

# COLLEGE OF BUSINESS AND ECONOMICS - COBE (UNDERGRADUATE)

<http://www.uww.edu/cobe/>

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## Mission Statement

The University of Wisconsin-Whitewater College of Business and Economics is an inclusive, collaborative, and entrepreneurial learning community dedicated to sharing values, knowledge, and skills to prepare current and future business professionals to contribute successfully and responsibly in a global business environment.

Our efforts to engage in high-quality instruction, research, and professional activities add value by:

- Providing an engaging environment for educating undergraduate and graduate students that advances critical thinking, innovative problem-solving, ethical behavior, leadership, and a commitment to diversity
- Developing and sustaining partnerships with key stakeholders that lead to mutually beneficial opportunities for students, alumni, faculty, businesses, and the regional community
- Developing and retaining a high-quality faculty whose members strive for excellence, are current in their fields, and make scholarly contributions through discipline-based, applied, and pedagogical research

## Overview

The College of Business and Economics at UW-Whitewater is the largest business school in the State of Wisconsin. It equips students with the skills and knowledge needed to thrive in today's global business environment. We emphasize a close faculty-student relationship and encourage participation in student activities that foster professional development. Through partnerships with business firms, students gain hands-on experience that enhances their skill set. Our programs are built on a broad general education foundation, ensuring students develop a deep understanding of the society in which they live and work. College requirements strengthen knowledge in the functional areas of business, behavioral sciences, management sciences, and systems-based problem-solving. With intensive study in a chosen major, students graduate prepared for successful careers in their respective fields. Students can become involved in projects with business firms, which aid in this skill development.

## Department Chairs

Accounting	Abbie Daly
Economics	Yamin Ahmad
Finance and Business Law	Arjan Prenti
Information Technology and Supply Chain Management	Andrew Ciganek
Management	Kaviraj Parboteeah
Marketing	Andy Dahl
Occupational and Environmental Safety and Health	Donna Vosburgh

## Bachelor of Business Administration

- Accounting (BBA) (<http://uww-public.courseleaf.com/undergraduate/business-economics/accounting/accounting-bba/>)
- Business Analytics - Business Analytics Emphasis (BBA) (<http://uww-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/business-analytics-bba/>)
- Business Analytics - Data Mining and Artificial Intelligence Emphasis (BBA) (<http://uww-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/business-analytics-data-mining-and-artificial-intelligence-bba/>)
- Business Analytics - Digital Marketing Emphasis (BBA) (<http://uww-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/business-analytics-digital-marketing-emphasis-bba/>)
- Business Analytics - Marketing Emphasis (BBA) (<http://uww-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/business-analytics-marketing-emphasis-bba/>)
- Business Analytics - Operations and Supply Chain Emphasis (BBA) (<http://uww-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/business-analytics-supply-chain-emphasis-bba/>)
- Economics (BBA) (<http://uww-public.courseleaf.com/undergraduate/business-economics/economics/economics-bba/>)
- Entrepreneurship and Innovation (BBA) (<http://uww-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/entrepreneurship-and-innovation-bba/>)
- Finance - Finance Emphasis (BBA) (<http://uww-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-bba/>)
- Finance - Finance Emphasis Honors (BBA) (<http://uww-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-honors-emphasis-bba/>)
- Finance - Financial Planning Emphasis (BBA) (<http://uww-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-financial-planning-emphasis-bba/>)
- Finance - Financial Planning Emphasis Honors (BBA) (<http://uww-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-honors-financial-planning-emphasis-bba/>)
- Finance - Fintech Emphasis (BBA) (<http://uww-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-fintech-emphasis-bba/>)

