Students must have a GPA of 2.25 in the 63 credits required for the major. Students must complete a minimum of 21 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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<tbody>
<tr>
<td>ACCT 2010 – Financial Accounting (grade of C or better required)</td>
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<tr>
<td>ACCT 2020 – Management Accounting (grade of C or better 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>
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<tr>
<td>BSAD 2630 – Introduction to Marketing</td>
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<td>BSAD 3030 – Human Resource Management</td>
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<td>BSAD 3130 – Legal Environment of Business</td>
<td>3</td>
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<tr>
<td>BSAD 3620 – Financial Management</td>
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<tr>
<td>BSAD 4840 – Business Policy/Strategy</td>
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<td>BSAD 4990 – Internship</td>
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<td>COMM 3010 – Business Communication or ENGL 3000 – Technical Writing</td>
<td>3</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 gen ed)</td>
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<tr>
<td>ECON 2230 – Principles of Microeconomics (meets Social Science requirement in gen ed)</td>
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<tr>
<td>ECON 2410 – Interp. of Business and Economic Data or MATH 1830* Elementary Statistics</td>
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<tr>
<td>AGIN 3530 – Ag. Commodity Mktg.</td>
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<tr>
<td>BSAD 3150 – Principles of Real Estate (SP)</td>
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<tr>
<td>BSAD 3430 – Risk Management (SP)</td>
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<tr>
<td>BSAD 3640 – Financial System Analysis (F)</td>
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<tr>
<td>BSAD 3650 – International Finance (OC)</td>
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<tr>
<td>BSAD 4130 – Security Analysis (OC)</td>
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</tbody>
</table>

**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 3650 – International Finance (OC)
- BSAD 4130 – Security Analysis (OC)

### 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 3650 – International Finance (OC)
- 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 3240 – E-Commerce (OC)
  - BSAD 3630 – Advertising (required)(All)
  - BSAD 3720 – International Marketing (F)
  - BSAD 3740 – Consumer Behavior (OC)
  - COMM 2360 – Public Relations Princ.
  - COMM 3920 – Promotional Techniques

- **B) Sales Techniques**
  - BSAD 3240 – E-Commerce (OC)
  - BSAD 3720 – International Mktg. (F)
  - BSAD 3740 – Consumer Behavior (OC)
  - BSAD 3820 – Prof. Selling (required) (F)
  - BSAD 3830 – Sales Mgmt (OC)
  - 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

**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 (All)
- BSAD 4120 – Operations Management (OC)
- BSAD 4140 – International Management (F)

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

*Math 1830 may count in the business major only if another math course is used to fulfill the university math requirement.*
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: (15 credits)
COSC 1430 – Programming in C++ (All) ________
COSC 2230 – Programming in COBOL (SP) ________
COSC 2340 – Programming in Visual Basic (F) ________
COSC 2430 – Object-Oriented Programming & Data Structures I (All)
COSC 3130 – Systems Analysis & Design (F) ________
Electives (3 credits):
COSC 3530 – Systems Devel and Implement (SP) ________
COSC 3630 – Database Design & Implement (SP) ________

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 (All) ________
OR
BSAD 4120 – Operations Management (OC) ________

*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 ________
OR
ENG 3260 – Language and Culture ________
• 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 ________
INDS 4950 – Production Planning & Control ________
BSAD 4100 -- Supply Chain Management (All) ________
Electives (6 credits)
BSAD 3540 -- Quality Management (All) ________
OR
INDUSTDY 4940 – Quality Assurance ________
BSAD 4120 – Operations Management (OC) ________
BSAD 4140-- International Management (F) ________
BSAD 4160 – Purchasing Management (SP) ________
SPCH 2300-- Introduction to Intercultural Communication ________
INDS 3940-- Materials Testing & Evaluation ________
INDS 4900 – Work Measurement & Human Factors ________

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.

ENGL 1130 – Freshman Composition – 3
ENGL 1230 – Freshman Composition – 3
SPCH 1010 – Public Speaking – 2 or
SPCH 1250 – Professional Speaking – 3
MATH: MATH 1630 or higher – 3
Wellness: PE 1000 – 1
Physical Activity (PE 1010-1450) – 1
Foreign Languages – 0-8 credits

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.
Humanities – 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. ______

10/22/12