

# BUSINESS ADMINISTRATION MAJOR (BS) FLEXIBLE OPTION

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

College: College of Business, Economics, and Computing

The flexible option bachelor of science degree with a major in business administration (BSBA) program is a credit-based, competency-based degree completion program. The Flex BSBA is a non-term program with a new subscription period starting each month. Students register for flexible option courses in a three-month subscription period. Courses are designed to evaluate student competencies in 20 competency areas. Competency areas are functional areas of business (such as marketing, human resource management, finance, etc.) and are used to align competencies to different functional areas of traditional business degree programs. The 39 Flex BSBA courses include 116 assessment-level competencies, and are distributed across the 20 competency areas. Students must select a concentration in General Business Administration or Business Analytics.

## Program Learning Outcomes

1. Demonstrate social and personal responsibility and ethical behavior for organizational contexts.
2. Apply financial tools and techniques to meet organizational objectives.
3. Design and evaluate operations, supply chain, marketing, human resources, management systems, structures, and processes in organizations.
4. Apply information technology and research methods to improve organizational decision-making.
5. Evaluate scenarios impacting an organization and respond using diverse communication strategies.
6. Evaluate economic, political, regulatory, legal, technological, and social contexts to address organizational challenges in a global society.
7. Apply intercultural knowledge, interpersonal skills and teamwork to function effectively in diverse environments.
8. Employ critical and systems thinking principles to create an integrated multi-functional strategy to meet organizational objectives.

## Program-Specific Policies

Students cannot simultaneously register for courses in traditional programs when they enrolled in Flex BSBA courses.

### Flexible Option BSBA Degree Completion Program Transfer Policies

Transfer students may fulfill some of the requirements for the flexible option business administration major at UW-Parkside by transferring appropriate courses taken elsewhere.

1. Students can transfer credits to satisfy courses in six competency areas: microeconomics, macroeconomics, financial accounting, managerial accounting, college algebra (or higher level), and business statistics. Only courses with at least three credits will be considered for transfer as equivalent or to fulfill a requirement. Competency area refers to a functional area of business (such as marketing,

human resource management, finance etc.) and is used to align competencies to different functional areas of traditional business programs.

2. For credits transferred in one of the above competency areas, the courses are considered to be complete and will also fulfill prerequisites to other courses as equivalency indicates.
3. Students cannot transfer prior coursework to satisfy courses in any competency other than those already identified above. In some instances, if the student has completed equivalent courses at a previous institution, a very limited number of courses and credits may be transferred to fulfill the requirements of the BSBA program; this will be based on a strict evaluation of prior coursework.  
*Note: The business communications competency area is satisfied through completion of courses that are not eligible for transfer.*
4. Only academic work completed at institutions accredited by a regional or national accrediting organization recognized by the Council for Higher Education Accreditation are eligible for transfer.
5. A grade of "C" or higher is required (C- is not acceptable) for a transfer course to fulfill the following competency areas: microeconomics, macroeconomics, financial accounting, managerial accounting, college algebra (or higher level), and business statistics.

### Flexible Option BSBA Degree Completion Program Grading

Students pursuing the Flex BSBA will receive the flexible option grades of "MD" (Mastery with Distinction), "M" (Mastery), and "PR" (Progress). See the university-wide policies on grades in the catalog for additional information.

In addition to the university-policies on grades, the following policies apply to Flex BSBA students:

- **Mastery Attempt Limit:** *Mastery Attempt Limit: Students are required to achieve mastery in each course within **four attempts**. This means that once a student receives a "PR" grade in any single flexible option course three times, (s)he will not be eligible to receive another "PR" grade in the same course in the **fourth attempt**. In the **fourth attempt**, students are required to complete the flexible option course with an "MD" or "M". If circumstances warrant it, students are eligible to receive other grades such as "I" (Incomplete) or "W" (withdraw), see the university-wide policies on grades in the catalog. Students who do not receive a grade of "M" or "MD" on the **fourth attempt** of a course will receive an "F".*
- **Audit Satisfactory (AUD) and Audit Unsatisfactory (AU-):** Students in the Flex BSBA program are allowed to audit Flex BSBA courses that they have successfully completed through transfer credits. The AUD and AU- grades are applicable to students repeating a course previously satisfied through transfer credit. If the student work meets or exceeds the stated criteria for mastery of a course and/or relevant competencies, student receives the grade of AUD; otherwise, the student receives the grade AU-. AUD and AU- grades are not considered as part of degree progress, GPA computations, and graduation requirements.

## Requirements for the Business Administration Major Flexible Option

### Graduation Requirements

1. Completion of 120 credits including general university requirements. BSBA degree completion students are exempt from the university foreign language requirement.

