

# 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 provides students with the skills and knowledge which allow them to succeed in today's global business environment. We stress a close faculty-student relationship and encourage student activities which help students develop professional skills. Students have the opportunity to become involved in projects with business firms which aid in this skill development. The programs of the College are based on a broad general education which provides students with a fundamental understanding of the society in which they live and work. College requirements develop students' knowledge of the functional areas of business, behavioral sciences, management sciences and a systems approach to problem solving. Completion of the degree includes intensive study in a chosen major to prepare students for careers in the field of their choice.

## Department Chairs

Accounting	Abbie Daly
Economics	Matthew Winden
Finance and Business Law	Arjan Premti
Information Technology and Supply Chain Management	Andrew Ciganek
Management	Kelly Delaney-Klinger
Marketing	Jimmy Peltier
Occupational and Environmental Safety and Health	Alvaro Taveira

## 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 - 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 - 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 (BBA) (<http://uww-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/entrepreneurship-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 - Insurance Emphasis (BBA) (<http://uww-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-insurance-emphasis-bba/>)
- Finance - Insurance Emphasis Honors (BBA) (<http://uww-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-honors-insurance-emphasis-bba/>)
- Finance - Investment Emphasis (BBA) (<http://uww-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-investment-emphasis-bba/>)

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

## Bachelor of Science

- Occupational Safety - Construction Safety Emphasis (BS) (<http://uww-public.courseleaf.com/undergraduate/business-economics/occupational-environmental-safety-health/occupational-safety-major-construction-safety-emphasis-bs/>)
- Occupational Safety - Environmental Management Emphasis (BS) (<http://uww-public.courseleaf.com/undergraduate/business-economics/occupational-environmental-safety-health/occupational-safety-environmental-management-emphasis-bs/>)
- Occupational Safety - Occupational Safety Emphasis (BS) (<http://uww-public.courseleaf.com/undergraduate/business-economics/occupational-environmental-safety-health/occupational-safety-bs/>)

## Interdepartmental Non-Degree

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

## Minors

- Accounting (<http://uww-public.courseleaf.com/undergraduate/business-economics/accounting/accounting-minor/>)
- Business Analytics (<http://uww-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/business-analytics-minor/>)

- Business Law (<http://uwv-public.courseleaf.com/undergraduate/business-economics/finance-business-law/business-law-minor/>)
- Digital Marketing (<http://uwv-public.courseleaf.com/undergraduate/business-economics/marketing/digital-minor/>)
- Entrepreneurship (<http://uwv-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/entrepreneurship-minor/>)
- Environmental Management (<http://uwv-public.courseleaf.com/undergraduate/business-economics/occupational-environmental-safety-health/environmental-management-minor/>)
- Experiential and Sports Marketing (<http://uwv-public.courseleaf.com/undergraduate/business-economics/marketing/experiential-and-sports-marketing-minor/>)
- Finance (<http://uwv-public.courseleaf.com/undergraduate/business-economics/finance-business-law/business-finance-minor/>)
- General Business (<http://uwv-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/general-business-minor/>)
- Human Resource Management (<http://uwv-public.courseleaf.com/undergraduate/business-economics/management/human-resource-management-minor/>)
- Information Technology (<http://uwv-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/information-technology-minor/>)
- International Business (<http://uwv-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/international-business-minor/>)
- Leadership Development (<http://uwv-public.courseleaf.com/undergraduate/business-economics/management/leadership-development-minor/>)
- Leadership Development for Business Majors (<http://uwv-public.courseleaf.com/undergraduate/business-economics/management/leadership-development-minor-for-business-majors/>)
- Marketing (<http://uwv-public.courseleaf.com/undergraduate/business-economics/marketing/marketing-minor/>)
- Nonprofit Management (<http://uwv-public.courseleaf.com/undergraduate/business-economics/management/nonprofit-management-minor-for-non-business-students/>)
- Nonprofit Management for Business Majors (<http://uwv-public.courseleaf.com/undergraduate/business-economics/management/nonprofit-management-minor/>)
- Occupational Safety (<http://uwv-public.courseleaf.com/undergraduate/business-economics/occupational-environmental-safety-health/occupational-safety-minor/>)
- Professional Sales (<http://uwv-public.courseleaf.com/undergraduate/business-economics/marketing/marketing-minor-professional-sales/>)
- Supply Chain and Operations Management (<http://uwv-public.courseleaf.com/undergraduate/business-economics/information-technology-supply-chain-management/supply-chain-and-operations-management-minor/>)
- Water Business (<http://uwv-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/water-business-minor/>)

