The Certificate in Business (https://wsb.wisc.edu/programs-degrees/certificates/business-undergrad) (CIB) program provides non-business students the opportunity to earn a concentration in a clearly defined academic program in business. The coursework allows students to develop a foundational understanding of business and apply this to their specific field, such as international studies or engineering. In addition to careers related to their own fields, students who earn the certificate have also found job opportunities in management, marketing, and other business fields in the past.

### ELIGIBILITY

To be eligible to apply, students must meet the following requirements:

- 54 degree credits completed at time of application (junior standing)
- 12 GPA credits (transfer students must complete a minimum of 12 credits at UW–Madison)
- 2.75 minimum cumulative GPA (This GPA does not guarantee admission to the CIB)
- Grades and GPAs from transfer coursework do not count toward CIB admission
- Currently enrolled UW–Madison student
- Undergraduate, degree-seeking student (non-business)

### APPLICATION

The application (https://apps.wsb.wisc.edu/undergrad/certificate/application/closed.aspx) is available the first Friday of each semester and due the fourth Friday of the semester. Students must complete the application in one sitting.

The certificate in business application requires an essay on behalf of the applicant.

Admission decisions are based primarily on cumulative UW–Madison GPA and fit for the program as evidenced through the applicant’s essay. All admission decisions are final and there is no appeal process for denied students.

Admitted students will be charged a $150 tuition differential until degree completion/graduation. The tuition differential provides CIB students access to all School of Business resources, including career and academic advisors within the BBA Program.

### REQUIREMENTS

The CIB program consists of six courses (four core courses and two additional breadth courses), for a total of 18 credits. Students are also responsible for any pre-requisite courses needed for core or breadth courses. Click here for pre-requisite information for core courses.

Students must take at least 12 of the 18 required credits in residence at UW–Madison. Study abroad courses taken through a UW–Madison-sponsored program will count toward the 12 credits in residence.

Students must earn a grade of "C" or better in all required courses for the CIB.

### REQUIRED COURSES

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ACCT I S 300</td>
<td>Accounting Principles</td>
<td>3</td>
</tr>
<tr>
<td>or ACCT I S 100</td>
<td>Introductory Financial Accounting</td>
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<tr>
<td>FINANCE/ECON 300</td>
<td>Introduction to Finance</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 300</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>M H R 300</td>
<td>Managing Organizations</td>
<td>3</td>
</tr>
<tr>
<td>Breadth Course 3</td>
<td></td>
<td>3</td>
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<tr>
<td>Breadth Course 3</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Total Credits</td>
<td></td>
<td>18</td>
</tr>
</tbody>
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1. CIB students are strongly encouraged to take ACCT I S 300, unless ACCT I S 100 is required by their major. Please note, however, that ACCT I S 100 is a requirement for many other upper-level accounting and finance courses. Students planning to take additional accounting or finance courses, should consult with the CIB advisor.

2. Approved courses to meet the stats prerequisite include: GEN BUS 306, ECON 310, MATH/STAT 309, MATH/STAT 431, PSYCH 210, STAT 301, STAT/MATH 309, STAT/MATH 310, STAT 311, STAT 324, STAT 371, and STAT/MATH 431.

3. Breadth Requirement information:
   - Breadth courses must be at least 3 credits
   - Breadth courses must be School of Business courses (or courses cross-listed with School of Business). Breadth courses may be from the same department as the core courses
   - Breadth courses must be from two different School of Business departments (or cross-listed with two different School of Business departments)
   - Courses taken at another institution must be directly equivalent to a UW–Madison business course and title (i.e., not elective credit)

### EXCLUSIONS

The following courses may not be used to satisfy the CIB Breadth Courses requirement:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>GEN BUS 300</td>
<td>Professional Communication</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 306</td>
<td>Business Analytics I</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 310</td>
<td>Fundamentals of Accounting and Finance for Non-Business Majors</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 311</td>
<td>Fundamentals of Management and Marketing for Non-Business Majors</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 365</td>
<td>Contemporary Topics</td>
<td>3</td>
</tr>
<tr>
<td>ACCT I S 211</td>
<td>Introductory Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>Any business course numbered 399</td>
<td></td>
<td></td>
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<tr>
<td>Any business course cross-listed with a foreign language</td>
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</tbody>
</table>
CERTIFICATE COMPLETION REQUIREMENT

This undergraduate certificate must be completed concurrently with the student’s undergraduate degree. Students cannot delay degree completion to complete the certificate.

LEARNING OUTCOMES

1. (Accounting) Apply accounting principles to develop decision-useful accounting information that supports implementation of organizational strategy.

2. (Finance) Know and have a deep understanding of the net present value model and its components, and be able to apply the model to the valuation of assets.

3. (Management and Human Resources) Know and be able to illustrate how organizational success is a function of strategy, organizational culture, human resource management, leadership, teams, structure, managing change, and entrepreneurship.

4. (Marketing) Answer the “big questions” of the marketing planning process by explaining and demonstrating mastery of: 1) why marketing is a strategy and not a slogan, 2) how marketing is personal, 3) the importance of balancing risk, reward, cost, and time to optimize the 4 p’s (product, price, place, and promotion), and 4) how marketing is a conduit between customer needs and company wants.

ADVISING AND CAREERS

ADVISING

Academic advising for the CIB is available in the BBA Advising Center, 3150 Grainger Hall. Questions can be directed to the CIB advisor, Katie Denzin (katie.denzin@wisc.edu).

Career advising for the CIB is available in the BBA Program Office, 3290 Grainger Hall. Career-related questions can be directed to Jamie Hinze (jamie.hinze@wisc.edu).

For more information on academic and career advising for the CIB, please see Advising (https://bus.wisc.edu/bba/mybiz/advising/#academic) on the school’s website.

CAREERS

Certificate students are qualified for many entry-level business positions. While the career opportunities available to CIB are vast, common business careers CIB students pursue following graduation include:

- Advertising
- Business analyst—information systems
- Business development
- Commercial and retail banking
- Consulting
- Event management
- Human resources
- Investment management
- Management
- Project lead/manager—information systems
- Retail (stores and corporate)
- Underwriting/claims adjusting

Other CIB students choose to pursue careers in education, engineering, the nonprofit sector or the healthcare industry, to name a few. Some CIB students attend graduate school following graduation in programs including law school, public policy, medical school, engineering, social work, and more.