- Finance - Insurance Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-insurance-emphasis-bba/>)
- Finance - Insurance Emphasis Honors (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-honors-insurance-emphasis-bba/>)
- Finance - Investments Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-investment-emphasis-bba/>)
- Finance - Investment Emphasis Honors (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-honors-investment-emphasis-bba/>)
- Finance - Real Estate Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-real-estate-emphasis-bba/>)
- Finance - Real Estate Emphasis Honors (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-honors-real-estate-emphasis-bba/>)
- General Business - General Business Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/general-business-bba/>)
- General Business - Safety and Risk Management Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/general-business-emphasis-safety-and-risk-management/>)
- Human Resource Management (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/management/human-resource-management-bba/>)
- Information Technology - Business Analysis Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/information-technology-business-analysis-emphasis-bba/>)
- Information Technology - Business Analytics Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/information-technology-business-analytics-emphasis-bba/>)
- Information Technology - Information Technology Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/information-technology-bba/>)
- Information Technology - Cybersecurity and Networking Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/information-technology-networking-security-emphasis-bba/>)
- Integrated Science and Business (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/integrated-science-business-bba/>)
- Integrated Science and Business - Water Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/integrated-science-business-water-emphasis-bba/>)
- International Business - International Business Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/international-business-bba/>)
- Marketing (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/marketing/marketing-bba/>)
- Marketing - Digital Marketing and Artificial Intelligence Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/marketing/marketing-digital-marketing-emphasis-bba/>)
- Marketing - Experiential and Sports Marketing Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/marketing/experiential-and-sports-marketing-bba/>)
- Marketing - Professional Sales Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/marketing/marketing-professional-sales-emphasis-bba/>)
- Management - Healthcare Management Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/management/management-healthcare-emphasis/>)
- Management - Managing Sports Programs Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/management/management-managing-sports-programs-bba/>)
- Management - Nonprofit Management Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/management/management-nonprofit-management-emphasis/>)
- Management - Organization & Leadership Development Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/management/management-organization-and-leadership-development-emphasis-bba/>)
- Operations and Supply Chain Management - Global Sourcing Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/supply-chain-management-global-sourcing-emphasis-bba/>)
- Operations and Supply Chain Management - Logistics Analytics Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/supply-chain-management-logistics-analytics-emphasis-bba/>)
- Operations and Supply Chain Management - Operations and Supply Chain Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/supply-chain-management-bba/>)
- Operations and Supply Chain Management - Project Management Emphasis (BBA) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/supply-chain-management-project-management-emphasis-bba/>)

## Bachelor of Science

- Occupational Safety - Occupational Safety Emphasis (BS) (<http://uwv-public.courseleaf.com/undergraduate/business-economics/occupational-environmental-safety-health/occupational-safety-bs/>)

## Interdepartmental Non-Degree

- Business Undecided (<http://uwv-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/business-undecided/>)

## Minors

- Accounting (<http://uwv-public.courseleaf.com/undergraduate/business-economics/accounting/accounting-minor/>)
- Banking (<http://uwv-public.courseleaf.com/undergraduate/business-economics/finance-business-law/banking-minor/>)

- Business Analytics (<http://www-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/business-analytics-minor/>)
- Business Law (<http://www-public.courseleaf.com/undergraduate/business-economics/finance-business-law/business-law-minor/>)
- Digital Marketing and Artificial Intelligence (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/digital-minor/>)
- Entrepreneurship (<http://www-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/entrepreneurship-minor/>)
- Experiential and Sports Marketing (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/experiential-and-sports-marketing-minor/>)
- Finance (<http://www-public.courseleaf.com/undergraduate/business-economics/finance-business-law/business-finance-minor/>)
- Financial Planning (<http://www-public.courseleaf.com/undergraduate/business-economics/finance-business-law/financial-planning-minor/>)
- Fintech (<http://www-public.courseleaf.com/undergraduate/business-economics/finance-business-law/fintech-minor/>)
- General Business (<http://www-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/general-business-minor/>)
- Human Resource Management (<http://www-public.courseleaf.com/undergraduate/business-economics/management/human-resource-management-minor/>)
- Industrial Hygiene (<http://www-public.courseleaf.com/undergraduate/business-economics/occupational-environmental-safety-health/industrial-hygiene-minor/>)
- Information Technology (<http://www-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/information-technology-minor/>)
- Insurance (<http://www-public.courseleaf.com/undergraduate/business-economics/finance-business-law/insurance-minor/>)
- International Business (<http://www-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/international-business-minor/>)
- Investments (<http://www-public.courseleaf.com/undergraduate/business-economics/finance-business-law/investment-minor/>)
- Leadership Development (<http://www-public.courseleaf.com/undergraduate/business-economics/management/leadership-development-minor/>)
- Leadership Development for Business Majors (<http://www-public.courseleaf.com/undergraduate/business-economics/management/leadership-development-minor-for-business-majors/>)
- Marketing (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/marketing-minor/>)
- Nonprofit Management (<http://www-public.courseleaf.com/undergraduate/business-economics/management/nonprofit-management-minor-for-non-business-students/>)
- Nonprofit Management for Business Majors (<http://www-public.courseleaf.com/undergraduate/business-economics/management/nonprofit-management-minor/>)
- Occupational Safety (<http://www-public.courseleaf.com/undergraduate/business-economics/occupational-environmental-safety-health/occupational-safety-minor/>)
- Professional Sales (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/marketing-minor-professional-sales/>)
- Real Estate (<http://www-public.courseleaf.com/undergraduate/business-economics/finance-business-law/real-estate-minor/>)
- Supply Chain and Operations Management (<http://www-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/supply-chain-and-operations-management-minor/>)
- Water Business (<http://www-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/water-business-minor/>)

