Business Administration

The business administration program within the Department of Management and Marketing 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 all highly valued by organizations seeking to employ business graduates.

Major
- Business Administration

Minor
- Business Administration

Where you'll find our grads
- Assistant Manager, Walgreen Drug Stores, Oakdale, MN
- Advertising Project Manager, Self-Employed, Maple Grove, MN
- Finance Associate, Fonda Huffmaster, Oshkosh, WI
- Business Development, Milwaukee Symphony Orchestra, Milwaukee, WI

Prepared for Success

Ninety-seven percent of our 2012-13 College of Business graduates reported they were employed or continuing their education (based on a 72 percent response rate), according to UW-Eau Claire’s After Eau Claire Post Graduate Report. More than 250 businesses recruit on campus each year seeking our College of Business students.

The average starting salary for a 2014 college graduate with a bachelor’s degree in business administration is $55,600. (Source: Salary Survey, National Association of Colleges and Employers.) Students get the most from their College of Business experience through the resources offered by the nationally recognized Center for Advising, Development and Enrichment (CADE). CADE professionals also lead students through the Student Professional Development Program, a graduation requirement for all business majors, which gives them a competitive edge with training on networking, interviewing, career development and business etiquette.

Employers of business administration graduates include educational institutions, food industries, manufacturing, government, retail industries and the non-profit sector. Students can add value to their degrees by earning certificates in business communication, leadership, information systems, international business or entrepreneurship, making them more marketable job candidates upon graduating.

Certificate programs offer an opportunity for an individual to earn college credit and advance toward a credential that certifies a significant level of achievement within a prescribed area. The following certificate programs are available to business administration students.
- International Business
- Leadership Studies
- Advanced Business Communication
- Information Systems
- Entrepreneurship

Why UW-Eau Claire Accreditation

Our business programs are accredited by the Association to Advance Collegiate Schools of Business (AACSB International). This mark of quality is achieved by fewer than 5 percent of all business schools in the world.

“I decided to complete the Advanced Business Communication Certificate because I never wanted to be nervous talking in front of people again.”
— Andrew | Marketing/Business Economics

Contact Info:
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Business Administration (continued)

Suggested Freshman Curriculum

• University writing requirement — depending on placement exam
• Principles of Microeconomics and Macroeconomics
• Short Course in Calculus
• Statistics
• Introduction to Psychology or Sociology
• Physical education/wellness
• General electives

Special Admission Guidelines

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. See College of Business admission requirements on the department website.

Related Majors / Minors

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 languages, communications, mathematics, psychology and music.