BUSINESS: INFORMATION SYSTEMS, BBA

OVERVIEW
Built on a solid foundation of a business and information technology (IT) curriculum, the major in information systems delivers a unique blend of business acumen, industry standards, and practical computing instruction. Students enjoy successful placement and satisfying careers because they possess both the in-depth knowledge of business processes and the ability to readily translate business requirements into value-added IT solutions. The curriculum is designed to prepare effective leaders in the design, development, and management of information systems—the lifeblood of a successful business model. Courses emphasize both individual and team projects based on actual applications of the subject matter.

The major in information systems is administered by the Department of Operations and Information Management.

RELATED STUDENT ORGANIZATIONS
Association of Information System Professionals
National Organization for Business and Engineering

HOW TO GET IN
Students wishing to pursue this major 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 (http://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 (http://guide.wisc.edu/undergraduate/ #requirementsforundergraduatetestudytext) section of the Guide.

SCHOOL OF BUSINESS REQUIREMENTS
The Wisconsin Bachelor of Business Administration (BBA) degree program is based on a broad educational foundation combined with courses in business and economics. This curriculum is designed for those students who wish to prepare for careers in business. Students completing any School of Business major (http://guide.wisc.edu/undergraduate/business/#requirementstext) are required to satisfy a common set of Pre-Business Requirements, Liberal Studies Requirements, Business Preparatory Requirement, Business Core Requirement, Business Breadth Requirement, and Credits for BBA Degree.

INFORMATION SYSTEMS MAJOR REQUIREMENTS
The information systems major is a total of 15 credits, distributed as follows:

SUGGESTED ELECTIVES RELATED TO INFORMATION SYSTEMS

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMP SCI 300</td>
<td>Programming II</td>
<td>3</td>
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<tr>
<td>COMP SCI 400</td>
<td>Programming III</td>
<td>3</td>
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<td>Course Code</td>
<td>Course Title</td>
<td>Credits</td>
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<tr>
<td>INFO SYS 365</td>
<td>Contemporary Topics</td>
<td>1-3</td>
</tr>
<tr>
<td>I SY E/PSYCH 349</td>
<td>Introduction to Human Factors</td>
<td>3</td>
</tr>
<tr>
<td>I SY E 575</td>
<td>Introduction to Quality Engineering</td>
<td>3</td>
</tr>
<tr>
<td>I SY E 601</td>
<td>Special Topics in Industrial Engineering</td>
<td>1-3</td>
</tr>
<tr>
<td>MARKETING 310</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING/OTM 421</td>
<td>Fundamentals of Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 427</td>
<td>Enterprise Systems and Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>MHR 412</td>
<td>Management Consulting</td>
<td>3</td>
</tr>
<tr>
<td>MHR 422</td>
<td>Entrepreneurial Management</td>
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<tr>
<td>MHR 423</td>
<td>Strategic Management</td>
<td>3</td>
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<tr>
<td>OTM 351</td>
<td>Principles and Techniques of Quality Management</td>
<td>3</td>
</tr>
<tr>
<td>OTM 365</td>
<td>Contemporary Topics (Project Management)</td>
<td>3</td>
</tr>
<tr>
<td>OTM 365</td>
<td>Contemporary Topics (Operations Analytics)</td>
<td>3</td>
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<tr>
<td>OTM 451</td>
<td>Service Operations Management</td>
<td>3</td>
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<tr>
<td>OTM 654</td>
<td>Production Planning and Control</td>
<td>3</td>
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**UNIVERSITY DEGREE REQUIREMENTS**

**Requirements**
- **Total Degree:** To receive a bachelor’s degree from UW–Madison, students must earn a minimum of 120 degree credits. The requirements for some programs may exceed 120 degree credits. Students should consult with their college or department advisor for information on specific credit requirements.
- **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**

1. Students will understand how to manage data, model information, and apply appropriate information technology to create effective business solutions.
2. Students will understand how to use computer technologies to analyze business problems and processes.
3. Students will design and implement computer-based information systems which support business operations, decision-making, and planning.
4. Students will develop proficiency in project management, consulting, teamwork, conflict resolution, time management, and oral and written communication skills.
5. Students will be able to effectively lead organizations in the design, development, and management of information systems.

**ADVISING AND CAREERS**

**ADVISING**

**MEET THE ACADEMIC AND CAREER ADVISORS FOR INFORMATION SYSTEMS.**

- Tara Milliken
  Career Advisor
  tara.milliken@wisc.edu

- Jackie Murray
  Academic Advisor
  jackie.murray@wisc.edu

Please visit the advising page (https://bus.wisc.edu/bba/academics-and-programs/majors/~/link.aspx?_id=2471B6AB78B3436D8817C4E66E0AF1C2&_z=z) for information on advising and appointments.

**CAREERS**

Information systems professionals help clients address some of their most complex business problems through the effective use of technology. They see pathways to solutions of highly complex technical issues and are key leaders in conceptualizing and sourcing the best solutions. Information systems professionals collect, store and analyze information and data to assist organizations and departments in executing business initiatives and making informed decisions. Additionally, they use hardware, software, technology infrastructure combined with input from internal or external clients to develop tools to solve and track business objectives.

For more information about careers in information systems, please visit our BBA Info Systems website (https://bus.wisc.edu/bba/academics-and-programs/majors/information-systems).

**PEOPLE**

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