College of Business Administration

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www.uwlax.edu/cba

The College of Business Administration's (CBA) undergraduate programs provide business education opportunities for students from across the state, the country, and the world. The undergraduate program primarily serves residential full-time students in a traditional campus learning environment.

Departments/units

Majors and minors

CBA core requirements
CBA graduation requirements
Joint business program with WTC

Mission
Delivering academic excellence, career success and community engagement through sharing new knowledge and creating enriching, interactive experiences.

Vision
To be recognized for quality as the leading business school among regional and state comprehensive universities.

Values
- Teaching: highly effective and innovative teaching employing relevant curriculum.
- Scholarship: scholarship that advances discipline-based knowledge, best practices, and teaching pedagogy, each equally enriching student learning.
- Faculty: quality faculty who are accessible, responsive, and dedicated to student learning.
- Students: quality students who are actively engaged in their professional and personal development.
- Learning: a highly interactive learning environment that fosters strong relationships and student success.
- Global Engagement: global engagement and collaboration to increase international awareness and opportunities.
- High Standards: high standards that reflect best practices and ethical behavior, stimulate intellectual growth, and promote continuous improvement.
- Diversity: acceptance and respect for human and ideological differences.
- Sustainability: promotion of sustainable practices in the use of economic, ecological, and social resources.
- Service: service to the university, discipline, and community that promotes strong partnerships and advances professional and economic development.

Departments/units

Accountancy
Economics
Finance
Information Systems
Management
Marketing
Small Business Development Center
Center for Entrepreneurship, Sustainability and International Trade

Degrees offered

Bachelor of Science

 Majors and minors

The following majors and minors are available:

B.S. = Bachelor of Science  m = minor

Accountancy (http://catalog.uwlax.edu/undergraduate/accountancy/) (B.S., m)
Business Administration (http://catalog.uwlax.edu/undergraduate/businessadministration/) (m) (not open to business majors)
Business Analytics (http://catalog.uwlax.edu/undergraduate/informationsystems/) (B.S., m)
Economics (http://catalog.uwlax.edu/undergraduate/economics/) (B.S., m)
Finance (http://catalog.uwlax.edu/undergraduate/finance/) (B.S.)
Finance with Personal Financial Planning Concentration (http://catalog.uwlax.edu/undergraduate/finance/) (B.S.)
Finance with Risk, Insurance, & Financial Planning Concentration (http://catalog.uwlax.edu/undergraduate/finance/) (B.S.)
Healthcare Analytics Management (http://catalog.uwlax.edu/undergraduate/management/healthcare-analytics-management-minor/) (m)
Information Systems (http://catalog.uwlax.edu/undergraduate/informationsystems/) (B.S., m)
International Business (http://catalog.uwlax.edu/undergraduate/internationalbusiness/) (B.S., m)
Management (http://catalog.uwlax.edu/undergraduate/management/) (B.S.)
Marketing (http://catalog.uwlax.edu/undergraduate/marketing/) (B.S.)
Sustainable Business (http://catalog.uwlax.edu/undergraduate/sustainablebusiness/) (m)

Advising in the College of Business Administration

First and second year students will have a professional academic advisor. Students are typically assigned to faculty advisors for their final two years. Advisors help students develop programs, plan schedules, discuss major and career choices, and refer for assistance in the case of academic difficulties. Students are encouraged to meet with their advisor at least once a semester.

The responsibility for selecting courses and meeting graduation requirements rests with the student. Students should review course prerequisites by checking course descriptions in the appropriate listings.
of this catalog and consult with their advisor and/or seek assistance from the dean’s office.

**College of Business Administration core requirements**

All students enrolled in any program within the college must complete the 16 business core courses listed below and all requirements for the major (see department listings). MGT 449 must be taken in the semester of graduation.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 221</td>
<td>Accounting Principles I</td>
<td>3</td>
</tr>
<tr>
<td>ACC 222</td>
<td>Accounting Principles II</td>
<td>3</td>
</tr>
<tr>
<td>BLAW 205</td>
<td>The Legal and Ethical Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>ECO 110</td>
<td>Microeconomics and Public Policy</td>
<td>3</td>
</tr>
<tr>
<td>ECO 120</td>
<td>Global Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 230</td>
<td>Data Analysis for Business Applications</td>
<td>3</td>
</tr>
<tr>
<td>ENG 110</td>
<td>College Writing II</td>
<td>3</td>
</tr>
<tr>
<td>or ENG 112</td>
<td>College Writing AP (Advanced Placement)</td>
<td></td>
</tr>
<tr>
<td>FIN 355</td>
<td>Principles of Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>IS 220</td>
<td>Information Systems for Business Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT/MKT 301</td>
<td>Business Communication</td>
<td>3</td>
</tr>
<tr>
<td>MGT 308</td>
<td>Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MGT 393</td>
<td>Production and Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 309</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MTH 160</td>
<td>Mathematics for Business</td>
<td>4-5</td>
</tr>
<tr>
<td>or MTH 175</td>
<td>Applied Calculus</td>
<td></td>
</tr>
<tr>
<td>or MTH 207</td>
<td>Calculus I</td>
<td></td>
</tr>
<tr>
<td>STAT 145</td>
<td>Elementary Statistics (or equivalent)</td>
<td>4</td>
</tr>
<tr>
<td>or STAT 245</td>
<td>Probability and Statistics</td>
<td></td>
</tr>
</tbody>
</table>

