REVISED DEGREE REQUIREMENTS FOR BACHELOR OF BUSINESS ADMINISTRATION

IT IS MOVED TO APPROVE THE REVISED ADMISSION REQUIREMENTS FOR THE
SCHOOL OF BUSINESS ADMINISTRATION, CREDIT AND GRADE POINT REQUIREMENT, AND
COURSE REQUIREMENTS OUTSIDE THE SCHOOL OF BUSINESS ADMINISTRATION FOR THE
BACHELOR OF BUSINESS ADMINISTRATION DEGREE, AS DETAILED IN THE ATTACHED
CURRICULUM DOCUMENT APPROVED BY THE FACULTY OF THE SCHOOL OF BUSINESS
ADMINISTRATION.

Introduction

The School of Business Administration at the University of Wisconsin -
Milwaukee was established July 1, 1966, by an act of the Board of Regents.
Prior to then, the programs had existed as the Division of Commerce under the
School of Commerce at Madison and with Madison's curricula. With autonomy
resulting from establishment as a School of Business Administration at UWM,
an intensive review was initiated of programs and objectives of the School.
Existing programs have been continued and a plan approved for orderly transi-
tion to the proposed revised BBA program.

The UWM School of Business Administration must be a leader in management
science and management technology and the prism for refracting the knowledge
of the University in the business community and the managing professions. The
School is committed to teaching, research, and public service for the managing
of any enterprise by emphasizing the problem areas which cut across different
institutional settings. The revised Bachelor of Business Administration curri-
culum detailed in the attached curriculum document represents extensive re-
evaluation of undergraduate education for business at UWM.

The objectives of undergraduate education at UWM which formed the back-
ground for the curriculum considerations are:

1. To offer the education in humanities and social sciences to enable
the student to take his place in society and to contribute to our
culture and system of enterprise. In addition, the student is to
have the opportunity to develop his analytical capabilities.

2. To develop insight into the administration of enterprise through
the understanding of economics and behavioral sciences in the
context of business organizations.

3. To develop understanding and skill for a particular area of admin-
istrative activity which will provide an intensive learning experience
and lead directly to a productive career. The undergraduate program
will reflect the responsibility of the University to train men and
women who are prepared to contribute to our enterprise system.
Summary of Program Revisions

The new undergraduate program in business administration incorporates the modern advances in technology in management as well as brings degree requirements into line with those generally applicable throughout the University. The revised requirements in the new undergraduate program together with the requirements in the program to be replaced are summarized as follows:

<table>
<thead>
<tr>
<th>NEW REQUIREMENT</th>
<th>FORMER REQUIREMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A. Admission to School of Business Administration</strong></td>
<td></td>
</tr>
<tr>
<td>Junior standing and 2.0 grade-point average or higher</td>
<td>Junior standing and 2.3 grade-point average or higher and completion of degree requirements in English, economics and mathematics</td>
</tr>
<tr>
<td><strong>B. Credit and Grade Point Requirement</strong></td>
<td></td>
</tr>
<tr>
<td>120 credits, 2.0 grade-point average; at least half of total credits outside business and economics (except accounting)</td>
<td>128 credits, 2.0 grade-point average; at least half of total credits outside business and economics</td>
</tr>
<tr>
<td><strong>C. Course Requirements outside Business Administration</strong></td>
<td></td>
</tr>
<tr>
<td>1. Minimum, 12 cr. in Humanities and Fine Arts</td>
<td>American History required</td>
</tr>
<tr>
<td>2. Minimum, 12 cr. in Social Sciences, at least six of which are in anthropology, psychology, or sociology</td>
<td>- - -</td>
</tr>
<tr>
<td>3. 6 credits in Physical and Natural Science subjects</td>
<td>8 credits in laboratory science</td>
</tr>
<tr>
<td>4. Introduction to Computing Machines</td>
<td>- - -</td>
</tr>
<tr>
<td>5. Introduction to Calculus, Math. 211</td>
<td>Math. of Finance and Probability</td>
</tr>
<tr>
<td>6. An advanced course in economics (300 or higher) in addition to Econ. 201 and 202</td>
<td>Econ. 201 and 202</td>
</tr>
<tr>
<td><strong>D. Requirements in Business Administration</strong></td>
<td></td>
</tr>
<tr>
<td>45 credits total and 9 free elective credits (except accounting option)</td>
<td>44 credits totaled; 17 free elective credits (except accounting option)</td>
</tr>
</tbody>
</table>

