

SCHOOL OF BUSINESS

ENTERING THE SCHOOL

ENTERING THE SCHOOL A STUDENT-CENTERED ADMISSIONS PROCESS

The School of Business boasts a student body that is focused and engaged. Our highly talented undergraduate students, in turn, attract recruiting employers who return to Wisconsin year after year to fill internships and full-time positions.

Although admission to the Wisconsin Undergraduate Business Program is selective, we provide a variety of informational and workshop events to help you prepare for the admissions process.

Students may apply and enroll in the residential Undergraduate Business Program through the following pathways:

- 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.
- Current University of Wisconsin–Madison students can participate in a series of preparatory workshops and apply through the spring-term pre-business admissions process.
- 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.

Once a student knows they have a Business interest, earlier enrollment in the Undergraduate Business Program is encouraged to maximize the use of resources like advising, career coaching, co-curricular engagement, and other enriching opportunities. The right choice for you depends on your current goals and where you are in your journey to becoming a Business Badger. Prospective/pre-business applicants are encouraged to familiarize themselves with the admissions eligibility policies listed on the Wisconsin BBA Admissions Policies (<https://business.wisc.edu/undergraduate/admissions/pre-business-policies/>) page.

For more information about these options, including directions for navigating the admissions processes and tips for submitting a competitive application, please visit the Wisconsin BBA Program website (<https://business.wisc.edu/undergraduate/admissions/>).

Transfer applicants (<https://business.wisc.edu/undergraduate/admissions/transfer-students/>) should visit the School of Business website to determine which process fits their situation.

Questions along the way? We're here to help. Reach out to a Wisconsin BBA Student Ambassador (<https://business.wisc.edu/undergraduate/contact/ambassadors/>) or contact the School of Business Undergraduate Program Office (<https://business.wisc.edu/undergraduate/contact/>) at 608-890-2490.

BUSINESS ONLINE UNDERGRADUATE PROGRAMS

Students applying to a School of Business Online Undergraduate Program apply through UW–Madison Online (<https://online.wisc.edu/>). Students who have earned 12 or more college credits are eligible to apply. For more information, visit the UW–Madison Online admissions website (<https://online.wisc.edu/apply/>) or email a UW–Madison Online enrollment coach (uwmadisononline@wisc.edu). They are here to help you navigate the application process.