

Business Administration

(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 a Business Administration 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.

Major Area of Emphasis (<http://catalog.uwgb.edu/archive/2020-2021/undergraduate/programs/business-administration/major/>)

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

- Business Analysis
- Entrepreneurship
- Finance
- General Business

- Human Resource Management
- Management
- Marketing
- Supply Chain Management

Minors (<http://catalog.uwgb.edu/archive/2020-2021/undergraduate/programs/business-administration/minor/>)

- Business Administration Minor
- International Business Minor

Curriculum Guide

Business Administration Major - Emphasis in Finance

Suggested Four-Year Plan

Course	Title	Credits
First Year		
Spring		
BUS ADM 220	Business Statistics	3
ECON 203	Micro Economic Analysis	3
	Credits	6
Second Year		
Fall		
ACCTG 201	Principles of Financial Accounting	4
MKTG 322	Principles of Marketing	3
ECON 202	Macro Economic Analysis	3
WF 105	Research and Rhetoric	3
	Credits	13
Spring		
ACCTG 202	Principles of Managerial Accounting	3
FIN 343	Corporation Finance	3
MGMT 389	Organizational Behavior	3
	Credits	9
Third Year		
Fall		
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
Spring		
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 Research Methods or Consumer Behavior	3
Credits		9
Fourth Year		
Fall		
HRM 362 or SCM 384 or MGMT 472 or ENTRP 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 & Design	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
Spring		
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		52

Faculty

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

Allen Huffcutt; Professor; Ph.D., Texas AM University

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

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 LoebI; Associate Professor; J.D., University of Wisconsin - Madison

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

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

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

Jae Hoon Choi; Assistant Professor; PH.D., University of Colorado

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

Wei Jaio; Assistant Professor; Ph.D., State University of New York-Binghamton

Heather Kaminski; Assistant Professor; D.B.A., Anderson University

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

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

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

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