



MAJOR: BUSINESS & ECONOMICS



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“The SBE faculty bring their own personal work experience to the classroom to bring teaching to their students beyond the textbooks. Students have the opportunity to expand their own horizons through personal interactions with the staff, a variety of clubs, business focused study abroad programs, and internships.”

— Dan Schneider '11

In the world of business, your ability to respond effectively to change is what builds your reputation as a confident, respected business leader. No matter what career path you choose, your work will be influenced by forces ranging from interest rate changes to stock market fluctuations, and your success will depend on how you respond to the circumstances those forces create.

We're pleased that you're interested in the School of Business & Economics at the University of Wisconsin-Stevens Point. Our primary purpose is to prepare you for a professional career, whether that's working in industry or with a nonprofit, owning your own business or pursuing graduate education.

Choosing a Major

The School of Business & Economics offers majors and minors in the following three areas:

Business Administration prepares you to work in a wide range of industries, businesses and nonprofits. You may choose from a variety of courses to create a concentration in management, marketing, international business, entrepreneurship, finance, insurance, or real estate—all of which will help you prepare for a specialized career path.

Accounting prepares you to be professionally licensed as a certified public accountant (CPA), certified management accountant (CMA) or certified internal auditor (CIA). Accountants and auditors work in all types of private industries as well as nonprofit organizations, federal, state, and local governments and in their own private firms.

Economics deals with resource allocation, the efficiency of economic factors, inflation, unemployment, economic growth, pollution and poverty. All of these factors influence our society and affect how our economic system functions. As an economics major, you'll develop a method of thinking and analysis that can be applied to a variety of different fields. You can select courses in areas that will prepare you for your chosen career path or for admission to graduate school in economics, law, business administration, public administration or other disciplines.

International Opportunities

In an increasingly globalized world your professional success can hinge on understanding differences in culture, business practices and consumer preferences. Participating in one of our international experiences will help prepare you to work in today's global marketplace:

- **China Internships:** You'll be introduced to the Chinese economy through our partnership with the Chinese Language Institute. Then you'll work for three weeks in Chinese businesses learning about the opportunities and challenges of the world's largest consumer market.
- **London Internships:** During the semester or summer abroad program, you'll take coursework that focuses upon the European economy, European Union competitiveness, global branding and international finance. You'll also work part time in businesses and government agencies.



“The School of Business & Economics offers students the chance to thrive in today’s competitive, business workplace through the offering of diverse internships, international programs, and beyond-the-classroom teaching methods.”

— Katrina Massa '11



“The UWSP School of Business & Economics provides valuable resources and opportunities for students to succeed through various internships, classes, SBE events and student organizations. The faculty also plays a vital role in developing students as young professionals.”

— Nancy (Simin) Zhang '13

Career Planning and Placement

When you major in business, accounting or economics, the payoff is clear as our students are among UWSP’s highest paid graduates. In fact, more than 75 percent land jobs related to their fields with accounting grads enjoying better than 93 percent placement. Salaries can vary substantially depending on your level of responsibility and your employer’s size, location and industry.

Local Internships

Want to really develop the skills you learn in class? Want to get to know a particular field, expand your network, and obtain a crucial edge to help you land that first professional job? Internships can help you do that and more. We work with Central Wisconsin’s business community to offer you internship positions at some of the strongest companies and organizations in the area including Northwestern Mutual Financial Network, Greenheck Fan, Associated Bank, Sentry Insurance, Progressive Insurance and the Green Bay Packers.

Our Faculty

Our faculty members have real-world experience in a wide range of business disciplines as well as graduate degrees from some of the finest universities internationally. You’ll benefit from our hands-on style of instruction and comprehensive understanding of our fields as you learn the concepts and practices that are key to all business applications.

You’ll also find that we’re always looking for ways to support the economic growth of the greater Central Wisconsin region and we want you to see what effect your efforts can have in your own backyard. Recent student research looked at the viability of a Stevens Point area business manufacturing ethanol fuel. Another class took on a service-learning project that helped a regional nonprofit organization audit and strengthen its internal controls. All of our students network with area business leaders and greatly benefit from their knowledge and expertise.

High School Preparation

If you want to major in business, accounting or economics you should complete a competitive college-preparatory high school curriculum focusing on courses in business, economics and mathematics.

Accreditation

The School of Business & Economics is a member of the Association for the Advancement of Collegiate Schools of Business International (AACSB). We are actively pursuing formal AACSB accreditation, a distinction awarded to only 18 percent of undergraduate business programs in the United States. UWSP has been accepted for pre-accreditation status by the AACSB.