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) particularly attractive due to complementary coursework and overlapping job opportunities.

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

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/#requirementsforundergraduatetext) section of the Guide.

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<td>or OTM 370</td>
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GENERAL EDUCATION REQUIREMENTS

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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.

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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)

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

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<td>MARKETNG 423</td>
<td>Procurement &amp; Supply Management</td>
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<tr>
<td>MARKETNG 427</td>
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BUSINESS ANALYTICS

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<td>OTM 640</td>
<td>Business Logistics Analysis</td>
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<td>MARKETNG 310</td>
<td>Marketing Research</td>
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<td>INFO SYS/COMP SCI 371</td>
<td>Technology of Computer-Based Business Systems</td>
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<td>INFO SYS 422</td>
<td>Computer-Based Data Management</td>
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<td>INFO SYS 424</td>
<td>Analysis and Design of Computer-Based Systems</td>
<td>3</td>
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<tr>
<td>INFO SYS/I SY E/OTM 671</td>
<td>E-Business: Technologies, Strategies and Applications</td>
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BUSINESS PROCESS DESIGN AND IMPROVEMENT

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ACCT IS 310  Cost Management Systems.  3
INFO SYS 365  Contemporary Topics  3
INFO SYS/COMP SCI 371  Technology of Computer-Based Business Systems  3
INFO SYS 422  Computer-Based Data Management  3
INFO SYS 424  Analysis and Design of Computer-Based Systems  3
I SY E 515  Engineering Management of Continuous Process Improvement  3
I SY E/PSYCH 549  Human Factors Engineering  3

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

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**

**ADVISING**

**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 all 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**

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