

**REQUEST FOR AUTHORIZATION TO IMPLEMENT A GENERAL BUSINESS
MAJOR IN THE BACHELOR OF BUSINESS ADMINISTRATION PROGRAM
AT UNIVERSITY OF WISCONSIN-MILWAUKEE'S LUBAR SCHOOL OF BUSINESS
PREPARED BY UWM**

ABSTRACT

The University of Wisconsin – Milwaukee proposes to establish a General Business Major in the Bachelor of Business Administration (BBA). The mission of the Lubar School of Business includes the preparation of our diverse students from Wisconsin and beyond to be successful business professionals in the global economy. At the bachelor's level, LSB offers six distinct majors – accounting, finance, human resource management, information technology management, marketing, and supply chain and operations management. The addition of a General Business Major will allow students the option to customize their major for those who are uncertain of the need for an in-depth learning experience in a specific business functional area, as provided by our other majors. Allowing this program to be delivered both online and in person fulfills a need that our student base has long desired and which exists at other universities, regionally, and nationally.

IDENTIFICATION

University Name

University of Wisconsin-Milwaukee

Title

Business: General Business, BBA

Degree Designation

An additional major within our already existing Bachelor of Business Administration degree program.

Mode of Delivery

The major will be offered solely by the Lubar School of Business at UWM. It can be done completely face-to-face, completely online, or in a combination of both delivery methods.

Department or Functional Equivalent

Lubar School of Business

College, School, or Functional Equivalent

Lubar School of Business

Proposed Date of Implementation

August 2021

Projected Enrollments and Graduates by Year Five

	Year 1	Year 2	Year 3	Year 4	Year 5
New Students	25	30	35	40	45
Continuing Students	0	20	45	75	90
Total Enrollment	25	50	80	115	135
Graduating Students	0	20	25	30	35

Tuition Structure

For students enrolled in the General Business major, standard tuition and fee rates will apply, per University of Wisconsin-Milwaukee undergraduate fee schedules. For the current academic year, residential tuition and segregated fees total \$4,627.06 per semester for a full-time student enrolled in 12-18 credits per semester. Of this amount, \$4,045.56 is attributable to tuition and \$581.50 is attributable to segregated fees. Nonresident tuition and segregated fees total \$10,559.50 per semester for a full-time student enrolled in 12-18 credits per semester. Of this amount, \$9,978.00 is attributable to tuition and \$581.50 is attributable to segregated fees. For courses that students opt to take online, additional distance education fees may apply.

Description

The General Business Major will have two required courses (six credits) and six elective courses (18 credits), for a total of 24 credits. The required courses are:

- Bus Adm 393 – Business Ethics, Social Responsibility and Sustainability
- Bus Adm 446 – Leadership and Team Building

The elective courses are organized into competency areas, focusing on business and related disciplines such as healthcare and economics. A minimum of 12 credits within Business Administration must be completed towards this major. Competency Areas consist of:

- Entrepreneurship
- Finance
- Human Resource Management
- Information Technology Management
- Marketing
- Supply Chain and Operations Management
- Real Estate
- International Business
- Economics
- Healthcare Administration

Each competency area has multiple courses. Students will select two or three competency areas with a minimum of two courses in each competency area. The program will be offered with both in-person delivery and as a completely online option.

As with all our majors, students are expected to complete 24 credits of General Education Requirements, 21 credits of Business Foundation Courses, 29 credits of Business Core Courses, 9 credits of Business Electives, and 13 credits of Non-Business Electives for a total of 120 credits. There are no required internships, clinical, or other program components.

Student Learning Outcomes and Program Objectives

Students in the General Business major can take either online or face-to-face courses or a combination of both. While not all of the courses in each competency area will have an online offering, there will be enough online offerings for students to remain competitive in the workforce. General Education Requirements, Business Foundation courses, Business Core courses, and Business and General Electives can all be taken 100% online.