## Certificates

- Business Master's Bridge (<http://uwv-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/business-masters-bridge-cert/>)
- Digital Marketing (<http://uwv-public.courseleaf.com/undergraduate/business-economics/marketing/digital-marketing-certificate/>)
- Experiential and Sports Marketing (<http://uwv-public.courseleaf.com/undergraduate/business-economics/marketing/experiential-and-sports-certificate/>)
- Financial Services Sales (<http://uwv-public.courseleaf.com/undergraduate/business-economics/finance-business-law/financial-services-sales-certificate/>)
- Professional Selling (<http://uwv-public.courseleaf.com/undergraduate/business-economics/marketing/professional-selling-certificate/>)
- Sales Leadership Development (<http://uwv-public.courseleaf.com/undergraduate/business-economics/marketing/sales-leadership-development-certificate/>)
- Sustainability Management (<http://uwv-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/sustainability-management-certificate/>)
- Transportation Sales (<http://uwv-public.courseleaf.com/undergraduate/business-economics/marketing/transportation-sales-certificate/>)

## Bachelor of Business Administration Degree Requirements

Students may earn a Bachelor of Business Administration (BBA) from the College of Business and Economics. Successful completion of a minimum of one hundred twenty (120) units in the following areas is required:

1. University Proficiency
2. General Education
3. U.S. Racial/Ethnic Diversity and Writing Proficiency
4. College Degree Requirements
5. Major Requirements (21-33 units)

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 Requirements:</b>		<b>3</b>
BEINDP 200	INTRODUCTION TO INTERNATIONAL BUSINESS	
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	
OR ANY STUDY ABROAD EXPERIENCE NUMBERED 491, 495A, 495B, 495C, 495D, OR 497	

**Lower Division Core Requirements:**

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

**Upper Division Core Requirements:**

FNBSLW 341	BUSINESS AND COMMERCIAL LAW	3
FNBSLW 344	BUSINESS FINANCE	3
MANGEMNT 301	ORGANIZATIONAL BEHAVIOR	3
ITSCM 306	INTRODUCTION TO SUPPLY CHAIN MANAGEMENT	3
MARKETNG 311	PRINCIPLES OF MARKETING	3
MANGEMNT 489	STRATEGIC MANAGEMENT	3

**Electives:**

Electives to bring the total to a minimum of 120 units

## Departmental Organizations and Activities

The College of Business and Economics is proud of its 20+ student organizations which include local chapters of national professional organizations, honorary societies, and clubs. Many of our organizations have been recognized nationally and globally for their excellence. For more information, visit <http://www.uww.edu/cobe/aboutthecollege/studentorgs/>.

## Policy for Admission to Upper Division COBE Courses

Business majors are eligible to enroll in lower division business courses after they have completed twenty-four units and possess at least a 2.50 combined grade point average. After a student completes fifty-four or more units and has satisfactorily completed or is enrolled in ENGLISH 101 and ENGLISH 102, COMM 110, ACCOUNT 244 and ACCOUNT 249 or ACCOUNT 250, BEINDP 101, ECON 201 and ECON 202, MATH 143, ECON 245, ITSCM 280 and BEINDP 290, that student is eligible for admission to the College of Business and Economics upper division (300- and 400- level) courses. All students with a 2.80 combined GPA or better and who meet the course requirements and GPA will be admitted to the upper division courses. A student whose combined

GPA is less than 2.80 may be admitted based on an alternative formula. All students must maintain a 2.50 combined GPA after admission to continue taking upper level courses. Students who have questions concerning admission should contact the College of Business and Economics at 262-472-4900. A student who completes any business course without having met the requirements for a business major cannot become a business major after completing the course.

