Please use this document to explore your intended major, track your degree progress and prepare for your advising appointments.

## ADVANCEMENT TO THE MAJOR

Students are eligible to advance to their major when the following requirements have been completed:

- **Attain Junior standing** (56 credits)
- **Satisfy Oral and Written Communication requirement** (Part A) (complete the English sequence with a “C” or better in English 102 or place high enough on the English Placement Test)
- **Satisfy Quantitative Literacy requirement** (complete the math sequence with a grade of “C” or better in Math 105 or Math 108 or place high enough on the Math Placement Test)
- **Complete the Business Foundation courses** (with a cumulative GPA of 2.25 or above)
- **Obtain a cumulative GPA of 2.50** or above in ALL coursework, including transfer coursework.

## GENERAL EDUCATION REQUIREMENTS: 24 CREDITS

- **ENGLISH 205** Business Writing (satisfy Oral and Written Communications requirement Part B)
- **Arts** 3 credits
- **Humanities** 6 credits
- **Social Science** 6 credits (cannot include ECON, other than 100 or 193 or 248)
- **Natural Science** 6 credits (including one lab; cannot include Math 211/231)
- **UWM Foreign Language Requirement**
- **UWM Cultural Diversity Requirement**
  One course from the Arts, Humanities, or Social Sciences must also satisfy UWM’s Cultural Diversity requirement.

## BUSINESS FOUNDATION COURSES: 20 CREDITS

- **ECON 103** Principles of Microeconomics
- **ECON 104** Principles of Macroeconomics
- **BUS ADM 201** Intro to Financial Accounting (“B” or better required for Accounting majors)
- **BUS ADM 230** Intro to Information Technology Management (“C” or better required for ITM majors)
- **MATH 211** Survey in Calculus and Analytic Geometry, or equivalent
- **COMMUN 103** Public Speaking
- **COMMUN 105** Business and Professional Communication

**Note:** Certain courses will have equivalents in the Business Scholars program.
**BUSINESS CORE COURSES:**

- BUS ADM 210  Intro to Management Statistics
- BUS ADM 202  Managerial Accounting
- BUS ADM 330  Organizations
- BUS ADM 350  Principles of Finance ("C" or better required for Finance majors)
- BUS ADM 360  Principles of Marketing
- BUS ADM 370  Intro to Supply Chain Management
- BUS ADM 391  Business Law I
- BUS ADM 600  Management Analysis

*Note*: Certain courses will have equivalents in the Business Scholars program.

Choose one of the following for the International Business component:

- BUS ADM 456  International Financial Management
- BUS ADM 465  International Marketing
- BUS ADM 496  International Business
- BUS ADM 498  Study Abroad: Business Topic
- BUS ADM 535  Global Information Technology Management
- BUS ADM 541  Cross Cultural Management
- BUS ADM 551  International Investments

**MARKETING MAJOR:**

- Bus Adm 461  Consumer Behavior
- Bus Adm 462  Marketing Research
- Bus Adm 463  Marketing Management
- At least four of the following courses:
  - BUS ADM 447  Entrepreneurship
  - BUS ADM 460  Retail Management
  - BUS ADM 464  Management of Promotion
  - BUS ADM 465  International Marketing*
  - BUS ADM 466  Business to Business Sales and Marketing
  - BUS ADM 467  Marketing Seminar
  - BUS ADM 468  Internet Marketing
  - BUS ADM 469  Marketing Professional Internship

* If BUS ADM 465 is selected as the International Business area course, students must choose a different marketing elective to complete the major.

**BUSINESS ELECTIVES:** 12 CREDITS

A business elective is any course with Bus Adm as the subject. The course cannot be one a student has already taken as part of the foundation, core, or major coursework. Students often use business electives to complete a double major or certificate.

May include Bus Adm 397, additional Bus Adm courses in the major, business courses outside of the major, and/or Bus Adm courses used in the completion of a second Business major or Business certificate program.

**GENERAL ELECTIVES:** 18 CREDITS

- # of credits completed
- May include:
  - English 101  Introduction to College Writing
  - English 102  College Writing and Research
  - Math 105  Intermediate Algebra
  - Math 108  Algebraic Literacy II
  - Foreign Language credits
  - Bus Adm 300  Career and Professional Development (strongly recommended)

**TOTAL:** 123 CREDITS

*Note*: 50% of all required business coursework must be taken at UW-Milwaukee. A minimum of 12 credits must be completed in residence at UW-Milwaukee for each Business Major.

Course descriptions and prerequisites can be found at uwm.edu/catalog.

**QUESTIONS? PLEASE CONTACT**

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

Online advising resources available at LUBAR.UWM.EDU/MYLUBAR

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