Offering this program both online and face-to-face will be attractive to a number of student populations, including:

- Local students who desire a general knowledge of business but prefer online instruction due to family, work, travel, health, or other reasons.
- Students from UW-Waukesha, UW-Washington County, and other two-year campuses in the UW system who don't want to move or commute to Milwaukee to build on their associate's degree to earn a bachelor's.
- Transfer students from other UW four-year campuses who have completed their GER and other non-business coursework and want a degree from UWM/Lubar but don't want to commute or move to Milwaukee.
- Students from out-of-state or abroad who could do their entire BBA degree remotely using online GER and other necessary online classes.

General Business Major Learning Objectives

- Students will gain a broad understanding of the business environment.
- Students will learn about the major functional areas taught in the school.
- Students will be able to have a broad business knowledge that spans two or more business disciplines.

General Business Major Program Outcomes

- Students will be prepared for a wide variety of careers in business, including: corporate, governmental, non-profit, and entrepreneurial.
- Students will be prepared for further academic work in our discipline-specific Master of Science degree programs or in our Master of Business Administration Program.

Program Requirements

Admission to the General Business Major will be the same as to any major within the BBA. Students are eligible to advance within the major when the following requirements have been met:

- Attain Junior standing of 56 credits
- Satisfy Oral and Written Communication requirement (Part A) of English 102 - College Writing and Research, or obtain a high enough score on the English Placement Test, ACT-English, or SAT-ERW
- Satisfy Quantitative Literacy requirement of Math 105 – Introduction to College Algebra, or Math 108 - Algebraic Literacy II, or place high enough on the Math Placement Test
- Complete the Business Foundation Courses, with a cumulative GPA of 2.25 or above
- Achieve a cumulative GPA of 2.50 or higher (including transfer work), and at least a UWM cumulative GPA of 2.00
- Complete the Advancement to the Major form, available in the Undergraduate Student Services office or online

Curriculum

The complete curriculum for the General Business Major within the BBA degree is shown below:

General Education Courses (24 credits)*

- English 205 (Oral and Written Communication Part B) – 3 credits
- Arts – 3 credits
- Humanities – 6 credits
- Social Sciences – 6 credits
- Natural Sciences – 6 credits

Program Foundation Courses (21 credits)

- Econ 103 – Principles of Microeconomics. – 3 credits
- Econ 104 – Principles of Macroeconomics – 3 credits
- Bus Adm 201 – Principles of Financial Accounting – 4 credits
- Bus Adm 230 – Introduction to Information Technology – 4 credits
- Math 208 – Quantitative Models for Business or Math 211 – Survey in Calculus and Analytic Geometry (Quantitative Literacy Part B) – 4 credits
- Comm 103 – Public Speaking or Comm 105 - Business and Professional Communication – 3 credits

Core Courses (29 credits)

- Bus Adm 202 – Managerial Accounting – 3 credits
- Bus Adm 210 – Statistical Modeling in Business Analytics – 3 credits
- Bus Adm 300 – Career and Professional Development – 1 credit
- Bus Adm 330 – Organizations – 3 credits
- Bus Adm 350 – Principles of Finance – 3 credits
- Bus Adm 360 – Principles of Marketing – 3 credits

- Bus Adm 370 – Introduction to Supply Chain Management – 3 credits
- Bus Adm 391 – Business Law I – 3 credits
- Bus Adm 600 – Management Analysis – 3 credits
- International Business Component – 3 Credits

Business Electives – 9 credits

Non-Business Electives* – 13 credits

General Business Major Required Courses (6 credits)

- Bus Adm 393 – Business Ethics, Social Responsibility and Sustainability
- Bus Adm 446 – Leadership and Team Building

General Business Major Electives – 12 credits from 2 or 3 of the Competency Areas below:

- Entrepreneurship
- Finance
- Human Resource Management
- Information Technology Management
- Marketing
- Supply Chain and Operations Management

Total Credits – 120

*Oral and Written Communication Part A and Quantitative Literacy Part A, if satisfied through coursework, will count toward the non-business (general) electives.

