Section III - College of Business and Economics

LOWER DIVISION (200-LEVEL) ELIGIBILITY:

Students pursuing a Bachelor of Business Administration degree and all MCS majors must achieve 24 credits and maintain a 2.50 GPA or better in order to take lower division business courses (including MCS courses) except ITBE 141, BEINDP 200, BEINDP 293, ECON 201 and ECON 202. Grades received for all appropriate college courses taken at other institutions will be included in determining the student’s grade point average eligibility for enrolling in business courses.

Business minors and non-business minors required to take business courses must have at least a 2.00 gpa and 24 credits completed to enroll in lower division (200-level) business courses required in the minor.

Non-business majors who are required or who may elect to take business courses in the major must have the GPA required in the major, must have completed 24 credits to take lower division (200-level) business courses.

UPPER DIVISION (300/400-LEVEL) ELIGIBILITY:

Students in the BBA curriculum and all MCS majors are not eligible to enroll in the College of Business and Economics 300- and 400-level courses unless they have 60.0 or more credits to degree, at least a 2.50 cum GPA and have been admitted to the upper division business courses. Transfer students must maintain a combined GPA (transfer and UW-W) of 2.50 to continue eligibility.

Business minors must have a 2.00 gpa and 60 credits completed to enroll in upper division (300 or 400-level) business courses. In order to graduate with a business minor, the student must have a 2.25 gpa in the minor.

S/NC grading may not be used in any business course or any BBA degree requirement unless offered on an S/NC basis only. Courses in the College of Business and Economics may not be taken on an audit basis. A course cannot be used to satisfy both a BBA degree and a major requirement.

Non-business majors who are required or who may elect to take 300/400-level business courses must have completed 60 credits and have a 2.00 gpa to take upper division (300 and 400-level) business courses.

Non-business majors who are not required to take business courses in the major may register for business courses during the first week of classes if all course prerequisites and credits completed (24 for lower division or 60 for upper division) are met, and the student has a 2.50 combined grade point average.

ADMISSION TO UPPER DIVISION BUSINESS COURSES:

When a student is projected to complete at least 54 credits and has satisfactorily completed or is enrolled in ENGLISH 101, ENGLISH 102, COMM 110, ACCOUNT 244, ACCOUNT 249 or ACCOUNT 261; ECON 201; ECON 202; MATH 143; and ECON 245, the student may apply for admission to the upper division business courses. All students with at least a 2.50 combined GPA will be admitted. Application forms for admission to the upper division business courses are completed at a registration information meeting or online after completion of an online advising exercise.

ENROLLMENT PREFERENCE in all business courses will be given to the following officially declared majors and minors:
• All BBA Majors; management computer systems majors; integrated science and business; business education; other non-business majors with business course requirements
• Minors; business minors; arts management minors; other minors with business course requirements.

SPECIAL STUDENTS ..... Students admitted with full/complete credentials of all previous post-secondary work (SPFC) may register with the approval of the SPFC advisor (Chris Kutz, Hyland 4300, 262 472 4993) and special students without full credentials (SPNC) can register on a space available basis with the approval of the assistant dean (Jan Olson, Hyland Hall 4300, 262-472-4900).

COMMON EXAMINATIONS ..... Certain courses have common exams during the semester when all sections will be tested at the same time. Students should not schedule other classes at those times.

GRADUATE STUDENTS ..... Graduate students must be admitted to the M.B.A. or M.P.A. program to enroll in 500-700 level courses offered in the College of Business and Economics (except Business Education and School Business Management). Non-Candidate for Degree (NCFD) students cannot register for College of Business and Economics courses. Exceptions to this policy must be approved in advance by the associate dean, College of Business and Economics (262-472-1945).

ONLINE BUSINESS COURSES ..... Charges for online business courses are stated with the course listings. The charge is the same for both in-state and out-of-state students.
### ECON 491 TRAVEL STUDY
Variable topics. Faculty-led courses abroad.

- **#1800 Section 01** (units: 3)  
  NOTE: Class meets May 20 and June 12-14, 2013 at 10am - 2:00 pm in HH2317  
  Travel dates are May 21 - June 11, 2013  
<table>
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<tr>
<th>Start/End Dates</th>
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<th>Meeting Times</th>
<th>Location</th>
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### ECON 691 TRAVEL STUDY
Variable topics. Faculty-led courses abroad.

- **#1801 Section 01** (units: 3)  
  NOTE: Class meets May 20 and June 12-14, 2013 at 10am - 2:00 pm in HH2317  
  Travel dates are May 21 - June 11, 2013  
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### *** GRADUATE LEVEL COURSES ***

### FINANCE AND BUSINESS LAW

### Finance and Business Law

#### FNBSLW 491 TRAVEL STUDY
Variable topics. Faculty-led courses abroad.

- **PREREQ:** JUNIOR STATUS, ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION  
  - **#1707 Section 01** (units: 1-3)  
    NOTE: Class meets May 20 and June 12-14, 2013 at 10am - 2:00 pm in HH2317  
    Travel dates are May 21 - June 11, 2013  
    | Start/End Dates | Meeting Days | Meeting Times | Location | Instructor |
    |------------------|--------------|---------------|----------|------------|
    | 06/12-06/14      | WRF          | 10:00 AM - 02:00 PM | HH2317   | Linda A Reid | GLOBAL WATER BUSINESS ISSUES |
    | 05/28-06/11      | Arranged     | Arranged      | OFF CAMPUS | Linda A Reid | GLOBAL WATER BUSINESS ISSUES |

