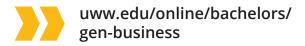# Online Bachelor of Business Administration in Business

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.

Studies in management, accounting, economics, finance, marketing, information technology, supply chain, safety and risk management, and ethics and diversity make the General Business major such a broad program. This major is extremely flexible and allows students to concentrate their study in an area of interest. Students earning this degree gain a wide breadth of knowledge and are prepared for work in a variety of careers in business, as well as government, education and nonprofit organizations.

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

University of Wisconsin
Whitewater

College *of* Business
and Economics

**uww.edu/online/bachelors/
gen-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