Assessment of Outcomes and Objectives

The Lubar School is assessed by both the Association to Advance Collegiate Schools of Business (AACSB) and the Higher Learning Commission (HLC). Students in the General Business Major will participate in both these assessment processes. Each of our undergraduate majors has a program-level goal of disciplinary competency. This would be assessed in the General Business Major through the use of both direct (exam questions, case write-ups, presentations, etc.) and indirect (graduation rates, retention rates, exit surveys, etc.) measures.

Diversity

The Lubar School strives to maintain diversity in all its programs. The General Business Major includes inclusive and diverse content within its curriculum. Local, regional, and international examples within specific courses help towards this objective. Our recruiters also look to maintain a diverse student body and are assisted in this process through the numerous diversity-based scholarship and grant opportunities available within the Lubar School.

Collaborative Nature of the Program

The General Business Major will be housed completely within the business school. At present no collaborative plans with other units on campus have been developed. In the future, the delivery of this program online at the UWM Waukesha and Washington campuses will be explored. Accelerated Master's Degree programs between the General Business Major and our Master of Science in Management programs will also be considered.

Projected Time to Degree

The General Business Major can be completed as part of a full-time student's four-year BBA degree process. Part-time students could take longer.

Program Review

The General Business Major will be subject to periodic internal and external reviews.

Accreditation

The Lubar School is assessed by both the AACSB and the HLC. Students in the General Business Major will participate in both these assessment processes.

JUSTIFICATION

Rationale and Relation to Mission

The General Business Major in the Lubar School's BBA Program will contribute directly to the mission of the UW System by allowing students to gain knowledge about the broad aspects of the business environment. It will be attractive to entrepreneurs, small business owners, and individuals in the non-profit sector in addition to traditional business students. This ties into the Mission Statements of both UWM and the Lubar School, which focus on serving local diverse populations and fostering innovation and entrepreneurship. The major also fulfills strategic initiatives developed by the Lubar School to increase enrollment and broaden the number of learning opportunities. The General Business Major has received support from the Business Advisory Committee, the overall faculty of the school, and the undergraduate program committee within Lubar.

University Program Array

The General Business Major will be an addition to the current major options within the school. It will leverage existing curricula and faculty. Its impact will be in increased enrollment in the business school.

Other Programs in the University of Wisconsin System

Although the General Business Major is an option at both UW-Whitewater and UW-Green Bay, the combination of flexible delivery, AACSB-accredited faculty, and access to the

Milwaukee business community makes the major offered by the Lubar School unique and will drive demand and increase enrollments. This will also be attractive to students at the Milwaukee Area Technical College and the satellite UWM campuses.

Need as Suggested by Current Student Demand

Projections for student demand, enrollment, and graduation rates are based on numbers in the schools' other majors and new degree programs and certificates.

Need as Suggested by Market Demand

Compelling evidence exists which suggests that market demand remains strong for business-related degrees. According to a Burning Glass analysis (See Appendix for details), the Milwaukee-West Allis-Waukesha Metropolitan Statistical Area (MSA) has been experiencing “high demand” for Business Administration and Business Management degrees since the last 12 months (4,589 postings). Top occupations with generalist titles such as Business/Management Analyst, Business Development/Sales Manager, and Program Manager are all projected to grow in demand between 11-16.8% within the next 10 years. Job postings which listed either Business Administration or Business Management in “skill clusters” numbered 4,685, while Business Administration/Management degree conferrals numbered 2,393 in 2018 (1,018 were from UWM, a 42.5% market share). This suggests that there is an opportunity to nearly double the degree conferrals in our MSA to meet market demand. As the only public university in the MSA, the LSB is well poised to control market share with the addition of a General Business major.

