BUSINESS: ACCOUNTING, BBA

The accounting major (https://wsb.wisc.edu/programs-degrees/undergraduate-bba/academics/majors/#accounting) provides a student with the foundation to excel as a certified public accountant, internal auditor, financial manager, controller, or consultant. Tools and techniques of planning, control, and decision analysis (including computer applications) are developed in broad areas such as financial and managerial accounting, taxation, consulting, cost analysis, computer auditing, and accounting systems.

Every significant transaction in today's world requires assessing employment of money and materials. Accountants suggest the best way to manage resources or monitor and report on an organization's financial well being. Career possibilities include corporate accountant, auditor, controller, consultant, tax advisor or systems expert.

OUR MISSION IS TO

- Serve our students, the accounting profession, academia, and other stakeholders through nationally recognized leadership in all aspects of scholarship, with an emphasis on discipline-based research.
- Provide meaningful learning experiences that engage the highest quality faculty and students who will be entering the accounting profession or the accounting academy and support the development of business professionals.
- Provide leadership and service to the academic community and policy-making bodies.

RELATED STUDENT ORGANIZATIONS

Beta Alpha Psi (https://win.wisc.edu/organization/BetaAlphaPsi/)
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

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/#requirementsforundergraduatedegree) 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) 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/#requirementsforundergraduatedegree) 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.

Code Title Credits
School of Business BBA Requirements

Complete requirements: (http://guide.wisc.edu/undergraduate/business/#requirementsforundergraduatedegree)

Pre-Business

Liberal Studies

Business Prep

Business Core

Business Breadth

ACCOUNTING MAJOR REQUIREMENTS

The accounting major is a total of 24 credits, distributed as follows:

Code Title Credits
GEN BUS 302 Business Organizations and Negotiable Instruments 3
ACCT I S 301 Financial Reporting I 3
ACCT I S 302 Financial Reporting II 3
ACCT I S 310 Cost Management Systems. 3
ACCT I S 340 Accounting Systems 3
ACCT I S 406 Advanced Financial Reporting 1 3
ACCT I S 620 Fundamentals of Taxation 3
ACCT I S 630 Audit and Assurance Services 3

Accounting majors must maintain a minimum 2.5 GPA in business and econ courses every semester.
Accounting majors must take a minimum of 18 credits of ACCT I S courses at the 301 level or higher at UW-Madison.

**Total Credits:** 24

1. Students admitted to the Integrated Master’s of Accountancy (IMAcc) Program (https://wisc.wisc.edu/programs-degrees/macc/imacc-program-overview/) who complete a spring semester internship must complete ACCT I S 600 and ACCT I S 601 instead of ACCT I S 406. IMAcc students who complete a summer internship will still be responsible for completing ACCT I S 406 as part of the undergraduate degree requirements and will not enroll in ACCT I S 600 and ACCT I S 601.

**RECOMMENDED ELECTIVES**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ACCT I S 603</td>
<td>Financial Statement Analysis</td>
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<tr>
<td>ACCT I S 621</td>
<td>Corporate and Advanced Taxation</td>
<td>3</td>
</tr>
<tr>
<td>FINANCE/ECON 320</td>
<td>Investment Theory</td>
<td>3</td>
</tr>
<tr>
<td>FINANCE 325</td>
<td>Corporation Finance</td>
<td>3</td>
</tr>
<tr>
<td>INFO SYS 371</td>
<td>Technology of Computer-Based Systems</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>OTM 654</td>
<td>Production Planning and Control</td>
<td>3</td>
</tr>
<tr>
<td>REAL EST/A A E/ECON/URB R PL 306</td>
<td>The Real Estate Process</td>
<td>3</td>
</tr>
<tr>
<td>R M I 300</td>
<td>Principles of Risk Management</td>
<td>3</td>
</tr>
</tbody>
</table>

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.

