BUSINESS: OPERATIONS AND TECHNOLOGY MANAGEMENT, BBA

OVERVIEW
The operations and technology management (OTM) major focuses on the design, production, and delivery of products and services to satisfy customer needs. It equips students with the essential tools and strategies to use resources efficiently, make desirable trade-offs, and strategically redesign or restructure operations. OTM majors distinguish themselves by strong analytical and problem-solving capabilities together with the ability to provide high-level managerial insights into value-based service and production management.

OTM majors have many career opportunities due to their process orientation and analytical training. They are especially well-equipped for positions in supply chain management and logistics, business analytics, management consulting, service operations management, and manufacturing management.

Students choosing this major may find the Specialization in Supply Chain Management ([http://guide.wisc.edu/undergraduate/business/school-wide/supply-chain-management-specialization](http://guide.wisc.edu/undergraduate/business/school-wide/supply-chain-management-specialization)) particularly attractive due to complementary coursework and overlapping job opportunities.

RELATED STUDENT ORGANIZATIONS
Badger Operations Association ([https://win.wisc.edu/organization/BOA](https://win.wisc.edu/organization/BOA))
Council of Supply Chain Management Professionals (CSCMP) ([https://cscmp.org](https://cscmp.org))
American Society for Quality
APICS—The Association for Operations Management ([http://www.apics.org/about/contact](http://www.apics.org/about/contact))

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](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/#requirementsforundergraduatestudystext](http://guide.wisc.edu/undergraduate/#requirementsforundergraduatestudystext)) section of the Guide.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>OTM 451</td>
<td>Service Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>OTM 351</td>
<td>Principles and Techniques of Quality Management</td>
<td>3</td>
</tr>
<tr>
<td>or OTM 370</td>
<td>Sustainable Approaches to System Improvement</td>
<td></td>
</tr>
<tr>
<td>OTM 365</td>
<td>Contemporary Topics (Operations Analytics)</td>
<td>3</td>
</tr>
<tr>
<td>or OTM 410</td>
<td>Operations Research I</td>
<td></td>
</tr>
<tr>
<td>or OTM 411</td>
<td>Operations Research II</td>
<td></td>
</tr>
<tr>
<td>OTM 654</td>
<td>Production Planning and Control</td>
<td>3</td>
</tr>
</tbody>
</table>

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](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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Business</td>
<td>Complete requirements: (<a href="http://guide.wisc.edu/undergraduate/business/#requirementstext">http://guide.wisc.edu/undergraduate/business/#requirementstext</a>)</td>
<td></td>
</tr>
<tr>
<td>Liberal Studies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Prep</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Core</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Breadth</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

OPERATIONS AND TECHNOLOGY MANAGEMENT (OTM) MAJOR REQUIREMENTS
It is recommended that the undergraduate core course OTM 300 Operations Management be taken as early as possible in preparation for this major.
or OTM/ MARKETNG 421 Fundamentals of Supply Chain Management
or MARKETNG 427 Enterprise Systems and Supply Chain Management

Complete two elective courses from the suggested tracks (found below) 6

Total Credits 18

OTM SUGGESTED ELECTIVE COURSES
Any OTM course taken after fulfilling the requirements above will count as an elective course. Non-OTM School of Business courses on the OTM electives list will be used to satisfy the OTM elective requirement first. If the OTM elective requirement is fulfilled, these courses can be used to satisfy the School of Business breadth requirement, provided they are not cross-listed with OTM.

SUPPLY CHAIN MANAGEMENT

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>OTM 351</td>
<td>Principles and Techniques of Quality Management</td>
<td>3</td>
</tr>
<tr>
<td>OTM 370</td>
<td>Sustainable Approaches to System Improvement</td>
<td>3</td>
</tr>
<tr>
<td>OTM 442</td>
<td>Database Management and Applications</td>
<td>3</td>
</tr>
<tr>
<td>OTM 451</td>
<td>Service Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>OTM 654</td>
<td>Production Planning and Control</td>
<td>3</td>
</tr>
<tr>
<td>OTM/MARKETNG 421</td>
<td>Fundamentals of Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>OTM/MARKETNG 422</td>
<td>Logistics Management</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 423</td>
<td>Procurement &amp; Supply Management</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 427</td>
<td>Enterprise Systems and Supply Chain Management</td>
<td>3</td>
</tr>
</tbody>
</table>

