

# Business Administration

Management Option

University of Wisconsin-River Falls  
[www.uwrf.edu/cbe](http://www.uwrf.edu/cbe)

**P**eople with business knowledge and experience are the mainstays of organizations. They help assure that clients get the products and services they seek, and that the organization makes enough profit to stay in existence.

One of the exciting aspects of a business career is constant change in the marketplace.

A major in Business Administration, Finance, Management, Marketing, or Management Information Systems will help prepare you for this exciting world.

**Program** Business administration students have a choice of the major plus a minor in another field, or the broad area major with an emphasis in finance, management, marketing, or management information systems. Business administration is one of the largest majors at UW-River Falls.

**Faculty** Business faculty members have appropriate graduate degrees and experience in the business world. They are active in research in human resources, product pricing models, advertising, securities valuation, and international competition. Faculty advise students in the selection of appropriate courses, career considerations, finding an internship, learning about overseas study programs, and conducting independent research projects.

**Why Major in Business?** Business graduates will experience many career opportunities throughout their working years. Every organization has a business component. This includes for-profit organizations such as technology, healthcare, agribusiness, and manufacturing, as well as charities, units of government, and other not-for-profit organizations. Moreover, there are opportunities in all parts of the world if one is seeking international business experience.

Students who major in finance secure jobs in banking, insurance, real estate, the investment industry, financial planning, and risk management. Management graduates work in general management, human resources, and training and development. Management information systems graduates analyze, design, and implement information systems for all types of organizations. Marketing graduates work in product design, logistics, pricing, and promotion.

**Strengths of the Program** The College of Business and Economics is in candidacy for accreditation by AACSB International, the Association for the Advancement of Collegiate Schools of Business.

Upper level classes are small and often include team projects. Academic advising is another strength of the college. A professional adviser in the College of Business and Economics advises freshman and sophomore students. After students have selected a field of emphasis, they are assigned a faculty adviser in that area. Students also have access to extensive computer facilities.

Our student organizations, the Business Association and the Society for Human Resource Management, are very active and generate student/faculty professional and social interaction. There are opportunities for student-faculty research and mentoring.

The location of UW-RF in the major metropolitan Minneapolis-St.Paul area provides a wide choice of internship, career, and leisure time opportunities for students.



# BUSINESS ADMINISTRATION - Management Option

Department of Business Administration  
124 South Hall  
(715) 425-3335



## Bachelor of Science Degree. Academic Advising Plan.

### Semester 1 (Fall)

CBE 100	Orientation to CBE .....	1
General Education CW (ENGL 100)	.....	3
General Education M (MATH 146)	.....	3
General Education SB	.....	3
General Education SB	.....	3
General Education S	.....	3
Total semester credits.....		16

### Semester 2 (Spring)

ECON 201	Principles of Microeconomics .....	3
MATH 156	Calculus for Business and Social Science ...	3
or take ECON 205 in Semester 3		
General Education CA (ENGL 200)	.....	3
General Education SL	.....	3
General Education HF	.....	3
Total semester credits.....		15

### Semester 3 (Fall)

ACCT 231	Principles of Accounting I .....	3
CSIS 215	Information Systems for Business Management .....	3
ECON 202	Macroeconomics .....	3
General Education HW (P ED 108)	.....	1
General Education CS (SCTA 116)	.....	3
General Education EC	.....	3
Total semester credits.....		16

### Semester 4 (Spring)

ACCT 232	Principles of Accounting II.....	3
BLAW 265	Business Law .....	3
CBE 200	Professional Development I.....	1
ECON 226 or MATH 226	Introduction to Statistics .....	3
General Education HF	.....	3
General Elective	.....	3
Total semester credits.....		16

### Semester 5 (Fall)

ECON 326	Statistics for Business and Economics .....	3
FINC 345	Managerial Finance .....	3
MNGT 300	Management and Organizational Behavior .....	3
MNGT Support Elective (list below)	.....	3
American Cultural Diversity D	.....	3
Physical Education Activity HW	.....	.5
Total semester credits.....		15.5

### Semester 6 (Spring)

CBE 300	Professional Development II.....	1
MKTG 310	Principles of Marketing .....	3
MNGT 361	Operations Management.....	3
Required MNGT course (list below)	.....	3
MNGT Elective (list below)	.....	3
Physical Education Activity HW	.....	.5
Total semester credits.....		13.5

### Semester 7 (Fall)

Required MNGT course (list below)	.....	3
MNGT Elective (list below)	.....	3
MNGT Support Elective (list below)	.....	3
Global Perspectives G	.....	3
General Elective	.....	3
Total semester credits.....		15

### Semester 8 (Spring)

MNGT 485	Strategic Management .....	3
Required MNGT course (list below)	.....	3
MNGT Support Elective (list below)	.....	3
General Education MD	.....	3
General Elective	.....	1
Total semester credits .....		13

**Required Management Courses:** Choose 9 credits from  
MNGT 320; MNGT 340; MNGT 355; MNGT 430

**Management Electives:** Choose 6 credits from ECON 316; ECON 324; MNGT 318; MNGT 320; MNGT 330; MNGT 340; MNGT 350; MNGT 355; MNGT 365; MNGT 378; MNGT 379; MNGT 380; MNGT 389; MNGT 430; MNGT 480; MNGT 499

**Management Support Electives:** Choose 9 credits from ACCT 311, 321, 322, 356, 357, MNGT 150, ANTH 205, ART 225, 303, CSIS 161, 162, 333, 343, 402, 423, 433 ECON 301, 302, 305, 312, 328, 329, 332, 340, 342, 344, 362, 426, ENG 223, 260, 320, 367, ESM 377 ETHN 200, 400 FINC 210 GEOG 220, 237, 240, 241, 250, 255, 340, 343, 344, 360, 368, INTS 200, JOUR 260, 261, 455, 460 MATH 327, 371 MODL 101, 102, 201, 202 FREN 101, 102, 201, 202 SPAN 101, 102, 201, 202 GERM 101, 102, 201, 202, 275 JAPN 101, 102 PHIL 201, 240, 304 POLS 212, 225, 230, 256, 260, 324, 355, 360, 365, 369 PSYC 225, 236, 250, 260, 265, 305, 310, 320, 336, 350, 355, 365 SCTA 207, 208, 211, 306, 311, 313, 316 SOCI 221, 225, 240, 245, 315, 323 330, 410, 435

## Summary of Degree Requirements

General Education .....	38 cr.
American Cultural Diversity and Global Persp. ....	6 cr.
Major Requirements .....	63 cr.
Electives .....	13 cr.
Credits to Degree.....	120 cr.