2 Business Administration Major (BS) Flexible Option

- Completion of all courses and associated competency requirements of the BSBA degree completion program. Students must meet all requirements for the major and concentration in effect at the time of admission into the program.
- Students must obtain a minimum grade of "M" (mastery) in each of the courses. To earn mastery in a course, students are required to demonstrate mastery in every competency in each course; to achieve this, students need to obtain a grade of 80% or higher in the related assessments. For more information on competencies, courses and competency areas refer to <http://flex.wisconsin.edu> (<https://catalog.uwp.edu/programs/flexible-option-programs/business-administration-major/http://flex.wisconsin.edu>).

Students cannot simultaneously register for courses in traditional programs when they enrolled in Flex BSBA courses.

Code	Title	Credits
<b>Required Courses</b>		
<i>Economics and Finance Courses</i>		
BAEF 100X	Microeconomic Market Analysis I	1
BAEF 101X	Microeconomic Market Analysis II	2
BAEF 110X	Government Budget Process	1
BAEF 111X	Business Cycle Analysis	2
BAEF 200X	Financial Accounting: The Language of Business	2
BAEF 201X	Financial Accounting: Ethics and Internal Controls	1
BAEF 210X	Cost Accounting Fundamentals and Applications	1
BAEF 211X	Master Budget and Variance Analysis	1
BAEF 212X	Using Managerial Accounting Information for Decision Making	1
BAEF 300X	Capital Budgeting Techniques	1
BAEF 301X	Stock Market Performance	1
BAEF 302X	Business Financial Ratio Analysis	1
BALM 100X	Introduction to Business Administration	1
<i>Economics and Finance Courses Subtotal</i>		16
<i>Leadership and Management Courses</i>		
BALM 200X	Analysis of a Selected Organization's Navigation of Law and Ethics	3
BALM 300X	Introduction to the HRM Function	3
BALM 310X	Organizational Behavior and Leadership	4
BALM 400X	Strategic Management	3
BALM 410X	Designing Solutions for Business Challenges	4
<i>Leadership and Management Courses Subtotal</i>		17
<i>Math and Statistics Courses</i>		
MATH 105AX	Business Algebra Fundamentals	2
MATH 105BX	Money in the Bank: Application of Exponential and Logarithmic Functions	1
MATH 105CX	Application of Algebraic Methods to Model and Solve Business Problems	1
BAMA 300X	Business Analytics I	2
BAMA 301X	Business Analytics II	2
<i>Math and Statistics Courses Subtotal</i>		8
<i>Marketing for Business Courses</i>		
BAMS 300X	Marketing Foundations Concepts and Application	2
BAMS 301X	Marketing Plan	2
<i>Marketing for Business Courses Subtotal</i>		4
<i>Operations and Systems Courses</i>		

BAOS 300X	Sales Data Analysis and Communication Using Spreadsheets and Statistics	2
BAOS 302X	Building Competitive Advantage Using Information Systems	1
BAOS 303X	Enterprise Systems and E-Commerce	1
BAOS 310X	Reshoring Product Manufacturing	2
BAOS 320X	Evaluating Competitive Priorities in Operations Management	1
BAOS 321X	Improving Productivity in Operations	2
BAOS 400X	Foundational Concepts in Supply Chain Management	1
BAOS 401X	Sourcing and Supplier Management Strategies in Supply Chains	1
BAOS 402X	Inventory Management and Distribution Strategies in Supply Chains	1
<i>Operations and Systems Courses Subtotal</i>		12
Select a Concentration		11-14
<b>Total Credits</b>		<b>68-71</b>

### Business Administration Concentrations

Code	Title	Credits
<b>General Business Administration Concentration</b>		
BALM 320X	Project Planning, Requirements, and Stakeholder Management	2
BALM 321X	Project Budget, schedule, Quality and Risk Management	1
BAMS 310X	Sales Concepts and Application	1
BAMS 311X	Sales and Sales Territory Management Practicum	2
BAOS 301X	Database Design and Development	1
BAOS 310X	Reshoring Product Manufacturing	2
BAOS 311X	Issues in Global Business	2
<b>Total Credits</b>		<b>11</b>
<b>Business Analytics Concentration <sup>1</sup></b>		
BABA 300X	Introduction to Business Analytics Applications	1
BABA 301X	Visualization Tools for Data Analytics	3
BABA 302X	R Fundamentals for Business Analytics	2
BABA 303X	AI and Machine Learning Business Applications using R	1
BABA 304X	Python Fundamentals for Data Analytics and Machine Learning	2
BABA 305X	Data Analytics Applications in Marketing and Sales	1
BABA 306X	Data Analytics Applications in Human Resources and Strategic Management	1
BABA 307X	Data Analytics Applications in Operations and Supply Chain	1
BABA 308X	Data Analytics Applications in Accounting	1
BAOS 301X	Database Design and Development	1
<b>Total Credits</b>		<b>14</b>

<sup>1</sup> Student cannot earn both a certificate and concentration in Business Analytics.

## 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