

BUSINESS: ACCOUNTING, BBA

By pursuing the accounting major (<https://business.wisc.edu/undergraduate/majors/accounting/>), you will develop strong technical and professional skills to succeed in a dynamic profession. Learn how emerging technologies are changing the landscape of business and gain an appreciation for the global and diverse nature of a career path in accounting.

Topics, skills, and concepts:

- Financial and managerial accounting, cost accounting, accounting systems, emerging technologies, taxation, audit and advisory services.
- Evaluate the economic transactions on which businesses are built, and organize and report the impact of those transactions. Learn to evaluate the tax impact of business decisions.
- Critical analysis, group dynamics, problem solving, and communication skills.

RELATED STUDENT ORGANIZATIONS

Beta Alpha Psi (<https://win.wisc.edu/organization/bap/>)

Institute of Management Accountants (<https://win.wisc.edu/organization/imauwmadison/>)

Women in Finance and Accounting (<https://win.wisc.edu/organization/wifa/>)

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: Accounting BBA cannot earn the Certificate in Accounting, 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 (<https://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: (https://guide.wisc.edu/undergraduate/business/#requirements-text)		
	School of Business Liberal Studies Requirements	
	Business Fundamentals Requirement	
	Business Core Requirement	
	Business Signature Requirement	

BUSINESS: ACCOUNTING MAJOR REQUIREMENTS

The accounting major is a total of 25–30 credits, distributed as follows:

Code	Title	Credits
ACCT IS 301	Financial Reporting I	3
ACCT IS 302	Financial Reporting II	3
ACCT IS 310	Cost Management Systems	3
ACCT IS 340	Accounting Information Systems	3
ACCT IS 401	Business Organizations and Negotiable Instruments	3
ACCT IS 406 or ACCT IS 600	Accounting and Analysis for Reporting Entities Professional Experience in Accounting	1-6
ACCT IS 620	Fundamentals of Taxation	3
ACCT IS 621	Corporate and Advanced Taxation	3
ACCT IS 630	Foundations of Auditing	3
Accounting majors must take a minimum of 18 credits of ACCT IS courses numbered 301 or higher at UW–Madison		
Total Credits		25–30

RECOMMENDED ELECTIVES¹

Code	Title	Credits
ACCT IS 406	Accounting and Analysis for Reporting Entities ²	3
ACCT IS 600	Professional Experience in Accounting	1-6
ACCT IS 603	Financial Statement Analysis ²	3
ACCT IS 640	Foundation in Accounting Analytics ²	3
The following courses are recommended as program electives outside of accounting. The student is encouraged to elect as many as a program will permit.		
FINANCE/ ECON 320	Investment Theory ²	3
FINANCE 325	Corporation Finance	3
FINANCE 602	Wealth Management & Financial Planning ²	3
FINANCE 635	Business Valuation ²	3
FINANCE 650	Mergers and Acquisitions ²	3
INFO SYS 322	Introduction to Databases	3
M H R 310	Challenges & Solutions in Business Sustainability ²	3
M H R 617	Diversity in Organizations ²	3
R M I 300	Principles of Risk Management ²	3
R M I 650	Sustainability, Environmental and Social Risk Management ²	3
R M I 660	Risk Analytics and Behavioral Science ²	3
R M I 670	Cyber Risk & Regulations ²	3

¹ Students who are interested in sitting for the CPA Exam may consider taking 1-2 extra accounting courses, as CPA requirements vary from state to state. Further, students interested in sitting for the CPA Exam should take INFO SYS 322, which covers many CPA exam learning objectives and meets a requirement to sit for the CPA exam in Wisconsin prior to graduation with a MSABA degree.

² Students interested in pursuing a Graduate Accounting degree from UW-Madison will have the ability to transfer up to 6 credits of undergraduate coursework to their graduate degree. These courses would be eligible to transfer under this policy.

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. Apply Generally Accepted Accounting Principles (GAAP) (and relevant assumptions, principles, and constraints) to prepare financial statements.
2. Recognize that management accounting and control systems, providing financial and non-financial performance information, are integral to the successful design and implementation of an organizational strategy.
3. Interpret and validate business events and transactions through the lens of business processes and systems.
4. Demonstrate technical competence in income taxation of individuals, partnerships, corporations, and international organizations.
5. Identify the legal implications of their choices and how the law impacts their interactions with others in a business setting.
6. Explain how to complete an audit from beginning to end, applying auditing standards, assessing risk, and gathering evidence.

