

# BUSINESS MANAGEMENT MAJOR (BS)

Department website (<https://www.uwp.edu/learn/programs/businessmanagementmajor.cfm>)

College: College of Business, Economics, and Computing

Students majoring in business management are prepared for a variety of business careers. All students receive a foundation in the various functional areas of business. These students must also select a particular area of business as a concentration, focusing their study on finance, human resource management, general business, or supply chain management, logistics, and analytics. Students may choose more than one concentration. Advanced course work in the professional area should be taken after the student has completed most of the business foundation core courses. However, due to the sequence of course offerings, students may wish to begin advanced work in their professional areas prior to completing the entire core program. Students are encouraged to check with their faculty advisor on the scheduling of advanced course work.

## Program Learning Outcomes

1. Students can recognize the ethical implications in a business situation and choose and defend an appropriate resolution.
2. Students can write effectively and make an effective presentation about a business problem or issue.
3. Students are knowledgeable in project management principles and are able to apply these principles to a practical situation.
4. Students will be able to articulate important diversity issues including, but not limited to, race, ethnicity, culture, gender, age, socio-economic status and political/religious/sexual orientation in business management
5. Students will be able to effectively use computer technology to support a business decision.

## Requirements for the Business Management Major

Students must acquire an overall average GPA of 2.5 in 300/400 level foundation, major and concentration courses.

## Common Fundamental, Preparation, and Core Course Requirements for all Business Majors

Business students should declare a major, and concentration if applicable, as soon as possible to stay on track toward graduation.

The following common requirements for all degrees in the business department are in addition to the university general education requirements.

Code	Title	Credits
<b>Fundamental Preparation Courses</b> <sup>1</sup>		

A minimum grade of C or better is required in each course below (C- is not acceptable)

*Required Courses*

ECON 120	Principles of Microeconomics	3
ECON 121	Principles of Macroeconomics	3
COMM 105	Public Speaking for the 21st Century	3
QM 110	Applied Quantitative Analysis in Business	3
<b>Advanced Writing Course</b>		
Select one of the following:		3
ENGL 201	Advanced Composition	
ENGL 202	Technical Writing	
ENGL 204	Writing for Business and Industry	
Fundamental Preparation Courses Subtotal		15
<b>Business Preparation Courses</b> <sup>1</sup>		
A minimum grade of C or better is required in each course below (C- is not acceptable)		
ACCT 201	Financial Accounting	3
ACCT 202	Managerial Accounting	3
BUS 272	Legal Environment of Business	3
QM 210	Business Statistics I	3
QM 310	Business Statistics II	3
Business Preparation Courses Subtotal		15
<b>Business Foundation Core Courses</b> <sup>2</sup>		
Students must acquire an overall average GPA of 2.5 in 300/400 level foundation, major and concentration courses		
QM 319	Operations Management	3
MIS 320	Management Information Systems	3
FIN 330	Managerial Finance	3
MGT 349	Organizational Behavior	3
MKT 350	Marketing Principles	3
BUS 495	Capstone in Strategic Management	3
Business Foundation Core Courses Subtotal		18
<b>Total Credits</b>		<b>48</b>

<sup>1</sup> Approved transfer classes worth fewer credits than the equivalent class can reduce the 15 credit requirement.

<sup>2</sup> Approved transfer classes worth fewer credits than the equivalent class can reduce the 18 credit requirement.

### Prerequisites for 300-400 level business courses:

- Major declared and accepted;
- Completion of a minimum of 54 credits;
- Minimum overall GPA of 2.00 (calculated with and without transfer grades);
- Be within 12 or fewer credits of completing general education requirements.

## Requirements for the Business Management Major

The business management major includes fundamental and business preparation courses (30 credits), upper-level foundation core courses (18 credits), and concentration courses (15-18 credits) as defined below.

Code	Title	Credits
Common Fundamental, Preparation, and Core Courses		48
Business Management Concentration (choose one option)		15-18
<b>Total Credits</b>		<b>63-66</b>

## Business Management Concentrations

### Finance Concentration

Career possibilities include financial analyst, financial planner, banking professional, investment analyst, portfolio analyst, stockbroker, corporate buyer, cost estimator, budget analyst.