UWM FAC DOC 465, MAY 9, 1968
NEW REQUIREMENT

For background, these are distributed as follows:

1. Required functional courses
   22 credits

2. Required Administrative Analysis
   and Techniques Courses
   14 credits

3. Professional Option
   9 credits (except accounting)

4. Free Electives
   9 credits

Note: exceptions are necessary under Wisconsin Statutes regarding
public accounting which require 24 credits in the accounting
option, as explained in the Professional Option in Accounting.

FORMER REQUIREMENT

Foundation courses in
Bus. Ad.
17 credits

Basic Courses 15 credits
(from 21 available)

Field or Major
12 credits (except ac
counting)

Free Electives
17 credits
PROGRAM LEADING TO THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION

Appendix to University of Wisconsin - Milwaukee Faculty Document
May 9, 1968

UNIVERSITY OF WISCONSIN-MILWAUKEE
SCHOOL OF BUSINESS ADMINISTRATION

(Approved by the Faculty as of April 3, 1968)

UWM FAC DOC 465, MAY 9, 1968
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Academic Rules Relating to BBA</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admission</td>
<td>1</td>
</tr>
<tr>
<td>Semester Load</td>
<td>1</td>
</tr>
<tr>
<td>Residence Requirement</td>
<td>1</td>
</tr>
<tr>
<td>Transfers from other Colleges and Universities</td>
<td>2</td>
</tr>
<tr>
<td>Probation and Drop Actions</td>
<td>2</td>
</tr>
<tr>
<td>Removal from Probation</td>
<td>3</td>
</tr>
<tr>
<td>Honors and Scholarship</td>
<td>3</td>
</tr>
<tr>
<td>Pass-Fail Privilege</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Program Leading to BBA</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit and Grade Point Requirement</td>
<td>3</td>
</tr>
<tr>
<td>Course Requirements outside business administration</td>
<td></td>
</tr>
<tr>
<td>English Composition</td>
<td>4</td>
</tr>
<tr>
<td>Humanities and Fine Arts</td>
<td>4</td>
</tr>
<tr>
<td>Economics</td>
<td>4</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>4</td>
</tr>
<tr>
<td>Science</td>
<td>4</td>
</tr>
<tr>
<td>Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>Requirements in Business Administration Functional</td>
<td>5</td>
</tr>
<tr>
<td>Courses</td>
<td></td>
</tr>
<tr>
<td>Requirements in Administrative Analysis and Techniques</td>
<td>5</td>
</tr>
<tr>
<td>Professional Option, defined</td>
<td>6</td>
</tr>
<tr>
<td>Special Option</td>
<td>6</td>
</tr>
<tr>
<td>Requirements for Professional Options</td>
<td></td>
</tr>
<tr>
<td>Professional Option in Accounting</td>
<td>6</td>
</tr>
<tr>
<td>Professional Option in Marketing</td>
<td>7</td>
</tr>
<tr>
<td>Professional Option in Finance</td>
<td>8</td>
</tr>
<tr>
<td>Professional Option in Real Estate and Urban Development</td>
<td>8</td>
</tr>
<tr>
<td>Professional Option in Industrial Relations</td>
<td>8</td>
</tr>
<tr>
<td>Professional Option in Quantitative Analysis</td>
<td>9</td>
</tr>
<tr>
<td>Professional Option in Industrial Management</td>
<td>10</td>
</tr>
</tbody>
</table>

UWM FAC DOC 465, MAY 9, 1968
ADMISSION

A student planning to earn a Bachelor of Business Administration degree in the School of Business Administration enrolls for his freshman and sophomore years in the College of Letters and Science or the College of Applied Science and Engineering. During these years he is under the jurisdiction of the college in which he is enrolled. If enrolled in the College of Letters and Science, he is classified as a "pre-business administration", (PBBA).