FOUR-YEAR PLAN

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This page includes four **sample** four-year plans, two plans for students directly admitted into the School of Business from high school and two plans for students not directly admitted from high school. In each of the two sets of plans, the first plan represents the accounting major and the second plan represents the accounting major with the integrated Master of Science in Business: Accounting and Business Analysis (MSABA) degree. We encourage all students to consult with their academic advisor to develop an individualized plan that meets their specific needs.

PLAN 1: ACCOUNTING MAJOR - DIRECT ADMIT

Freshman

Fall	Credits Spring	Credits
MATH 211 or 221	4-5 ECON 101 or 111	4
Communications Part A	3 PSYCH 202, SOC 211, ANTHRO 104, GEN&WS 102, or HDFS 263 (Human Behavior)	3-4
Ethnic Studies	3 ACCT IS 100	3
Science	3 Science	3
GEN BUS 106	1 Humanities	3
GEN BUS 110	1	
15-16		16-17

Sophomore

Fall	Credits Spring	Credits
ECON 102 or 111	4 ACCT IS 302	3
ACCT IS 211	3 GEN BUS 306	3

ACCT I S 301	3 ACCT I S 310	3
GEN BUS 360	3 MARKETNG 300	3
Elective	2 FINANCE/ECON 300	3
	GEN BUS/DS 240, 250, or 308	2
15		17
Junior		
Fall	Credits Spring	Credits
GEN BUS 307	3 ACCT I S 630	3
ACCT I S 620	3 ACCT I S 401	3
M H R 300	3 OTM 300	3
ACCT I S 340	3 Elective	3
GEN BUS 301	3 R M I 300, REAL EST 306, INTL BUS 200, or INFO SYS 322 ¹	3
15		15
Senior		
Fall	Credits Spring	Credits
GEN BUS 400	3 ACCT I S 600 or 406 ³	1-6
Literature	3 ACCT I S 621	3
Elective	4 PHILOS 241, 243, 341, or 441 (Ethics)	3-4
Elective ²	3 Elective	3
GEN BUS 250, 240, or 308	2 Elective	2
15		12-18
Total Credits 120-128		

¹ Students are highly encouraged to take INFO SYS 322 Introduction to Databases. Material in this course is covered on the Uniform CPA examination.

² Students are highly encouraged to consider ACCT I S 640 Foundation in Accounting Analytics.

³ We recommend that non-MSABA students complete their internship in the summer.

Note: A student pursuing this plan may end up taking more credits to reach 150 total credits to be eligible to sit for the CPA exam.

PLAN 2: ACCOUNTING MAJOR WITH MSABA – DIRECT ADMIT

Freshman

Fall	Credits Spring	Credits
MATH 211 or 221	4-5 ECON 101 or 111	4
Communications Part A	3 PSYCH 202, SOC 211, ANTHRO 104, GEN&WS 102, or HDFS 263 (Human Behavior)	3-4
Ethnic Studies	3 ACCT I S 100	3
Science	3 Science	3
GEN BUS 110	1 Humanities	3
GEN BUS 106	1	
15-16		16-17

Sophomore

Fall	Credits Spring	Credits
ECON 102 or 111	3-4 ACCT I S 302	3
ACCT I S 211	3 GEN BUS 360	3
ACCT I S 301	3 ACCT I S 310	3
GEN BUS 306	3 Elective	3
Elective	4 GEN BUS/DS 240, 250, or 308	2
	FINANCE/ECON 300	3
16-17		17

Junior

Fall	Credits Spring	Credits
GEN BUS 307	3 ACCT I S 401	3
ACCT I S 620	3 ACCT I S 621	3
MARKETNG 300	3 ACCT I S 630	3
M H R 300	3 OTM 300	3
ACCT I S 340	3 Elective	3
GEN BUS 301	3 R M I 300, REAL EST 306, INTL BUS 200, or INFO SYS 322 ¹	3
18		18

Senior

Fall	Credits Spring	Credits
GEN BUS 400	3 ACCT I S 600 or 406	1-6
Literature	3 Elective ³	2
PHILOS 241, 243, 341, or 441 (Ethics)	3-4	
Elective ²	3	
GEN BUS 250, 250, or 308	2	
Elective	3	
17-18		3-8

Total Credits 120-129

¹ Students are highly encouraged to take INFO SYS 322 Introduction to Databases. Material in this course is covered on the Uniform CPA examination.

