



BUSINESS ADMINISTRATION

UW-EAU CLAIRE UNDERGRADUATE FACT SHEET

The UW-Eau Claire business administration program 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 highly valued by organizations seeking to employ business people.

WHY STUDY BUSINESS ADMINISTRATION?

- **Flexible.** The business administration major lets you customize your education by allowing you to combine the study of business with another academic discipline (see Undergraduate Programs section*).
- **In demand.** Employment in most areas of business is expected to be strong through the year 2006. (Source: Bureau of Labor and Business Statistics.)
- **Well paid.** The annual salary range for a trainee with a bachelor's degree in business administration is \$33,500-45,000. (Source: Summer 2005 Salary Survey, National Association of Colleges & Employers.)

THE EAU CLAIRE ADVANTAGE

- The College of Business is accredited by AACSB International, the premiere international accrediting agency for business schools.
- Outstanding faculty with a variety of business and industry experience.
- Strong business internship program.
- Ninety-eight percent of our 2003-04 management graduates reported they were employed or continuing their education (based on a 74

percent response rate), according to the UW-Eau Claire Career Employment Survey.

- More than 250 businesses recruit on campus each year.
- Through our international business education program, students can study business and economics in eight different countries.
- Students develop leadership skills and learn about business careers through Beta Upsilon Sigma, Phi Beta Lambda and a variety of other business organizations.
- Students can add value to their degrees by earning certificates in Communication, Leadership and Technology.

CAREER OPTIONS

- Salesperson, sales manager
- Underwriter

UW-EAU CLAIRE FACTS AT A GLANCE

- Location: Eau Claire, Wis.; city pop. 64,000, metro. pop. 151,000
- Average enrollment: 10,500
- Undergraduates: 10,063
- Graduate students: 503
- International students: 124
- Multicultural students: 485
- Average men-women ratio: 2-to-3
- Students who spend at least a semester studying abroad: 24%
- Students doing undergraduate research with faculty/staff: 710+
- ACT composite average: 24+
- Average high school rank: 77%
- Average class size: 28
- Faculty-student ratio: 1-to-20
- Computers-student ratio: 1-to-9
- Student organizations: 224
- Walk across campus: About 10 minutes
- Nickname: Blugolds
- Colors: Navy and old gold

- Advertising account executive
- Stockbroker
- Retail manager
- Purchaser/buyer
- Office administrator executive

UNDERGRADUATE PROGRAMS

The UW-Eau Claire College of Business offers the following programs in business administration:

Major

- Business Administration*

Minor

- 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 foreign language, communications, mathematics, psychology and music.

HIGH SCHOOL PREPARATION

- Be comfortable using a personal computer and have some knowledge of word processing, spreadsheet, graphics and data management software.
- Participate in activities that give you teamwork and leadership experiences.
- Enroll in courses and/or participate in activities that develop your oral and written communication skills.
- Participate in organizations and/or work experiences that let you experience how a business operates.
- All students who enroll at UW-Eau Claire are required to have a minimum of 17 college preparatory units including:

- 4 years of English (at least 3 composition and literature)
- 2 years of a single foreign language
- 3 years of math (algebra, geometry, 1 advanced college preparatory math)
- 3 years of natural science
- 3 years of social science (1 must be world or American history)
- 2 additional units in the areas already mentioned or other academic areas

Special department admissions 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. Check the university course catalogue for College of Business admission requirements.

FRESHMAN COURSE WORK

Most students take 30 credits (15 credits each semester) their freshman year. Many business students take the following courses during their first year:

- English Composition
- Principles of Microeconomics and Macroeconomics
- Short Course in Calculus
- Statistics
- Introduction to Psychology or Sociology
- Physical Education/Wellness
- General education electives

FOR MORE INFORMATION

For more information about UW-Eau Claire's programs in business administration, contact:

MANAGEMENT AND MARKETING

Timothy Vaughan, Chair
 Schneider Hall 400D
 UW-Eau Claire
 Eau Claire, WI 54702-4004
 715-836-3677
 mgmtmark@uwec.edu
 www.uwec.edu/cob/departments/
 management_marketing

For more information about campus including costs, housing, admission requirements and tours:

ADMISSIONS
 Schofield Hall 112
 UW-Eau Claire
 Eau Claire, WI 54702-4004
 715-836-5415
 admissions@uwec.edu
 www.uwec.edu/admissions



Experience the Eau Claire Advantage.