

BUSINESS: MANAGEMENT AND HUMAN RESOURCES, BBA

Admissions to the Business: Management and Human Resources BBA will be suspended in fall 2025 and discontinued in fall 2029. Students interested in these areas of study should pursue the new majors: Business: Management (<https://guide.wisc.edu/undergraduate/business/management-human-resources/business-management-bba/>), Business: Human Resource Management (<https://guide.wisc.edu/undergraduate/business/management-human-resources/business-human-resource-management-bba/>), and Business: Entrepreneurship (<https://guide.wisc.edu/undergraduate/business/management-human-resources/business-entrepreneurship-bba/>).

Students in the Management and Human Resources (<https://business.wisc.edu/undergraduate/majors/management-human-resources/>) major can choose from various options. Students in human resources study how organizations attract, motivate, develop, and retain employees, and how they interact with organizations representing employees. Management studies focus on the activities of leadership, power, decision-making, organizational structure and change, strategy and policy, and the integration of organizational functions. Studies in entrepreneurship are designed for students who are interested in bringing new ideas to the marketplace.

RELATED STUDENT ORGANIZATIONS

Collegiate DECA (<https://win.wisc.edu/organization/deca/>)
 Enactus (<https://win.wisc.edu/organization/madisonenactus/>)
 Sigma Iota Epsilon (SIE) (<https://www.sienational.com/>)
 Society for Human Resource Management (<https://win.wisc.edu/organization/shrm/>)
 Sports Business Club (<https://win.wisc.edu/organization/sportsbusinessclub/>)
 Wisconsin Consulting Club (WCC) (<https://win.wisc.edu/organization/wcc/>)
 Transcend Madison (<https://www.transcenduw.com/>)

HOW TO GET IN

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Students wishing to pursue this major on campus must be admitted to the School of Business. Once admitted, students are able to pursue any business major they choose. To find out more about the school's admissions process for undergraduate students, please see Entering the School (<https://guide.wisc.edu/undergraduate/business/#enteringtheschooltext>).

REQUIREMENTS

UNIVERSITY GENERAL EDUCATION REQUIREMENTS

All undergraduate students at the University of Wisconsin-Madison are required to fulfill a minimum set of common university general education requirements to ensure that every graduate acquires the essential core of an undergraduate education. This core establishes a foundation for living a productive life, being a citizen of the world, appreciating aesthetic values, and engaging in lifelong learning in a continually changing world. Various schools and colleges will have requirements in addition to the requirements listed below. Consult your advisor for assistance, as needed. For additional information, see the university Undergraduate General Education Requirements (<https://guide.wisc.edu/undergraduate/#requirementsforundergraduatestudytext>) section of the Guide.

General Education

- Breadth—Humanities/Literature/Arts: 6 credits
- Breadth—Natural Science: 4 to 6 credits, consisting of one 4- or 5-credit course with a laboratory component; or two courses providing a total of 6 credits
- Breadth—Social Studies: 3 credits
- Communication Part A & Part B *
- Ethnic Studies *
- Quantitative Reasoning Part A & Part B *

* The mortarboard symbol appears before the title of any course that fulfills one of the Communication Part A or Part B, Ethnic Studies, or Quantitative Reasoning Part A or Part B requirements.

SCHOOL OF BUSINESS REQUIREMENTS

The Wisconsin Bachelor of Business Administration (BBA) program combines UW-Madison's general liberal education requirements, broad coverage of core business disciplines, and cutting-edge signature courses to create a strong academic foundation upon which students delve deeply into their majors.

Code	Title	Credits
School of Business BBA Requirements		
Complete requirements: (https://guide.wisc.edu/undergraduate/business/#requirementsbba)		
	School of Business Liberal Studies Requirements	
	Business Fundamentals Requirement	
	Business Core Requirement	
	Business Signature Requirement	

MANAGEMENT AND HUMAN RESOURCES (MHR) MAJOR REQUIREMENTS

The management and human resources major has six different options to choose from, as outlined below. Credit requirements vary based upon the option(s) students choose. Students may only declare one named option.

