

BUSINESS ADMINISTRATION

Business Administration Program

The Business Administration Major works toward developing effective decision-makers and leaders in both the private and public sectors through a strong practical business education as well as a comprehensive liberal arts education. The Business Administration Major offers concentrations in areas of study designed to equip students for immediate entry into professional positions.

The Business Administration Major is designed to engage students in critical thinking so they can analyze problems, implement strategies, and contribute to the success of a business organization.

While pursuing the Business Administration Major, students study under highly qualified faculty members who have expertise in their specialized fields as well as extensive business experience.

The Business Administration Major provides degree concentrations that instill excellence, builds confidence, and develop strong leadership skills that graduates can use throughout their careers.

The Business Administration Major offers the following concentrations:

- Finance (<http://catalog.uwsuper.edu/undergraduate/academic-departments/business-economics/administration/business-administration-major-finance-concentration-comprehensive/>)
- International Business (<http://catalog.uwsuper.edu/undergraduate/academic-departments/business-economics/administration/business-administration-major-international-concentration-comprehensive/>)
- Management (<http://catalog.uwsuper.edu/undergraduate/academic-departments/business-economics/administration/business-administration-major-management-concentration-comprehensive/>)
- Marketing (<http://catalog.uwsuper.edu/undergraduate/academic-departments/business-economics/administration/business-administration-major-marketing-concentration-comprehensive/>)
- Supply Chain Management (<http://catalog.uwsuper.edu/undergraduate/academic-departments/business-economics/administration/business-administration-major-supply-chain-management-concentration-comprehensive/>)

Programs

- Business Administration Major (Non-Comprehensive)
- Business Administration Major - Finance Concentration (Comprehensive)
- Business Administration Major - International Business Concentration (Comprehensive)
- Business Administration Major - Management Concentration (Comprehensive)
- Business Administration Major - Marketing Concentration (Comprehensive)
- Business Administration Major - Supply Chain Management Concentration (Comprehensive)
- Business Minor
- Marketing Minor

Student Outcomes

The Business Administration Program is committed to the UW-Superior Campus Assessment Plan. Business Administration student learning outcomes and assessment metrics are developed through a collaborative continuous improvement process that integrates input from the campus and business communities. Our program's student learning outcomes are:

1. Knowledge of the functional areas of accounting, marketing, finance, and management.
2. Knowledge of the legal, social and economic environments of business.
3. Knowledge of the global environment of business.
4. Knowledge of the ethical obligations and responsibilities of business.
5. The ability to use decision-support tools.
6. The ability to communicate effectively.
7. The ability to apply knowledge of business concepts and functions in an integrated manner.
8. The ability to construct and interpret a SWOT analysis, marketing analysis, financial analysis, competitive comparison of companies and other matrices that apply to the strategic planning process.

Admission Requirements

Refer to School of Business and Economics Admission Requirements and Policies (https://www.uwsuper.edu/catalog/2019-21/undergraduate/school-of-business-and-economics_catalog2290348/#heading2290348ad).

Faculty and Instructional Staff

Mei Cao, Professor
 Ethan Christensen, Assistant Professor
 Jennifer Garland, Senior Lecturer
 David Koslowski, Assistant Professor
 Rick Moran, Assistant Professor
 Kyle Roskoski, Senior Lecturer
 Daniel Rust, Assistant Professor