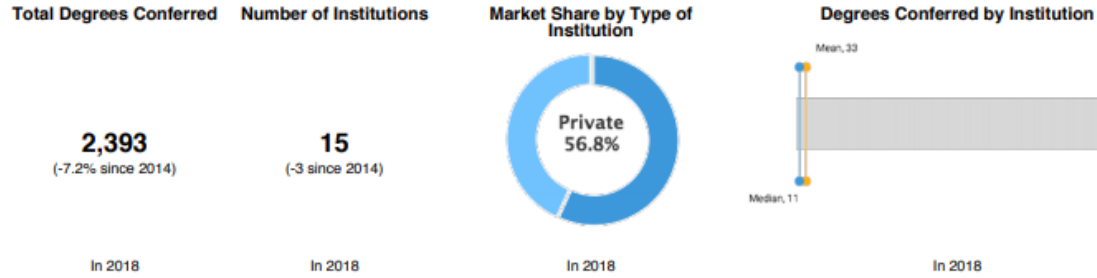
Appendix – Burning Glass Data

Source: Labor Insight (Burning Glass Technologies)

Program Competition & Student Demand

Active Selections

(MSA : Milwaukee-Waukesha-West Allis, WI (Metropolitan Statistical Area)) AND ((Program of study : Bachelor's degree - Business, Management, Marketing, And Related Support Services (52)))



Institution	Type	Distance Learning	Market Share 2018 (%)	Change in Market Share 2014-2018 (%)	Change in Degree Conferrals 2014-2018 (%)	2018	2017	2016	2015	2014
University of Wisconsin-Milwaukee	Public	No	42.5	5.8	7.7	1018	922	996	916	945
Marquette University	Private	No	25.8	4.5	12.6	617	640	622	646	548
Concordia University-Wisconsin	Private	Yes	7.9	0.3	-3.1	189	224	232	216	195
Cardinal Stritch University	Private	Yes	6.6	-7.4	-56.1	159	220	265	320	362
Carroll University	Private	No	4.6	0.8	13.4	110	79	100	80	97
Wisconsin Lutheran College	Private	Yes	3.3	0.8	21.5	79	86	87	73	65
Milwaukee School of Engineering	Private	No	3.0	-0.7	-25.0	72	64	56	60	96
Alverno College	Private	No	2.4	0.2	1.8	57	51	71	46	56
Ottawa University-Milwaukee	Private	Yes	1.8	-1.4	-46.3	44	27	53	65	82
Mount Mary University	Private	No	1.2	0.0	-6.7	28	22	29	25	30
Purdue University Global-Milwaukee	Public	Yes	0.3	N/A	N/A	8	5	0	N/A	N/A
Herzing University-Brookfield	Private	Yes	0.2	-0.1	-44.4	5	10	5	7	9
Bryant & Stratton College-Bayshore	For-Profit	No	0.2	0.1	100.0	4	7	10	8	2
Bryant & Stratton College-Milwaukee	For-Profit	No	0.1	-0.1	-40.0	3	1	4	4	5

Bryant & Stratton College-Wauwatosa	For-Profit	No	0.0	-0.1	-100.0	0	2	5	7	2
University of Phoenix-Wisconsin	For-Profit	No	N/A	N/A	N/A	N/A	22	14	53	67
ITT Technical Institute-Greenfield	For-Profit	No	N/A	N/A	N/A	N/A	N/A	N/A	14	14
The Art Institute of Wisconsin	For-Profit	No	N/A	N/A	N/A	N/A	7	8	9	3
ITT Technical Institute-Germantown	For-Profit	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0

*This report uses data from the National Center for Education Statistics (NCES) IPEDS database from 2014-2018.

Source: Labor Insight (Burning Glass Technologies)

Skills Analysis

Active Selections

Milwaukee-Waukesha-West Allis, WI (Metropolitan Statistical Area), Business Administration, Business Management

