Austin E. Cofrin
School of Business

Majors and Minors in:

Accounting
And
Business Administration

Finance
General Business
Human Resource Management
Management
Marketing

Undergraduate Advising Handbook
www.uwgb.edu/busadmin
What is the difference between a job and a career?

A job is what you get for knowing how to do a few things well. A career is a lifetime of opportunity and learning. The Austin E. Cofrin School of Business at the University of Wisconsin-Green Bay is in the career business.

This handbook and your business or accounting advisor will help you choose your path to a college degree in Business Administration and/or Accounting which represents much more than job skills. It means the kind of broad background in business which makes you a candidate for leadership in your chosen field. It means your specialty – accounting, finance, general business, human resource management, management, or marketing – is enhanced by a good understanding of other specialties and business in general. It means you have completed a college program known for its excellence and effectiveness.

Does it sound challenging? Keep this in mind: we’re on your side. We want to help you discover and enhance your potential for success in business and life.

The Faculty and Staff of the
Austin E. Cofrin School of Business
University of Wisconsin-Green Bay
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The Austin E. Cofrin School of Business Undergraduate Advising Handbook is designed to assist Undergraduate Business Administration and Accounting majors and minors with their program planning, and does not establish a contractual commitment. This Advising Handbook describes the programs, policies, rules, regulations and procedures of Business Administration and Accounting undergraduate programs in effect at the time of printing. These may be subject to change. The University and the faculty in Business Administration and Accounting reserve the right to modify any program, policy, rule, regulation, and/or procedure without prior notification. Students are encouraged to consult regularly with the advisors in the Office of Academic Advising and their faculty advisor in Business Administration or Accounting to ensure that they have the latest information.

Updated 05/22/14
OUR MISSION

The Cofrin School of Business is a community of teachers and learners dedicated to the exchange of knowledge, skills, and values that enables them to serve their organizations and communities as engaged professionals.

We achieve this mission through the following actions:

- Providing a transformative business education that prepares learners to ethically and critically address complex issues and deliver innovative and sustainable solutions.
- Developing and sustaining partnerships that facilitate the exchange of knowledge and resources with key stakeholders, including students, alumni, faculty, businesses, and other organizations and individuals that comprise the community.
- Developing and retaining faculty members who continually seek to enhance their teaching and service through reflective practice and who participate in high quality and impactful scholarship that incorporates discovery, application, and teaching and learning.

OUR VISION

The Austin E. Cofrin School of Business will be the destination for learners and leaders in the greater Northeast Wisconsin area and beyond, who seek engaging educational opportunities, professional success, and innovative business solutions.

OUR STRATEGIC GOALS

- **Academic Programs**: To deliver transformative and thriving business programs responsive to state-of-the-art knowledge and the needs of learners and the community.
- **Students**: To provide students with experiential learning that challenges them to think critically and to be effective, ethical leaders and engaged global citizens.
- **Scholarship**: To generate and disseminate scholarship that informs business discipline-specific knowledge, applied business practice, and reflective teaching and learning.
- **Work Environment**: To create an inclusive and collaborative work environment that supports faculty and staff in their teaching, scholarly, and service activities.
• **Professional and Institutional Service:** To serve our professional communities, UW-Green Bay, and the School of Business, through committee involvement and leadership, presentations, consultation, event attendance, membership, and more.

• **Community Relationships and Service:** To develop strong, mutually beneficial partnerships with alumni and leaders in the greater Northeast Wisconsin community.

• **Resources:** To secure and effectively manage a financial, human, and informational resource base sufficient to sustainably achieve its vision, mission, and values.

**OUR VALUES**

• Engaged citizenship through experiential learning

• Critical thought based in interdisciplinary study

• Ethical and informed decision-making

• Innovation in pedagogy, research, & application

• Promoting sustainability

**OUR STAKEHOLDERS**

• Students – future, current, and alumni

• Business & professional community – employers & partners in the private, public, and non-profit sectors

• Academic and scholarly community

• UW sister institutions and the System administration

• Other partner educational institutions – community colleges and secondary schools

• Wisconsin taxpayers, public policy makers, & community-based organizations
LEARNING OUTCOMES

Following are the learning outcomes that all Accounting and Business Administration majors, regardless of emphasis, should be able to demonstrate by the time they complete their studies.

UWGB business and accounting graduates will be able to:

1. Approach business challenges from an interdisciplinary and global perspective.

2. Apply critical thinking skills to complex challenges representative of those facing the business community.

3. Display effective teamwork and leadership skills.

4. Evaluate business decisions in terms of how they impact sustainability.
POLICIES

The faculty of the Austin E. Cofrin School of Business expect you to observe the ancient academic traditions – such as attending classes, meeting prerequisites, and promptly communicating with your instructor when you can’t meet expectations. We take your investment of time in college, and your future in business seriously. The required courses, their content and structure, represent the tools you will need to succeed in the career you choose.

The following policies set the ground rules for success in your program. In addition to those that follow, you should familiarize yourself with the rules, regulations, policies and procedures found in the current Schedule of Classes, Catalog and Student Handbook.

Class Attendance
Full attendance of classes is expected. If you are unable to attend during the first week of classes you must notify the instructor(s), in writing, of the reason for missing class and your intent to complete the course(s). Failure to attend classes during the first week of the semester, without prior notification, may result in an administrative drop by the course instructor. Failure to complete a formal course drop prior to the course drop deadlines will result in a failing grade in the course.

Having to work does not constitute a valid excuse for missing class, examinations and/or other deadlines. You should ensure that your work and class schedules do not conflict prior to the start of classes.

Class Conduct
Behavior which distracts the class from meeting course objectives (e.g., unsuitable talking, texting, web surfing, eating, drinking, late arrival) may result in an administrative drop by the instructor.

Closed Courses
Certain courses have enrollment limits to ensure the quality of the educational environment. First access to these courses is given to those close to completing their degree work.

In most cases a waiting list will be available at the time of registration for closed courses. Priority will be given to students on the waiting list if spots open up in the course.