² Students are highly encouraged to consider ACCT I S 640 Foundation in Accounting Analytics.

³ We recommend that MSABA students who complete an internship during the spring semester fulfill these elective credits outside of the spring semester (summer, online, AP credits, etc.).

PLAN 3: ACCOUNTING MAJOR – NON-DIRECT ADMIT

Freshman

Fall	Credits Spring	Credits
MATH 211 or 221	4-5 ECON 101 or 111	4
Communications Part A	3 PSYCH 202, SOC 211, ANTHRO 104, GEN&WS 102, or HDFS 263 (Human Behavior)	3-4
Ethnic Studies	3 Literature	3
Humanities	3 Science	3

GEN BUS 106	1 Elective	3
Elective	2	
16-17		16-17

Sophomore

Fall	Credits Spring	Credits
ACCT I S 100	3 GEN BUS 307	3
GEN BUS 306	3 ACCT I S 211	3
GEN BUS 110	1 ACCT I S 301	3
M H R 300	3 GEN BUS 360	3
ECON 102 or 111	3-4 Elective	2
GEN BUS/DS 240, 250, or 308	2	
15-16		14

Junior

Fall	Credits Spring	Credits
ACCT I S 302	3 OTM 300	3
ACCT I S 340	3 ACCT I S 620	3
FINANCE/ECON 300	3 GEN BUS 301	3
MARKETNG 300	3 ACCT I S 310	3
Elective	2 R M I 300, REAL EST 306, INTL BUS 200, or INFO SYS 322 ¹	3
GEN BUS 250, 240, or 308	2	
16		15

Senior

Fall	Credits Spring	Credits
GEN BUS 400	3 Elective ²	3
Science	3 ACCT I S 600 or 406 ³	1-6
ACCT I S 401	3 PHILOS 241, 243, 341, or 441	3-4
ACCT I S 630	3 Elective	3
ACCT I S 621	3 Elective	3
15		13-19

Total Credits 120-129

¹ Students are highly encouraged to take INFO SYS 322 Introduction to Databases. Material in this course is covered on the Uniform CPA examination.

² Students are highly encouraged to consider ACCT I S 640 Foundation in Accounting Analytics.

³ We recommend that non-MSABA students complete their internship in the summer.

Note: A student pursuing this plan may end up taking more credits to reach 150 total credits to be eligible to sit for the CPA exam.

PLAN 4: ACCOUNTING MAJOR WITH MSABA-NON-DIRECT ADMIT**Freshman**

Fall	Credits Spring	Credits
MATH 211 or 221	4-5 ECON 101 or 111	4
Communications Part A	3 PSYCH 202, SOC 211, ANTHRO 104, GEN&WS 102, or HDF5 263 (Human Behavior)	3-4
Ethnic Studies	3 Literature	3
Humanities	3 Science	3
GEN BUS 106	1 Elective	4
Elective	1	
15-16		17-18

Sophomore

Fall	Credits Spring	Credits
ACCT I S 100	3 GEN BUS 307	3
GEN BUS 306	3 ACCT I S 211	3
GEN BUS 110	1 ACCT I S 301	3
M H R 300	3 GEN BUS 360	3
ECON 102 or 111	4 GEN BUS/DS 240, 250, or 308	2
OTM 300	3 Elective	3
17		17

Junior

Fall	Credits Spring	Credits
ACCT I S 302	3 PHILOS 241, 243, 341, or 441	3-4
ACCT I S 310	3 ACCT I S 620	3
Elective	3 GEN BUS 301	3
FINANCE/ECON 300	3 ACCT I S 340	3
MARKETNG 300	3 R M I 300, REAL EST 306, INTL BUS 200, or INFO SYS 322 ¹	3
GEN BUS 250, 240, or 308	2	
17		15-16

Senior

Fall	Credits Spring	Credits
GEN BUS 400	3 ACCT I S 600 or 406	1-6
Science	3 Elective ²	4
ACCT I S 401	3	
ACCT I S 630	3	
ACCT I S 621	3	
Elective	2	
17		5-10

Total Credits 120-128

¹ Students are highly encouraged to take INFO SYS 322 Introduction to Databases. Material in this course is covered on the Uniform CPA examination.

² We recommend that MSABA students who complete an internship during the spring semester fulfill these elective credits outside of the spring semester (summer, online, AP credits, etc.).

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/>).