Skill Metrics

Job Postings

Last 12 Months



Projected Growth

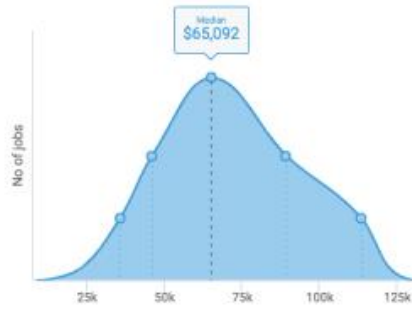
10 Years



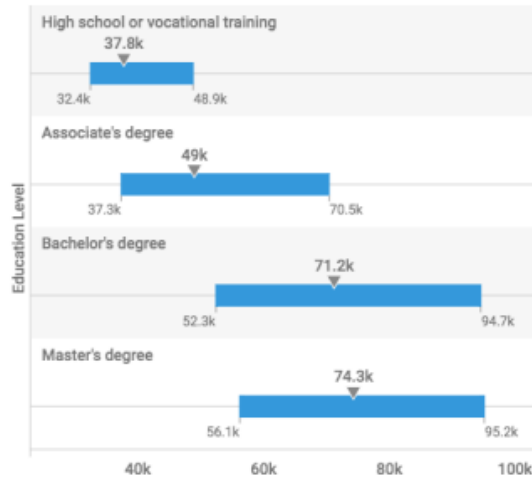
Location Quotient



Salary Overall

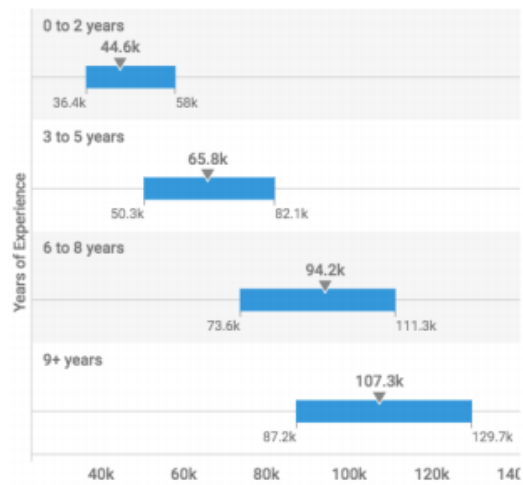


Salary By Education

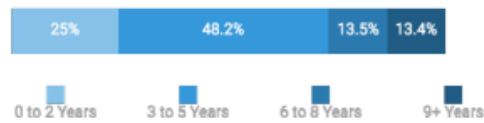


Salary distribution is not shown for education levels with insufficient sample size

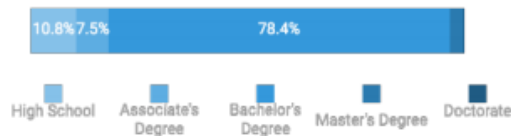
Salary By Experience



Years of Experience



Education Level



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Top Occupations Requesting Skill(s)

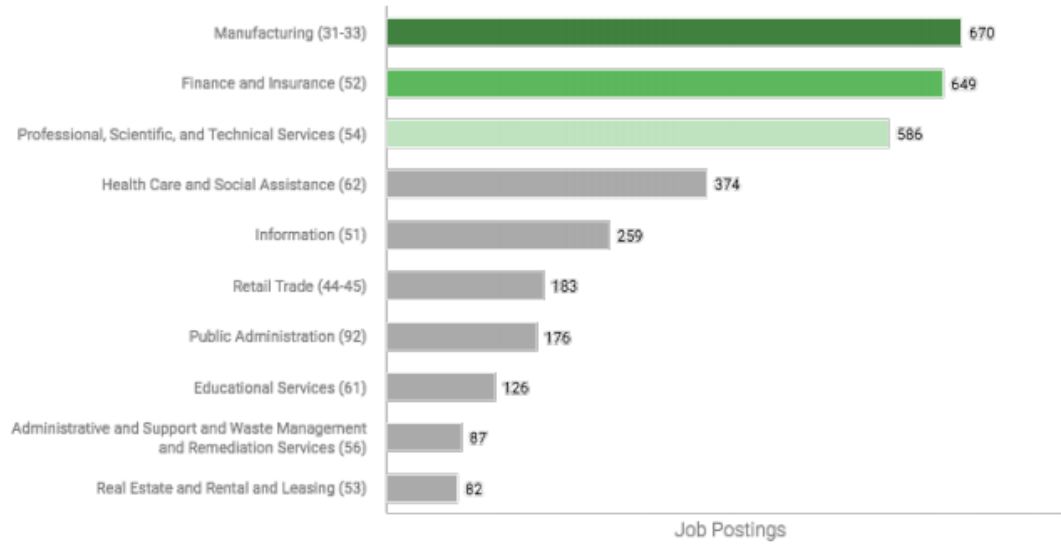
Occupation	Associated Education Level
Business / Management Analyst	Bachelor's
Business Development / Sales Manager	Bachelor's
Project Manager	Bachelor's
IT Project Manager	Bachelor's
Human Resources / Labor Relations Specialist	Bachelor's
Retail Store Manager / Supervisor	High school or vocational
Sales Representative	Bachelor's
Operations Manager / Supervisor	Bachelor's
Program Manager	Bachelor's
Accountant	Bachelor's

