BUSINESS: INFORMATION SYSTEMS, BBA

Built on a solid foundation of a business and information technology (IT) curriculum, the major in Information Systems (https://business.wisc.edu/undergraduate/majors/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

Information Systems Society (https://win.wisc.edu/organization/informationsystemssociety/)

HOW TO GET IN

HOW TO GET IN
CURRENT UW–MADISON STUDENTS

Requirements	Details
How to get in	Application required. Meeting the requirements listed below does not guarantee admission. (https://admissions.wsb.wisc.edu/BbaPreBusiness (https://admissions.wsb.wisc.edu/BbaPreBusiness/))

Courses required to get in	Students are required to complete each of the 4 requirements below. Requirements can be completed via coursework, test credit, transfer work, or placement exam (if applicable). **Communication A** • ENGL 100 • COM ARTS 100 • ESL 118 • LSC 100 **Quantitative Reasoning A** • MATH 112 • MATH 114 • MATH 171 • COMP SCI/L I S 102 **Economics** • ECON 101 • ECON 111 **Human Behavior** • PSYCH 202 • SOC/C&E SOC 211 • ANTHRO 104 • GEN&WS 102 • HDFS 263
GPA requirements to get in	Minimum 3.0 UW-Madison GPA.
Credits required to get in	• If you started at UW-Madison as a first-year student, 24 credits completed/in-progress at UW-Madison are required for application. • If you started at UW-Madison as a transfer student, 12 completed/in-progress at UW-Madison are required for application. • In-progress course credits towards this minimum must be completed at the end of the spring application term.
Other	• Pre-Business 101 workshop required during the intended application year. • Pre-Business applicants may apply once within their first four terms (Fall/Spring) at UW-Madison, based on enrollment date. There is no credit maximum.

Semester	Deadline to apply	Decision notification timeline
To apply for a fall start	Mid March	On or before July 1st.
To apply for a spring start	This program does not accept applications to start in the spring.	

| To apply for a summer start | This program does not accept applications to start in the summer. |

PROSPECTIVE FIRST-YEAR APPLICANTS

All prospective UW–Madison students must apply through the central Office of Admissions and Recruitment (https://www.admissions.wisc.edu/). Prospective high school students may be considered for direct admission to Business based on their application to the University of Wisconsin-Madison. Simply list a Business interest as your top academic area of interest on the University application.

PROSPECTIVE TRANSFER APPLICANTS

Transfer students at University of Wisconsin System campuses or Wisconsin Technical Colleges may apply separately for admission to both the University of Wisconsin-Madison and the School of Business during the spring term for fall enrollment. Information for prospective transfer students can be found here: https://business.wisc.edu/undergraduate/admissions/transfer-students/.

ADDITIONAL INFORMATION

Students declared in Business: Information Systems cannot earn the Summer Certificate in Business Fundamentals, Certificate in Business, or the Certificate in Entrepreneurship due to curriculum overlap.

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/#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: (http://guide.wisc.edu/undergraduate/business/#requirementstext)		
School of Business Liberal Studies Requirements		
Business Fundamentals Requirement		
Business Core Requirement		
Business Signature Requirement		

BUSINESS: INFORMATION SYSTEMS MAJOR REQUIREMENTS

The information systems major is a total of 19 credits, distributed as follows:

Code	Title	Credits
COMP SCI 220	Data Science Programming I	4
INFO SYS 322	Introduction to Databases	3
INFO SYS 371	Technology of Computer-Based Business Systems	3
INFO SYS 424	Systems Analysis and Design	3
Choose two of the following:		6
INFO SYS 352	Digital Strategy	
INFO SYS 365	Contemporary Topics	
INFO SYS 423	Digital Platform Analytics	
Total Credits		**19**

UNIVERSITY DEGREE 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

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

FOUR-YEAR PLAN

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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. Students must complete at least 120 total credits to be eligible for graduation.

Freshman

Fall	Credits	Spring	Credits
Communications A	3	Literature	3
MATH 211 or 221	4-5	ECON 102 or 111	3-4
ECON 101 or 111	4	PSYCH 202, SOC 211, ANTHRO 104, GEN&WS 102, or HDFS 263 (Human Behavior)	3-4
GEN BUS 106	1	Science	3
GEN BUS 110	1	GEN BUS 306	3
Ethnic Studies	3		
	16-17		**15-17**

Sophomore

Fall	Credits	Spring	Credits
ACCT I S 100	3	COMP SCI 220	4
OTM 300	3	GEN BUS/DS 240, 250, or 308 (Take One)	2
Science	3	GEN BUS 360	3
GEN BUS 307	3	ACCT I S 211	3
INFO SYS 322	3	MARKETNG 300	3
	15		**15**

Junior

Fall	Credits	Spring	Credits
INFO SYS 352, 423, or 365	3	INFO SYS 423, 352, or 365	3
FINANCE/ECON 300	3	INFO SYS 371	3
PHILOS 241, 243, 341, or 441 (Ethics)	3-4	M H R 300	3
Elective	3	GEN BUS 250, 240, or 308 (Take One)	2
Elective	2	Elective	3
	14-15		**14**

Senior

Fall	Credits	Spring	Credits
INFO SYS 424	3	GEN BUS 301	3
GEN BUS 400	3	Elective	3
R M I 300, REAL EST 306, INTL BUS 200, or INFO SYS 322 (Take One)[1]	3	Elective	3
Humanities	3	Elective	3
Elective	3	Elective	3
	15		**15**

Total Credits 119-123

[1] This requirement is satisfied through the INFO SYS major requirements.

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

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. In addition, 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 Undergraduate Info Systems website (https://business.wisc.edu/undergraduate/majors/information-systems/).

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

PEOPLE

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For more information about the faculty and their research interests, please visit the directory (https://business.wisc.edu/directory/).

ACCREDITATION

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

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