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/)