Your next opportunity is to visit your desired class on the first day of its meeting. On the first day, when the course registration has reached the limit, faculty members may drop any enrolled student who has not made an appearance and who has failed to notify the instructor with an explanation in advance. Thus, you may gain entry at that time – students on the waiting list will receive priority. If there are additional openings after the waiting list is enrolled, they will be filled on a first come-first served basis at the Registrar’s Office.
Drop Deadlines
You are responsible for knowing drop deadlines for all of your courses! If a course does not meet your needs, you should drop the course early so that other students may add it.

Feedback in the form of grades on papers or examinations does not justify a late drop.

Entrance Requirements
Students can declare the Business Administration major or minor and the Accounting 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 (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. 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 advisor.

Students must maintain a cumulative GPA of 2.5 to proceed in the course progression for a Business Administration major or minor. Specifically, students below the minimum 2.5 overall GPA will not be able to enroll in any classes beyond ACCTG 300 and ACCTG 305, BUS ADM 322, 343 and 389. All courses beyond these will have the prerequisites of: any appropriate prerequisite courses, Business Administration major or minor, Accounting major or minor AND a minimum overall GPA of 2.5.

Transfer students who declare the Accounting major or minor or the Business Administration major and who have not earned a GPA for course work at UW-Green Bay will have to have the specific classes they wish to take beyond those listed above.

Exit Requirement
Students intending to graduate with a Business Administration or Accounting major must have a minimum 2.5 cumulative grade point average to graduate.

Final Exams
The office of the Provost/Vice Chancellor for Academic Affairs determines the final examination schedule. The final exam schedule is available at: http://www.uwgb.edu/registrar/calendar/final-exam/. You are responsible for knowing the final examination policies and dates for your classes. While an instructor may (at his or her discretion) reschedule your final exam, you are not guaranteed such an opportunity.
Grades and Grade Appeals
You will receive a grade from the instructor of the course at the end of the respective semester. If you are dissatisfied with a course grade, you must first meet with the instructor to discuss and request a review of the grade. If you are dissatisfied with the review of the grade, you may appeal the review through the following individuals:

a. For Business Administration courses: (1) the Business Administration Chairperson; and (2) the Associate Dean of Professional Studies.

b. For Accounting courses: (1) the Accounting Chairperson; and (2) the Associate Dean of Professional Studies.

These individuals act in an advisory capacity to you and the instructor. Only the instructor has the authority to change grades.

Independent Study
Students interested in doing advanced study may do so via independent study. Independent studies provide the opportunity to develop your own course in an area not covered by current classes. Illustratively, students doing an independent study may expand their research skills, read primary literature and/or write major papers. Those interested in such an opportunity should talk with their advisor.

Internships
Participation in Internships is strongly encouraged for all Business Administration and Accounting students.

Internships provide a learning experience that combines meaningful work in a real world environment, supervision by professionals with related expertise and active reflection by the student. Students can earn elective academic credit for participating in an internship. Interested students should start seeking information at the end of their sophomore year. The coordinator for the Austin E. Cofrin School of Business is Ann Selk, who may be contacted at 465-2756 or selka@uwgb.edu.

To aid in finding internships students can use the PRO system which is an online database found on the Career Services website. Networking and research are excellent ways to find internship opportunities. UWGB Career services hosts Job and Internship Career Fairs early in the fall and spring semesters. Students are also encouraged to use other sources to search for internships. Many students approach companies directly or use other online job search websites to look for internships. Tips to finding an internship; Video on where to find an internship
Late Policies

a. **Exams:** There will be no makeup exams if you miss the regularly scheduled time, unless prior arrangements are made with the instructor. If circumstances do not allow this, you will be asked to provide proof of your reason for missing an exam. You are not guaranteed the opportunity to make-up the missed exam.

b. **Projects:** All projects and assignments must be submitted to the instructor on the specified day. The course instructor must approve any exceptions in advance.

Residency Requirements (Transfer Students)

All students must satisfy degree residency requirements including minimum credit residency requirements for the major and minor. Consult with your advisor and/or refer to your SIS Academic Requirements report to ensure completion of the residency requirements if you are intending to use transfer courses to satisfy any Business Administration or Accounting major or minor requirements.

- Overall degree residency requirement: 30 credits must be earned at UWGB.
- Residence in the major: 15 credits must be earned at UWGB and one-half of the upper level requirements for any major must be earned at UWGB.
- Residence in the minor: 9 credits must be earned at UWGB and one-half of the upper level requirements for any minor must be earned at UWGB.

Writing Emphasis Courses

Several Business Administration and Accounting courses are designed to improve and reinforce your writing skills through regular opportunities to practice your skills on diverse projects. Courses which meet the writing emphasis requirements of the campus are designated with the letters "**WE**" throughout this publication. Since all UW-Green Bay students are required to complete at least four "**WE**" courses, you should consult with your faculty advisor to ensure that you will fulfill this requirement.

Accounting and Business Administration courses that fulfill the writing emphasis requirement are listed below:

- **ACCTG 412** Auditing Standards and Procedures
- **BUS ADM 327** Selling and Sales Management
- **BUS ADM 421** International Marketing
- **BUS ADM 428** Consumer Behavior
- **BUS ADM 442** Principles of Investments
- **BUS ADM 460** Training and Development
- **BUS ADM 472** Leadership Development
- **BUS ADM 489** Organizational Culture and Leadership

Written Assignments

All assignments must conform to the UW-Green Bay writing policy in the Student Handbook. These writing policies are not arbitrary. They represent common standards of literacy and written communication observed by institutions of higher education internationally.
The Major and Minor in
BUSINESS ADMINISTRATION
(interdisciplinary)

Both the Business Administration major and minor are interdisciplinary. "Interdisciplinary" means that while Business Administration students study a particular subject (e.g., finance, general business, human resource management, management, marketing), they also examine how it relates to other subjects and draw information from various disciplines to solve "business" problems. In addition to preparing for a career in their emphasis area, Business Administration students examine how their career fits into the context of other endeavors, including being an engaged community citizen. The ability to understand complex and interdependent issues, to view problems and opportunities from many perspectives and to work with those from other fields are qualities in demand. UW-Green Bay Business Administration majors graduate with a distinct advantage over traditional business school graduates.