## Certificates

- Artificial Intelligence in Marketing (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/artificial-intelligence-in-marketing-certificate/>)
- Banking (<http://www-public.courseleaf.com/undergraduate/business-economics/finance-business-law/banking-certificate/>)
- Business Law (<http://www-public.courseleaf.com/undergraduate/business-economics/finance-business-law/business-law-certificate/>)
- Business Master's Bridge (<http://www-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/business-masters-bridge-cert/>)
- Construction Safety Management (<http://www-public.courseleaf.com/undergraduate/business-economics/occupational-environmental-safety-health/construction-management-certificate/>)
- Digital Marketing (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/digital-marketing-certificate/>)
- Entrepreneurship (<http://www-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/entrepreneurship-certificate/>)
- Experiential and Sports Marketing (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/experiential-and-sports-certificate/>)
- Financial Planning (<http://www-public.courseleaf.com/undergraduate/business-economics/finance-business-law/financial-planning-certificate/>)
- Financial Services Sales (<http://www-public.courseleaf.com/undergraduate/business-economics/finance-business-law/financial-services-sales-certificate/>)
- Fintech (<http://www-public.courseleaf.com/undergraduate/business-economics/finance-business-law/fintech-certificate/>)
- Fundamentals of Finance (<http://www-public.courseleaf.com/undergraduate/business-economics/finance-business-law/fundamentals-of-finance-certificate/>)
- Human Resource Management (<http://www-public.courseleaf.com/undergraduate/business-economics/management/human-resource-management-certificate/>)
- Insurance (<http://www-public.courseleaf.com/undergraduate/business-economics/finance-business-law/insurance-certificate/>)
- International Business (<http://www-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/international-business-certificate/>)
- Investments (<http://www-public.courseleaf.com/undergraduate/business-economics/finance-business-law/investment-certificate/>)

- Music Entrepreneurship (<http://uwu-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/music-entrepreneurship-certificate/>)
- Professional Selling (<http://uwu-public.courseleaf.com/undergraduate/business-economics/marketing/professional-selling-certificate/>)
- Real Estate (<http://uwu-public.courseleaf.com/undergraduate/business-economics/finance-business-law/real-estate-certificate/>)
- Sales Leadership Development (<http://uwu-public.courseleaf.com/undergraduate/business-economics/marketing/sales-leadership-development-certificate/>)
- Science-Business Sustainability Management (<http://uwu-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/sustainability-management-certificate/>)
- Transportation Sales (<http://uwu-public.courseleaf.com/undergraduate/business-economics/marketing/transportation-sales-certificate/>)

## Degree Requirements

Students may earn a Bachelor of Business Administration (BBA) or a Bachelor of Science (BS) from the College of Business and Economics. To graduate from the College of Business and Economics, students must complete a minimum of 120 units, including coursework, to satisfy General Education requirements (Communication & Calculation Skills and University Requirements), U.S. Racial/Ethnic Diversity, and major requirements.

## Bachelor of Business Administration (BBA) Degree Requirements

Students must have at least a 2.50 grade point average in the major, all subjects offered by departments in the College of Business and Economics, and an overall grade point average.

The following areas are required:

1. College BBA Degree Requirements
2. Major Requirements

A minor is not required but may be chosen.

