

BUSINESS: ACCOUNTING, BBA

ADVISING AND CAREERS

ADVISING

Advising is an integral part of any student's educational journey in the School of Business Undergraduate Program. Starting at Student Orientation, Advising, and Registration (SOAR), we encourage all students to connect with academic advisors. Business academic advisors have a wealth of knowledge about courses on campus, as well as policies and procedures.

Business career coaches help students with career exploration, internships, resumes, job search, interviewing and more. We encourage students to connect with their career coach once they arrive on campus.

Business academic advisors and career coaches are passionate about student success. Students experiencing academic difficulty or personal struggles are encouraged to talk to their advisor about how their individual situation may affect their academic performance.

ASSIGNED ACADEMIC AND CAREER COACHES

Admitted business students will have one assigned academic advisor. Career coaches are assigned by academic major to be able to provide industry-specific career guidance. If a student has more than one major, they may have more than one assigned career coach. Students can find their assigned advisor and coach by logging into the Starfish portal through MyUW.

For students not yet admitted to the School of Business, there is a team of pre-business advisors available.

ACCESSING ADVISING

Drop-in advising and scheduled appointments are available for admitted business students. Pre-business students may also schedule an appointment with a pre-business academic advisor or utilize drop-in academic advising.

For more information on accessing academic advising, please see our academic advising page (<https://business.wisc.edu/undergraduate/academic-advising/>).

For more information on accessing career coaching, please see our career coaching page (<https://business.wisc.edu/undergraduate/careers/>).

Students may direct questions about the IMAcc program to Katharine Widlak (katharine.widlak@wisc.edu), director of the program, or their academic or career advisor.

CAREERS

The most common career paths in accounting include public and corporate accounting.

Public accountants work with clients to review or prepare financial documents. All areas of public accounting work together to inspect control processes and determine accuracy of financial information and compliance

with laws, regulations, and generally accepted accounting principles. They make recommendations regarding business decisions and company finances. Public accounting includes audit/assurance and tax.

Corporate accountants manage an organization's financials and provide expertise in financial reporting and control to assist management in forming and implementing business strategy. Corporate accounting is a broad term that can include many different functions, such as management accounting, internal audit, and financial analysis.

More information on Career Pathways (<https://business.wisc.edu/undergraduate/careers/pathways/>).