Business administration at the University of Wisconsin–Eau Claire provides students with the general business knowledge they need to compete in today's job market. The program helps students develop communication, interpersonal, and technical and critical thinking skills which are highly valued by organizations seeking to employ business students. At UW–Eau Claire, student may choose either a major or minor in business administration. The business administration major is the only one in the College of Business that requires a minor.

Typical interests and value of business administration majors:
- Analyzing, evaluation, and negotiation
- Interest in coordinating work with others
- Integrity and independence
- Managing and organizing
- Creativity and communication

Knowledge and skills gained from studying business administration:

**Knowledge:**
A business administration major’s knowledge usually involves a variety of areas. A business administration student will have general knowledge of basic accounting principles, marketing and management basics, and communication skills on many levels.

**Skills:**
- Ability to analyze and interpret data
- Coordination and organization
- Interpersonal communication
- Teamwork
- Proficiency with computers
- Writing, listening and speaking effectively
- Negotiating, forecasting and predicting
- Developing evaluation strategies
- Effective problem solving abilities
- Delegating with respect
- Selling ideas or products
- Implementing plans and decisions
- Setting and meeting goals and deadlines
- Managing others with effective leadership

Related student and professional organizations:

**Student:**
- Beta Upsilon Sigma (BUS)
- Phi Beta Lambda
- Beta Alpha Psi

**Professional:**
- National Association for Business Economics
- Society of Human Resource Management
- The Society for Information Management

Career fields related to business administration:

**Potential Employers:**
Business administration graduates can use their education in a variety of fields. In many cases, their positions closely relate to their personal career interests, work values, and transferable skills. Employers of business administration graduates include advertising agencies, educational institutions, food industries, manufacturing, government, retail industries, and the non-profit sector.

**Potential Job Titles:**
- Advertising Executive
- City Manager
- Contract Administrator
- Corporate Trainer
- Database Administrator
- Program Director
- Entrepreneur
- Facilities Manager
- Financial Aid Director
- IRS Investigator
- Human Resource Manager
- Job Analyst
- Insurance Agent/Broker
- Plant Manager
- Management Accountant
- Purchasing Agent
- Production Superintendent
- Retail Manager
- Public Relations Specialist
- Restaurant Manager
- Sales Representative
- Business Credit/Loan Administrator
- Compensation/Benefits Administrator
Consumer Credit/Loan Officer
Consultant, Management/Organizational Employment Agency Counselor
Department Store Manager

Jobs You Might also Consider...
Import/Export Specialist
Personnel Interviewer
Urban/Regional Planner
Legal Administrator
Labor Relations Specialist
Commercial/Consumer Loan Officer
Social and Community Service Manager

Sample entry-level jobs held by UW–Eau Claire business administration graduates:
- Recruiter, Primesource Staffing, Denver, CO
- Administrative Assistant, Kelly Services (Mayo Clinic), Rochester, MN
- Insurance Sales, American Income Life Insurance, Eau Claire, WI
- Vice President, All Shores Flooring, Duluth, GA
- Community Outreach Coordinator, UW-Eau Claire, Eau Claire, WI
- Account Executive, Clear Channel Communications, Eau Claire, WI
- Territory Sales Manager, Altria Group Inc., Bismarck, ND

Learn more about business administration:
Department
- Contact UW–Eau Claire’s Department of Management and Marketing, Schneider Social Science 400D, 836-3677

Getting Started at Career Services:
- Meet with a career counselor
- Take interest inventory and self assessment tests
- Utilize Blugold Career Success Network, a database of UW–Eau Claire alumni & friends available for informational interviewing
- Utilize Blugold CareerLink, an online job search database specifically for UWEC students and alum

Resources in Career Services:
Yellow Section-
- Sigi 3 handouts:
  - Business Management & Administration
  - Human Resources Manager
  - Retail Store Manager
  - Business Credit/Loan Specialist

- Book Section
  - Accounting, Finance, Insurance & Real Estate
  - Entrepreneurial

Orange Section-
- Internship information pertaining to business administration
- Computers: The Internship Center Database and Blugold CareerLink

Blue Section-
- “Hoover’s Handbook of American Business”
- “Job Opportunities in Business”
- Minnesota and Wisconsin Manufacturers’ Directories
- Resources to create a resume and cover letter for a career in business administration

Opportunities to enhance skills in business administration:
Internship
Internships are a way to gain hands-on experience in a position that you may be considering as a potential career. To find an internship in business administration, visit Career Services (Schofield 230) and speak with a career associate. Contact your adviser or the Management and Marketing Department chair about enrolling in MGMT or MKTG 398, or 498 to obtain academic credit for your internship.

Directed Studies or Independent Study Class
By participating in a directed studies or independent study class, students will be able to research an area that they find particularly interesting. Contact your adviser about enrolling in MGMT or MKTG 399, 495, or 499.

What you can do now:
- Ask your current supervisor if you could work as an apprentice to see how the business is run.
- Take a leadership role in a campus organization.