More than 90 percent of UW-Green Bay Business Administration graduates find employment in their chosen career within six months of graduation. Those interested in graduate studies are accepted into the better 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 definitely recommend the program to others.

These successes may be attributed to Business Administration's broad array of contemporary, professional business courses, a dedication to teaching excellence and to an emphasis on the skills basic to career advancement such as effective writing, speaking, quantitative analysis, computer proficiency, teamwork, leadership, decision making, and problem solving.

The faculty in the Austin E. Cofrin School of Business is committed to serving the needs of business and society, and to providing an outstanding learning environment. Upper-division classes frequently number fewer than 35 students, facilitating discussion and the opportunity to work closely with faculty members. Nearly one-half (46%) of Business Administration courses are offered online or in the evenings to accommodate employed students.

The Business Administration program addresses contemporary business issues, including economic globalization, sustainability, and business ethics. These issues and more are addressed in specific classes and throughout the curriculum. Today's businesses require employees who are effective communicators and problem solvers with broad-based liberal educations. Business Administration students take courses which develop their communication skills and they gain breadth through courses in the arts, humanities, social sciences and natural sciences. Each business major studies an area of emphasis extensively: finance, general management, human resource management, management, or marketing. Each emphasis consists of courses designed to thoroughly prepare the student.
Extensive opportunities are available to meet business professionals and to gain practical experience. All students are strongly encouraged to participate in Business Week activities, held each spring. These activities include the Spring Job and Internship Fair, mock interviews, employer and alumni panels, and the Elevator Pitch Competition. Top students are invited to join business leaders at the annual Business Week Keynote Networking Dinner. Active student organizations such as the Accounting Students Association, the Community Leadership Association, the Management Information Systems Society, the Student Chapter of the Society for Human Resource Management (SHRM), and the Student Finance Association provide opportunities to meet others with like interests and to develop contacts with businesses. The majority of upper-division courses include a practical, major project component, giving you the opportunity to apply the theories and concepts learned in the classroom to real situations. Participation in the internship program is strongly encouraged. Here students learn while working in an actual business setting. Many students continue working full-time for their internship sponsors upon graduation.

GENERAL EDUCATION REQUIREMENTS
In addition to the requirements outlined on the following pages, everyone wishing to Major or Minor in Business Administration, regardless of emphasis, is required to complete the general education requirements of the University of Wisconsin-Green Bay. These requirements are detailed in the University of Wisconsin-Green Bay Undergraduate Catalog and can also be found here.
BUSINESS ADMINISTRATION MAJOR
FINANCE EMPHASIS

[ ] Check when completed

[ ] I. REQUIRED SUPPORTING COURSES (five) 15-16 credits
[ ] 1. BUS ADM 216 Business Statistics (F,S) (or MATH 260 4 cr.) 4 cr.
[ ] 2. BUS ADM 350 Business Computer Applications (F,S) 3 cr.
[ ] 3. ECON 202 Macro Economic Analysis (F,S) 3 cr.
[ ] 4. ECON 203 Micro Economic Analysis (F,S) 3 cr.
[ ] 5. ENG COMP 105 Expository Writing (F,S)* 3 cr.
   (*Waived with ACT English score of 32 or higher)

[ ] II. REQUIRED CORE COURSES (seven) 22 credits
[ ] 1. ACCTG 300 Introductory Accounting (F,S) 4 cr.
[ ] 2. ACCTG 302 Managerial Accounting I (F,S) 3 cr.
[ ] 3. ACCTG 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 389 Organizational Behavior (F,S) 3 cr.
[ ] 7. BUS ADM 490 Strategic Decision Analysis (F,S) (capstone) 3 cr.

[ ] III. REQUIRED FINANCE EMPHASIS COURSES (five) 15 credits
[ ] 1. BUS ADM 347 Financial Markets & Institutions 3 cr.
   Any 4 of the following:
[ ] 2. BUS ADM 344 Real Estate Principles (S) 3 cr.
[ ] 3. BUS ADM 345 Risk Management and Insurance (F) 3 cr.
[ ] 4. BUS ADM 442 Principles of Investments (F,S) WE 3 cr.
[ ] 5. BUS ADM 445 International Financial Management (S) 3 cr.
[ ] 6. BUS ADM 446 Advanced Corporation Finance (F,S) 3 cr.
[ ] 7. BUS ADM 447 Derivatives (S) 3 cr.
[ ] 8. BUS ADM 450 Bank Administration (F) 3 cr.

[ ] IV. REQUIRED UPPER DIVISION COURSES (two) 6 credits
[ ] 1. Minimum of 1 Upper Division Marketing Course 3 cr.
[ ] 2. Minimum of 1 Upper Division Management Course 3 cr.

Consult with your Business Administration-Finance advisor for appropriate substitutions for any of the listed courses.
# BUSINESS ADMINISTRATION MAJOR
## GENERAL BUSINESS EMPHASIS

[ ] Check when completed

### I. REQUIRED SUPPORTING COURSES (five) 15-16 credits

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<tr>
<th></th>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit(s)</th>
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<tbody>
<tr>
<td>[]</td>
<td>BUS ADM 216</td>
<td>Business Statistics (F,S) (or MATH 260 4 cr.)</td>
<td>4 cr.</td>
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<tr>
<td>[]</td>
<td>BUS ADM 350</td>
<td>Business Computer Applications (F,S)</td>
<td>3 cr.</td>
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<tr>
<td>[]</td>
<td>ECON 202</td>
<td>Macro Economic Analysis (F,S)</td>
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<td>ECON 203</td>
<td>Micro Economic Analysis (F,S)</td>
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<td>[]</td>
<td>ENG COMP 105</td>
<td>Expository Writing (F,S)†</td>
<td>3 cr.</td>
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(*Waived with ACT English score of 32 or higher)