Code	Title	Credits
<b>Required Courses</b>		
FIN 335	Investments	3
FIN 336	Management of Financial Institutions	3
FIN 431	Advanced Managerial Finance	3
Required Courses Subtotal		9
<b>Elective Courses</b>		
Select two of the following:		6
FIN 435	Security Analysis and Portfolio Management	
FIN 437	International Financial Management	
ACCT 301	Intermediate Accounting I	
Elective Courses Subtotal		6
<b>Total Credits</b>		<b>15</b>

### General Business Concentration

Career possibilities include business administration, corporate communications, sales, retail management, logistics and materials management, hospitality management.

Code	Title	Credits
<b>Required Course</b>		
HRM 343	Human Resource Management	3
Select fifteen credits of upper-level business department courses <sup>1</sup>		15
<b>Total Credits</b>		<b>18</b>

<sup>1</sup> No more than two courses (6 credits) in any one business area (accounting, business, finance, human resource management, management, management information systems, marketing, selling, project management, or quantitative methods).  
The combined credits for BUS 494 Internship in Business and BUS 499 Independent Study across all business disciplines cannot exceed 6 credits.

### Human Resource Management Concentration

Career possibilities include benefits specialist, affirmative action officer, compensation manager, corporate trainer, employment policy manager, labor relations manager, recruiter and recruiting manager.

Code	Title	Credits
<b>Required Course</b>		
HRM 343	Human Resource Management	3
HRM 441	Strategic Staffing <sup>1</sup>	3
HRM 442	Training and Performance Management <sup>1</sup>	3
Required Course Subtotal		9
<b>Major Elective Courses</b>		
Select two of the following:		6

HRM 444	Compensation and Benefits	
HRM 445	Diversity and Inclusion in Organizations	
HRM 490	Special Topics in Human Resource Management	
HRM 494	Internship	
HRM 499	Independent Study	
MGT 446	Global Management	
PMGT 342	Essential Personal Skills For Project Management	
BUS 432	Services Management	
COMM 303	Organizational Communication	
COMM 385	Conflict Mediation	
COMM 485	Practicum in Conflict Intervention	
ECON 380	The Labor Market	
PSYC 330	Interviewing	
SOCA 374	Women and Work	
Major Elective Courses Subtotal		6
<b>Total Credits</b>		<b>15</b>

### Supply Chain Management, Logistics, and Analytics

Career possibilities include management roles in sourcing, procurement, inventory analytics, logistics or warehousing.

Code	Title	Credits
<b>Required Course</b>		
BUS 427	Introduction to Supply Chain Management	3
BUS 465	Demand Supply Analytics: Distribution, Procurement, and Inventory Models	3
BUS 466	Global Negotiations and Supplier Relations	3
BUS 467	Managing Pricing, Risks and Finances in Supply Chains	3
MKT 354	Marketing Research	3
MKT 355	Buyer Behavior	3
<b>Total Credits</b>		<b>18</b>

## General University Degree Requirements (Bachelor's Degree)

In addition to individual program requirements, students must also fulfill the following requirements:

Requirement	Credits
Skills	7-8
General Education	36
Foreign Language**	6-8
Ethnic Diversity	3
Total	52-55

\*\* Transfer students in sustainable management, and health information management and technology collaborative, online degree-completion programs, the business management online degree-completion program, and the flexible option degree-completion program will be exempt from the university's foreign language requirement. See appropriate academic section for further information.

Skills Requirement (<https://catalog.uwp.edu/policies/#skills>)

Code	Title	Credits
<b>Reading and Writing</b>		
ENGL 101	Composition and Reading	3
<b>Computational Skills</b>		
Select one of the following:		4-5
MATH 102	Quantitative Reasoning	
MATH 103	Elementary Statistics	
MATH 104	College Mathematics with Applications	
MATH 111	College Algebra I	
<b>Total Credits</b>		<b>7-8</b>

General Education (<https://catalog.uwp.edu/policies/#general>)

- General Education Course List (<https://catalog.uwp.edu/programs/general-education-program/#coursestext>)

Foreign Language (<https://catalog.uwp.edu/policies/#language>)

Ethnic Diversity (<https://catalog.uwp.edu/policies/#ethnic>)

Degree Requirements

Requirement	Credits
Minimum Total Credits	120
Upper Level Credits (300 level or above)	36
Residency	30

Cumulative Degree GPA: 2.0 minimum