

GENERAL BUSINESS

ARE YOU LOOKING FOR A BUSINESS DEGREE THAT MATCHES YOUR UNIQUE INTERESTS AND GOALS?

In the General Business major, you'll have a lot of flexibility and the opportunity to customize what you study.

Because there are only two required courses in the program, you'll be focusing on elective courses that you'll select to align with your interests. In addition, you'll be developing critical thinking, problem-solving, and communication skills that will help you build and advance a successful career.

The General Business major is available to you both on-campus and online - to meet your needs.

CAREERS

When you study General Business, you'll have a wide range of career opportunities available to you. Be sure to speak with your academic and career advisor in the Lubar College to develop the best plan to optimize your studies and focus your job search.

Here is a sampling of some of the hundreds of companies at which Lubar BBA graduates have recently gotten positions:

- Advocate Aurora Health
- Amazon
- Baird
- Beacon Hill Staffing Group
- BMO Financial
- Brickhouse Creative Inc.
- Brindle Consulting
- CNH Industries
- Coldwell Banker Realty
- Delaware North
- Deloitte
- Direct Supply
- Dream Vallie
- Fastenal Company
- Fiserv
- Generac Power Systems
- GMR Marketing
- Greystar
- Insight Global
- Irgens
- James Imaging Systems
- Johnson Controls
- Kimberly-Clark
- Kronos, Inc.
- Manpower Group
- Milwaukee Tool
- Northwestern Mutual
- RBC Wealth Management
- Rockwell Automation
- Schneider
- Skana Aluminum
- Software ONE
- Strattec Security Corporation
- The Manitowoc Company
- Uline
- US Bank
- Valuation Research Corporation
- We Energies
- Wells Fargo
- West Bend Mutual Insurance
- Zywave

QUESTIONS? PLEASE CONTACT

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



DEGREE OUTLINE

Some grade requirements, admission to major requirements and course restrictions may apply.
Be sure to see a Lubar academic advisor for more information.

General Education Requirements: 24 credits

ENGLISH 205 Business Writing
Arts (3 credits)
Humanities (6 credits)
Social Science (6 credits)
Natural Science (6 credits)
UWM Foreign Language Requirement
UWM Cultural Diversity Requirement

Business Foundation Courses: 21 credits

ECON 103 Principles of Microeconomics
ECON 104 Principles of Macroeconomics
BUS ADM 201 Introduction to Financial Accounting
BUS ADM 230 Intro to Information Technology Management
MATH 208 Quantitative Models for Business, or equivalent

Choose at least one of the following:

COMMUN 103 Public Speaking
COMMUN 105 Business and Professional Communication

Business Core Courses: 29 credits

BUS ADM 202 Managerial Accounting
BUS ADM 210 Statistical Modeling in Business Analytics
BUS ADM 300 Career and Professional Development
BUS ADM 330 Organizations
BUS ADM 350 Principles of Finance
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

Choose at least 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

General Business Major: 24 credits

General Business majors may not select a second major within the Lubar School of Business but may select any number of certificates. The General Business Major may not be completed as a post-baccalaureate major or certificate of major. A minimum of 12 of the 24 credits within the General Business Major must be completed with BUS ADM courses.

REQUIRED COURSES: 6 credits

BUS ADM 393 Business Ethics, Social Responsibility and Sustainability
BUS ADM 446 Leadership and Team Building

COMPETENCY AREAS: 18 CREDITS

Choose two or three competency areas with a minimum of two courses in each competency area:

ENTREPRENEURSHIP

BUS ADM 447 Entrepreneurship
BUS ADM 490 Entrepreneur Internship
BUS ADM 492 Modeling of New Ventures