During the semester in which a student will complete 58 credits, usually the second semester of the sophomore year, he may apply to the Dean of the School of Business Administration for admission. If the student has at least a 2.0 grade-point average on all work attempted by the end of his sophomore year, he will be admitted to the School of Business Administration and will be classified as a business administration student.

A student in any college may apply for admission to the School of Business Administration during the semester in which he will complete 58 credits or at any time thereafter. Eligibility for full admission is based on the requirement of junior standing (at least 58 credits) and a grade-point average of at least 2.0 on all work attempted for the first four semesters or their equivalent.

Students who have successfully completed four semesters in the College of Applied Science and Engineering may transfer to the School of Business Administration in accord with admission requirements given above and will be given recognition for this course sequence toward the Bachelor of Business Administration degree. Students with four semesters completed in the College of Applied Science and Engineering who transfer to the School of Business Administration will not be required to complete the Humanities and Fine Arts prescribed for all other students for the Bachelor of Business Administration degree, but are required to complete 6 credits in one of the following social science subject areas: anthropology, psychology or sociology.

SEMESTER LOAD

A full-time Business Administration student is required to take a classload of 12 to 18 credits per semester.

A student who has received a "B" average (3.0) or better in the preceding semester, on the basis of at least 14 credits, may carry a program of not more than 20 credits if the program does not include more than six courses.

RESIDENCE REQUIREMENT

The minimum residence requirement is 30 credits to be earned during a student's senior year at Milwaukee. In special cases the Dean may permit a senior to take not more than six credits by correspondence.
TRANSFERS FROM OTHER COLLEGES AND UNIVERSITIES

To apply for admission to the UWM School of Business Administration from another collegiate institution or university, a student must send transcripts of all his credits for evaluation to the Office of Admissions, the University of Wisconsin-Milwaukee.

A student who takes his freshman and sophomore years in a college other than the University of Wisconsin should, insofar as possible, plan his courses to meet the requirements for business administration, if graduation from the School of Business Administration is contemplated. Similar courses may be accepted as substitutes for the required courses, but no requirements will be waived. A student admitted "with deficiencies" is required to complete these courses immediately after transfer.

Courses in business subjects such as business law, finance, management marketing taken in other colleges in the freshman year will not be accepted as equivalents of the courses offered in these subjects. Only in exceptional cases will courses in the subjects pursued elsewhere in the sophomore year be accepted in satisfaction of the requirements, since courses in business administration at the University of Wisconsin-Milwaukee are taught primarily in the junior and senior years and presuppose considerable college background.

PROBATION AND DROP ACTIONS

Students enrolled as undergraduates are expected to maintain at least a "C" average (2.0 grade-point average) on all work carried in each semester or summer session. Failure to earn this minimum grade-point average will result automatically in a status or probation, strict probation, or dropped as indicated by the following schedule:

I. If no previous probation action has been taken:

a. Grade-point average in a semester or summer session is less than 2.0 but 1.5 or above: Probation.

b. Grade-point average in a semester or summer session is less than 1.5 but 1.0 or above: Strict probation.

c. Grade-point average in a semester or summer session is less than 1.0: Dropped for a minimum of one semester.

II. If on probation, or if a previous probation action has been taken:

a. Grade-point average in a semester or summer session is less than 2.0 but 1.5 or above: Strict probation.

b. Grade-point average in a semester or summer session is less than 1.5: Dropped for a minimum of one semester.

III. If on strict probation:

a. Grade-point average in a semester or summer session is less than 2.0: Dropped for a minimum of one semester.

UWM FAC DOC 465, MAY 9, 1968
REMOVAL FROM PROBATION

Any student on probation or strict probation will be automatically removed from probation at the end of any semester or summer session in which his grade-point average is at least 2.0 provided that the following conditions exist:

I. The student's over-all grade-point average at The University of Wisconsin-Milwaukee is at least 2.0.

II. The student's grade-point average in all business administration and economics subjects is at least 2.0.

III. A minimum credit load (12 credits in a regular session and/or six credits in a summer session) were carried in the session in which the student qualifies for removal from probation.