### II. REQUIRED CORE COURSES (seven) 22 credits

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<tr>
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<th>Course Code</th>
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<th>Credit(s)</th>
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<tr>
<td>[]</td>
<td>ACCTG 300</td>
<td>Introductory Accounting (online F,S)</td>
<td>4 cr.</td>
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<tr>
<td>[]</td>
<td>ACCTG 302</td>
<td>Managerial Accounting I (online in S only)</td>
<td>3 cr.</td>
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<tr>
<td>[]</td>
<td>ACCTG 305</td>
<td>Legal Environment of Business (online F,S)</td>
<td>3 cr.</td>
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<tr>
<td>[]</td>
<td>BUS ADM 322</td>
<td>Introductory Marketing (online F,S)</td>
<td>3 cr.</td>
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<td>[]</td>
<td>BUS ADM 343</td>
<td>Corporation Finance (online F,S)</td>
<td>3 cr.</td>
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<td>[]</td>
<td>BUS ADM 389</td>
<td>Organizational Behavior (online F,S)</td>
<td>3 cr.</td>
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<td>[]</td>
<td>BUS ADM 490</td>
<td>Strategic Decision Analysis (F,S) (capstone)</td>
<td>3 cr.</td>
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### III. REQUIRED GENERAL BUSINESS EMPHASIS COURSES (seven) 21 credits

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<th>Course Code</th>
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<tr>
<td>[]</td>
<td>BUS ADM 347</td>
<td>Financial Markets &amp; Institutions (online in F only)</td>
<td>3 cr.</td>
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<tr>
<td>[]</td>
<td>BUS ADM 362</td>
<td>Introduction to HR Management (online S only)</td>
<td>3 cr.</td>
</tr>
<tr>
<td>[]</td>
<td>BUS ADM 423</td>
<td>Advertising (online S only)</td>
<td>3 cr.</td>
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<tr>
<td>[]</td>
<td>BUS ADM 428</td>
<td>Consumer Behavior (online F only)</td>
<td>3 cr.</td>
</tr>
<tr>
<td>[]</td>
<td>BUS ADM 442</td>
<td>Principles of Investment (online S only)</td>
<td>3 cr.</td>
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<tr>
<td>[]</td>
<td>BUS ADM 452</td>
<td>Advanced Microcomputer Bus Apps (online F,S)</td>
<td>3 cr.</td>
</tr>
<tr>
<td>[]</td>
<td>BUS ADM 482</td>
<td>Strategic Management (online F only)</td>
<td>3 cr.</td>
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Consult with your Business Administration-General Business advisor for appropriate substitutions for any of the listed courses.
BUSINESS ADMINISTRATION MAJOR
HUMAN RESOURCE EMPHASIS

[] Check when completed

[ ] I. REQUIRED SUPPORTING COURSES (five) 15-16 credits
[ ] 1. BUS ADM 216 Business Statistics (F,S) (or MATH 260 4 cr.) 4 cr.
[ ] 2. BUS ADM 350 Business Computer Applications (F,S) 3 cr.
[ ] 3. ECON 202 Macro Economic Analysis (F,S) 3 cr.
[ ] 4. ECON 203 Micro Economic Analysis (F,S) 3 cr.
[ ] 5. ENG COMP 105 Expository Writing (F,S)^
   (^
   (Waived with ACT English score of 32 or higher)

[ ] II. REQUIRED CORE COURSES (seven) 22 credits
[ ] 1. ACCTG 300 Introductory Accounting (F,S) 4 cr.
[ ] 2. ACCTG 302 Managerial Accounting I (F,S) 3 cr.
[ ] 3. ACCTG 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 389 Organizational Behavior (F,S) 3 cr.
[ ] 7. BUS ADM 490 Strategic Decision Analysis (F,S) (capstone) 3 cr.

[ ] III. REQUIRED HR EMPHASIS COURSES (five) 15 credits
[ ] 1. BUS ADM 362 Intro to Human Resource Management (F,S) 3 cr.
[ ] 2. BUS ADM 460 Training & Development (S) WE 3 cr.
[ ] 3. BUS ADM 462 Seminar in Human Resource Management (S) 3 cr.
[ ] 4. BUS ADM 467 Compensation & Benefits Planning (F) 3 cr.
[ ] 5. Any 1 of the following:
   BUS ADM 472 Leadership Development (F) WE 3 cr.
   BUS ADM 482 Strategic Management (F,S) 3 cr.
   BUS ADM 489 Organizational Culture & Change (F,S) WE 3 cr.

[ ] IV. REQUIRED UPPER DIVISION COURSES (two) 6 credits
[ ] 1. Minimum of 1 Upper Division Finance Course 3 cr.
[ ] 2. Minimum of 1 Upper Division Marketing Course 3 cr.

Consult with your Business Administration-Human Resource Management advisor for appropriate substitutions for any of the listed courses.
# BUSINESS ADMINISTRATION MAJOR
## MANAGEMENT EMPHASIS

[ ] Check when completed

<table>
<thead>
<tr>
<th>I. REQUIRED SUPPORTING COURSES (five)</th>
<th>15-16 credits</th>
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<tbody>
<tr>
<td>1. BUS ADM 216 Business Statistics (F,S) (or MATH 260 4 cr.)</td>
<td>4 cr.</td>
</tr>
<tr>
<td>2. BUS ADM 350 Business Computer Applications (F,S)</td>
<td>3 cr.</td>
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<tr>
<td>3. ECON 202 Macro Economic Analysis (F,S)</td>
<td>3 cr.</td>
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<tr>
<td>4. ECON 203 Micro Economic Analysis (F,S)</td>
<td>3 cr.</td>
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<tr>
<td>5. ENG COMP 105 Expository Writing (F,S)**</td>
<td>3 cr.</td>
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*(Waived with ACT English score of 32 or higher)*