Top Occupations

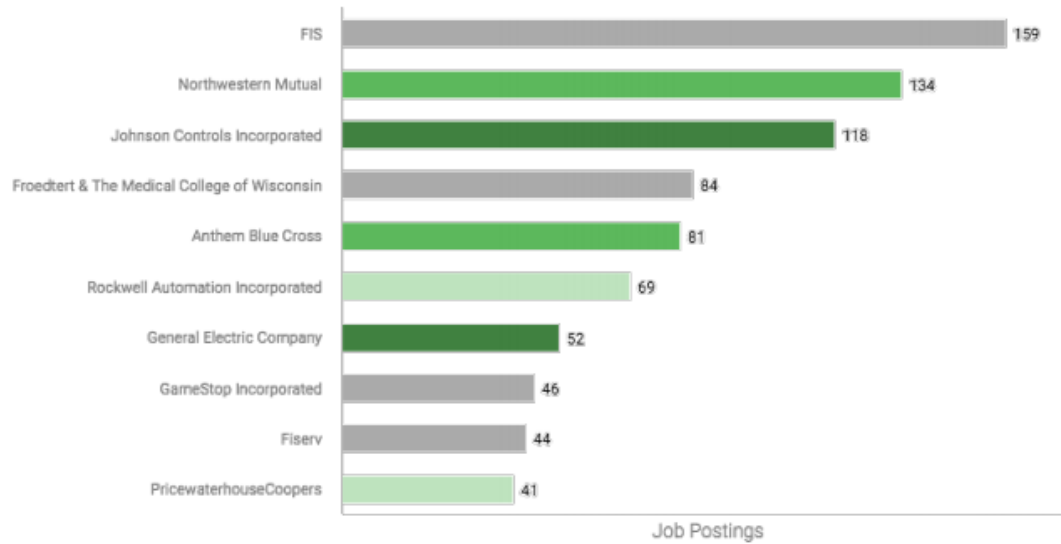
Occupation	Total Job Postings (Last 12 Months)	Job Postings Requesting Skill(s)(#)	Job Postings Requesting Skill(s)(%)	Occupation Projected Growth (10 Years)	Salary Premium	Associated Education Level
Business / Management Analyst	2,234	204	9.1%	16.1%		Bachelor's degree
Business Development / Sales Manager	2,665	167	6.3%	11.8%		Bachelor's degree
Project Manager	1,992	136	6.8%	13%		Bachelor's degree
IT Project Manager	1,654	132	8.0%	10%		Bachelor's degree
Human Resources / Labor Relations Specialist	864	112	13.0%	8.7%		Bachelor's degree
Retail Store Manager / Supervisor	4,679	110	2.4%	4.9%		High school or vocational training
Sales Representative	6,449	108	1.7%	9.3%		Bachelor's degree
Operations Manager / Supervisor	1,150	105	9.1%	9.5%		Bachelor's degree
Program Manager	783	95	12.1%	13%		Bachelor's degree
Accountant	1,344	87	6.5%	12.7%		Bachelor's degree