Code	Title	Credits
Students may complete a major in management and human resources in multiple different ways:		
	Complete the requirements for the Management option only	12
	Complete the requirements for the Human Resources option only	12
	Complete the requirements for the Entrepreneurship option only	12
	Complete the requirements for Management & Entrepreneurship	18
	Complete the requirements for Management & Human Resources	18
	Complete the requirements for Entrepreneurship & Human Resources	21

MANAGEMENT AND HUMAN RESOURCES: NAMED OPTIONS

View as listView as grid

- BUSINESS: MANAGEMENT AND HUMAN RESOURCES: ENTREPRENEURSHIP ([HTTPS://GUIDE.WISC.EDU/UNDERGRADUATE/BUSINESS/MANAGEMENT-HUMAN-RESOURCES/BUSINESS-MANAGEMENT-HUMAN-RESOURCES-BBA/BUSINESS-MANAGEMENT-HUMAN-RESOURCES-ENTREPRENEURSHIP-BBA/](https://guide.wisc.edu/undergraduate/business/management-human-resources/business-management-human-resources-bba/business-management-human-resources-entrepreneurship-bba/))
- BUSINESS: MANAGEMENT AND HUMAN RESOURCES: ENTREPRENEURSHIP/HUMAN RESOURCES ([HTTPS://GUIDE.WISC.EDU/UNDERGRADUATE/BUSINESS/MANAGEMENT-HUMAN-RESOURCES/BUSINESS-MANAGEMENT-HUMAN-RESOURCES-BBA/BUSINESS-MANAGEMENT-HUMAN-RESOURCES-ENTREPRENEURSHIP-HUMAN-RESOURCES-BBA/](https://guide.wisc.edu/undergraduate/business/management-human-resources/business-management-human-resources-bba/business-management-human-resources-entrepreneurship-human-resources-bba/))
- BUSINESS: MANAGEMENT AND HUMAN RESOURCES: ENTREPRENEURSHIP/MANAGEMENT ([HTTPS://GUIDE.WISC.EDU/UNDERGRADUATE/BUSINESS/MANAGEMENT-HUMAN-RESOURCES/BUSINESS-MANAGEMENT-HUMAN-RESOURCES-BBA/BUSINESS-MANAGEMENT-HUMAN-RESOURCES-ENTREPRENEURSHIP-MANAGEMENT-BBA/](https://guide.wisc.edu/undergraduate/business/management-human-resources/business-management-human-resources-bba/business-management-human-resources-entrepreneurship-management-bba/))
- BUSINESS: MANAGEMENT AND HUMAN RESOURCES: HUMAN RESOURCES ([HTTPS://GUIDE.WISC.EDU/UNDERGRADUATE/BUSINESS/MANAGEMENT-HUMAN-RESOURCES/BUSINESS-MANAGEMENT-HUMAN-RESOURCES-BBA/BUSINESS-MANAGEMENT-HUMAN-RESOURCES-BBA/](https://guide.wisc.edu/undergraduate/business/management-human-resources/business-management-human-resources-bba/business-management-human-resources-bba/))
- BUSINESS: MANAGEMENT AND HUMAN RESOURCES: MANAGEMENT ([HTTPS://GUIDE.WISC.EDU/UNDERGRADUATE/BUSINESS/MANAGEMENT-HUMAN-RESOURCES/BUSINESS-MANAGEMENT-HUMAN-RESOURCES-BBA/BUSINESS-MANAGEMENT-HUMAN-RESOURCES-MANAGEMENT-BBA/](https://guide.wisc.edu/undergraduate/business/management-human-resources/business-management-human-resources-bba/business-management-human-resources-management-bba/))
- BUSINESS: MANAGEMENT AND HUMAN RESOURCES: MANAGEMENT/HUMAN RESOURCES ([HTTPS://GUIDE.WISC.EDU/UNDERGRADUATE/BUSINESS/MANAGEMENT-HUMAN-RESOURCES/BUSINESS-MANAGEMENT-HUMAN-RESOURCES-BBA/BUSINESS-MANAGEMENT-HUMAN-RESOURCES-MANAGEMENT-HUMAN-RESOURCES-BBA/](https://guide.wisc.edu/undergraduate/business/management-human-resources/business-management-human-resources-bba/business-management-human-resources-management-human-resources-bba/))

Residency	Degree candidates are required to earn a minimum of 30 credits in residence at UW–Madison. "In residence" means on the UW–Madison campus with an undergraduate degree classification. "In residence" credit also includes UW–Madison courses offered in distance or online formats and credits earned in UW–Madison Study Abroad/Study Away programs.
Quality of Work	Undergraduate students must maintain the minimum grade point average specified by the school, college, or academic program to remain in good academic standing. Students whose academic performance drops below these minimum thresholds will be placed on academic probation.

