SCHOOL OF BUSINESS

WISCONSIN EXPERIENCE

INTEGRATE CLASSROOM LEARNING WITH DIRECT EXPERIENCE

Wisconsin BBA 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://wsb.wisc.edu/programs-degrees/undergraduate-bba/student-life/diversity-inclusion/), on campus or through study abroad programs (https://wsb.wisc.edu/programs-degrees/undergraduate-bba/study-abroad/). By applying classroom learning in leadership programs (https://wsb.wisc.edu/programs-degrees/undergraduate-bba/leadership-personal-development/accenuture-leadership-center/) or student organizations (https://wsb.wisc.edu/programs-degrees/undergraduate-bba/student-life/student-organizations/), you will build your résumé and gain practical experience in using your business skills.