



AUSTIN E. COFRIN
SCHOOL of BUSINESS
UNIVERSITY of WISCONSIN-GREEN BAY

BUSINESS ADMINISTRATION MAJOR EMPHASIS IN GENERAL BUSINESS COURSE REQUIREMENTS

For Catalog Year 2017-2018

Additional Graduation Requirements

- Minimum 120 credits
- Minimum 2.5 GPA
- Completion of all general education and academic plan requirements
- Minimum of four writing emphasis (WE) courses (two lower & two upper level)
- Minimum residency requirements met

(F)

Course offered in
Fall Semester

(S)

Course offered in
Spring Semester

WE

Course satisfies Writing
Emphasis Requirement

1

Satisfied for students with
an ACT English score
of 32 or higher

2

Satisfies the Global
Culture General
Education Requirement

SUPPORTING COURSES (four) 13 credits

1.	ECON 202	Macro Economic Analysis (F,S)	3 cr.
2.	ECON 203	Micro Economic Analysis (F,S)	3 cr.
3.	ENG COMP 105	English Composition II: Composition and Rhetoric ¹ (F,S) WE	3 cr.
4.	BUS ADM 216	Business Statistics (or MATH 260) (F,S)	4 cr.

UPPER-LEVEL COURSES (eight) 25 credits

1.	ACCTG 300	Introductory Accounting (F,S)	4 cr.
2.	ACCTG 302	Managerial Accounting I (F,S)	3 cr.
3.	BUS ADM 305	Legal Environment of Business (F,S)	3 cr.
4.	BUS ADM 322	Introductory Marketing (F,S)	3 cr.
5.	BUS ADM 343	Corporation Finance (F,S)	3 cr.
6.	BUS ADM 350	Business Computer Applications (F,S)	3 cr.
7.	BUS ADM 389	Organizational Behavior (F,S)	3 cr.
8.	BUS ADM 482	Strategic Management (F,S) (capstone)	3 cr.

GENERAL BUSINESS EMPHASIS REQUIRED COURSES (seven) 21 credits Choose seven of the following courses

1.	BUS ADM 347	Financial Markets and Institutions (online F only)	3 cr.
2.	BUS ADM 362	Introduction to Human Resource Management (online S only)	3 cr.
3.	BUS ADM 384	Introduction to Supply Chain Management (online F, S) WE	3 cr.
4.	BUS ADM 423	Advertising (online S only)	3 cr.
5.	BUS ADM 428	Consumer Behavior (online F only) WE	3 cr.
6.	BUS ADM 442	Principles of Investment (online S only) WE	3 cr.
7.	BUS ADM 452	Business Analytics (online F,S)	3 cr.
8.	BUS ADM 481	Entrepreneurship & Small Business Management (online F, S) WE	3 cr.

TOTAL CREDITS 59 credits



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SUGGESTED FOUR-YEAR PLAN

FIRST YEAR					
Fall		CR	Spring		CR
First Year Seminar Gen. Ed.		3	Fine Arts Gen Ed.		3
Math Competency Requirement		3	BUS ADM 216 Business Statistics		4
Social Sciences Gen. Ed. (Suggested BUS ADM 202 or 206)		3	Biological Sciences Gen Ed.		3
Humanities Gen. Ed.		3	ENG COMP 105 Expository Writing		3
English Competency Requirement		3	Minor or Elective Credits		3
Total		15	Total		16
SECOND YEAR					
Fall		CR	Spring		CR
ACCTG 300 Introductory Accounting		4	ACCTG 302 Managerial Accounting I		3
BUS ADM 322 Introductory Marketing		3	BUS ADM 350 Business Computer Apps		3
BUS 389 Organizational Behavior		3	ECON 202 Macro Economics		3
Sustainability Perspective Gen. Ed.		3	Course for Emphasis		3
Minor or Elective Credits		3	Minor or Elective Credits		3
Total		16	Total		15
THIRD YEAR					
Fall		CR	Spring		CR
ECON 203 Micro Economics		3	Course for Emphasis		3
BUS ADM 305 Legal Environment of Business		3	Course for Emphasis		3
BUS ADM 343 Corporation Finance		3	Global Culture Gen. Ed.		3
Course for Emphasis		3	Humanities Gen. Ed.		3
Ethnic Studies Perspective Requirement		3	Internship Credits		3
Total		15	Total		15
FOURTH YEAR					
Fall		CR	Spring		CR
Course for Emphasis		3	BUS ADM 482 Strategic Management		3
Course for Emphasis		3	Natural Sciences Gen. Ed.		3
Course for Emphasis		3	Minor or Elective Credits		3
Minor or Elective Credits		3	Minor or Elective Credits		3
Internship Credits		3	Minor or Elective Credits		3
Total		15	Total		15

Courses are not guaranteed to be offered in the semester listed.
Intended for advising purposes only; not an official degree plan document.
For questions regarding degree requirements, please consult your School of Business Advisor.