

UNDERGRADUATE

BUSINESS MINOR

WHY A BUSINESS MINOR?

Arts major? Poli Sci? English? No matter what your major is, employers in every field are looking for people who have backgrounds in business. The Lubar School of Business offers a General Business Minor to provide professional development for students from all majors.

As a Business Minor, you'll take courses that examine many facets of business, including accounting, finance, marketing, management, information systems, and economics, to help you graduate with the business knowledge and skills you'll need in today's marketplace.

All required courses in the program and many of the electives are **offered in both online and in-person formats** — choose what's most convenient for you!

Most students spread out the 30-credit Business Minor coursework over their academic career.

BUSINESS MINOR OUTLINE

Some grade requirements and course restrictions may apply.

Non-business students may have additional requirements. Be sure to see a Lubar academic advisor for more information.

ECON 103	Principles of Microeconomics
ECON 104	Principles of Macroeconomics
BUS ADM 201	Introduction to Financial Accounting
BUS ADM 210	Statistical Modeling in Business Analytics (or equivalent)
BUS ADM 230	Introduction to Information Technology Management (or equivalent)
BUS ADM 330	Organizations
BUS ADM 350	Principles of Finance
BUS ADM 360	Principles of Marketing
BUS ADM 370	Introduction to Supply Chain Management

TOTAL: 30 CREDITS

QUESTIONS? PLEASE CONTACT

Undergraduate Student Services • Lubar Hall, N297
414-229-5271 • uwmbba@uwm.edu • lubar.uwm.edu

COURSE DESCRIPTIONS

ECON 103 Principles of Microeconomics. 3 cr.

Economic reasoning; price determination, specialization and efficiency. Applications include international trade, antitrust, environmental protection, highway congestion. Prereq: none.

ECON 104 Principles of Macroeconomics. 3 cr.

Composition of national income; interrelationships of sectors, the determination of national income and productivity; relationships between national income, inflation, money and interest rates. Prereq: none.

BUS ADM 201 Introduction to Financial Accounting. 4 cr.

Introduction to accounting and financial reporting concepts for business students. Emphasizes use of financial statements by nonaccountants. Basics of accounting and reporting methods. Counts as repeat of Bus Adm 207. Prereq: sophomore standing. Grade "B" or better required for Accounting majors.

BUS ADM 210 Introduction to Management Statistics. 4 cr.

Introduces statistical principles and techniques necessary for management applications. Regression is presented to convey statistical thinking, modeling and analysis. Prereq: sophomore standing; Math 211 or 231 (can be taken concurrently with Bus Adm 210); Bus Adm 230. Note: Econ 210 or equivalent courses can be substituted for Bus Adm 210.

BUS ADM 230 Introduction to Information Technology Management. 3 cr.

Information systems concepts, their role in business, management of formal and informal information systems development, and business problem solving using microcomputer tools. Prereq: none. ITM majors must earn a grade of "C" or better; counts as repeat of 231.

BUS ADM 330 Organizations. 3 cr.

An introduction to human behavior in organizations, organizational structures and processes, and interactions between organizations and their environments. Students will examine various theories and research findings on selected topics. Prereq: junior standing. Counts as a repeat of 331.

BUS ADM 350 Principles of Finance. 3 cr.

Fundamentals of financial management, asset/liability valuations, risk and return, investment analysis, sources and uses of funds, cost of capital, and cash management. Prereq: sophomore standing; Econ 103 & 104; Bus Adm 201 or 207; 210 or 211; grade "C" or better required for Finance majors.

BUS ADM 360 Principles of Marketing. 3 cr.

The marketing system is analyzed as the process of our socioeconomic system for anticipating and satisfying consumer needs, adjusting to demand, and selling and procuring products and services. Competition, pricing, product line, distribution systems, promotion, and planning are discussed. Prereq: junior standing; Econ 104; counts as a repeat of 361.

BUS ADM 370 Introduction to Supply Chain Management. 3 cr.

Broad survey of the foundational concepts and principles of managing supply chain operations. Topic areas include customer management, purchasing, logistics, project management, demand planning. Counts as repeat of Bus Adm 371. Prereq: sophomore standing; Bus Adm 210(c) or 211(c).