



**Sample 4-Year Plan – Academic Year 2024-2025 Requirements  
ENTREPRENEURSHIP & INNOVATION MAJOR (BBA)**

The 4-year Plan illustrates the course schedule a new freshman could take to complete a degree in 4 years; it is not an official document. Refer to the Academic Advising Report (AAR) for full requirements.

To graduate, business students must have:

- At least 120 credits
- Minimum GPA of 2.5 in the following areas: major requirements, combined transfer and UW-Whitewater GPA, and in all subjects offered by the College of Business and Economics
- Transfer students may have different CORE requirements than those listed. Refer to your Advising Report for requirements.

For more detailed information visit [General Education Requirements](#) or [Entrepreneurship and Innovation Requirements \(BBA\)](#)

| 1 <sup>st</sup> Semester   | Credits      | 2 <sup>nd</sup> Semester  | Credits      |
|--|--------------|---|--------------|
| ENGLISH 101 ( <i>Prereq: English 90</i> )  | 3            | ENGLISH 102 ( <i>Prereq: English 101</i> )  | 3            |
| MATH 139 ( <i>Prereq: Math 41</i> ) <u>OR</u><br>MATH 143 ( <i>Prereq: C or better in Math 139</i> ) | 3            | MATH 143 ( <i>Prereq: C or better in Math 139</i> ) <u>OR</u><br>General Elective | 3            |
| Select a CORE course (CORE 110,130, <u>OR</u> 120/140)   | 3            | ECON 201 ( <i>Prereq: Math 139</i> )  | 3            |
| INTRAUNV 104 (recommended)   | 1            | Select a CORE course (CORE 110,130, <u>OR</u> 120/140)                            | 3            |
| Select 1-2 course(s) from list below   | 4-6          | Select 1 course from list below   | 1-3          |
| <b>Semester Total</b>  | <b>14-16</b> | <b>Semester Total</b>   | <b>13-15</b> |

**Courses that can be taken either semester:**

- BEINDP 101 – 3 credits
- General Education Elective OR Diversity – 2-3 credits
- PEGNRL 192 Personal Health and Fitness – 1 credit
- General Education Elective OR Diversity – 2-3 credits

| 3 <sup>rd</sup> Semester   | Credits   | 4 <sup>th</sup> Semester                   | Credits      |
|--|-----------|--|--------------|
| ACCOUNT 244 ( <i>Prereq: Math 139 and 24 credits in progress</i> ) | 3         | ACCOUNT 249 ( <i>Prereq: ACCOUNT 244</i> ) | 3            |
| ECON 202 ( <i>Prereq: Econ 201</i> )                               | 3         | Lab Science (GL)                           | 4-5          |
| BEINDP 290 ( <i>Prereq: English 102</i> )                          | 2         | Select 2 courses from list below           | 6            |
| BEINDP 288 ( <i>Prereq: English 102</i> )                          | 1         | MANGEMNT 201                               | 3            |
| Select 2 courses from list below                                   | 6         |  |              |
| <b>Semester Total</b>  | <b>15</b> | <b>Semester Total</b>                      | <b>16-17</b> |

**Courses that can be taken either semester:**

- ECON 245 (*Prereq: Math 143*) – 3 credits
- COMM 110 – 3 credits
- General Education OR Diversity Elective – 3 credits
- ITSCM 280 – 3 credits

| 5 <sup>th</sup> Semester   | Credits   | 6 <sup>th</sup> Semester                         | Credits   |
|--|-----------|--|-----------|
| MANGEMNT 321 ( <i>F</i> ) ( <i>Prereq: MANGEMNT 201</i> ) <u>OR</u><br>MANGEMNT 380 ( <i>S</i> ) ( <i>Prereq: MANGEMNT 201</i> ) | 3         | CORE 390 ( <i>Prereq: 60 completed credits</i> ) | 3         |
| MARKETNG 212 ( <i>Prereq: 24 credits completed</i> )   | 3         | MARKETNG 360 ( <i>Prereq: MARKETNG 211</i> )     | 3         |
| 1 from the BUSINESS CORE ( <i>Listed on Page 2</i> )   | 3         | 2 from BUSINESS CORE                             | 6         |
| Select a CORE course (CORE 110,130, <u>OR</u> 120/140)   | 3         | Any 300-400 level course from CoBE               | 3         |
| FNBSLW 370 ( <i>F</i> ) ( <i>Prereq: FNBSLW 344</i> )  | 3         |  |           |
| <b>Semester Total</b>  | <b>15</b> | <b>Semester Total</b>                            | <b>15</b> |

| 7 <sup>th</sup> Semester   | Credits      | 8 <sup>th</sup> Semester   | Credits      |
|--|--------------|--|--------------|
| MANGEMNT 485 ( <i>Prereq: MANGEMNT 201 &amp; MARKETNG 211</i> ) <u>OR</u> ( <i>FNBSLW 344 &amp; 60 completed credits</i> ) | 3            | MANGEMNT 487 ( <i>Prereq: MANGEMNT 201, (MANGEMNT 321 OR MANGEMNT 380), MANGEMNT 485, MARKETNG 212, MARKETNG 360, And FNBSLW 370</i> ) | 3            |
| Any 300-400 level course from CoBE   | 3            | International requirement  | 3            |
| 2 from Business Core   | 6            | MANGEMNT 489 ( <i>Prereq: FNBSLW 341, FNBSLW 344, MANGEMNT 301, ITSCM 306, And MARKETNG 211</i> )                                      | 3            |
| Elective credits as needed   |              | Elective credits as needed   |              |
| <b>Semester Total</b>  | <b>12-15</b> | <b>Semester Total</b>  | <b>12-15</b> |

## Business Core Courses

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All business majors are required to take the core business courses listed below. Specific core courses are sometimes recommended in specific semesters; otherwise, you may take them in either semester.

**ACCOUNT 244-Intro to Financial Accounting** (Prereq: Math 139 or Math 141 or Math 142 and 24 credits in progress)

**ACCOUNT 249-Intro to Managerial Accounting** (Prereq: Account 244)

**BEINDP 288-Career Information** (Prereq: English 102 or English 105)

**BEINDP 290-Business Writing** (Prereq: English 102 or English 105)

**ECON 245-Business Statistics** (Prereq: Math 143 or Math 152 or Math 243 or Math 250 or Math 253 or (Math 142 And Math 151))

**ITSCM 280-Intro to Information Systems** (Prereq: Minimum 24 credits)

**MARKETNG 211-Principles of Marketing** (Prereq: Minimum 24 credits)

**FNBSLW 341-Business & Commercial Law** (Prereq: Minimum 60 credits)

**FNBSLW 344-Business Finance** (Prereq: Account 244 and (Econ 245 Or Stat 342))

**ITSCM 306-Intro to Supply Chain Management** (Prereq: Minimum 60 credits)

**MANGEMNT 301-Organizational Behavior** (Prereq: Minimum 24 credits)

**MANGEMNT 489-Strategic Management** (Senior-level college capstone course with FIVE PRE-REQUISITES: FNBSLW 341, FNBSLW 344, MANGEMNT 301, ITSCM 306, And MARKETNG 211)

*(F) = Course only offered F2F in fall, (FO) = Course only offered online in fall, (S) = Course only offered F2F in spring, (SO) = Course only offered in spring online*

## General Advising Notes

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Students should take MARKETNG 211, MANGEMNT 301, and FNBSLW 344 as their first Business Core. Students can choose between MANGEMNT 321 (F) OR MANGEMNT 380 (S). Students must have all Major Core courses done to take MANGEMNT 487.