<table>
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<tr>
<th>II. REQUIRED CORE COURSES (seven)</th>
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<tbody>
<tr>
<td>1. ACCTG 300 Introductory Accounting (F,S)</td>
<td>4 cr.</td>
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<tr>
<td>2. ACCTG 302 Managerial Accounting I (F,S)</td>
<td>3 cr.</td>
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<tr>
<td>3. ACCTG 305 Legal Environment of Business (F,S)</td>
<td>3 cr.</td>
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<tr>
<td>4. BUS ADM 322 Introductory Marketing (F,S)</td>
<td>3 cr.</td>
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<tr>
<td>5. BUS ADM 343 Corporation Finance (F,S)</td>
<td>3 cr.</td>
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<tr>
<td>6. BUS ADM 389 Organizational Behavior (F,S)</td>
<td>3 cr.</td>
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<tr>
<td>7. BUS ADM 490 Strategic Decision Analysis (F,S) (capstone)</td>
<td>3 cr.</td>
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<th>III. REQUIRED MANAGEMENT EMPHASIS COURSES (five)</th>
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<tbody>
<tr>
<td>1. BUS ADM 362 Intro Human Resource Management (F,S)</td>
<td>3 cr.</td>
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<tr>
<td>2. BUS ADM 472 Leadership Development (F,S)</td>
<td>3 cr.</td>
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<tr>
<td>3. BUS ADM 482 Strategic Management (F,S)</td>
<td>3 cr.</td>
</tr>
<tr>
<td>4. BUS ADM 489 Organizational Culture &amp; Change (F,S) WE</td>
<td>3 cr.</td>
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<tr>
<td>5. Any 1 of the following:</td>
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<tr>
<td>BUS ADM 452 Advanced Microcomputer Bus Apps (F,S)</td>
<td>3 cr.</td>
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<tr>
<td>BUS ADM 460 Training &amp; Development (S) WE</td>
<td>3 cr.</td>
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<tr>
<td>BUS ADM 462 Seminar in HR Management (S)</td>
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<td>BUS ADM 499 Travel Course GC</td>
<td>3 cr.</td>
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<tr>
<th>IV. REQUIRED UPPER DIVISION COURSES (two)</th>
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<tbody>
<tr>
<td>1. Minimum of 1 Upper Division Finance Course</td>
<td>3 cr.</td>
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<tr>
<td>2. Minimum of 1 Upper Division Marketing Course</td>
<td>3 cr.</td>
</tr>
</tbody>
</table>

*Consult with your Business Administration-Management advisor for appropriate substitutions for any of the listed courses.*

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1 Satisfies the Global Culture General Education requirement
BUSINESS ADMINISTRATION MAJOR
MARKETING EMPHASIS

[ ] Check when completed

I. REQUIRED SUPPORTING COURSES (five) 15-16 credits
[ ] 1. BUS ADM 216 Business Statistics (F,S) (or MATH 260 4 cr.) 4 cr.
[ ] 2. BUS ADM 350 Business Computer Applications (F,S) 3 cr.
[ ] 3. ECON 202 Macro Economic Analysis (F,S) 3 cr.
[ ] 4. ECON 203 Micro Economic Analysis (F,S) 3 cr.
[ ] 5. ENG COMP 105 Expository Writing (F,S)** 3 cr.

(“Waived with ACT English score of 32 or higher)

II. REQUIRED CORE COURSES (seven) 22 credits
[ ] 1. ACCTG 300 Introductory Accounting (F,S) 4 cr.
[ ] 2. ACCTG 302 Managerial Accounting I (F,S) 3 cr.
[ ] 3. ACCTG 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 389 Organizational Behavior (F,S) 3 cr.
[ ] 7. BUS ADM 490 Strategic Decision Analysis (F,S) (capstone) 3 cr.

III. REQUIRED MARKETING EMPHASIS COURSES (five) 15 credits
[ ] 1. BUS ADM 421 International Marketing (F,S) WE, GC1 3 cr.
[ ] 2. BUS ADM 424 Marketing Research (F) 3 cr.
[ ] 3. BUS ADM 428 Consumer Behavior (F,S) WE 3 cr.
[ ] 4. Two of the following:

[ ] 5. BUS ADM 327 Selling and Sales Management (F) WE 3 cr.
BUS ADM 423 Advertising (F,S) 3 cr.
BUS ADM 426 Marketing Management (S) 3 cr.
BUS ADM 499 Travel Course GC1 3 cr.

IV. REQUIRED UPPER DIVISION COURSES (two) 6 credits
[ ] 1. Minimum of 1 Upper Division Finance Course 3 cr.
[ ] 2. Minimum of 1 Upper Division Management Course 3 cr.

Consult with your Business Administration-Marketing advisor for appropriate substitutions for any of the listed courses.

1 Satisfies the Global Culture General Education requirement
BUSINESS ADMINISTRATION MINOR

[ ] Check when completed

[ ] I. SUPPORTING COURSES (five) 15-16 credits

[ ] 1. One of the following¹:
   BUS ADM 202 Business and its Environment (F) SS² 3 cr.
   BUS ADM 282 Personal Financial Planning (F,S) 3 cr.

[ ] 2. One of the following³:
   ACCTG 305 Legal Environment of Business (F,S) 3 cr.
   BUS ADM 206 Law and the Individual (F,S) SS² 3 cr.

[ ] 3. One of the following:
   BUS ADM 216 Business Statistics (F,S) 4 cr.
   MATH 260 Introductory Statistics (F,S) 4 cr.
   COMM SCI 205 Social Science Statistics (F,S) 4 cr.

[ ] 4. ECON 202 Macro Economic Analysis (F,S) 3 cr.
[ ] 5. ECON 203 Micro Economic Analysis (F,S) 3 cr.

[ ] II. UPPER DIVISION COURSES (four) 13 credits

[ ] 1. ACCTG 300 Introductory Accounting (F,S) 4 cr.
[ ] 2. BUS ADM 322 Introductory Marketing (F,S) 3 cr.
[ ] 3. BUS ADM 343 Corporation Finance (F,S) 3 cr.
[ ] 4. BUS ADM 389 Organizational Behavior (F,S) 3 cr.

Consult with your Business Administration Minor advisor for appropriate substitutions for any of the listed courses.

¹ Upon degree completion, requirement of BUS ADM 202 or BUS ADM 282 is waived for students completing an Accounting major.
² Satisfies a Social Sciences General Education requirement.
³ BUS ADM 206 is valid for the Business Administration minor only. It cannot be applied to a Business Administration major.
INTERNATIONAL BUSINESS MINOR

Satisfies the interdisciplinary minor requirement for Accounting Majors.

