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
- Manager trainee; Menards; Eau Claire, WI
- Advertising Project Manager; Self-Employed; Maple Grove, MN
- Finance Associate; Fonda Huffmaster; Oshkosh, WI
- Business Development; Milwaukee Symphony Orchestra; Milwaukee, WI

Prepared for Success
We take your success personally. Our mission, "We prepare you for success," means we will partner with you to help you achieve an education that fits your own definition of success. You will be in demand: As a graduate of our college, you will have the knowledge and skills you need for success now and in the future. 100% of our 2014-15 management graduates report they were employed or continuing their education (Source: First Destination Report, UW-Eau Claire Class of 2014-15).

We prepare students for success through a curriculum that includes a strong liberal education core, and a broad background courses in all the areas of business. We also help students develop communication, teamwork and problem solving skills, which are highly valued by organizations seeking business graduates. The standard major in Business Administration is perfect for students who want the flexibility of a major/minor or major/certificate program of study. The major is especially appropriate for students who are interested in a minor or certificate outside the College of Business, such as computer science, languages, mathematics, psychology and music.

The minor in Business Administration is only available for non-business students.

"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:
Management + Marketing
Schneider Social Science Hall 400D
1702 Park Avenue
715-836-3677 | mgmtmark@uwec.edu

The Power of University of Wisconsin Eau Claire
Why UW-Eau Claire

Accreditation

Our academic programs are among the best. We are accredited by AACSB International, a mark of excellence achieved by less than 5% of all business schools worldwide.

Hands-On Experience

You will learn by doing. We encourage students to participate in learning experiences outside the classroom.

- 75% have completed one or more internships. (Source: COB 2015-16 Graduating Senior Surveys)
- 49% have completed a real world, applied class project for a business or organization in the community. (Source: COB 2015-16 Graduating Senior Surveys)
- 21% have studied abroad. (Source: COB 2015-16 Graduating Senior Surveys)

Get Involved / Student Orgs

Our students are engaged. You will have the opportunity to participate in internships, international study, competitions, service projects and other high impact educational experiences that will enhance your self-confidence while allowing you to apply and test what you have learned.

- 92% of our students have participated in at least one high impact experience during their college career. (Source: COB 2015-16 Graduating Senior Surveys)

You will develop leadership skills. The College of Business hosts 15 student organizations.

- 71% of our students report that they belong to at least one student organization. 30% hold a leadership position. (Source: COB 2015-16 Graduating Senior Surveys)

Suggested Freshman Curriculum

- Course(s) to satisfy the University's writing requirement—determined by placement exam
- Course(s) to satisfy the University's mathematics requirement—determined by placement exam
- Principles of Microeconomics (Econ 103)
- Principles of Macroeconomics (Econ 104)
- Foundations for Success in Business (BSAD 180)
- Courses to satisfy the University's Liberal Education requirements

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