

# SCHOOL OF BUSINESS MAJORS

## BACHELOR OF BUSINESS ADMINISTRATION DEGREE

The Bachelor of Business Administration prepares students for a wide range of careers in public, private, and governmental organizations. Students will be introduced to all of the primary domains of business (accounting, finance, human resources, etc.) through a core business curriculum and this foundation prepares them for advanced study in their major area. The program's design frequently allows students to earn credentials in multiple domains while staying on-track for graduation in four years.

### ACCOUNTING ([HTTP://CATALOG.UWPLATT.EDU/UNDERGRADUATE/BUSINESS-INDUSTRY-LIFE-SCIENCE-AGRICULTURE/BUSINESS/MAJORS/ACCOUNTING-BBA/](http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/accounting-bba/))

<https://www.uwplatt.edu/program/accounting> (<https://www.uwplatt.edu/program/accounting/>)

The accounting major is designed to prepare students for careers in public accounting, industry, or governmental agencies. Completion of the program provides the academic preparation to pursue one or both of the primary professional certifications in accounting:

- Certified Management Accountant (CMA) - The Institute of Management Accountants' CMA credential demonstrates professional skill in converting accounting information into managerial insights and action.
- Certified Public Accountant (CPA) - The American Institute of Certified Public Accounts' 150-credit rule to sit for the CPA exam creates a unique opportunity for accounting students at UW-Platteville. The School of Business offers an Integrated Bachelor's to Master's arrangement where students may begin taking graduate coursework in the latter portion of their program so that, upon approximately five years of coursework, students will graduate with a B.B.A. in Accounting, an M.S. in one of UW-Platteville's award-winning masters programs, and sufficient credits to sit for the CPA exam. For additional information on the Integrated Bachelor's to Master's plans, please visit <https://www.uwplatt.edu/accelerated-bachelors-masters-pathway> (<https://www.uwplatt.edu/accelerated-bachelors-masters-pathway/>).

### FINANCE ([HTTP://CATALOG.UWPLATT.EDU/UNDERGRADUATE/BUSINESS-INDUSTRY-LIFE-SCIENCE-AGRICULTURE/BUSINESS/MAJORS/FINANCE-BBA/](http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/finance-bba/))\*

<https://www.uwplatt.edu/program/finance> (<https://www.uwplatt.edu/program/finance/>)

A large part of a company's success is intelligently managing and allocating its financial resources. The finance program teaches the analytical tools and decision making skills to provide sound advice to companies and individual investors who operate in a global financial system.

### HUMAN RESOURCE MANAGEMENT ([HTTP://CATALOG.UWPLATT.EDU/UNDERGRADUATE/BUSINESS-INDUSTRY-LIFE-SCIENCE-AGRICULTURE/BUSINESS/MAJORS/HUMAN-RESOURCE-MANAGEMENT-BBA/](http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/human-resource-management-bba/))\*

<https://www.uwplatt.edu/program/human-resource-management> (<https://www.uwplatt.edu/program/human-resource-management/>)

Organizations are made of people and those people regularly need to be paid, motivated, and trained. The HRM program prepares students to strategically utilize people as an organization's most valuable resource.

### INTEGRATED MARKETING ([HTTP://CATALOG.UWPLATT.EDU/UNDERGRADUATE/BUSINESS-INDUSTRY-LIFE-SCIENCE-AGRICULTURE/BUSINESS/MAJORS/INTEGRATED-MARKETING-BBA/](http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/integrated-marketing-bba/))\*

<https://www.uwplatt.edu/program/integrated-marketing> (<https://www.uwplatt.edu/program/integrated-marketing/>)

Companies are increasingly concerned about providing a consistent and clear brand that resonates with customers. The integrated marketing program prepares students to manage all aspects of an organization's customer-facing activity.

### INTEGRATED SUPPLY CHAIN MANAGEMENT ([HTTP://CATALOG.UWPLATT.EDU/UNDERGRADUATE/BUSINESS-INDUSTRY-LIFE-SCIENCE-AGRICULTURE/BUSINESS/MAJORS/INTEGRATED-SUPPLY-CHAIN-MANAGEMENT-BBA/](http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/integrated-supply-chain-management-bba/))\*

<https://www.uwplatt.edu/program/integrated-supply-chain-management> (<https://www.uwplatt.edu/program/integrated-supply-chain-management/>)

Efficiency is the primary focus of supply chain management. SCM makes sure that everything coming into the company is efficiently used and that products going out meet quality standards and are delivered in a timely manner. Without effective SCM, company costs would skyrocket and your two-day shipping wouldn't be possible.