### *** GRADUATE LEVEL COURSES ***

### INFORMATION TECHNOLOGY AND BUSINESS EDUCATION

### Information Technology and Business Education

#### ITBE 740 BUSINESS AND PROFESSIONAL COMMUNICATION
This course is designed to introduce students to communication theories and leadership strategies that, if applied in business settings, can improve personal and organizational goal setting, planning and evaluation. In addition, emphasis will be placed on fostering positive day-to-day human interactions as well as the continuous growth of both individuals and organizations. Emphasis will be placed on the application of concepts explored in class to management roles in a variety of business enterprises. As a result, extensive analysis of actual business communication is a major part of this course.

- **#1694 Section 01** (units: 2)  
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<td>MW</td>
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<td>Jo Ann R Oravec</td>
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### MARKETING

### Marketing

#### MARKETING 765 ADVERTISING AND PROMOTION MANAGEMENT
The course focuses on the identification and utilization of key marketing communication components in the development and implementation of promotional strategies and tactics. Attention will be devoted to understanding effective and efficient ways to integrate various marketing promotion techniques. Specific topics include sales promotion, Internet marketing, advertising, direct marketing, database marketing and personal selling.

- **PREREQ:** GRADUATE STANDING OR CONSENT OF THE INSTRUCTOR  
  - **#1518 Section 01** (units: 3)  
    | Start/End Dates | Meeting Days | Meeting Times | Location | Instructor |
    |------------------|--------------|---------------|----------|------------|
    | 07/08-08/16      | MW           | 05:15 PM - 08:35 PM | OFF CAMPUS | Dennis A Kopf | AMERICAN FAMILY - MADISON |
Section IV - College of Education

1. All students entering the pre-professional education pre-block courses, including undergraduates, transfer students, and baccalaureate degree holding students, must meet the following criteria:
   (a) Passing scores on at least two subtests of the Pre-Professional Skills Test PPST;
   (b) A 2.75 grade point average on a minimum of 12 credits.
2. Students seeking teacher licensure must be admitted to Professional Education in order to enroll in selected upper divisions courses (300-400) in Education. For information pertaining to admission to Professional Education, check at Witte Hall Information Desk.
3. The Wisconsin Department of Public Instruction licensure code requires all new graduates in Early Childhood and Elementary Education to complete the Environmental Education requirement. Either Biology 214, Ecology and Society, or Geography 252, Human Environmental Problems, will partially satisfy the requirement. Students should check with their advisers about the requirement.

PROFESSIONAL EDUCATION ADMISSION
For courses Restricted to Professional Education Admission: Practicing Teachers must have a copy of their teaching certificate and the application to Professional Education for Licensed Teachers on file with the College of Education (send to Witte Hall 2033, UW-W, Whitewater, WI 53190) prior to registering. Teachers seeking their first license must be admitted to Professional Education at UW-W. This is in addition to being admitted to, and enrolled in, a graduate program.

CURRICULUM AND INSTRUCTION

Educational Foundations

*** GRADUATE LEVEL COURSES ***

EDFOUND 780 READING, ANALYZING, AND EVALUATING EDUCATIONAL RESEARCH ... The course provides practicing teachers with background in the processes of reading, analyzing, and evaluating research in the field of education. The emphasis is on development of skills in understanding how educational research is conducted, and in knowledge and skills needed to evaluate research writing in educational journals.

#1544  Section 02  [units: 3]  NOTE: Restricted to students in the Mukwonago MSE-PD Cohort Program
05/28-08/16  Arranged  Arranged  OFF CAMPUS  Scott J Peters  READNG ANLZNG EVALTNG ED RSRCH

INTERDEPARTMENTAL

EDUINDP 443B FIELD STUDY: SPECIAL EDUCATION (3 THROUGH 8) ... Being involved in an early childhood classroom enables students to apply theoretical understandings regarding positive discipline approaches for young children and the adaptation of both curriculum and the environment to meet individual needs and abilities. Students will practice written and oral reflection. It is expected that reflective thinking will assist the student in accommodating their beliefs and knowledge of theory to classroom realities. A concurrent seminar will allow students to pose classroom practice problems, negotiate solutions, and share insights while being exposed to multiple viewpoints. Prereq: Successful completion of all prior Early Childhood Education classes

PREREQ: ADMISSION TO PROFESSIONAL EDUCATION AND ENROLLMENT IN EARLY CHILDHOOD EDUCATION (DUAL LICENSURE) MAJOR OR ADMISSION TO PROFESSIONAL EDUCATION AND ENROLLMENT IN SPECIAL EDUCATION MINOR
#1865  Section 01  [units: 1]
05/28-08/16  Arranged  Arranged  OFF CAMPUS  Simone J DeVore

EDUINDP 490 WORKSHOP ... Variable topics. Group activity oriented presentations emphasizing `hands on' and participatory instructional techniques.

#1894  Section 03  [units: 1]  NOTE: This course meets June 26 and 27, 8:00am-5:00pm, off campus at the Wehr Nature Center in Franklin.
06/26-06/27  WR  08:00 AM - 05:00 PM  OFF CAMPUS  Carrie P Lencho  ENVIRONMENTAL EDUCATION