

**COST AND REVENUE PROJECTIONS NARRATIVE
UNIVERSITY OF WISCONSIN-MILWAUKEE
GENERAL BUSINESS MAJOR WITHIN THE BACHELOR OF BUSINESS
ADMINISTRATION**

Introduction

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.

Section I – Enrollment

	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
Student FTE	25	50	80	115	135

We anticipate the General Business Major to attract 25 students in year one with an escalation of enrollment of five additional new students per year in the first five years. Student FTE assumption is that the student will enroll full-time in the undergraduate program.

Section II – General Business Major Credit Hours within the BBA Degree

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.

This program will require only one new course to be offered, the remaining courses will fall within current course offerings. Credit hours were calculated based on 30 credits per year. We will offer this program within our existing course capacity. With growth, we will increase section offerings based on demand.

Section III – Faculty and Staff Appointments

Instruction in the General Business Major will be delivered by existing faculty as part of their normal course load. No additional hires of faculty or staff are anticipated.

Section IV – Program Revenues

- Tuition Revenues - Tuition revenues were calculated based on the current undergraduate tuition rates for fall 2020 & spring 2021. Given our student population, this is based on full-time resident tuition rates.
- Program/Course Fees - Fees were calculated based on current segregated fee rates that are charged to students. Based on student determination, online distance education fees may also apply.
- Grants/Extramural Funding - No grant funding is anticipated for this major.
- Program Revenue (PR) - No non-tuition revenue is anticipated for this major.
- General Program Revenue (GPR) - No non-tuition revenue is anticipated for this major.

Section V – Program Expenses

As the General Business Major primarily utilizes existing courses (only one new course will be created for the major; Bus Adm 446 – Leadership and Team Building) the cost to the university will be minimal. We will make strategic investments into marketing campaigns, facility space upgrades, and equipment with program growth.

Salary and Fringe Expenses

Instruction in the General Business Major will be delivered by existing faculty as part of their normal course load. No additional salary expenses are anticipated. Salary and Fringe is based on existing course section instruction.

Other Expenses

Students in the General Business Major will pay the same fees as other business students and will have access to the same university services, such as the libraries and recreational and entertainment facilities. The major will be marketed in conjunction with our other major options and after the initial marketing push, to introduce the new major, expenses should be in line with our normal promotional activities.

An initial marketing budget of \$45,000 is planned, of which some funds will be provided through UWM Online. With program growth we intend to add investment into facilities and equipment maintenance and upgrades as needed to our spaces.

Section VI – Net Revenue

Net revenues are invested in strategic priorities of the campus and the Lubar School of Business.