**Capstone - taken in the semester of graduation**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 449</td>
<td>CBA Capstone: Applied Business Strategy</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Credits**  50-51

1  A grade of "C" or better required.

**Upper division prerequisite requirement**

Most professional, upper division courses (300/400 level) in the CBA require students to have the following to register into the course:

1. A grade of "C" or better
   in ACC 221, ACC 222, BLAW 205, ECO 110, ECO 120, ENG 110/ENG 112, MTH 160/MTH 175/MTH 207, and STAT 145/STAT 245;

2. 54 credits or higher earned (or in progress).

**Business core course sequencing**

A guide for sequencing business core requirements is as follows:

<table>
<thead>
<tr>
<th>First year</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 110</td>
<td>3</td>
</tr>
<tr>
<td>ECO 120</td>
<td>3</td>
</tr>
<tr>
<td>ENG 110 or 112</td>
<td>3</td>
</tr>
<tr>
<td>MTH 160, 175, or 207</td>
<td>4-5</td>
</tr>
<tr>
<td>STAT 145 (or equivalent)</td>
<td>4</td>
</tr>
</tbody>
</table>

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**Second major in College of Business Administration**

Business students may complete a second business major by completing all courses required for the second major as described in the catalog. With the exception of economics, students may not use the same courses to fulfill both majors.

Business students seeking a second major or minor in liberal studies and science areas may do so by completing all requirements of the major or minor they elect, as stated in the catalog. Double counting courses in both majors, as appropriate, is allowed.

**Scholarships**

Scholarships are available to students who have demonstrated outstanding leadership qualities and have achieved scholastic excellence in the College of Business Administration program. Information may be obtained from the UW-La Crosse Foundation (https://www.uwlax.edu/foundation/) office in the Cleary Alumni and Friends Center.

**Internships**

Students may elect to take up to 15 College of Business Administration internship credits upon receiving approval of the department chair and dean. Internship credits may be applied toward fulfilling major or minor requirements if allowed in the major or minor.

Students should check with the academic department to find out eligibility requirements for internship credits in their major or minor.

**Graduation/degree requirements**

Students seeking to graduate from the College of Business Administration must:
1. Fulfill the university's general education requirements.
2. Achieve a minimum 2.00 grade point average in the business core and the business major.
3. Fulfill all other university general requirements.
4. Complete at least 50% of the business course requirements (core and major) in residence at UWL.

All CBA students are expected to confirm their degree completion by checking their advisement report in WINGS after they register for their final semester. For all CBA students who have applied to graduate, the dean's office will automatically complete a graduation check before the start of their final semester and notify them by email of any problems. If a student has specific questions or concerns about graduation requirements, they can contact the CBA dean's office.

**Joint business program with WTC**

Articulation agreements between Western Technical College (WTC) and UWL facilitate the transfer of credit between the two institutions. The following College of Business Administration programs are affected:

- Students who enroll in WTC's Associate of Arts (AA) or Associate of Science in Liberal Arts (ASLA) Program and complete certain classes may transfer to UW-La Crosse with partial work already completed towards a Bachelor of Science with a major residing in UWL's College of Business Administration.
- Students who enroll in WTC's Accounting, Business Management, Finance, or Marketing Program and complete certain classes may transfer to UW-La Crosse with partial work already completed towards a Bachelor of Science with a major residing in UWL's College of Business Administration.
- Students who enroll in WTC's IT-Network System Administration or IT-Web & Software Developer Program and complete certain classes may transfer to UW-La Crosse with partial work already completed towards a Bachelor of Science with a major in Information Systems at UWL.

Contact the UWL Admissions Office (https://www.uwlax.edu/admissions/) for more specific information. Students who earned an associate degree from another University of Wisconsin institution are exempt from UWL's general education requirements, although students must still meet all other UWL degree, college, and major requirements.