Budget, enrollment, or other factors may cause these standards to be altered by the College. Students who have questions concerning admission should contact the Assistant Dean of the College of Business and Economics.

In accordance with the admission policy on requirements for transfer students to declare a business major, the College of Business and Economics requires the following combined cumulative grade point averages in order to declare a business major. Students changing majors cannot be admitted directly to the upper division business courses without the approval of the assistant dean of the College.

1. From 0 to 24 units, a student must have at least a 2.00 combined cumulative grade point average to declare a business major.
2. From 24 to 71 units, a student must have at least a 2.50 combined cumulative grade point average to declare a business major.
3. If a student has 72 or more units, s/he must have at least a 2.80 combined cumulative grade point average to declare a business major.

Students must complete course work in residence at UW-Whitewater in at least six courses (18 credit 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/lower/upper) 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 6 units of independent study (498) units toward the BBA degree nor toward the graduation all-business grade point average requirement.

The College is organized into the departments of Accounting, Economics, Finance and Business Law, Information Technology and Supply Chain Management, Management, Marketing, and Occupational & Environmental Safety & Health (OESH).

Majors are available in accounting, economics, entrepreneurship, finance, general business, management, human resource management, international business, marketing, information technology, supply chain and operations management and integrated science and business. The general business major is administered by the assistant dean. A bachelor of science in occupational and environmental health and safety is also available. Students pursuing majors in accounting, entrepreneurship, finance, general business, information technology, human resource management, international business, general 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.



Honors sections prerequisite: available to students in the University Honors program and business majors and minors with a 3.40 or higher grade point average. Other course prerequisites apply.

## 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 prior to 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 business majors and must maintain a 2.50 or better gpa to enroll in lower-division business classes. After completing all lower-division business requirements, students may be admitted to upper-division business classes. Admission to upper-division courses is determined by the combined grade point average of 2.80 after being readmitted.

If all lower-division business requirements have been completed with a grade of C- or better at the time of readmission, students may be admitted to upper-division business classes. Students must earn at least a 2.80 gpa on the first 12 units, if enrolling part time, or the first semester, if enrolled full-time, to remain in their major. If this requirement is not met, they will be reclassified to a non-business major and may reapply after raising their grade point average since being readmitted to at least 2.80.

Any lower-division, upper-division 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 be repeated. A 2.50 gpa or better in the student's major, and all business courses is required to graduate with a business major. The 2.50 combined University gpa requirement of the College will not be applied.

## Business Minor Enrollment and Graduation Requirements

The business minors are designed for students seeking a liberal arts education with preparation for a career in an area of business. This preparation in both liberal arts and business will also assist students planning to advance their career opportunities by seeking an M.B.A. (Master of Business Administration) degree.

Requirements for the nine approved minors are described within the departmental listings in this Catalog. Within these minors variations are possible to meet the programmatic needs of individual students. A minimum GPA of 2.25 in the minor is required for graduation. Grades received for transfer courses that are counted in the minor will be included in determining the GPA in the minor. A maximum of two transfer courses will be allowed in any 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. Students majoring in business may not earn a business minor except for water business, international business, information technology, economics, business data

analytics, occupational safety, and environmental management. Students can major in two business areas.

## College Grade Point Average Requirement for Graduation

Students in the College of Business and Economics 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 units of independent study (498) units toward the BBA degree nor toward the graduation all-business grade point average requirement.

## Services for Regional Businesses

The Kachel Center for Innovation and Business Development at the University of Wisconsin – Whitewater acts as a gateway to the resources of the university for the regional business and economic community. These resources offer faculty and professional staff expertise and employ student interns. They are intended to serve the public while giving students applied business experience.

For more information on available services, visit: <http://www.uww.edu/cobe/aboutthecollege/businesscenters/>.