HONORS IN SCHOLARSHIP

"Senior Honors" and "Senior High Honors" are awarded in the School of Business Administration as special recognition for scholastic achievement to deserving graduating seniors. These honors are based on the last 60 credits carried before graduation, all of which must have been completed in residence at the University. A student earning in residence at UWM on the last 60 credits carried before graduation a grade-point average of 3.25, including at least 20 credits of "A", will be awarded "Senior Honors". A student earning in residence at UWM on the last 60 credits carried before graduation a grade-point average of 3.25, including at least 40 credits of "A", will be awarded "Senior High Honors".

PASS-FAIL PRIVILEGE

Any student admitted as an undergraduate to the School of Business Administration and in good academic standing may take up to six credits on a pass-fail basis, not more than one course in any one semester, provided the courses are not specified course requirements for graduation from the School of Business Administration or are not listed in the Professional Option elected by the student.

Program Leading to the Degree of Bachelor of Business Administration

CREDIT AND GRADE-POINT REQUIREMENT

A total of 120 credits is required for the Bachelor of Business degree. An over-all grade-point average of 2.0 (on a 4.0 basis) or higher is required on all work attempted at the University of Wisconsin. In addition, an over-all grade-point average of 2.0 or higher is required on all work attempted after admission to the School of Business Administration and on all work attempted in Business Administration and Economics courses.

Of the total 120 credits required for the Bachelor of Business Administration degree, with the exception of the professional option in accounting, no more than 60 credits may be in business administration and economics sub-

UWM FAC DOC 465, MAY 9, 1968
I. Course Requirements Outside Business Administration

The following courses are required outside the School of Business Administration. These are intended to prepare a student for the study of business administration and to supplement his professional course work. Considerable choice is available within each category. Within each broad requirement students are encouraged to pursue their interests in depth by taking advanced courses beyond the basic courses.

English Composition
One year of freshman English composition (or equivalent) is required.

6 credits

Humanities and Fine Arts
A minimum of 12 credits selected from no more than three of the following areas: art history, classics, comparative literature, English and American literature, fine arts, foreign language, history, linguistics, philosophy and communication.

12 credits

Economics
Six credits in Principles of Economics covering the areas of micro and macro economics (UWM sequence of Econ. 201 and 202 will satisfy this requirement) plus at least 3 credits in an advanced course in the Department of Economics numbered 300 or higher.

9 credits

Social Sciences
A minimum of 12 credits selected from no more than three of the following areas: cultural anthropology, psychology, sociology, political science, cultural geography, including a minimum of 6 credits in one of the following areas: anthropology, psychology or sociology.

12 credits

Science
A minimum of six credits in the physical and natural science areas of astronomy, botany, chemistry, geology, physics, physical geography and zoology.

6 credits

Mathematics
Introduction to Calculus (Math 211), or two semesters of college calculus, are required for the BBA degree. In addition, Introduction to Finite Mathematics (Math 205) is recommended.

7 credits
as an elective course in preparation for study
in business administration. College Algebra
(Math 112), or score of 3 on the placement
examination, is the prerequisite for both courses.

Introduction to Computing Machines (Math 132), or
equivalent, is required for the BBA degree. (Note:
it is understood that changes are impending in the
introductory computer instruction, including a
reduction in credits from 3 to 2.)

Electives Outside Business Administration and Economics 14 credits
66 credits

II. Requirements in Business Administration Functional Courses

The following courses in the functional area of business are required of
all students in business administration:

Accounting (Bus. Ad. 201, 202) 7 credits
Principles of Finance (Bus. Ad. 350) 3 credits
Principles of Marketing (Bus. Ad. 360) 3 credits
Production Management (Bus. Ad. 370) 3 credits
Business in Urban Setting (Bus. Ad. 380) 3 credits
Legal Environment of Business (Bus Ad. 390)
or Business Law I (Bus Ad. 391) 3 credits
22 credits

