Students must have a GPA of 2.25 in the 63 credits required for the major. Students must complete a minimum of 18 credits in business administration courses by direction or evaluation of UWP faculty.

**COURSES REQUIRED FOR ALL BUSINESS ADMINISTRATION MAJORS: (48 credit Core)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Semester</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>ACCT 2010 – Financial Accounting (grade of C required)</td>
<td>3</td>
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<tr>
<td>ACCT 2020 – Management Accounting (grade of C required)</td>
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<tr>
<td>ACCT 3000 – Acct. Issues for Mgrs.; or 3010 Inter. Actg.; or 3230 Cost Actg.</td>
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<tr>
<td>BSAD 1300 – Global Business (meets International Requirement in general education)</td>
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<tr>
<td>BSAD 2330 – Leadership and Management</td>
<td>3</td>
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<tr>
<td>BSAD 2630 – Introduction to Marketing</td>
<td>3</td>
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<tr>
<td>BSAD 3030 – Human Resources Management</td>
<td>3</td>
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<tr>
<td>BSAD 3130 – Legal Environment of Business</td>
<td>3</td>
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<tr>
<td>BSAD 3620 – Financial Management</td>
<td>3</td>
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<tr>
<td>BSAD 4840 – Business Policy/Strategy</td>
<td>3</td>
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<tr>
<td>BSAD 4990 – Internship</td>
<td>3</td>
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<tr>
<td>COMM 3010 – Business Communication</td>
<td>3</td>
<td></td>
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<tr>
<td>COSC 1830 – Microcomputer Applications</td>
<td>3</td>
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<tr>
<td>ECON 2130 – Principles of Macroeconomics (meets Social Science requirement in general education)</td>
<td>3</td>
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<tr>
<td>ECON 2230 – Principles of Microeconomics (meets Social Science requirement in general education)</td>
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<tr>
<td>ECON 2410 – Interp. of Business and Economic Data</td>
<td>3</td>
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</tbody>
</table>

**AREA OF EMPHASIS**

An area of emphasis is required for all business administration majors. The nine emphasis areas are listed below.

**I. FINANCE (15 credits)**

**Required Courses:** (9 credits)
- BSAD 3710 – Bank Management (F)
- BSAD 3930 – Investments (F)
- BSAD 4030 – Financial Decision Making (SP)

**Elective Courses:** Select a minimum of 6 credits
- AGIN 3530 – Ag. Commodity Mktg.
- BSAD 3150 – Principles of Real Estate (SP)
- BSAD 3430 – Risk Management (SP)
- BSAD 3640 – Financial System Analysis (F)
- BSAD 4130 – Security Analysis (OC)

**II. SALES & MARKETING COMMUNICATIONS (15 credits)**

**Required Courses** (6 credits)
- BSAD 3700 – Marketing Research (F)
- BSAD 4630 – Marketing Management (SP)

**OPTIONS:** Select a minimum of 9 credits in one of the two options. Each area has a required course.

**A) Advertising and Promotion**
- BSAD 3110 – Integrated Marketing (OC)
- BSAD 3120 – Retailing (SP)
- BSAD 3630 – Advertising (required)(All)
- BSAD 3720 – International Marketing (F)
- BSAD 3740 – Consumer Behavior (OC)
- COMM 2360 – Public Relations Princ.
- COMM 3920 – Promotional Techniques

**OR**

**B) Sales Techniques**
- BSAD 3720 – International Mktg. (F)
- BSAD 3740 – Consumer Behavior (OC)
- BSAD 3820 – Prof. Selling (required) (F)
- BSAD 3830 – Sales Mgmt (SP)
- SPCH 3250 – Interpersonal Communication
- SPCH 3500 – Persuasion & Argumentations

**III. FOOD MARKETING (15 credits)**

**Required Courses** (9 credits)
- BSAD 3120 – Retailing (SP)
- BSAD 3740 – Consumer Behavior (SP)
- AGSC 2030 – Intro to Food Science

*NOTE: Internship (Can be BSAD 4990–3 cr or AGINDUS 4580 –3 cr and must be in food grocery or distribution)*

**Electives (6 credits): one course from the following:**
- BSAD 3630 – Advertising (All)
- BSAD 3820 – Professional Selling (F)

**AND**

**one course from the following:**
- BSAD 3530 – Organizational Behavior (All)
- BSAD 3540 – Quality Management (All)

**IV. MANAGEMENT (15 credits)**

- BSAD 3230 – Small Business Management (All)
- BSAD 3530 – Organizational Behavior (All)
- BSAD 3540 – Quality Management (All)
- BSAD 3600 – Regulatory Compliance Management (SP)
- BSAD 4100 – Supply Chain Management (F)
- BSAD 4140 – International Management (F)
V. HUMAN RESOURCE MANAGEMENT (15 credits)
Required Courses (6 credits)
BSAD 3100 – Compensation Management (All) ______ ______
BSAD 4200 – Emp. Recruitment & Selection (SP) ______ ______