LEARNING OUTCOMES

LEARNING OUTCOMES

1. (Human Resources and Management Tracks) Understand that the management of human resources is vital to a successful business strategy and organizational effectiveness.
2. (Human Resources Track) Analyze organization compensation strategy to identify problems and develop solutions that support the organization's strategy.
3. (Human Resources Track) Discern which staffing techniques are poor, fair, and good predictors of employees' future job performance.
4. (Human Resources Track) Identify and address the various challenges currently facing labor and employment relations.
5. (Human Resources Track) Apply appropriate tactics in competitive and cooperative negotiations individually and as part of a negotiation team.
6. (Human Resources Track) Design work systems and roles that allow employees to contribute to organizational performance.
7. (Entrepreneurship Track) Develop innovative solutions to challenging problems and generate economic and socially valuable outcomes.
8. (Entrepreneurship Track) Create, assess, shape, and act on opportunities in a variety of contexts and organizations.
9. (Entrepreneurship Track) Make decisions based on mindfulness of relevant stakeholders, ethical reflections, and an attempt to create and sustain social, environmental, and economic value.
10. (Entrepreneurship Track) Incorporate cultural context and complexities when managing in a global environment.
11. (Entrepreneurship Track) Exercise appropriate leadership, value diverse perspectives, and work collaboratively to accomplish organizational objectives in a dynamic environment.
12. (Management Track) Develop successful team structures that mitigate decision-making pitfalls and interpersonal conflict while maximizing team performance.
13. (Management Track) Design successful organization structures to achieve strategic objectives and execute operational plans within a global business environment.
14. (Management Track) Diagnose management and organizational problems from an internal or external consultant's perspective and design interventions to enhance organizational effectiveness.
15. (Management Track) Evaluate an organization's internal capabilities and external pressures and maximize its competitive advantage within an industry.

FOUR-YEAR PLAN

FOUR-YEAR PLAN

This is a **sample** four-year plan for students directly admitted into the School of Business from high school. We encourage all students to consult with their academic advisor to develop an individualized plan that meets their specific needs.

There are three named options for the MHR major from which students must choose. Students may also select any combination of two options. There are six plans below representing these options.

MANAGEMENT

Freshman

Fall	Credits Spring	Credits
MATH 211	4 ECON 101	4
GEN BUS 110	1 PSYCH 202	3
Communications A	3 Science	3
Ethnic Studies	3 Humanities, Social Science, or Literature	3
	11	13

Sophomore

Fall	Credits Spring	Credits Summer	Credits
ECON 102	4 GEN BUS 307	3 FINANCE/ ECON 300	3
GEN BUS 306	3 ACCT I S 211	3	
ACCT I S 100	3 OTM 300	3	
M H R 300	3 MARKETNG 30C	3	
GEN BUS 360	3 M H R 305, 399, 401, 403, or 412	3	
	16	15	3

Junior

Fall	Credits Spring	Credits
M H R 423	3 M H R 305, 399, 401, 403, or 412	3
Ethics ¹	3-4 Business Breadth	3
Communications B	3-4 Elective	3
Elective	3 Elective	3
	12-14	12

Senior

Fall	Credits Spring	Credits
GEN BUS 301	3 M H R 305, 399, 401, 403, 412, 310, 365, 422, 427, or 628	3
Humanities, Social Science, or Literature	3 Business Breadth	3
Humanities, Social Science, or Literature	3 Elective	3