### MANAGEMENT ([HTTP://CATALOG.UWPLATT.EDU/UNDERGRADUATE/BUSINESS-INDUSTRY-LIFE-SCIENCE-AGRICULTURE/BUSINESS/MAJORS/MANAGEMENT-BBA/](http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/management-bba/))\*\*

<https://www.uwplatt.edu/program/management> (<https://www.uwplatt.edu/program/management/>)

The management program provides maximum flexibility to tailor your studies to your specific needs. Students complete nine credits of management courses that are relevant to any field and then are permitted to choose nearly any course from the School of Business. The program is designed to accommodate the true generalist who wants some advanced coursework in a wide range of areas or the student who needs a hyper-specialized curriculum for a niche career path.

## PROFESSIONAL SALES ([HTTP://CATALOG.UWPLATT.EDU/UNDERGRADUATE/BUSINESS-INDUSTRY-LIFE-SCIENCE-AGRICULTURE/BUSINESS/MAJORS/PROFESSIONAL-SALES-BBA/](http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/professional-sales-bba/))

<https://www.uwplatt.edu/program/professional-sales> (<https://www.uwplatt.edu/program/professional-sales/>)

Sales are the lifeblood of any organization. Sales students develop a highly-valued skill set that can contribute immediate value to employers. Students in the sales program will gain direct experience applying techniques and strategies that they've learned in their courses.

\* Major is available at the Platteville campus and online through the Distance Learning campus.

\*\* Major is available at the Platteville and Baraboo Sauk County campuses and online through the Distance Learning campus.

## BACHELOR OF SCIENCE DEGREE

### PROFESSIONAL STUDIES ([HTTP://CATALOG.UWPLATT.EDU/UNDERGRADUATE/BUSINESS-INDUSTRY-LIFE-SCIENCE-AGRICULTURE/BUSINESS/MAJORS/PROFESSIONAL-STUDIES-BS/](http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/professional-studies-bs/))\*

The Bachelor of Science in Professional Studies (BSPS) is an undergraduate degree-completion program that integrates a wide-ranging curriculum into a single, cohesive academic plan. The program consists of a foundation of communication and leadership that is relevant to all professions and a focused course of study based on the student's interests and/or previous academic experiences.

\* Major is available at the Platteville campus and online through the Distance Learning campus.

## MAJORS

- Accounting Major, B.B.A. (<http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/accounting-bba/>)
- Finance Major, B.B.A. (<http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/finance-bba/>) \*
- Human Resource Management Major, B.B.A. (<http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/human-resource-management-bba/>) \*
- Integrated Marketing Major, B.B.A. (<http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/integrated-marketing-bba/>) \*
- Integrated Supply Chain Management Major, B.B.A. (<http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/integrated-supply-chain-management-bba/>) \*
- Management Major, B.B.A. (<http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/management-bba/>) \*\*
- Professional Sales Major, B.B.A. (<http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/professional-sales-bba/>)
- Professional Studies Major, B.S. (<http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/professional-studies-bs/>) \*

\* Major is available at the Platteville campus and online through the Distance Learning campus

\*\* Major is available at the Platteville and Baraboo Sauk County campuses and online through the Distance Learning campus.

## RELATED MAJORS

- Computer Science + Business (<http://catalog.uwplatt.edu/undergraduate/engineering-mathematics-science/computer-science-software-engineering/computer-science-bs/#cs+business>)
- Computer Science + Supply Chain Management (<http://catalog.uwplatt.edu/undergraduate/engineering-mathematics-science/computer-science-software-engineering/computer-science-bs/#supply-chain-management>)

## FOUR-YEAR PLANS

- Accounting Major, B.B.A., Four-Year Plan (<http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/accounting-bba/four-year-plan/>)
- Finance Major, B.B.A., Four-Year Plan (<http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/finance-bba/four-year-plan/>)
- Human Resource Management Major, B.B.A., Four-Year Plan (<http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/human-resource-management-bba/four-year-plan/>)
- Integrated Marketing Major, B.B.A., Four-Year Plan (<http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/integrated-marketing-bba/four-year-plan/>)
- Integrated Supply Chain Management Major, B.B.A., Four-Year Plan (<http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/integrated-supply-chain-management-bba/four-year-plan/>)
- Management Major, B.B.A., Four-Year Plan (<http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/management-bba/four-year-plan/>)

- Professional Sales, B.B.A., Four-Year Plan (<http://catalog.uwplatt.edu/undergraduate/business-industry-life-science-agriculture/business/majors/professional-sales-bba/four-year-plan/>)