## Degree

Code	Title	Units
<b>Unique Requirements:</b>		
BEINDP 101	BUSINESS AND SOCIETY	3
MATH 143	FINITE MATHEMATICS FOR BUSINESS AND SOCIAL SCIENCES	3
ECON 201	PRINCIPLES OF MICROECONOMICS	3
ECON 202	PRINCIPLES OF MACROECONOMICS	3
<b>International Requirement:</b>		
BEINDP 200	INTRODUCTION TO INTERNATIONAL BUSINESS	3
COMM 424	CROSS CULTURAL COMMUNICATION	
ECON 360	GROWTH AND DEVELOPMENT IN THE WORLD ECONOMY	
ECON 401	THE INTERNATIONAL ECONOMY	
ECON 406	INTERNATIONAL FINANCE	

ECON 431	ECONOMICS OF GLOBALIZATION	
FNBSLW 410	MULTINATIONAL BUSINESS FINANCE	
ITSCM 456	GLOBAL SUPPLY CHAIN MANAGEMENT	
ITSCM 458	GLOBAL SOURCING AND TRANSPORTATION	
ITSCM 465	GLOBAL OPERATIONS STRATEGY	
ITSCM 466	SERVICE AND SUSTAINABLE OPERATIONS	
MANGEMNT 410	INTERNATIONAL MANAGEMENT	
MARKETNG 361	INTERNATIONAL MARKETING	
OR ANY COURSE WITH A GG DESIGNATION, EXCLUDING 100- AND 200-LEVEL LANGUAGE COURSES AND CORE 140		
OR ANY STUDY ABROAD EXPERIENCE NUMBERED 491, 495A, 495B, 495C, 495D, OR 497		
<b>Core Requirements:</b>		
ACCOUNT 244	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCOUNT 249	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BEINDP 288	CAREER INFORMATION	1
BEINDP 290	BUSINESS WRITING	2
ECON 245	BUSINESS STATISTICS	3
ITSCM 280	INTRODUCTION TO INFORMATION SYSTEMS	3
MARKETNG 211	PRINCIPLES OF MARKETING	3
FNBSLW 341	BUSINESS AND COMMERCIAL LAW	3
FNBSLW 344	BUSINESS FINANCE	3
ITSCM 306	INTRODUCTION TO OPERATIONS AND SUPPLY CHAIN MANAGEMENT	3
MANGEMNT 301	ORGANIZATIONAL BEHAVIOR	3
MANGEMNT 489	STRATEGIC MANAGEMENT	3

### Electives:

Electives to bring the total to a minimum of 120 units

## Bachelor of Science (BS) Degree Requirements

Students must have at least a 2.50 grade point average in their major and at least a 2.0 overall grade point average. These requirements only pertain to the Occupational Safety - BS degree within the College of Business and Economics

Bachelor of Science (BS) - In addition to university requirements, students must complete the following BS requirements:

Students must complete at least 6 units GL, GN, GQ, or GS above the minimum general education university requirements and BEINDP 288.

A minor is not required but may be chosen.

## Departmental Organizations and Activities

The College of Business and Economics boasts over 20 student organizations, including local chapters of national professional associations and specialized clubs. These organizations offer invaluable opportunities for leadership development, networking with peers and professionals, and gaining practical experience. Many have earned national and global recognition for their excellence.

Open to students across all majors, these organizations complement classroom learning by fostering professional growth and preparing students for success in their chosen fields. For details about specific organizations or activities, visit <https://www.uww.edu/cobe/bachelors/student-resources/student-organizations/>.

## Policy for Admission to Upper Division COBE Courses

Students are eligible to enroll in College of Business and Economics courses upon admission to the University, pending specific prerequisites of said courses. Bachelor of Business Administration (BBA) majors are required to maintain a 2.50 combined Grade Point Average (GPA) to be eligible to take College of Business and Economics courses unless noted otherwise. A student who takes a business course without meeting the requirements for a business major cannot declare a business major after completing the course. Students who have questions concerning admission should contact the College of Business and Economics at 262-472-4900.

In accordance with the admission policy on requirements for transfer students to declare a Bachelor of Business Administration (BBA) major, the College of Business and Economics requires the following combined GPA to declare a Bachelor of Business Administration (BBA) major.

1. From **0 to 24 credits**, a student must have at least a **2.00 Combined GPA** to declare a Bachelor of Business Administration (BBA) major.
2. **Above 24 credits**, a student must have at least a **2.50 Combined GPA** to declare a Bachelor of Business Administration (BBA) major.

Transfer students seeking to declare a Bachelor of Science major within the College of Business and Economics must have the following combined cumulative grade point average.

1. **From 0 or above credits**, a student must have at least a **2.00 Combined GPA** to declare a Bachelor of Science major within the College of Business and Economics.

BBA students may not take any courses offered by the College of Business and Economics or any BBA degree requirements (unique/lower/upper) on a satisfactory/no credit (S/NC) basis except those offered on an S/NC basis only by the department.

