

SCHOOL OF BUSINESS

WISCONSIN EXPERIENCE

INTEGRATE CLASSROOM LEARNING WITH DIRECT EXPERIENCE

School of Business Undergraduate students are expected to apply learning inside and outside the traditional classroom in ways that have a positive impact on the world. Known as the Wisconsin Experience, this principle draws upon opportunities ranging from conducting research to embracing entrepreneurship to developing multicultural competence (<https://business.wisc.edu/undergraduate/diversity-inclusion/>), on campus or through study abroad programs (<https://business.wisc.edu/undergraduate/study-abroad/>). By applying classroom learning in leadership programs (<https://business.wisc.edu/undergraduate/leadership/>) or student organizations (<https://business.wisc.edu/undergraduate/student-organizations/>), you will build your résumé and gain practical experience in using your business skills.