**LEARNING OUTCOMES**

1. Understand the conceptual and technical knowledge foundations of financial accounting, managerial accounting, taxation, business law, and auditing.
2. Apply Generally Accepted Accounting Principles (GAAP) (and relevant assumptions, principles, and constraints) to prepare financial statements.
3. Understand 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.
4. Interpret and validate business events and transactions through the lens of business processes and systems.
5. Demonstrate technical competence in income taxation of individuals, partnerships, corporations, and international organizations.
6. Identify the legal implications of their choices and how the law impacts their interactions with others in a business setting.
7. Explain how to complete an audit from beginning to end, applying auditing standards, assessing risk, and gathering evidence.
8. Understand how earning trust and demonstrating integrity as successful accounting professionals impact business, contracts, and capital markets, as well as society at large.
9. Understand that leadership in the field of accounting is the consistent display and communication of respect, trust, expertise and adaptability within various business relationships and contexts.
10. Engage in effective written communication practices by crafting professional memos and reports that integrate research and analysis skills, technical information, and expert writing proficiency.
11. Understand how accounting is a global practice requiring knowledge of national and international standards, the examination of sociocultural impacts within business contexts, and the ability to leverage the advantages that diversity brings to an organization.

**FOUR-YEAR PLAN**

This page includes two sample four-year plans for students directly admitted into the School of Business from high school. The first plan represents the accounting major and the second plan represents the accounting major with the Integrated Master of Accountancy Program (IMAcc). We encourage all students to consult with their academic advisor to develop an individualized plan that meets their specific needs.

**PLAN 1: ACCOUNTING MAJOR**

**Freshman**

<table>
<thead>
<tr>
<th>Fall</th>
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<th>Spring</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MATH 211</td>
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<td>ECON 101</td>
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<tr>
<td>GEN BUS 106</td>
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<td>PSYCH 202</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 110</td>
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<td>GEN BUS 360</td>
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<tr>
<td>Communications A</td>
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<td>Humanities</td>
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<td>Ethnic Studies</td>
<td>3</td>
<td>Elective</td>
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<td></td>
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**Sophomore**

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<tbody>
<tr>
<td>ACCT I S 100</td>
<td>3</td>
<td>ACCT I S 211</td>
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</table>
### PLAN 2: ACCOUNTING MAJOR WITH IMACC

#### Freshman

<table>
<thead>
<tr>
<th>Fall</th>
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<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 211</td>
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<td>ECON 101</td>
<td>4</td>
</tr>
<tr>
<td>Communications A</td>
<td>3</td>
<td>PSYCH 202</td>
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<td>GEN BUS 106</td>
<td>3</td>
<td>GEN BUS 306</td>
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<td>3</td>
<td>Humanities</td>
<td>3</td>
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<tr>
<td>Ethnic Studies</td>
<td>3</td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
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#### Sophomore

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<td>ACCT I S 100</td>
<td>3</td>
<td>ACCT I S 211</td>
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<tr>
<td>GEN BUS 306</td>
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<td>ACCT I S 301</td>
<td>3</td>
</tr>
<tr>
<td>ECON 102</td>
<td>3-4</td>
<td>FINANCE/ECON 300</td>
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<tr>
<td>MARKETING 300</td>
<td>3</td>
<td>GEN BUS 307</td>
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<td>OTM 300</td>
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<td>MHR 300</td>
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#### Junior

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<td>ACCT I S 310</td>
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<tr>
<td>ACCT I S 620</td>
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<td>GEN BUS 302</td>
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#### Senior

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<td>ACCT I S 406</td>
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<td>ACCT I S 630</td>
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<td>Business Breadth</td>
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<tr>
<td>Science</td>
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<td>Literature</td>
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<tr>
<td></td>
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</table>

#### Total Credits 120-121

1. Students must choose one of the following courses: PHILOS 241 Introductory Ethics, PHILOS 243 Ethics in Business, PHILOS 341 Contemporary Moral Issues, PHILOS/ENVIR ST 441 Environmental Ethics

### ADVISING AND CAREERS

#### ADVISING

Advising is an integral part of any student’s educational journey in the Wisconsin 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

For admitted business students, academic advisors and career coaches are assigned by academic major. If you have more than one major, you may have more than one assigned advisor and coach. You can find your assigned advisor and coach by logging into your Starfish portal through MyUW.