Students must complete coursework in residence at UW-Whitewater in at least six courses (18 credits minimum) in their major field. A maximum of two transfer courses will be allowed in any major, minor, or certificate in the BBA curriculum. In addition, a maximum of 50% of any certificate in the BBA curriculum can be fulfilled using transfer courses.

BBA students may not take any courses offered by the College of Business and Economics or any BBA degree requirements (unique/College of Business and Economics Core Classes) on a satisfactory/no credit (S/NC) basis except those offered on an S/NC basis only by the department.

Business majors may not use more than six credits of independent study (498) toward the BBA degree or the graduation all-business grade point average requirement.

The college is organized into seven departments of Accounting, Economics, Finance and Business Law (FNBSLW), Information

Technology and Supply Chain Management (ITSCM), Management, Marketing, and Occupational & Environmental Safety & Health (OESH).

Majors are available in accounting, business analytics, economics, entrepreneurship and innovation, finance, general business, human resource management, information technology, international business, integrated science and business, management, marketing, supply chain and operations management. A Bachelor of Science in Occupational Safety is also available. Students pursuing majors in Accounting, Entrepreneurship, Finance, General Business, Information Technology, Human Resource Management, International Business, Management, Marketing, and Supply Chain and Operations Management can obtain these majors only in the BBA degree program in the College of Business and Economics.

## 5-Year Admissions Exceptions

The 5-Year Admissions Exceptions for the College of Business and Economics is defined for students who have been absent from formalized higher education for a minimum of five consecutive years before readmission or admission or who have a five-year gap prior to recent transfer work. The recent transfer grade point average must meet the GPA required for admission to the University as a business major. The Occupational and Environmental Safety and Health Department majors have different 5-year admissions exceptions guidelines than other business majors. Please contact the OESH Department for details.

The College of Business and Economics 5-Year Admissions Exceptions Policy does not replace other university policies.

Students receiving admissions exceptions may enroll as a business major and must maintain a 2.50 or better combined GPA to enroll in College of Business and Economics classes that require a 2.50 combined GPA.

Any College of Business and Economics business core classes or major business course with grade of D+ or below from previous UW-Whitewater enrollment must be repeated. After reviewing the transcripts, the advisor may require any business course with a grade of D+ or below from another school to be repeated. A 2.50 combined GPA or better in the student's major, and all business courses are required to graduate with a BBA major.

## Business Minor Enrollment and Graduation Requirements

Business minors are designed for students seeking a liberal arts education with preparation for a career in an area of business.

Requirements for the approved College of Business and Economics minors are described in this catalog's departmental listings. A minimum combined GPA of 2.25 in the minor is required for graduation unless noted otherwise in the program's catalog page. Grades received for transfer courses that are counted in the minor will be included in determining the combined GPA in the minor. A maximum of two transfer courses will be allowed in any minor or certificate in the College of Business and Economics curriculum. In addition, a maximum of 50% of any certificate in the College of Business and Economics curriculum can be fulfilled using transfer courses. Students majoring in business may not earn a business minor except for Accounting, Business Analytics, Business Law, Economics, International Business, Leadership Development, Nonprofit Management, Occupational Safety, and Water Business. Students can major in two business areas.

## Graduation Requirements

Students majoring in a Bachelor of Business Administration major are required to have:

1. A minimum combined transfer and UW-Whitewater GPA of 2.50
2. A minimum combined transfer and UW-Whitewater GPA of 2.50 in all subjects offered by departments in the College of Business
3. A minimum combined transfer and UW-Whitewater GPA of 2.50 in their major
4. Business majors may not use more than 6 credits of independent study (498) credits toward the BBA degree nor toward the graduation all-business grade point average requirement.

Students majoring in a Bachelor of Science major in the College of Business and Economics are required to have:

1. A minimum combined transfer and UW-Whitewater GPA of 2.00
2. A minimum combined transfer and UW-Whitewater GPA of 2.50 in their major

## Services for Regional Businesses

The Kachel Center for Innovation and Business Development at the University of Wisconsin–Whitewater is a gateway to the university's resources for the regional business and economic community. The center connects businesses with faculty expertise, professional staff, and student interns, fostering collaboration that benefits the public and students. These opportunities provide businesses valuable support while giving students hands-on experience in applied business practices.

For more information on available services, visit: <https://whitewateruniversityinnovationcenter.org/resources/>