BUSINESS ANALYTICS

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>OTM 365</td>
<td>Contemporary Topics (Operations Analytics)</td>
<td>3</td>
</tr>
<tr>
<td>OTM 442</td>
<td>Database Management and Applications</td>
<td>3</td>
</tr>
<tr>
<td>OTM 640</td>
<td>Business Logistics Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 310</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>INFO SYS 365</td>
<td>Contemporary Topics</td>
<td>3</td>
</tr>
<tr>
<td>INFO SYS/ COMP SCI 371</td>
<td>Technology of Computer-Based Systems</td>
<td>3</td>
</tr>
<tr>
<td>INFO SYS 422</td>
<td>Computer-Based Data Management</td>
<td>3</td>
</tr>
<tr>
<td>INFO SYS 424</td>
<td>Analysis and Design of Computer-Based Systems</td>
<td>3</td>
</tr>
<tr>
<td>INFO SYS/I SY E/ OTM 671</td>
<td>E-Business: Technologies, Strategies and Applications</td>
<td>3</td>
</tr>
</tbody>
</table>

BUSINESS PROCESS DESIGN AND IMPROVEMENT

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>OTM 351</td>
<td>Principles and Techniques of Quality Management</td>
<td>3</td>
</tr>
</tbody>
</table>

UNIVERSITY DEGREE REQUIREMENTS

Requirements Detail

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. Graduates will understand how to analyze and evaluate business processes combined with a capability for improving those processes.
2. Graduates will understand how the effects of increased utilization and variability impact process capacity and flow times, and will be able to suggest approaches to improve system performance.
3. Graduates will be able to build analytical models to solve business problems.
4. Graduates will be able to articulate the commonalities and differences between service and manufacturing processes, and be able to manage and make improvements within either context.
5. Graduates will be able to apply principles of supply chain management in business contexts.

6. Graduates will be able to analyze and implement operational business decisions from both strategic and tactical perspectives.

**ADVISING AND CAREERS**

**MEET THE ACADEMIC AND CAREER ADVISORS FOR OTM.**

Tara Milliken  
Career Advisor  
tara.milliken@wisc.edu

Jackie Murray  
Academic Advisor  
jackie.murray@wisc.edu

Please see your Student Center for academic advisor contact information. Please visit the advising page for information on advising and appointments.

**CAREERS**

All products and services—from cars to surgeries—are delivered by organized systems. It’s the job of operations managers to make sure those activities occur when they are planned, in the right way, in the right quantity, and with the right quality. Operations Management transforms inputs—such as labor, equipment, facilities, materials, energy, and information—into goods and services for customers. To make this happen, the operations function is responsible for critical activities such as materials management, resource planning, purchasing, scheduling, and quality.

OTM majors from the Wisconsin BBA have a successful placement history. Some recent students have worked at:

Epic (project manager), First Supply (purchasing analyst), Cisco (IT analyst), Fiskars Brand (forecast analyst), Kimberly-Clark (customer inventory analyst), CUNA Mutual Group (staff auditor), RMI, Inc. (supply chain and logistics associate).

Please visit our website for further details about potential career areas and responsibilities.

**PEOPLE**

**FACULTY AND STAFF IN INFORMATION SYSTEMS**

Robert Batt  
Assistant Professor  
bob.batt@wisc.edu

Hessam Bavafa  
Assistant Professor  
hbavafa@bus.wisc.edu

Steve Boeder  
BBA Faculty Associate  
director of the Erdman Center for Operations and Technology Management  
steve.boeder@wisc.edu

Gregory DeCroix  
BS, BA, Ph.D.  
Professor  
greg.decroix@wisc.edu

Mark Finster  
BS, Ph.D.  
Emeritus - Teaching  
mark.finster@wisc.edu

Donald Harmatuck  
BS, BA, Ph.D.  
Emeritus - Teaching  
dharmatuck@bus.wisc.edu

Donald Hausch  
BS, MS, Ph.D.  
Professor  
dhausch@bus.wisc.edu

Andrew Jakubczak  
BBA, MS  
Lecturer  
andy@bus.wisc.edu

Sung Kim  
BS, MS, Ph.D.  
Professor  
skim@bus.wisc.edu

Rafael Lazimy  
BA, DBA  
Associate Professor  
rlazimy@bus.wisc.edu

Timothy McClurg  
BS, MBA, Ph.D.  
Senior Lecturer  
tmclurg@bus.wisc.edu

James Morris  
BS, MBA, Ph.D.  
Emeritus - Teaching  
jmorris@bus.wisc.edu

Terence Ow  
BS, MBA, MS, MS, Ph.D.  
Visiting Associate Professor  
ow@wisc.edu

Enno Siemsen  
Ph.D.  
Professor  
esiemsen@wisc.edu

Jordan Tong  
BS, BA, Ph.D.
Assistant Professor  
jtong@bus.wisc.edu

Dharmaraj Veeramani (https://bus.wisc.edu/faculty/Raj-Veeramani)  
Professor  
Affiliate Member in Operations and Information Management  
raj.veeramani@uwebc.wisc.edu

Urban Wemmerlöv (https://bus.wisc.edu/faculty/urban-wemmerlov), BS,  
MS, MS, Ph.D.  
Professor  
urban.wemmerlov@wisc.edu