Elective	3 Science	3
12	12	

Total Credits 106-108**HUMAN RESOURCES****Freshman**

Fall	Credits Spring	Credits
MATH 211	4 ECON 101	4
GEN BUS 110	1 PSYCH 202	3
Communications A	3 Science	3
Ethnic Studies	3 Humanities, Social Science, or Literature	3
11	13	

Sophomore

Fall	Credits Spring	Credits Summer	Credits
ECON 102	4 GEN BUS 307	3 FINANCE/ECON 300	3
GEN BUS 306	3 ACCT I S 211	3	
ACCT I S 100	3 OTM 300	3	
M H R 300	3 MARKETNG 30C	3	
GEN BUS 360	3 M H R 305	3	
16	15	3	

Junior

Fall	Credits Spring	Credits
M H R 610 or 611	2-3 M H R 612	3
Communications B	3-4 Business Breadth	3
Ethics ¹	3-4 Elective	3
Elective	3 Elective	3
Elective	3	
14-17	12	

Senior

Fall	Credits Spring	Credits
GEN BUS 301	3 Business Breadth	3
Elective	3 Science	3
Humanities, Social Science, or Literature	3 Elective	3
Humanities, Social Science, or Literature	3 M H R 612, 365, 399, 423, 628, or R M I 620	3
12	12	

Total Credits 108-111

¹ Students must choose one of the following courses: PHILOS 241 Introductory Ethics, PHILOS 243 Ethics in Business, PHILOS 341 Contemporary Moral Issues, PHILOS/ENVIR ST 441 Environmental Ethics

ENTREPRENEURSHIP**Freshman**

Fall	Credits Spring	Credits
MATH 211	4 ECON 101	4
GEN BUS 110	1 PSYCH 202	3
Communications A	3 Science	3
Ethnic Studies	3 Humanities, Social Science, or Literature	3
11	13	

Sophomore

Fall	Credits Spring	Credits Summer	Credits
M H R 300	3 GEN BUS 307	3 FINANCE/ECON 300	3
GEN BUS 306	3 ACCT I S 211	3	
ECON 102	4 OTM 300	3	
ACCT I S 100	3 M H R 434	3	
GEN BUS 360	3 MARKETNG 300	3	
16	15	3	

Junior

Fall	Credits Spring	Credits
M H R 422	3 M H R 399, FINANCE 457, M H R 305, M H R 310, M H R 365, M H R 401, M H R 403, M H R 412, M H R 423, M H R 441, or M H R 628	3
Ethics ¹	3-4 Business Breadth	3
Communications B	3-4 Elective	3
Elective	3 Elective	3
Elective	3	
15-17	12	

Senior

Fall	Credits Spring	Credits
GEN BUS 301	3 M H R 427	3
Humanities, Social Science, or Literature	3 Business Breadth	3
Humanities, Social Science, or Literature	3 Science	3
Elective	3 Elective	3
12	12	

Total Credits 109-111

¹ Students must choose one of the following courses: PHILOS 241 Introductory Ethics, PHILOS 243 Ethics in Business, PHILOS 341

Contemporary Moral Issues, PHILOS/ENVIR ST 441 Environmental Ethics

MANAGEMENT & HUMAN RESOURCES

Freshman

Fall	Credits Spring	Credits
MATH 211	4 ECON 101	4
GEN BUS 110	1 PSYCH 202	3
Communications A	3 Science	3
Ethnic Studies	3 Humanities, Social Science, or Literature	3
11		13

Sophomore

Fall	Credits Spring	Credits Summer	Credits
ECON 102	4 GEN BUS 307	3 FINANCE/ ECON 300	3
GEN BUS 306	3 ACCT I S 211	3	
ACCT I S 100	3 OTM 300	3	
M H R 300	3 MARKETNG 30C	3	
GEN BUS 360	3 M H R 305	3	
16		15	3

Junior

Fall	Credits Spring	Credits
Communications B	3-4 M H R 423	3
Ethics ¹	3-4 Business Breadth	3
Elective	3 Humanities, Social Science, or Literature	3
M H R 401, 399, 403, or 412	3 Humanities, Social Science, or Literature	3
12-14		12