Students may direct questions about the graduate programs to Katharine Widlak (katharine.widlak@wisc.edu), director of the master's programs, or their academic or career advisor.

CAREERS

The most common career paths in accounting include public and corporate accounting.

Public accountants work with clients to review or prepare financial documents. All areas of public accounting work together to inspect control processes and determine accuracy of financial information and compliance with laws, regulations, and generally accepted accounting principles.

They make recommendations regarding business decisions and company finances. Public accounting includes audit/assurance and tax.

Corporate accountants manage an organization's financials and provide expertise in financial reporting and control to assist management in forming and implementing business strategy. Corporate accounting is a broad term that can include many different functions, such as management accounting, internal audit, and financial analysis.

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

CERTIFICATION/LICENSURE

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CERTIFIED PUBLIC ACCOUNTANT (CPA)

The state of Wisconsin, and most other states, mandate that candidates for the CPA license must have earned a bachelor's or higher degree and 150 credit hours. There are several degree options for completing these requirements at the University of Wisconsin – Madison, including:

1. **Master of Science in Business: Accounting and Business Analysis** (<https://guide.wisc.edu/graduate/accounting-information-systems/business-accounting-business-analysis-ms/>) (MSABA): Students who earn the MS in Business: Accounting and Business Analysis degree will meet the CPA requirements in most states. The MSABA is designed for students with an undergraduate major in accounting.
 - a. **Integrated:** Students enrolled in and pursuing an undergraduate accounting major at UW-Madison can declare their candidacy for the integrated MSABA program at any time. The integrated program is designed as a 4+1 program whereby students will earn both a BBA degree with a major in accounting and a Masters of Science in Business: Accounting and Business Analysis. Students with sufficient credits may be able to complete the full program in as little as four years.
 - b. **Stand-alone:** Students with, or currently pursuing, a four-year undergraduate business degree with a major in accounting, or equivalent, from an accredited university may pursue the stand-alone MSABA degree. Students should apply for the stand-alone program during their final year of undergraduate studies.
2. **Undergraduate Business Degree with Accounting Major (this program):** Students can meet the eligibility requirements for the CPA exam by completing a 120-credit BBA degree with a major in accounting along with 30-additional credits to meet the 150-credit requirement. Students pursuing this option should carefully consider the CPA eligibility requirements in the state in which they intend to get certified as many states will require additional accounting credits beyond what is included in the BBA accounting major. Students can earn the additional 30-credits as follows:
 - a. **Advanced Credits from High School:** College credits earned in high school that are reflected on a student's UW-Madison transcript may count towards the 30-additional credits for CPA eligibility.
 - b. **Double Major:** Students may pursue an additional undergraduate major to achieve the additional 30-credits for CPA eligibility.
 - c. **Non-accounting Advanced Degree:** Students who earn an undergraduate degree with a major in accounting and any other advanced degree (specialized masters, MBA, Law School, etc.) may be eligible for the CPA exam as long as they have 150-total credits.

- d. **Undergraduate Credits:** Students may earn the additional 30-credits by taking any undergraduate courses at a degree-granting institution.

Please consult the Department of Accounting and Information Systems for additional information.

PROFESSIONAL CERTIFICATION/LICENSURE DISCLOSURE (NC-SARA)

The United States Department of Education (via 34 CFR Part 668 (<https://www.ecfr.gov/current/title-34/subtitle-B/chapter-VI/part-668/?toc=1>)) requires institutions that provide distance education to disclose information for programs leading to professional certification or licensure. The expectation is that institutions will determine whether each applicable academic program meets state professional licensure requirements and provide a general disclosure of such on an official university website.

Professional licensure requirements vary from state-to-state and can change year-to-year; they are established in a variety of state statutes, regulations, rules, and policies; and they center on a range of educational requirements, including degree type, specialized accreditation, total credits, specific courses, and examinations.

UW-Madison has taken reasonable efforts to determine whether this program satisfies the educational requirements for certification/licensure in states where prospective and enrolled students are located and is disclosing that information as follows.

Disclaimer: This information is based on the most recent annual review of state agency certification/licensure data and is subject to change. All students are strongly encouraged to consult with the individual/office listed in the Contact Information box on this page and with the applicable state agency for specific information.

The requirements of this program meet certification/licensure in the following states:

Wisconsin

The requirements of this program do not meet certification/licensure in the following states:

Not applicable

Updated: 1 June 2025

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.