For students not yet admitted to the Wisconsin School of Business, we have a team of pre-business advisors available to you.

#### 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://bus.wisc.edu/current-student-resources/bba/academic-support-resources/academic-advising/](https://bus.wisc.edu/current-student-resources/bba/academic-support-resources/academic-advising/)).

For more information on accessing career coaching, please see our career coaching page ([https://bus.wisc.edu/current-student-resources/bba/careers-internships/career-advising/](https://bus.wisc.edu/current-student-resources/bba/careers-internships/career-advising/)).
Students may direct questions about the IMAcc program to Kristen Fuhremann (kristen.fuhremann@wisc.edu), director of the program, or their academic or career advisor.

CAREERS

Accounting is the development and use of a system for recording and analyzing the financial transactions and financial status of an organization. Accountants are responsible for the record-keeping methods involved in making a financial record of business transactions and in the preparation of statements concerning the assets, liabilities, and operating results of a business.

Find out more about common industries for accounting and essential skills needed on the BBA Accounting website (https://wsb.wisc.edu/programs-degrees/undergraduate-bba/academics/majors/#accounting).

PEOPLE

ACCOUNTING FACULTY AND STAFF

For more information about the faculty and their research interests, please visit the directory (https://bus.wisc.edu/faculty-research/faculty-directory).

Lindsay G. Acker, BBA, MAcc, CPA
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Robert Beyer Professor in Accounting
Department Chair of Accounting & Information Systems
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Thomas G. Ragatz Accounting and Law Distinguished Chair
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Director of the Beyer Center
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Associate Dean, Wisconsin BBA Program
Executive Director of the Arthur Andersen Center for Financial Reporting and Control
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Ann O'Brien, B.S., MBA, Ph.D.
Distinguished Senior Lecturer
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Vallabh Sambamurthy, B.E., MBA, Ph.D.
Albert O. Nicholas Dean
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Joanna Wangerin, BBA, MPA
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Terry Warfield, B.S., MBA, Ph.D.
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PwC Professor in Accounting
Senior Associate Dean for Faculty and Research
terry.warfield@wisc.edu

John Wild, BBA, M.S., Ph.D.
CERTIFICATION/LICENSURE

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 Accountancy (MAcc): Students who earn the Master of Accountancy degree will meet the CPA requirements in most states. Students can pursue the MAcc degree through different paths, including:
   a. Integrated: Undergraduate business students pursuing the accounting major in the School of Business are eligible to apply for the Integrated Master of Accountancy (IMAcc) program. Students pursuing the IMAcc program will earn a Bachelor of Business Administration (BBA) degree with a major in accounting along with a MAcc degree, typically in about 5-years total. The IMAcc program culminates with students earning a minimum of 150-credits and eligibility for the CPA exam.
   b. Stand-alone: Any student who has earned a four-year undergraduate degree, in any discipline, from an accredited institution, may pursue the MAcc program. Students with an undergraduate major in accounting will complete a 1-year, 30-credit program. Non-accounting business majors complete a 33-36 credit program while any students applying with a non-business undergraduate major will complete a 2-year, 54-credit program. Upon graduation from the MAcc program, students will have a minimum of 150-credits and will be eligible for the CPA exam.

2. Undergraduate Business Degree with Accounting Major: 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 (https://wsb.wisc.edu/faculty-research/academic-departments/accounting-information-systems/) for additional information.

PROFESSIONAL CERTIFICATION/LICENSURE DISCLOSURE (NC-SARA)
The United States Department of Education requires institutions that provide distance education to disclose information for programs leading to professional certification or licensure about whether each program meets state educational requirements for initial licensure or certification. Following is this disclosure information for this program:

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

The requirements of this program have not been determined if they meet Certification/Licensure in the following states:

ACCREDITATION

AACSB International—The Association to Advance Collegiate Schools of Business (http://www.aacsb.edu/)