Electives (select a minimum of 9 credits)
BSAD 3340 – Management, Gender & Race (All) ______ ______
(Meets Gender and Race Requirement in general education)
BSAD 3450 – Employment Law (F) ______ ______
BSAD 3500 – Employee Training & Development (SP) ______ ______
BSAD 3540 – Quality Management (All) ______ ______
BSAD 4330 – Labor Management Relations (F) ______ ______
INDS 2710 – Principles of Industrial Safety ______ ______
INDS 3610 – Safety & Workers Comp Law ______ ______

VI. COMPUTER SCIENCE (18 credits)
Required Courses (6 credits)
COSC 1430 – Programming in C++ ______ ______
COSC 2230 – Programming in COBOL ______ ______

Electives (12 credits)
COSC 2340 – Programming in Visual Basic ______ ______
COSC 2430 – Object-Oriented Programming & Data Structures I ______ ______
COSC 2830 – Advanced Micro Application ______ ______
COSC 3130 – Systems Analysis & Design ______ ______
COSC 3340 – Windows Programming ______ ______
COSC 3530 – Systems Devel and Implemen ______ ______
COSC 3630 – Database Design & Implemen ______ ______
COSC 3930 – CICS App. Programming ______ ______
COSC 4230 – Applications in Info Systems ______ ______

VII. APPLIED MANAGEMENT (6* credits)
Required Courses (6 credits)
BSAD 3530 – Organizational Behavior (All) ______ ______
OR
BSAD 3540 – Quality Management (All) ______ ______
AND
BSAD 4100 – Supply Chain Management (F) ______ ______

*To complete this concentration, a second major or a minor that can be neither the business minor nor the ones designed for education majors must be completed.

VIII. INTERNATIONAL BUSINESS (21 credits)
Required Courses
BSAD 3720 – International Marketing (F) ______ ______
BSAD 4140 – International Management (F) ______ ______

AND EITHER
SPCH 2300 – Intercultural Communication
OR
POSC 1330 – International Relations ______ ______
• 12-credit study abroad experience which includes 6 credits of preapproved business courses.*
• (*Consult with international coordinator.)

Tentative Course Rotation: (F)=Fall  (SP)=Spring (OC)-Occasionally

IX. GENERAL BUSINESS (15 credits)
Select 15 credits from any 3000- or 4000-level Business Administration course, not in the core, in consultation with an advisor. Courses selected must have a BSAD prefix.

X. INTEGRATED SUPPLY CHAIN MANAGEMENT (15 credits)
Required Courses:
INDS 3950 – Industrial Design for Production ______ ______
BSAD 4100 -- Supply Chain Management ______ ______
INDS 4950 – Production Planning & Control ______ ______

Electives (6 credits)
BSAD 3540 -- Quality Management ______ ______
OR
INDUSTDY 4940 – Quality Assurance ______ ______
BSAD 4140-- International Management ______ ______
SPCH 2300-- Introduction to Intercultural Communication ______ ______
INDS 4900 – Work Measurement & Human Factors ______ ______
INDS 3940—Materials Testing & Evaluation ______ ______

UWP General University Requirements
1. Earn a total of 120 credit hours.
2. Earn at least 39 credits in courses numbered 3000 or above.
3. Complete the requirements for the major and its co-requisites.
4. Earn a minimum of 32 credit hours by direction or evaluation of UWP faculty.
5. Complete a minimum of 23 of the last 32 credits under the direction or evaluation of UWP faculty.
6. Meet all financial obligations to the university.
7. Earn a cumulative grade point average of at least 2.0.

At least 3 credits in each of the following areas and a second course in one of the areas for a total of 12 credits.
Humansities – 3 ______ ______ ______ ______
Fine Arts – 3 ______ ______ ______ ______
History – 3 ______ ______ ______ ______
2nd Course – 3 ______ ______ ______ ______

At least 3 credits in each of two areas and a second course in one of the areas for a total of 9 credits.
Area No. 1 ______ ______ ______ ______ ______ ______ ______ ______
ECON 2130 – Principles of Macroeconomics – 3 cr. ______ ______
ECON 2230 – Principles of Microeconomics – 3cr. ______ ______

9 credits in two departments; all courses must have a laboratory experience.
Area No. 1 ______ ______ ______ ______ ______ ______ ______ ______
Area No. 2 ______ ______ ______ ______ ______ ______ ______ ______

Course in ethnic and gender studies – 3
International - BSAD 1300 - Global Business - 3 cr. ______ ______