III. Requirements in Administrative Analysis and Techniques

The following courses in analytical tools and techniques are required of
all students in business administration:

Business Statistics (Bus. Ad. 210) 3 credits
Management Models (Bus. Ad. 310) 2 credits
Managerial Economics (Bus. Ad. 320) 3 credits
Administrative Organization (Bus. Ad. 330) 3 credits
Management of Human Resources (Bus. Ad. 340) 3 credits
14 credits

UWM FAC DOC 465, MAY 9, 1968
IV. Professional Option

Students will select a professional option in which to do advanced study. The option is intended to prepare a student to assume an initial productive role in the business community, as well as provide analytical tools and understanding for professional advancement, and consists of 9 credits of study in a functional area beyond the basic functional courses required by the School of Business Administration. An exception to the 9 credits is the accounting option, for which a prescribed set of courses has been established as preparation for the Certified Public Accounting examination.

A student may select one of the professional option sequences at the time he applies for admission to the School of Business Administration or at any time prior to his last two semesters. The student may elect a combination of advanced courses either in the School of Business Administration or elsewhere in the University under the "Special Option" described below.

The Special Option program consists of a suitable combination of 9 credits in advanced courses in the School of Business Administration or outside the School in other colleges or departments of the University.

The Special Option program is intended for students who may wish to continue a broad approach to their undergraduate education, for students who may have a professional objective for which the available professional options do not offer appropriate preparation, and for students who intend to enter graduate school and may wish to prepare themselves for advanced education through a special program of courses.

For a Special Option program, the proposed program must be submitted to the Dean of the School of Business Administration for approval.

V. Electives

9 credits

These credits may be taken in Business Administration and Economics subjects or in other colleges of the University subject to the required 48 credits in business administration and economics subjects (excluding Econ. 201).

Requirements and Course Descriptions for Professional Options in the BBA Program

Professional Option in Accounting

Students in the BBA program of the School of Business Administration electing the Professional Option in Accounting must take 24 credits in accounting beyond the 4 credits of Introductory Accounting (Bus. Ad. 201) required of all students. In addition, two semesters of Business Law (Bus. Ad. 391 and 491) are required.

Students in the professional option program in accounting may take up to, but not more than, 72 credits in business and economics subjects (excluding Econ. 201) of the 120 credits required for the Bachelor of Business Administration degree. All degree requirements for business administration majors
must be met, except that students electing the accounting option shall complete no less than 6 credits in Humanities and Fine Arts and no less than 6 credits in the Social Sciences, selected from one of the following areas: anthropology, psychology, or sociology. Also Managerial Accounting (Bus. Ad. 202) is not required of students electing the accounting option.

In order to complete the professional option in accounting, a student must have at the beginning of his senior year (the semester following completion of 86 credits), a grade-point average of at least 2.5 in all business and economics subjects completed (excluding 210).

The following accounting courses are required for the professional option in accounting:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus. Ad. 401</td>
<td>Intermediate Accounting</td>
<td>3 credits</td>
</tr>
<tr>
<td>402</td>
<td>Advanced Accounting I</td>
<td>4 credits</td>
</tr>
<tr>
<td>403</td>
<td>Advanced Accounting II</td>
<td>3 credits</td>
</tr>
<tr>
<td>404</td>
<td>Cost Accounting</td>
<td>3 credits</td>
</tr>
<tr>
<td>405</td>
<td>Federal Income Tax I</td>
<td>2 credits</td>
</tr>
<tr>
<td>406</td>
<td>Federal Income Tax II</td>
<td>2 credits</td>
</tr>
<tr>
<td>407</td>
<td>Auditing</td>
<td>3 credits</td>
</tr>
<tr>
<td>408</td>
<td>Management Information Systems</td>
<td>2 credits</td>
</tr>
</tbody>
</table>

