BUSINESS: OPERATIONS AND TECHNOLOGY MANAGEMENT, BBA

The Operations and Technology Management (https://business.wisc.edu/undergraduate/majors/operations-technology-management/) (OTM) major focuses on the design, creation, and delivery of products and services to satisfy customer needs. It equips students with the essential tools and strategies to use resources efficiently, make necessary 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 consulting, project management, service operations management, technology management, manufacturing management, and business analytics.

RELATED STUDENT ORGANIZATIONS

Badger Operations Association (https://win.wisc.edu/organization/BOA/)
Badger Consulting Club (https://www.badgerconsultinguw.com/)
Wisconsin Consulting Club (https://www.wisconsinconsultingclub.org/)
American Society for Quality (https://asq.org/)

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: Operations and Technology Management 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: OPERATIONS AND TECHNOLOGY MANAGEMENT (OTM) MAJOR REQUIREMENTS

It is recommended that the undergraduate core course OTM 300 Operations and Supply Chain Management be taken as early as possible in preparation for this major.

Code	Title	Credits
OTM 351	Business Process Improvement	3
OTM 451	Service Operations Management	3
OTM 452	Project Management	3
OTM 453	Operations Analytics	3
Elective Coursework		**6**
Select a minimum of 6 additional credits from OTM and/or INFO SYS		
Total Credits		**18**

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 analyze and evaluate business processes combined with a capability for improving those processes.
2. 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. Build analytical models to solve business problems.
4. Articulate the commonalities and differences between service and manufacturing processes, and be able to manage and make improvements within either context.
5. Analyze and implement operational business decisions from both strategic and tactical perspectives.

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.

Freshman

Fall	Credits	Spring	Credits
Communications A	3	PSYCH 202, SOC 211, ANTHRO 104, GEN&WS 102, or HDFS 263 (Human Behavior)	3-4
ECON 101 or 111	4	Ethnic Studies	3
MATH 211 or 221	4-5	Science	3
GEN BUS 110	1	GEN BUS 306	3
GEN BUS 106	1	ECON 102 or 111	4
	13-14		**16-17**

Sophomore

Fall	Credits	Spring	Credits
ACCT I S 100	3	ACCT I S 211	3
GEN BUS 307	3	MARKETNG 300	3
OTM 300	3	OTM Elective (either OTM or INFO SYS prefix)	3
GEN BUS 360	3	OTM 351	3
GEN BUS/DS 240, 250, or 308 (Take One)	2	Science	3
	14		**15**

Junior

Fall	Credits	Spring	Credits
Literature	3	PHILOS 241, 243, 341, or 441 (Ethics)	3-4
FINANCE/ECON 300	3	M H R 300	3
OTM 451	3	OTM 453	3
Humanities	3	GEN BUS 250, 240, or 308 (Take One)	2
Elective	3	Elective	4
	15		**15-16**

Senior

Fall	Credits	Spring	Credits
GEN BUS 400	3	GEN BUS 301	3
OTM 452	3	R M I 300, REAL EST 306, INTL BUS 200, or INFO SYS 322 (Take One)	3
OTM Elective (either OTM or INFO SYS prefix)	3	Elective	3
Elective	3	Elective	3
Elective	4	Elective	4
	16		**16**

Total Credits 120-123

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

All products and services, from cars to surgeries to consulting, are delivered by organized systems. It is the job of operations managers to make sure those activities occur when they are needed, in the right way, with the right quality, and in the right quantity. Operations management designs and oversees the transformation of inputs, such as labor, equipment, facilities, materials, energy, and information, into goods and services for customers. To make this all happen, the operations function is responsible for critical activities such as process design, resource planning, scheduling, and quality management.

Common Career Paths
Consulting & Project Management
- Operations consulting is the act of assisting various types of businesses in assessing the current status of internal processes, procedures, and strategies in order to enhance the overall operation and efficiency of the organization. The scope of operations consulting is quite broad, serving businesses that are both service-based and product or manufacturing-based.
- Because consulting engagements often occur as discrete projects that are separate from business-as-usual activities, project management tools and skills are often needed to bring a team of people together temporarily to focus on specific project objectives

Service Operations Management
- Service operations management is concerned with the design, operations, and improvement of processes used to produce and deliver services to customers. Because services often require a high degree of customer involvement in the creation of the service, key responsibilities involve developing tasks and procedures for both employees and customers to enable error-free, fast, and low cost creation of the service.

Technology Management
- Technology management allows an organization to manage its technological assets to create a competitive advantage. The role of technology management is to understand the value that technologies can have for an organization and for its customers, and to decide when and how to invest in technology development.

Manufacturing Management
- Manufacturing management involves the design, execution, and improvement of processes used to manufacture goods for end users. Key tasks involve planning and control of materials and resources to enable these processes and make them error-free, fast, and low cost.

Please visit our website (https://business.wisc.edu/undergraduate/majors/operations-technology-management/) for further details about potential career areas and responsibilities.

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

PEOPLE

PEOPLE

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.