

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.

PRE-BUSINESS REQUIREMENTS

Students applying through the pre-business or direct transfer process need to complete or be in the process of completing all pre-business courses at the time of application. In-progress courses must be completed by the end of the application term and cannot be deferred to a later term.

Students admitted through the direct admit process must complete these courses by the end of their first year.

Code	Title	Credits
Communication Part A		
Complete one course designated Communication Part A, preferably:		0-3
COM ARTS 100	Introduction to Speech Composition	
ENGL 100	Introduction to College Composition	
ESL 118	Academic Writing II	
Completion of Communication Part A based on UW Placement Test		
Economics		
ECON 101	Principles of Microeconomics	4
or ECON 111	Principles of Economics-Accelerated Treatment	
Psychology		
PSYCH 202	Introduction to Psychology	3-4
Calculus		
Select one of the following:		5
MATH 211	Calculus	
MATH 217	Calculus with Algebra and Trigonometry II	
MATH 221	Calculus and Analytic Geometry I	
Total Credits		12-16

LIBERAL STUDIES REQUIREMENTS

Liberal studies requirements must be completed prior to graduation. **Students may not use courses offered by the Department of Economics or by the School of Business to fulfill liberal studies requirements. In addition, a single course may not be used to fulfill multiple liberal studies requirements.**

Code	Title	Credits
Literature		
Select one 3 (or more) credit course designated Literature (L)		3
Science		

Select six credits designated Biological, Natural or Physical Science. Courses that MAY NOT COUNT include: Courses in Computer Science, Mathematics, Statistics or Economics.

Ethics

Select one of the following:		3-4
PHILOS 241	Introductory Ethics	
PHILOS 243	Ethics in Business	
PHILOS 341	Contemporary Moral Issues	
PHILOS/ ENVIR ST 441	Environmental Ethics	

Humanities

Select one 3 (or more) credit course designated Humanities (H or Z) ¹

Ethnic Studies

Select one 3 (or more) credit course designated Ethnic Studies (e)

Social Science

Select one 3 (or more) credit course designated Social Science (S or Z)

Total Credits **21-22**

¹

Note: If a student completes an additional Literature (L) course, this requirement will be satisfied

BUSINESS FOUNDATION REQUIREMENTS

All BBA degree candidates are required to complete foundation courses in business and economics. The foundation courses, in conjunction with a broad educational base, are designed to integrate the student's specialized training with an understanding of the structure and functions of business and its role in the larger social system. Business foundation courses make up the business preparatory, core, and breadth requirements. Sequencing of courses in business preparatory, core, and breadth sections may vary based on a student's academic plan or major. Consult with your academic advisor for specific recommendations.

BUSINESS PREPARATORY REQUIREMENT

All students must take the following:

Code	Title	Credits
GEN BUS 110	Personal and Professional Foundations in Business	1
or GEN BUS 120		
GEN BUS 106	Foundational Skills for Business Analysis	1
GEN BUS 360	Workplace Writing and Communication	3
ECON 102	Principles of Macroeconomics	3-4
or ECON 111	Principles of Economics-Accelerated Treatment	
ACCT I S 100	Introductory Financial Accounting	3
ACCT I S 211	Introductory Managerial Accounting	3

Business Analytics (options for this are found below)	6-9
Total Credits	20-24

BUSINESS ANALYTICS REQUIREMENT

The business analytics requirement is part of the Business Preparatory Requirement, and has 3 options. Most students complete Option 1. GEN BUS 306 & GEN BUS 307 should be taken as soon as possible and in subsequent semesters. Actuarial science majors and economics majors or certificate students will fulfill Option 2 or 3. Number of credits for this requirement varies between options:

Code	Title	Credits
Option 1:		
GEN BUS 306 & GEN BUS 307	Business Analytics I and Business Analytics II	6
Option 2 (Required for Actuarial Science Majors):		
This is a 3-course sequence. Choose one course from each of the three options:		9
MATH/STAT 431	Introduction to the Theory of Probability	
or STAT/ MATH 309	Introduction to Probability and Mathematical Statistics I	
or STAT 311	Introduction to Theory and Methods of Mathematical Statistics I	
STAT/MATH 310	Introduction to Probability and Mathematical Statistics II	
or STAT 312	Introduction to Theory and Methods of Mathematical Statistics II	
ACT SCI 654	Regression and Time Series for Actuaries	
or ACT SCI 655	Health Analytics	
or GEN BUS 656	Machine Learning for Business Analytics	
Option 3 (Recommended for Economics Double Majors or Certificate Students):		
This is a 2-course sequence. Choose one course from each of the two options:		8
ECON 310	Statistics: Measurement in Economics	
ECON 410	Introductory Econometrics	
or ECON 400	Introduction to Applied Econometrics	

BUSINESS CORE REQUIREMENT

Business Core courses are recommended to be completed by the end of a student's junior year.

Code	Title	Credits
FINANCE/ ECON 300	Introduction to Finance	3
MARKETNG 300	Marketing Management	3
M H R 300	Managing Organizations	3
OTM 300	Operations Management	3
Total Credits		12

Business Breadth Requirement

Business Breadth courses must be completed by graduation.

Code	Title	Credits
GEN BUS 301	Business Law	3
Business Breadth Course ¹		3
Business Breadth Course ¹		3
Total Credits ²		3-9

1

Students must complete two business courses (3 credits each) that are outside their major from two separate School of Business departments. Courses taken to satisfy this requirement may not include preparatory or core courses, courses required by or cross-listed with the student's major, general business courses, any 399 (Readings and Research) course, or business courses cross-listed with foreign language departments. Courses taken at another institution must be directly equivalent to a UW-Madison business course and title (i.e. not elective credit which is sometimes given an X10 course number).

2

Students with two majors in business or students with one major and a business related certificate need only one course (3 credits) outside their majors/certificate to satisfy this requirement. Students with three or more business majors or two majors and a business related certificate are not required to take additional breadth courses.

CREDITS FOR BBA DEGREE CREDIT REQUIREMENTS

Candidates for the BBA degree must meet all of the following credit requirements in addition to completing the required coursework.

120 Degree Credits

All students who plan to graduate from the University of Wisconsin-Madison with a bachelor's degree must complete a minimum of 120 degree credits.