Top Industries

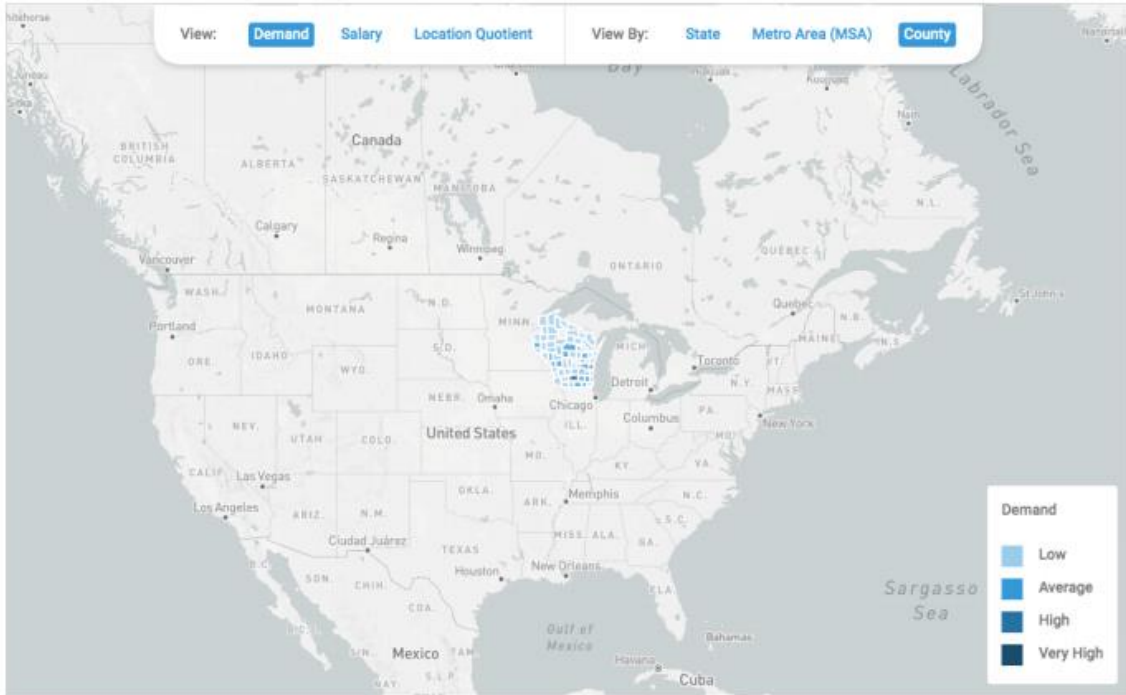
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Top Employers



Top Locations



County	Job Postings (Last 12 Months)	Median Salary	Location Quotient
Milwaukee, WI	3,260	\$68k	1.5 ▲
Dane, WI	2,617	\$57k	1.8 ▲
Waukesha, WI	1,124	\$61k	1.1 ▬
Brown, WI	403	\$55k	0.6 ▼
Racine, WI	268	\$59k	0.8 ▼
Outagamie, WI	267	\$52k	0.6 ▼
Winnebago, WI	240	\$54k	0.6 ▼
Kenosha, WI	153	\$60k	0.6 ▼
Rock, WI	141	\$53k	0.5 ▼
Eau Claire, WI	133	\$50k	0.5 ▼

Your Selections at a Glance

Job Postings

Last 12 Months

High Demand
4,589

Projected Growth

10 Years



Location Quotient



Salary

10 Years



Related Skills



Skill Taxonomy

Skill Cluster	Job Postings
Business: Business Management	10,116
Skill	Job Postings
Business Administration	3,538
Change Management	3,487
Business Management	1,147
Restaurant Management	1,012
Resource Management	864
Policy Implementation	668
Change Management Process	239
Escalation Management	122
Drools Rules Engine	22
TIBCO Administration	10

Top Co-occurring Skills

	Skill	Postings (Last 12 Months)
1	Business Administration	3,538
2	Business Management	1,147
3	Budgeting	1,116
4	Project Management	1,108
5	Customer Service	804
6	Scheduling	784
7	Sales	588
8	Accounting	578
9	Staff Management	449
10	Business Process	444

Currently displaying: Specialized Skills