

College of Business and Economics Strategic Priority Fund

For decades the College of Business and Economics has been known as one of the biggest business schools in the state. Not only are we the biggest, but we believe our commitment to personal education and investment in cutting-edge programs makes us the best business school in the region.



Andrew Dahl receives his doctorate hood at the December 2017 graduation dinner celebrating the first graduates of UW-Whitewater's Doctorate of Business Administration (DBA). The doctorate, which welcomed its first cohort in 2014, was the first doctorate program offered among the UW System comprehensive institutions and the first DBA program in the region. Dr. Dahl is a faculty member of the college's Marketing Department and also earned his BBA and MBA degrees at UW-Whitewater.

Since UW-Whitewater began offering business classes in 1918, the university has adopted a progressive, forward-thinking approach to growth. Deans saw the opportunity to add an accounting major, which remains the largest major on campus and has a 98% job placement rate for graduates. The College of Business and Economics invested in online graduate education in the 1990's and is now considered one of the 10 Best Online MBA Programs by US News and World Report, among other impressive rankings worldwide.

The business world is constantly evolving, and we need to evolve too to ensure our students are prepared for the jobs of today and those of tomorrow. We need to make sure students leave here with the personal and professional skillset to shape the future of business to best serve the global environment.

We will do this by ensuring all students have at least one exceptional personal development experience before graduation, such as participating in study abroad, an internship or a student organization. We will invest in our faculty, who drive the educational experience through innovative and effective teaching. And we will bolster our reputation for excellence by developing additional programs of national distinction.

While these objectives are a part of our tradition, we cannot become complacent. The College of Business and Economics Strategic Priority Fund allows the dean to support current major programs to ensure quality is maintained and invest in new programs and technology for the future. With you, new traditions in business education are made.
