

# Business Administration

Major & Minor

## The Business Administration Program

UW-Superior's Business program has a strong reputation for preparing students for success in a wide range of business careers. All programs are designed to provide students with a strong foundation in general business practices that can be completed in four years or less.

Involvement in the businesses and organizations in the community are a part of your education, which provides real-world experience and extensive networking opportunities. There are also opportunities to gain leadership experience in one of the student organizations focused on professional development in specific areas of business.

## Business Administration Concentrations

The Business Administration major also holds four unique concentrations to provide students with in-depth preparation:

- The Finance concentration provides a solid background through courses that cover accounting, taxation, insurance and investments to gain deeper understanding.
- The International Business concentration uses courses in international business and economics, along with social responsibility and business law. Students are also encouraged to study abroad to create a solid foundation for learning.
- The Management concentration focuses on human interaction and direction within the job market. This concentration pairs well with other minors such as Music or Health and Human Performance.
- The Marketing concentration goes into great detail for students who want learn about creating marketing mediums for audiences in courses like consumer behavior, public relations, internet marketing and marketing research.



Students gain another advantage through internship opportunities with UW-Superior's community partners that provide valuable professional work experience.

For more information about UW-Superior's Business Administration program, go to [uwsuper.edu/acaddept/sbe](http://uwsuper.edu/acaddept/sbe).

## Degree Possibilities

Business graduates are in demand in the marketplace, and UW-Superior's programs provide students for positions in a wide range of industries upon graduation. Business Administration graduates have found careers in:

- Non-profit organizing
- Advertising
- Account advising
- Marketing
- Account managing
- Financial advising
- Human resources
- Financial analyzing
- Retail

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