovation, social media, feasibility, and e-business models, the course delves into managing people and businesses in the digital era by discussing topics such as online leadership, managing virtual teams, digital knowledge management, and online communication.

P: Sophomore status; Bus Adm major or minor or Acctg major or minor or Entrepreneurship Certificate or ONLINE Majors of: Integrative Leadership/ Organizational Leadership (BA & BAS) with a Business Administration emphasis or Business Administration minor

Fall and Spring.

**BUS ADM 373. Entrepreneurial Finance. 3 Credits.**

This course introduces the undergraduate student to the entrepreneurial finance topics of self-funding, friendly funding, seed funding, microlending and microlenders, debt financing, equity financing and other nonbank financing sources, sources and uses of funds, startup financial statement development and projections, debt and equity term sheets, valuations, and starting the bookkeeping process.

P: Junior status; Bus Adm 371; satisfaction of mathematical competency requirement; Bus Adm major or minor or Acctg major or minor or Entrepreneurship Certificate.

Fall Only.

**BUS ADM 378. Leadership Transformation. 3 Credits.**

This course focuses on leadership transformation for increased effectiveness by engaging in specific skills and critical thinking necessary for authentic leadership in today's business climate.

P: None.

**BUS ADM 380. Project Management. 3 Credits.**

Project management is an essential component in Supply Chain Management, Operations Management, Analytics, and Management Information Systems. It is equally useful in other disciplines. This course covers the project management methodology recommended by the Project Management Institute, USA (PMI) and prepares students for successfully managing projects or new initiatives in organizations from inception to completion in a consistent and structured manner. This course provides the use of standardized terms and exposes students to the knowledge area, process groups and processes defined in the Project Management Book of Knowledge (PMBOK®) and used in project management worldwide. It prepares students for clearly defining the scope of a project, including the budgeting and cost management, human resource planning, communication planning, stakeholder analyses and submission of the final product/service to operations that are associated with a project.

Fall and Spring.

**BUS ADM 381. Operations Management. 3 Credits.**

The first part of the operations management course will provide features of production/service systems, methods of modeling and the control system for operations/service. Topics include aggregate planning, forecasting techniques, work-force and operations scheduling, and material requirement planning. The second part will cover the models and techniques for managing inventory systems, the deterministic and stochastic inventory models, and lot sizing in continuous and periodic review systems.

P: Bus Adm 384 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.  
Spring.

**BUS ADM 383. Enterprise Resource Planning. 3 Credits.**

The Enterprise Resource Planning (ERP) course provides details on the need and the use of an ERP system in supply chain management (SCM) in industries. It provides the basic structure of an ERP system in an organization. It is a hands-on course to be taught in a computer lab to train students on the use of an ERP system. This course will provide training on various aspects of SCM functions such as how to: (1) create/modify/delete an item-master, a vendor-master, a purchase order and a contract; (2) request an advance from accounts; (3) check inventory of raw material, work-in-progress (WIP), and finished goods; and (4) look for demands.

P: BUS ADM 384 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5  
Fall Only.

**BUS ADM 384. Supply Chain Management. 3 Credits.**

This course allows students to understand the components of Supply Chain Management (SCM), and its role within and across the function in an enterprise. The objectives of supply chain management are to create value, build a competitive infrastructure, leverage worldwide logistics, synchronize demand and supply, and to measure performance. SCM deals with storage and distribution of goods and services, in the right quantity, right condition, at the right time, and in the right place. The goal of this course is to provide an overview of the supply chain management function and associated concepts. The course provides an understanding of the activities involved in this function. This course also provides a basic understanding of the analytical tools and applications used in SCM. The course introduces some challenges in managing global supply chains. The course provides an opportunity to work in teams, explore a real-life situation related to concepts taught in the course, and to do a research project.

P: Sophomore status  
Fall and Spring.

**BUS ADM 435. Foundations of Strategic Information Management. 3 Credits.**

Information Technology (IT) is an integral part of all organizations and plays a vital role in all functional areas such as marketing, accounting, finance, human resources, operations, and supply chain. It also serves in enabling key applications such as business intelligence, data analytics, security, internal controls, and new-product planning among others. Owing to the dynamic nature of IT, it is imperative that organizations continuously reevaluate their strategic alliance with IT. Thus a well-designed, and strategically managed IT has the potential to dramatically improve a business's competitive advantage. The course discusses the significant managerial aspects of IT's increasing impact on today's organizations, along with IT trends and their business implications, security, privacy and ethical issues.

P: Bus Adm 230 or Business Analysis Emphasis  
Spring.

**BUS ADM 436. Analysis & Design of Business Information Systems. 3 Credits.**

The competence in business information systems analysis and design (SA&D) is critical to not only information technology professionals but also to business managers since the fit between information technology and organizational business needs is argued to be a key determinant of firm performance. Students will learn system analysis and design concepts and technologies required to develop business information systems. The emphasis is on system life cycle concepts ranging from a system's planning to its discontinuance. The course will also attempt to evaluate the ethical issues involved as well as the business reasons why some IT projects succeed while others fail.

P: BUS ADM 435 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.  
Fall Only.

**BUS ADM 452. Business Analytics. 3 Credits.**

This course focuses on concepts pertaining to business analytics and its application in the business environment using various techniques. Upon completion of this course, the student will gain the knowledge of data summarization and visualization, descriptive and predictive data analytics and decision making along with a variety of analytics terminologies. The course covers various topics such as data description, data visualization, regression models, data mining, optimization models and simulations. Students also will be expected to learn how to apply analytic methods to real business data through performing hands-on examples and projects over the course of semester and using statistical packages (e.g., R, Tableau, XLMiner).

P: Bus Adm 216 or Math 260; and Bus Adm 230 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.**

Honors in the Major is designed to recognize student excellence within interdisciplinary and disciplinary academic programs.

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 481. Small Business Management & Family Entrepreneurship. 3 Credits.**

This course focuses on topics in small business management, family business, and family entrepreneurship. These include: buying (into), growing, and selling or exiting a small business and family business; self-employment, employees, and contractors; microbusiness topics; hiring, training, and employee development in small and family businesses; finance and accounting functions in small and family businesses; intellectual property and forms of business ownership; family entrepreneurship strategies; and franchising strategies.

P: Junior status and an overall minimum GPA of 2.0; Bus Adm major or minor or Acctg major or minor or Entrepreneurship Certificate or ONLINE Majors of: Integrative Leadership/Organizational Leadership (BA & BAS) with a Business Administration emphasis

Fall and Spring.

**BUS ADM 485. New Venture Acceleration. 3 Credits.**

In this course, students will be developing real high growth-oriented businesses based on an identified opportunity in the market. Topics include high growth-oriented firms and technology-based firms, business model design, customer development and acquisition, value proposition development, minimum viable product development, and skills to present well to equity investors.

P: Junior status; Bus Adm 371 and Bus Adm 373; Bus Adm major or minor or Acctg major or minor or Entrepreneurship Certificate.

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. Course is repeatable for credit.

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. Course is repeatable for credit.

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.