

## Business Administration

### At UW-Eau Claire

The business administration program within the Department of Management and Marketing provides you with the general business knowledge you need to compete in today's job market. The program also helps you develop communication, interpersonal, technical and critical thinking skills, which are all highly valued by organizations seeking to employ business graduates.

### You're employable

Ninety-seven percent of our 2012-13 College of Business graduates reported they were employed or continuing their education (based on a 72 percent response rate), according to UW-Eau Claire's After Eau Claire Post Graduate Report. More than 250 businesses recruit on campus each year seeking our College of Business students.

### Well paid

The average starting salary for a 2014 college graduate with a bachelor's degree in business administration is \$55,600. (Source: Salary Survey, National Association of Colleges and Employers.)

### Prepare for success

Students get the most from their College of Business experience through the resources offered by the nationally recognized Center for Advising, Development and Enrichment (CADE). CADE professionals also lead students through the Student Professional Development Program, a graduation requirement for all business majors, which gives them a competitive edge with training on networking, interviewing, career development and business etiquette.



### Competitive accreditation

Our business programs are accredited by The Association to Advance Collegiate Schools of Business (AACSB International). This mark of quality is achieved by fewer than 5 percent of all business schools in the world.

### Added value

Students can add value to their degrees by earning certificates in business communication, leadership, information systems, international business or entrepreneurship, making them more marketable job candidates upon graduating.

*"The professors in the College of Business are not only great teachers, but they also serve as life mentors. They stress the importance of learning and being able to apply it to real-life situations. Upon graduating from UW-Eau Claire COB, I know that I can go into the workforce confidently and well prepared."*

— Anna



### Our graduates

Employers of business administration graduates include educational institutions, food industries, manufacturing, government, retail industries and the non-profit sector.

### Places our grads go:

- *Assistant Manager*, Walgreen Drug Stores, Oakdale, MN
- *Advertising Project Manager*, Self-Employed, Maple Grove, MN
- *Finance Associate*, Fonda Huffmaster, Oshkosh, WI
- *Business Development*, Milwaukee Symphony Orchestra, Milwaukee, WI

## Majors

Business Administration

The business administration major is the only one in the College of Business that requires a minor. While it is possible to combine this major with a business minor, most business administration students select a minor outside the College of Business. Typical minors include languages, communications, mathematics, psychology and music.

## Minors

Business Administration

### Certificates

Certificate programs offer an opportunity for an individual to earn college credit and advance toward a credential that certifies a significant level of achievement within a prescribed area. The following certificate programs are available to business administration students.

- International Business
- Leadership Studies
- Advanced Business Communication
- Information Systems
- Entrepreneurship

## Suggested freshman curriculum

- University writing requirement — depending on placement exam. For test-out options, see [uwec.edu/Blugoldseminar/testout](http://uwec.edu/Blugoldseminar/testout).
- Principles of Microeconomics and Macroeconomics
- Short Course in Calculus
- Statistics
- Introduction to Psychology or Sociology
- Physical education/wellness
- General electives

## note: Special admission requirements

You must be formally admitted to the College of Business before you can take junior- and senior-level management and business courses. Most students apply for admission at the end of their sophomore year. College of Business admission requirements online at [www.uwec.edu/COB/undergraduate/admission](http://www.uwec.edu/COB/undergraduate/admission).

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**MANAGEMENT AND MARKETING**

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