

Management

(Bachelor of Business Administration)

The Management major at UW-Green Bay provides students with in-depth knowledge in management through a rigorous curriculum with courses covering critical management topics such as leadership, organizational behavior, data science and decision-making, leading and functioning in teams, diversity, international business and globalization, change management and organizational culture.

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.

In the management major, students start by completing general education and introductory-level business courses. Additionally, students take courses that provide an overall understanding of business, such as the basics of Marketing, Accounting, Human Resources, Management and Finance among others. Finally, students take management-specific upper-level courses and complete a capstone course prior to applying for graduation.

The Management major has expert faculty who use a variety of pedagogical practices and connect the classroom to the real-world. Students are also encouraged to complete internships for credit.

Entrance and Exit Requirements

Students can add a Management major at any time with any number of credits through a simple online process. Students should contact their Professional Advisor listed under the Program Advisors on the right-hand side of the SIS to start the process. Students will be required to read and accept an Honor Code (pre-declaration form). For students adding a major offered in the Cofrin School of Business, a faculty mentor who specializes in their program will be listed under their Program Advisors in SIS.

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

Accelerated Track for Undergraduate Students

Undergraduate students in the Cofrin School of Business, in majors such as Accounting, Finance, Management, and Marketing, can take up to nine graduate credits at the undergraduate level from general emphasis degree electives as part of our accelerated track. The courses available include ENTRP 573, ENTRP 686, FIN 646, BUS ADM 635, BUS ADM 570, and MKTG 624. Please consult your undergraduate advisor and the Graduate Studies Office before choosing this option.

Major*

Code	Title	Credits
Supporting Courses		36-37
ACCTG 201	Principles of Financial Accounting	
ACCTG 202	Principles of Managerial Accounting	
BUS ADM 201	Principles of Sustainability in Business	
BUS ADM 202	Introduction to Business	
BUSAN 230	Spreadsheet and Information Systems	
ENTRP 272	Introduction to Entrepreneurship	
HRM 262	Introduction to Human Resource Management	
PHILOS 227	Business Ethics	
SCM 200	Principles of Supply Chain Management	
Economics (choose one combination):		
ECON 202 & ECON 203	Macro Economic Analysis and Micro Economic Analysis	
ECON 208 & ECON 209	Economics WTCS Bridge and WTCS Transfer Credit	
Statistics (choose one):		
BUSAN 220 or MATH 260	Introduction to Business Statistics Introductory Statistics	
Upper-Level Courses		36
Foundational courses:		

BUS ADM 305	Legal Environment of Business	
FIN 343	Corporation Finance	
MGMT 389	Organizational Behavior	
MKTG 322	Principles of Marketing	
SCM 380	Project Management	
Management Required Courses:		
BUSAN 370	Data Science for Managers	
MGMT 452	Teams	
MGMT 460	Leading Innovation and Change	
MGMT 472	Leadership Development	
Management Elective Courses (choose two):		
ECON 485	Managerial Economics	
MGMT 380	International Business Management	
MGMT 461	Diversity in Organizations	
MGMT 479	Organizational Culture & Design	
MGMT 497	Internship	
Accelerated Graduate Courses (choose 9 credits): #		0-9
BUSAN 570	Data Science for Managers	
BUSAN 635	Foundations of Strategic Information Management	
ENTRP 573	Entrepreneurial Finance	
ENTRP 686	Design Thinking and Developing Business Models	
FIN 646	Advanced Corporation Finance	
MKTG 624	Research Methods	
Capstone Experience		3
MGMT 482	Capstone in Business Strategy	
Total Credits		75-85

* includes an Accelerated option - Integrated with graduate Management program

Students must be granted permission through the department to enroll in graduate level coursework. For more information, contact the graduate Management office or refer to the graduate catalog (<https://catalog.uwgb.edu/archive/2025-2026/graduate/general-information/academic-rules-regulations/undergrad-in-accelerated/>).

Minor

Code	Title	Credits
Lower-Level Courses (choose one):		3
BUS ADM 202	Introduction to Business	
HRM 262	Introduction to Human Resource Management	
Upper-Level Courses:		15
Required courses:		
MGMT 389	Organizational Behavior	
MGMT 472	Leadership Development	
MGMT 452	Teams	
Choose any two of the following:		
BUSAN 370	Data Science for Managers	
MGMT 460	Leading Innovation and Change	
MGMT 461	Diversity in Organizations	
Total Credits		18

Faculty

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

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

Sampath Kumar; Professor; Ph.D., University of Memphis, chair*

Aniruddha Pangarkar; Associate Professor; Ph.D., Texas Tech University*

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

Md Tarique Newaz; Assistant Professor; Ph.D., Texas Tech University*

Susan Craver; Assistant Teaching Professor; M.B.A., University of Wisconsin - Madison

Anup Nair; Assistant Teaching Professor; M.B.A., Birla Institute of Technology and Science (India)

Dylan Polkinghorne; Assistant Teaching Professor; M.S., University of Wisconsin - Green Bay