

General Business



Bachelor of Business Administration in Business

The General Business major is ideal for students who are interested in gaining a breadth of business knowledge.

The program provides an engaging environment that advances critical thinking, innovative problem-solving, ethical behavior, leadership, and a commitment to diversity.

Students choose classes from accounting, economics, finance and business law, information technology, management, marketing, occupational safety, and supply chain. During the course of their studies, students have the option of changing their major to specialize in a specific area or to remain in the general business major and graduate with a respected business degree from UW-Whitewater.

A Safety and Risk Management emphasis is also available for the General Business major.



University of Wisconsin
Whitewater

College of Business
and Economics



www.edu/cobe/bachelors/degrees-and-majors/general-business



97%

placement rate

30,000

active alumni

\$60,695

average starting salary



University of Wisconsin Whitewater

College of Business and Economics

What would you do with this degree?

Overall employment in business and financial occupations is projected to grow 7 percent from 2021 to 2031, about as fast as the average for all occupations; this increase is expected to result in about 715,100 new jobs over the decade. In addition to new jobs from growth, opportunities arise from the need to replace workers who leave their occupations permanently. About 980,200 openings each year, on average, are projected to come from growth and replacement needs.

The median annual wage for this group was \$76,570 in May 2021, which was higher than the median annual wage for all occupations of \$45,760.



Common Employers

American Family Insurance, GE Healthcare, Milwaukee Tool, Pfizer, Siemens Healthineers



Common Job Titles

Benefit Consultant, Business Analyst, Claims Associate, Manager, Quality and Production Specialist



Wisconsin's Largest Business School



AACSB
ACCREDITED



AACSB
ACCREDITED
Accounting