[ ] Check when completed

[ ] I. SUPPORTING COURSES (two) 6 credits

[ ] 1. ECON 202 Macro Economic Analysis (F,S) 3 cr.
[ ] 2. ECON 203 Micro Economic Analysis (F,S) 3 cr.

[ ] II. UPPER DIVISION COURSES (four) 13 credits

[ ] 1. ACCTG 300 Introductory Accounting (F,S) 4 cr.
[ ] 2. BUS ADM 322 Introductory Marketing (F,S) 3 cr.
[ ] 3. BUS ADM 343 Corporation Finance (F,S) 3 cr.
[ ] 4. BUS ADM 389 Organizational Behavior (F,S) 3 cr.

[ ] III. INTERNATIONAL COURSES (two) 6 credits

[ ] 1. One of the following:
   BUS ADM 445 International Financial Management (S) 3 cr.
   BUS ADM 421 International Marketing (F,S) 3 cr.
   ECON 403 International Trade (S) 3 cr.

[ ] 2. One of the following:
   GERMAN 420 Business German (P: GERMAN 225, SE) 3 cr.
   FRENCH 367 Business French (P: FRENCH 225, SO) 3 cr.
   SPANISH 358 Latin American Culture 3 cr.
   SPANISH 359 Cultures of the Americas (P: SPANISH 225, SO) 3 cr.
   SPANISH 360 Spain Today 3 cr.
   SPANISH 361 Cultures of Spain 3 cr.

[ ] IV. LANGUAGE / STUDY ABROAD / INTERNSHIP REQUIREMENTS

[ ] 1. Two years of college-level language courses or equivalent competency.
[ ] 2. International internship or participation in a study abroad program.*

*(Approved internships arranged through Business Administration, Modern Languages or International Education Office.)
The Major and Minor in
ACCOUNTING
(disciplinary)

Both the major and minor in Accounting are disciplinary. "Disciplinary" means that all accounting students receive vigorous and thorough training in accounting. More than 90 percent of UW-Green Bay Accounting graduates typically find employment in their chosen career within six months of graduation. Alumni surveys indicate that alumni perceive the Accounting program very favorably, their program of study prepared them extremely well for their careers, the quality of the Accounting faculty is "excellent" and they would definitely recommend the program to others. Recent surveys also suggest that well over 30 percent of the Accounting graduates pass all four parts of the C.P.A. exam during their first sitting; of those who take it a second time, 75 percent pass all four parts. These figures compare very favorably with the national averages, where the first time pass rate is approximately 20 percent.

These successes may be attributed to Accounting’s contemporary and rigorous curriculum, a dedication to teaching excellence and to an emphasis on the skills basic to career advancement such as effective writing, speaking, quantitative analysis, computer proficiency, decision making and problem solving. In the Accounting program you gain both the in-depth accounting knowledge and the broad background in business needed to understand the role of accounting in the business world.

Accounting faculty are committed to serving the needs of business and society and to providing an outstanding learning environment.

The Accounting program addresses contemporary accounting and business issues, including the role of accounting in continuous quality improvement, the implementation of computer technology, advances in accounting information systems and accounting ethics. These issues and more are addressed in specific classes and throughout the curriculum. Today’s businesses require employees who are effective communicators and problem solvers with broad-based liberal educations. Accounting students take courses that develop their communication skills and they gain breadth through courses in the arts, humanities, social sciences and natural sciences.

Extensive opportunities are available to meet business professionals and to gain practical experience. Active student organizations, such as the Accounting Students Association, provide opportunities to meet others with like interests and to develop contacts with businesses. Participation in the internship program is strongly encouraged. Here students learn while working in an actual business setting. Many students continue working full-time for their internship sponsors upon graduation.
Since the major in Accounting is a disciplinary major, the student must complete an interdisciplinary minor. **Students who complete the Accounting major automatically fulfill the requirements for the minor in Business Administration.** (The Business Administration minor requirement of BUS ADM 202 or BUS ADM 282 is waived for students obtaining an Accounting major.) Students who wish to minor in a program other than Business Administration should consult with their advisor.

**150 CREDIT REQUIREMENT**

Students should be aware that the state of Wisconsin requires 120 college credit hours to write the Uniform CPA Exam, while 150 college credit hours are required to become a licensed CPA in Wisconsin. The UW-Green Bay Accounting program is designed so that students with Accounting majors will have several options to earn the credits required for the CPA exam and become licensed as a CPA. An Accounting advisor assists each student in determining which option best meets his or her interests.

**GENERAL EDUCATION REQUIREMENTS**

In addition to the requirements outlined on the following pages, everyone wishing to Major or Minor in Accounting is required to complete the general education requirements of the University of Wisconsin-Green Bay. These requirements are detailed in the University of Wisconsin-Green Bay Undergraduate Catalog.

**ACCOUNTING COURSE PREREQUISITES**

Please be advised of the following Accounting course prerequisites. All students attempting to enroll in the courses listed in the left column MUST meet the prerequisite listed in the right column.

<table>
<thead>
<tr>
<th>Course</th>
<th>Prerequisite</th>
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</thead>
<tbody>
<tr>
<td>ACCTG 301</td>
<td>Grade of &quot;B&quot; or better in ACCTG 300</td>
</tr>
<tr>
<td>ACCTG 312</td>
<td>Grade of &quot;B&quot; or better in ACCTG 302. REC: BUS ADM 215 or MATH 260, and BUS ADM 217</td>
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<tr>
<td>ACCTG 313</td>
<td>Grade of &quot;B&quot; or better in ACCTG 301.</td>
</tr>
<tr>
<td>ACCTG 314</td>
<td>Grade of &quot;B&quot; or better in ACCTG 301. REC: ACCTG 313.</td>
</tr>
<tr>
<td>ACCTG 316</td>
<td>Grade of &quot;C&quot; or better in ACCTG 301.</td>
</tr>
<tr>
<td>ACCTG 410</td>
<td>Grade of &quot;C&quot; or better in ACCTG 301. REC: ACCTG 305.</td>
</tr>
<tr>
<td>ACCTG 411</td>
<td>Grade of &quot;B&quot; or better in ACCTG 302.</td>
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ACCOUNTING INTERNSHIPS

Accounting Internship Eligibility Requirements for Students
Students interested in receiving credit for an accounting internship must have declared an Accounting major or minor, completed and passed ACCTG 301, Intermediate Accounting, and have an overall G.P.A. of at least 2.75. As a general guideline, a 3-credit internship would be a position requiring a minimum of 10 hours of work per week and a total of 150 credits in the semester. A full time, 9 credit internship opportunity is also available to accounting students. See the prerequisite requirements below.

