

MANAGEMENT MAJOR, B.B.A.

Course	Title	Credits
General Requirements		
General Education (https://catalog.uwplatt.edu/undergraduate/degree-requirements/bachelor-of-science-degree-core-curriculum/) ¹		40-53
Core Requirements ^{2,3}		
BUSADMIN 1300	Global Business	3
BUSADMIN 2330	Leadership and Management	3
BUSADMIN 2100	Supply Chain Management	3
SPEECH 1060	Speech Communication for Professionals	3
BUSADMIN 2010	Business Communication	3
BUSADMIN 2110	Management Information Systems	3
BUSADMIN 2630	Introduction to Marketing	3
ACCTING 2010	Financial Accounting	3
BUSADMIN 2340	Business Analytics	3
ACCTING 2020	Management Accounting	3
ECONOMIC 2130	Principles of Macroeconomics	3
ECONOMIC 2230	Principles of Microeconomics	3
MATH 1830	Elementary Statistics	3
PHLSPHY 2550	Business Ethics	3
BUSADMIN 3030	Introduction to Human Resource Management	3
BUSADMIN 3130	Business Law	3
BUSADMIN 3530	Organizational Behavior	3
BUSADMIN 3620	Corporate Finance	3
BUSADMIN 4840	Strategic Management	3
BUSADMIN 4990 or ACCTING 4990	Internship or Applied Professional Capstone Internship	1-8
Total Credits		100-113

Course	Title	Credits
Management Required Core		
BUSADMIN 3340	Management, Gender & Race	3
BUSADMIN 3540	Quality Management	3
BUSADMIN 3550	Team Dynamics	3
Management Electives ⁴		12
BUSADMIN 3230	Small Business Management	
BUSADMIN 3400	Personal Financial Planning	
BUSADMIN 3430	Risk Management and Insurance	
BUSADMIN 3710	Bank Management	
BUSADMIN 4140	International Management	
BUSADMIN 4170	Predictive Analytics	
BUSADMIN 4630	Marketing Management	
ENTRP 3050	New Venture Planning: Social, Commercial, Scientific and Artistic Ventures	
ENTRP 3060	New Venture Operations	
HHP 5030	Introduction to Sport Administration ⁵	
HHP 6040	Diversity and Inclusion in Sport Organizations ⁵	
Total Credits		21

¹ For BBA programs offered by the Distance Campus, the general education world languages requirement may be waived for online degree students (exclusions may apply).

² Students must complete 42 credits at the 3000 or 4000 level.

³ Students must earn an overall GPA of 2.50 or higher for courses identified in the BBA core, management required courses, and management electives.

2 Management Major, B.B.A.

4 Management majors completing the Entrepreneurship & Innovation minor will need to take ENTRP 4070 as their second technical elective in the minor.

5 Graduate-level course only available for students enrolled in the Master of Science in Sport Administration Accelerated Bachelor's to Master's (AB2M) Program.