

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 or ECON 111 | Principles of Microeconomics Principles of Economics-Accelerated Treatment | 4 |
| 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. 6

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 3

Ethnic Studies

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

Social Science

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

Total Credits 21-22

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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 | Personal and Professional Foundations in Business | |
| GEN BUS 106 | Foundational Skills for Business Analysis | 1 |
| GEN BUS 360 | Workplace Writing and Communication | 3 |
| ECON 102 or ECON 111 | Principles of Macroeconomics Principles of Economics-Accelerated Treatment | 3-4 |
| 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 |
|--|--|---------|
| <i>Option 1:</i> | | |
| GEN BUS 306 & GEN BUS 307 | Business Analytics I and Business Analytics II | 6 |
| <i>Option 2 (Required for Actuarial Science Majors):</i> | | |
| 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 | |
| <i>Option 3 (Recommended for Economics Double Majors or Certificate Students):</i> | | |
| 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.