FINANCE

BUS ADM 305 Personal Investing and Financial Planning
BUS ADM 450 Intermediate Finance
BUS ADM 451 Investment Finance
BUS ADM 452 Applied Portfolio Management
BUS ADM 453 Corporate Finance Seminar
BUS ADM 454 Analysis of Options and Futures
BUS ADM 455 Financial Institutions
BUS ADM 456 International Financial Management
BUS ADM 457 Financial Modeling
BUS ADM 458 Venture Finance
BUS ADM 459 Finance Professional Internship
BUS ADM 481 Real Estate Finance
BUS ADM 551 International Investments

HUMAN RESOURCES MANAGEMENT

BUS ADM 440 Compensation Management
BUS ADM 441 Diversity in Organizations
BUS ADM 443 Special Topics in HRM
BUS ADM 444 Human Resources Management
BUS ADM 445 Training & Development in Organizations
BUS ADM 448 Staffing Human Resources
BUS ADM 449 HRM Professional Internship

INFORMATION TECHNOLOGY MANAGEMENT

BUS ADM 335 Introduction to Business Application Development
BUS ADM 336 Enterprise Systems and Data Analytics
BUS ADM 432 Object-Oriented Systems Development
BUS ADM 434 Database Management Systems
BUS ADM 436 Systems Analysis and Design
BUS ADM 438 ITM Topics
BUS ADM 439 ITM Professional Internship
BUS ADM 530 Privacy and Information Security for Business
BUS ADM 531 Developing Applications for Interconnected Systems

BUS ADM 532	Web Development for Open Business Systems
BUS ADM 533	Information Technology Infrastructure to Business
BUS ADM 535	Global Information Technology Management
BUS ADM 536	Business Intelligence
BUS ADM 537	Enterprise Systems Concepts and Issues
BUS ADM 538	Business Process Integration
BUS ADM 539	Web Application Server Development

MARKETING

BUS ADM 460	Retail Management
BUS ADM 461	Consumer Behavior
BUS ADM 462	Marketing Research
BUS ADM 463	Marketing 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

SUPPLY CHAIN AND OPERATIONS MANAGEMENT

BUS ADM 472	Special Topics in Supply Chain and Operations Management
BUS ADM 475	Operations Planning and Control
BUS ADM 476	Logistics and Transportation Management
BUS ADM 477	Purchasing and Supply Management
BUS ADM 478	Supply Chain Analytics
BUS ADM 479	SCOM Professional Internship
BUS ADM 571	Quality and Six Sigma Tools
BUS ADM 576	Enterprise Planning in the Supply Chain
BUS ADM 577	Supply Chain Applications, Policy & Strategy

REAL ESTATE

BUS ADM 380	Introduction to Real Estate Markets
BUS ADM 389	Real Estate Internship
BUS ADM 481	Real Estate Finance
BUS ADM 482	Valuation of Real Estate
BUS ADM 483	Property Development and Management
BUS ADM 484	Real Estate Law
BUS ADM 485	Environmental Issues in Real Estate

INTERNATIONAL BUSINESS

BUS ADM 494	International Business Internship
BUS ADM 496	International Business
BUS ADM 498	Study Abroad: Business Topics
BUS ADM 541	Cross-Cultural Management
BUS ADM 551	International Investment

ECONOMICS

ECON 325	Money and Banking
ECON 328	Environmental Economics
ECON 353	Economic Development
ECON 404	Economic Applications of Game Theory
ECON 411	Economic Forecasting Methods
ECON 448	Economics of Human Resources

HEALTH CARE ADMINISTRATION

HCA 421	Operations Management in Healthcare Organizations
HCA 422	Human Resource Management in Healthcare Organizations
HCA 460	Healthcare Reimbursement Systems and Policies
HCA 537	Health Information Technology and Management

Business Electives: 9 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.

General Electives: 13 credits

Credits towards the degree not counted in other categories will apply to General Electives. Classes counting towards General Electives may include, but are not limited to: English 101 Introduction to College Writing, English 102 College Writing and Research, Math 105 Introduction to College Algebra, Math 108 Algebraic Literacy II, Foreign Language credits.

TOTAL: 120 CREDITS