Full Time Accounting Internships
Full time accounting internships provide valuable experience and expanded opportunities not available with part time internships. Many public accounting firms use full time internships as a primary recruiting and hiring tool. A full time internship offers intensive work experiences such as preparation of more complex tax returns or participating on client audits. Students may receive 9 internship credits in one semester. A 9 credit internship requires a minimum of 450 hours of work. Internship responsibilities must be commensurate with those of an entry level accountant. The intern must be supervised by someone with appropriate training, education and experience.

Prerequisites
1. 2.75 GPA minimum
2. Intermediate Accounting ACCTG 301
3. Seminar in Accounting Professionalism ACCTG 303
4. 15 credits of upper level accounting courses selected from the following:
   - ACCTG 305
   - ACCTG 306
   - ACCTG 312
   - ACCTG 313
   - ACCTG 314
   - ACCTG 316
   - ACCTG 410
   - ACCTG 411
   - ACCTG 412
   - ACCTG 413
   - ACCTG 414
   - ACCTG 415
ACCOUNTING MAJOR

[ ] Check when completed

I. REQUIRED SUPPORTING COURSES (six) 16 credits

[ ] 1. BUS ADM 216 Business Statistics (F,S) (or MATH 260 4 cr.) 4 cr.
[ ] 2. BUS ADM 350 Intro. to Management Information Systems (F,S) 3 cr.
[ ] 3. ECON 202 Macro Economic Analysis (F,S) 3 cr.
[ ] 4. ECON 203 Micro Economic Analysis (F,S) 3 cr.
[ ] 5. ENG COMP 105 Expository Writing (F,S)** 3 cr.
   (*Waived with ACT English score of 32 or higher)

II. REQUIRED CORE COURSES (twelve) 38 credits

[ ] 1. ACCTG 300 Introductory Accounting (F,S) 4 cr.
[ ] 2. ACCTG 302 Managerial Accounting I (F,S) 3 cr.
[ ] 3. ACCTG 305 Legal Environment of Business (F,S) 3 cr.
[ ] 4. ACCTG 306 Business Law II (F,S) 4 cr.
[ ] 5. BUS ADM 322 Introductory Marketing (F,S) 3 cr.
[ ] 6. BUS ADM 343 Corporation Finance (F,S) 3 cr.
[ ] 7. BUS ADM 389 Organizational Behavior (F,S) 3 cr.
[ ] 8. BUS ADM 452 Adv. Microcomputer Business Applic (F,S) 3 cr.
[ ] 9. Minimum of 1 Upper Division Finance course 3 cr.
[ ] 10. Minimum of 1 Upper Division Management course 3 cr.
[ ] 11. Minimum of 1 Upper Division Marketing Course 3 cr.
[ ] 12. BUS ADM 490 Strategic Decision Analysis (F,S) (capstone) 3 cr.

III. ACCOUNTING MAJOR COURSES (ten) 33 credits

[ ] 1. ACCTG 301 Intermediate Accounting (F,S) 4 cr.
[ ] 2. ACCTG 312 Managerial Accounting II (F) 3 cr.
[ ] 3. ACCTG 313 Advanced Financial Accounting I (F) 3 cr.
[ ] 4. ACCTG 314 Advanced Financial Accounting II (S) 3 cr.
[ ] 5. ACCTG 316 Governmental and Nonprofit Accounting (F,S) 3 cr.
[ ] 6. ACCTG 410 Intro. to Income Tax Theory and Practice (F) 3 cr.
[ ] 7. ACCTG 411 Financial Information Systems (F) 4 cr.
[ ] 8. ACCTG 412 Auditing Standards and Procedures (S) WE 4 cr.
[ ] 9. ACCTG 414 Managerial Accounting III (S) 3 cr.
[ ] 10. ACCTG 415 Advanced Income Tax Theory and Practice (S) 3 cr.

IV. HIGHLY RECOMMENDED ACCOUNTING COURSE (Not Required)

[ ] ACCTG 303 Seminar in Accounting Professionalism (F) 2 cr.
[ ] ACCTG 413 VITA (S) 3 cr.

V. REQUIRED MINOR

Since the major in Accounting is a disciplinary major the student must complete an interdisciplinary minor. Students who complete the Accounting major automatically fulfill the requirements for the minor in Business Administration. (The Business Administration minor requirement of BUS ADM 202 or BUS ADM 282 is waived for students obtaining an Accounting major.) Students who wish to minor in a program other than Business Administration should consult with their advisor.

Consult with your Accounting advisor for appropriate substitutions for any of the listed courses.
COURSE PLAN

The following is designed to assist you as you chart your academic progress toward an Accounting major.

It is highly recommended that you also take the following two-credit course at some point prior to graduation:

ACCTG 303 Seminar in Accounting Professionalism  2 cr.
Designed to familiarize prospective accounting majors with their profession. Topics will include various career paths in accounting, professional demeanor, and professional ethics.

P: ACCTG 300  (F)

Though not required the following three-credit course provides valuable real world experience:

ACCTG 413 VITA  3 cr.
Students will work in the community to prepare tax returns for students, low income individuals and families, and the elderly.

P: ACCTG 300 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5; REC: ACCTG 410  (S)
ACCOUNTING MINOR

[ ] Check when completed

[ ] I. SUPPORTING COURSES (two) 6 credits

[ ] 1. One of the following:
   ECON 202  Macro Economic Analysis (F,S) 3 cr.
   ECON 203  Micro Economic Analysis (F,S) 3 cr.