One of the following elective courses in accounting must be completed to satisfy requirements for the accounting option:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>425</td>
<td>Analysis of Financial Reports</td>
<td>2 credits</td>
</tr>
<tr>
<td>426</td>
<td>Advanced Cost Accounting</td>
<td>2 credits</td>
</tr>
<tr>
<td>427</td>
<td>Public Utility Accounting</td>
<td>2 credits</td>
</tr>
<tr>
<td>428</td>
<td>Governmental Accounting</td>
<td>2 credits</td>
</tr>
<tr>
<td>429</td>
<td>Budgets and Budgetary Control</td>
<td>2 credits</td>
</tr>
</tbody>
</table>

24 credits

Professional Option in Marketing

The Professional Option in Marketing consists of nine required credits beyond the Principles of Marketing (Bus. Ad. 360) required of all students. The following courses constitute the professional option in this area.
Bus. Ad. 461 Distribution Systems 3 credits

462 Marketing Research 3 credits

463 Marketing Management 3 credits

Following are courses in marketing which may be taken as electives. Also recommended as appropriate for marketing students is Business Law I, Bus. Ad. 491.

Bus. Ad. 464 Management of Promotion 3 credits

465 Retail Management 3 credits

466 Price Policies and Practices 3 credits

Professional Option in Finance

The Professional Option in Finance shall consist of nine credits selected from the following courses, in addition to Principles of Finance (Bus. Ad. 350) required of all students. In addition, the course in Money and Banking (Econ. 330) must be completed by students electing the professional option in finance.

Bus. Ad. 451 Investment Finance 3 credits

452 Capital Theory 3 credits

453 Finance Management 3 credits

454 Securities Analysis and Portfolio Management 3 credits

Professional Option in Real Estate and Urban Development

The professional option in Real Estate and Urban Development will consist of nine credits in addition to the basic course Business in the Urban Environment (Bus. Ad. 380) required of all students.

Bus. Ad. 481 Real Estate Finance 3 credits

482 Valuation of Real Estate 3 credits

483 Property Development and Management 3 credits

Business Law II, Bus. Ad. 491, is recommended as an elective for students enrolled in the Real Estate and Urban Development professional option.

Professional Option in Industrial Relations

(Note: Approved by Bus. Ad. Faculty; title approved, course approval pending by UWM Course and Curriculum Committee)

UWM FAC DOC 465, MAY 9, 1968
The Professional Option in Industrial Relations consists of nine required credits beyond the basic courses of Administrative Organization (Bus. Ad. 330) and Management of Human Resources (Bus. Ad. 340) required of all students. The following courses are required of all students electing this option.

Psych. 315 Industrial Psychology 3 credits
Econ. 415 Labor Problems 3 credits
Bus. Ad. 441 Advanced Topics in Industrial Relations 3 credits

It should be noted that Psychology 315 requires as a prerequisite Psych. 201, Introduction to Psychology, which will count towards fulfillment of the social science requirement for the BBA degree.

Professional Option in Quantitative Analysis
(Note: Approved by Bus. Ad. Faculty; title approved, course approval pending by UWM Course and Curriculum Committee)

The Professional Option in Quantitative Analysis consists of nine credits beyond the basic courses. To qualify for the option, several prerequisites must be satisfied which may be substituted for basic course requirements for the BBA degree. The prerequisite course requirements for the Professional Option in Quantitative Analysis are as follows:

Mathematics 231 and 232, Calculus and Analytic Geometry (in lieu of Math 211) 8 credits
Bus. Ad. 312, Management Optimization Methods (in lieu of Bus. Ad. 310) 3 credits

The following courses constitute the professional option in this area. The first two courses listed are required of all students electing the option.

Bus. Ad. 410 Advanced Statistical Techniques 3 credits
411 Operations Analysis 3 credits

In addition, at least **one** course from among the following must be completed.

Bus. Ad. 412 Industrial Operations Laboratory 3 credits
413 Engineering Economic Analysis 3 credits
414 Industrial Dynamics 3 credits

UWM FAC DOC 465, MAY 9, 1968
101  Bus. Ad. 415 Quality Control and Reliability Assurance  3 credits
102       416 Design of Experiments  3 credits
103
   Professional Option in Industrial Management
104  (Note: Title approved by Bus. Ad. Faculty and UWM Course and Curriculum Committee; Faculty approval of course structure pending.)