Senior

Fall	Credits Spring	Credits
GEN BUS 301	3 M H R 612	3
Elective	3 Business Breadth	3
M H R 610 or 611	2-3 Science	3
Elective	3 M H R 401, 399, 403, 412, 310, 365, 422, 427, or 628	3
11-12		12

Total Credits 105-108

¹ Students must choose one of the following courses: PHILOS 241 Introductory Ethics, PHILOS 243 Ethics in Business, PHILOS 341 Contemporary Moral Issues, PHILOS/ENVIR ST 441 Environmental Ethics

MANAGEMENT & ENTREPRENEURSHIP

Freshman

Fall	Credits Spring	Credits
MATH 211	4 ECON 101	4
GEN BUS 110	1 PSYCH 202	3
Communications A	3 Science	3
Ethnic Studies	3 Humanities, Social Science, or Literature	3
11		13

Sophomore

Fall	Credits Spring	Credits Summer	Credits
ECON 102	4 GEN BUS 307	3 FINANCE/ ECON 300	3
GEN BUS 306	3 ACCT I S 211	3	
ACCT I S 100	3 OTM 300	3	
M H R 300	3 MARKETNG 30C	3	
GEN BUS 360	3 M H R 305, 399, 401, 403, or 412	3	
16		15	3

Junior

Fall	Credits Spring	Credits
M H R 422	3 Business Breadth	3
M H R 423	3 Humanities, Social Science, or Literature	3
Communications B	3-4 Elective	3
Ethics ¹	3-4 Elective	3
Elective	3 M H R 305, 399, 401, 403, or 412	3
15-17		15

Senior

Fall	Credits Spring	Credits
M H R 434, 399, or FINANCE 457	3 M H R 427	3
Humanities, Social Science, or Literature	3 Business Breadth	3
GEN BUS 301	3 Science	3
Elective	3 Elective	3
Elective	3	
15		12

Total Credits 115-117

¹ Students must choose one of the following courses: PHILOS 241 Introductory Ethics, PHILOS 243 Ethics in Business, PHILOS 341 Contemporary Moral Issues, PHILOS/ENVIR ST 441 Environmental Ethics

ENTREPRENEURSHIP & HUMAN RESOURCES

Freshman

Fall	Credits Spring	Credits
MATH 211	4 ECON 101	4
GEN BUS 110	1 PSYCH 202	3
Ethnic Studies	3 Science	3
Communications A	3 Humanities, Social Science, or Literature	3
11		13

Sophomore

Fall	Credits Spring	Credits Summer	Credits
ECON 102	4 GEN BUS 307	3 FINANCE/ ECON 300	3
GEN BUS 306	3 ACCT I S 211	3	
ACCT I S 100	3 OTM 300	3	
M H R 300	3 MARKETNG 30C	3	
GEN BUS 360	3 M H R 305	3	
16		15	3

Junior

Fall	Credits Spring	Credits
M H R 422	3 M H R 434, 399, or FINANCE 457	3
Ethics ¹	3-4 Business Breadth	3
Communications B	3-4 Humanities, Social Science, or Literature	3
Elective	3 Elective	3
Elective	3 Elective	3
15-17		15

Senior

Fall	Credits Spring	Credits
M H R 610, 611, 365, 399, 423, or 628	3 M H R 612	3
M H R 610 or 611	2-3 M H R 427	3
GEN BUS 301	3 Business Breadth	3
Humanities, Social Science, or Literature	3 Science	3
11-12		12

Total Credits 111-114

¹ Students must choose one of the following courses: PHILOS 241 Introductory Ethics, PHILOS 243 Ethics in Business, PHILOS 341 Contemporary Moral Issues, PHILOS/ENVIR ST 441 Environmental Ethics

ADVISING AND CAREERS

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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/>).

CAREERS

Students who pursue a major in management go on to careers in a wide range of fields. To find more information about common industries that management majors work in following graduation, please visit our website (<https://business.wisc.edu/undergraduate/majors/management-human-resources/>).

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

ACCREDITATION

ACCREDITATION

AACSB International—The Association to Advance Collegiate Schools of Business (<http://www.aacsb.edu/>)

Accreditation status: Accredited. Next accreditation review: 2026–2027.