[ ] 2. ENG COMP105  Expository Writing (F,S)** 3 cr.
   ("waived with ACT score of 32 or higher"

[ ] II. UPPER DIVISION COURSES (seven) 23-24 credits

   Required (three)
   [ ] 1. ACCTG 300  Introductory Accounting (F,S) 4 cr.
   [ ] 2. ACCTG 301  Intermediate Accounting (F,S) 4 cr.
   [ ] 3. ACCTG 302  Managerial Accounting I (F,S) 3 cr.

   [ ] 4. One of the following:
      ACCTG 305  Legal Environment of Business (F,S) 3 cr.
      BUS ADM 322  Introductory Marketing (F,S) 3 cr.
      BUS ADM 389  Organizational Behavior (F,S) 3 cr.

   [ ] 5. One of the following:
      ACCTG 312  Managerial Accounting II (F) 3 cr.
      ACCTG 313  Advanced Financial Accounting I (F) 3 cr.

   [ ] 6. Two of the following:
      [ ] 7.

      ACCTG 314  Advanced Financial Accounting II (S) 3 cr.
      ACCTG 316  Governmental and Nonprofit Accounting (F,S) 3 cr.
      ACCTG 410  Introduction to Income Tax Theory and Practice (F) 3 cr.
      ACCTG 411  Financial Information Systems (F) 4 cr.
      ACCTG 414  Managerial Accounting III (S) 3 cr.
      ACCTG 415  Advanced Income Tax Theory and Practice (S) 3 cr.

Consult with your Accounting Minor advisor for appropriate substitutions for any of the above courses.
CERTIFICATE OF PROFESSIONAL ACCOUNTING

A certificate of Professional Accounting provides a cohesive course plan for students entering professional accounting careers, in particular, those seeking to meet the 150 credit hours requirement for the CPA exam in the state of Wisconsin and other states. The certificate emphasizes communications, people skills and real world experience.

The certificate is available to a student who is a declared Accounting major. In addition, an overall grade point average of 3.25 is required.

30 credits minimum

[ ] Check when completed

[ ] REQUIRED COURSES 14 credits

[ ] 1. ACCTG 303 Seminar in Accounting Professionalism 2 cr.

[ ] 2. Two of the following:

[ ] 3. ACCTG 413 VITA 3 cr.
    ACCTG 497 OR BUS ADM 497 Internship 3 cr.
    BUS ADM 299 OR BUS ADM 499 Travel Course 3 cr.

[ ] 4. One of the following:
    COMM 133 Fundamentals of Public Address 3 cr.
    COMM 166 Fundamentals of Interpersonal Communication 3 cr.
    COMM 280 Business and Professional Communication Skills 3 cr.

[ ] 5. One of the following:
    (This course cannot be used to fulfill upper-level management requirement for Accounting major.)
    BUS ADM 472 Leadership Development 3 cr.
    BUS ADM 482 Strategic Management 3 cr.
    BUS ADM 489 Organizational Culture and Change 3 cr.

[ ] CERTIFICATE ELECTIVES 16 credits

Electives should be selected in consultation with student’s advisor.
COURSE LIST

All courses are 3 credits unless otherwise indicated. Please see the UWGB Undergraduate Catalog for course descriptions.

ACCOUNTING
ACCTG 300 Introductory Accounting (4 cr.)
ACCTG 301 Intermediate Accounting (4 cr.)
ACCTG 302 Managerial Accounting I
ACCTG 303 Seminar in Acctg Professionalism (2 cr.)
ACCTG 305 Legal Environment of Business
ACCTG 306 Business Law II (4 cr.)
ACCTG 312 Managerial Accounting II
ACCTG 313 Advanced Financial Accounting I
ACCTG 314 Advanced Financial Accounting II
ACCTG 316 Governmental and Nonprofit Accounting
ACCTG 410 Intro. to Income Tax Theory and Practice
ACCTG 411 Financial Information Systems (4 cr.)
ACCTG 412 Auditing (4 cr.)
ACCTG 413 Income Tax Preparation
ACCTG 414 Managerial Accounting III
ACCTG 415 Advanced Income Tax Theory and Practice

FINANCE
Note that the 2nd number in the 3XX or 4XX sequence is typically a “4” or a “5” for finance courses

BUS ADM 282 Personal Financial Planning
BUS ADM 343 Corporation Finance
BUS ADM 344 Real Estate Principles
BUS ADM 345 Risk Management & Insurance
BUS ADM 347 Financial Markets and Institutions
BUS ADM 442 Principles of Investments
BUS ADM 445 International Financial Management
BUS ADM 446 Advanced Corporation Finance
BUS ADM 447 Derivatives
BUS ADM 450 Bank Administration

GENERAL
BUS ADM 202 Business and Its Environment
BUS ADM 206 Law and the Individual
BUS ADM 490 Strategic Decision Analysis
MANAGEMENT
Note that the 2nd number in the 3XX or 4XX sequence is typically a “6” or an “8” for management courses

BUS ADM 362 Intro to Human Resource Management
BUS ADM 382 Introductory Management
BUS ADM 389 Organizational Behavior
BUS ADM 460 Training and Development
BUS ADM 462 Seminar in Human Resource Mgmt
BUS ADM 467 Compensation and Benefits Planning
BUS ADM 472 Leadership Development
BUS ADM 482 Strategic Management
BUS ADM 489 Organizational Culture and Change
BUS ADM 499 Travel Course

MARKETING
Note that the 2nd number in the 3XX or 4XX sequence is typically a “2” for marketing courses

BUS ADM 322 Introductory Marketing
BUS ADM 327 Selling and Sales Management
BUS ADM 421 International Marketing
BUS ADM 423 Advertising
BUS ADM 424 Marketing Research
BUS ADM 426 Marketing Management
BUS ADM 428 Consumer Behavior

QUANTITATIVE METHODS / MIS
BUS ADM 216 Business Statistics (4 cr.)
BUS ADM 350 Business Computer Applications
BUS ADM 452 Adv. Microcomputer Business Applications

COURSE DESCRIPTIONS

Please see the UWGB Undergraduate Catalog for course descriptions.

*Accounting course descriptions

*Business Administration course descriptions