

**UNIVERSITY OF WISCONSIN-SUPERIOR**  
**DEPARTMENT OF BUSINESS AND ECONOMICS (DBE)**  
**BUSINESS ADMINISTRATION (Comprehensive - No Minor Required)**  
**MARKETING CONCENTRATION**  
2008 - 2010 Catalog

**REQUIRED FOR ADMISSION TO UPPER DIVISION (300/400-LEVEL COURSES)**

To enroll in DBE 300/400-level courses, students must be admitted to the Department of Business and Economics. To be admitted to the DBE, students must first:

1. **Earn an overall grade point average of 2.3 or higher.** This requirement applies to all students, **including transfer students.** Coursework at previously attended colleges or universities will be included in GPA computations.
2. Complete the following courses with a **GPA of at least 2.0 and no grade lower than C -:**  
CIS 108; ACCT 200, 201; BUS 270; ECON 250, 251
3. Complete the following: MATH 151 (MATH 240 may substitute for MATH 151); ENGL 101, 102; COMM 110; and all but 12 credits of the remaining University General Education requirements **Students with majors offered by the Department of Business and Economics may not enroll in any of the courses listed above on a Pass/Fail basis.** The General Education mathematics requirement is satisfied by MATH 151 or 240.

All of the requirements stated above also apply to transfer students.

**SUGGESTED SEMESTER BY SEMESTER COURSE PLAN**

<b>Year One Semester One</b>		<b>Year One Semester Two</b>	
CIS 108 <sup>1</sup>	3	COMM 110	3
ENG 101 ( <i>pending placement</i> )	3	ENGL 102	3
HPHP 102	3	MATH 151 ( <i>pending placement</i> )	3
HPHP 102 Lab	0	Any Gen Ed/Electives	3-6
Any Gen Ed/Electives	3-6		
<b>TOTAL</b>	12-15	<b>TOTAL</b>	12-15

<b>Year Two Semester One</b>		<b>Year Two Semester Two</b>	
ACCT 200 <sup>2</sup>	3	ACCT 201 <sup>4</sup>	3
BUS 270 <sup>3</sup>	3	BUS 211	3
ECON 250	3	ECON 251	3
Any Gen Ed/Electives	4-8	ENGL 209 <sup>5</sup>	3
		Any Gen Ed/Electives	2-4
<b>TOTAL</b>	13-17	<b>TOTAL</b>	14-18

<sup>1</sup> Prerequisite: Must be eligible for MATH 102

<sup>2</sup> Prerequisite: Completion of, or concurrent enrollment in CIS 108

<sup>3</sup> Prerequisite: CIS 108, with a grade of C-

<sup>4</sup> Prerequisite: ACCT 200 and CIS 108 with a grade of C-

<sup>5</sup> Prerequisite: ENGL 102, COMM 110

**Year Three  
Semester One**

BUS 306 FS	3
BUS 370 FS	3
FIN 320 FS	3
Any Gen Ed/Electives	6
<b>TOTAL</b>	<b>15</b>

**Year Three  
Semester Two**

BUS 371	3
BUS 380 FS	3
BUS 430 <sup>2</sup>	3
Any Gen Ed/Electives	6
<b>TOTAL</b>	<b>15</b>

**Year Four  
Semester One**

BUS 474 <sup>1</sup> (F)	3
BUS 482 <sup>1</sup> (F)	3
ECON 430 <sup>2</sup> (F)	3
COMM 321 <sup>1</sup>	3
Any Gen Ed/Electives	3
<b>TOTAL</b>	<b>15</b>

**Year Four  
Semester Two**

BUS 475 <sup>1</sup>	3
BUS 484	3
BUS 495	3
Any Gen Ed/Electives	6
<b>TOTAL</b>	<b>15</b>

**Please Note:**

- 120 total credits and 36 credits numbered 300 or higher are required for graduation.
- Music 161 covers three categories in the 2008-10 catalog: Diversity, Humanities, and Non-Western.

<sup>1</sup> At least two courses are required from the following: BUS 474, 475, 482; COMM 321

<sup>2</sup> ECON 430 or BUS 430 required, not both

Dept.	Cat No.	Prerequisites	Semester Offered
CIS	108	Must be eligible for MATH 102	F, S
MATH	151	Qualified on Placement Test or MATH 102 (C- or higher)	F, S
ACCT	200	Completion of, or concurrent enrollment in CIS 108	F, S, SS
ACCT	201	ACCT 200, CIS 108, (C- or higher)	F, S, SS
BUS	211		F, S
BUS	270	CIS 108 C- or higher)	F, S
ECON	250		F, S
ECON	251		F, S
ENGL	209	ENGL 102, COMM 110	F, S
FIN	320	DBE	F, S
BUS	370	DBE	F, S
BUS	380	DBE	F, S
BUS	495	DBE, BUS 370, BUS 380, FIN 320	F, S
<b>Required Concentration Courses:</b>			
BUS	371	DBE	S
BUS	482	DBE, BUS 370	F
BUS	484	DBE, BUS 371	S
BUS	306	DBE	F, S
BUS	430	DBE	S
<b>or</b>			
ECON	430	ECON 250 AND ECON 251, or ECON 235	F
<b>And at least two of the following:</b>			
BUS	474	DBE, BUS 371	F
BUS	475	DBE, BUS 371	S
CIS	342	DBE	
COMM	321	COMM 170 or consent of instructor	
BUS	400		F, S