BUSINESS
ADMINISTRATION:
MANAGEMENT, BBA

Management studies focus on the activities of leadership, power, decision-making, organizational structure and change, strategy and policy, and the integration of organizational functions. If you aim to be an entrepreneur or advance in a leadership position in a private business, government or nonprofit organization, a BBA in Management is a good fit for you.

Through UW–Madison Online, you’ll learn from top faculty in the field. From the highly ranked School of Business, you will gain valuable skills in communication, collaboration, planning, problem solving and building relationships. You will learn to develop successful team structures that maximize performance, design systems to achieve strategic objectives in a global business environment, diagnose problems and design effective interventions, and evaluate an organization to maximize its competitive advantage within an industry.

This degree will prepare you to work for businesses large and small or for yourself as a business owner or entrepreneur. Top industries hiring in this field include finance and insurance, health care and social assistance, professional/scientific/technical services and manufacturing. The BBA in Business Administration: Management, offered fully online, will equip you for a broad array of careers, from business owner to talent acquisition manager or compensation analyst, to name just a few.

HOW TO GET IN

Students applying to the BBA in Business Administration-Management program apply through UW-Madison Online (https://online.wisc.edu/). UW-Madison Online undergraduate programs are for those applying as transfer students (i.e., those transferring at least 12 college credits). UW-Madison re-entry students may also be considered. For more information, visit the UW-Madison Online admissions website (https://online.wisc.edu/apply/).

REQUIREMENTS

UNIVERSITY GENERAL EDUCATION REQUIREMENTS

All undergraduate students at the University of Wisconsin–Madison are required to fulfill a minimum set of common university general education requirements to ensure that every graduate acquires the essential core of an undergraduate education. This core establishes a foundation for living a productive life, being a citizen of the world, appreciating aesthetic values, and engaging in lifelong learning in a continually changing world. Various schools and colleges will have requirements in addition to the requirements listed below. Consult your advisor for assistance, as needed. For additional information, see the university Undergraduate General Education Requirements (http://guide.wisc.edu/undergraduate/#requirementsforundergraduatestudytext) section of the Guide.

HOW TO GET IN

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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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Communication Part A</td>
<td>0-3</td>
</tr>
<tr>
<td></td>
<td>Complete one course designated Communication Part A, preferably:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>COM ARTS 100 Introduction to Speech Composition</td>
<td></td>
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<tr>
<td></td>
<td>ENGL 100 Introduction to College Composition</td>
<td></td>
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<tr>
<td></td>
<td>ESL 118 Academic Writing II</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Completion of Communication Part A based on UW Placement Test</td>
<td></td>
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</tbody>
</table>
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:
- 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)

**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:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>GEN BUS 110</td>
<td>Personal and Professional Foundations in Business</td>
<td>1</td>
</tr>
<tr>
<td>GEN BUS 106</td>
<td>Foundational Skills for Business Analysis</td>
<td>1</td>
</tr>
<tr>
<td>GEN BUS 206</td>
<td>Beginning Data Analysis for Business</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 207</td>
<td>Intermediate Data Analysis for Business</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 360</td>
<td>Workplace Writing and Communication</td>
<td>3</td>
</tr>
<tr>
<td>ECON 102</td>
<td>Principles of Macroeconomics</td>
<td>3-4</td>
</tr>
<tr>
<td>or ECON 111</td>
<td>Principles of Economics - Accelerated Treatment</td>
<td></td>
</tr>
<tr>
<td>ACCT I S 100</td>
<td>Introductory Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT I S 211</td>
<td>Introductory Managerial Accounting</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Credits** 20-21

**BUSINESS CORE REQUIREMENT**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINANCE/ ECON 300</td>
<td>Introduction to Finance</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 300</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>M HR 300</td>
<td>Managing Organizations</td>
<td>3</td>
</tr>
<tr>
<td>OTM 300</td>
<td>Operations and Supply Chain Management</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Credits** 12

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.

**BBA IN BUSINESS ADMINISTRATION - MANAGEMENT MAJOR REQUIREMENTS**
The BBA in Business Administration - Management major is a total of 12 credits consisting of the following 4 required courses.

<table>
<thead>
<tr>
<th>Code</th>
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</thead>
<tbody>
<tr>
<td>M HR 305</td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>M HR 401</td>
<td>Leading Teams</td>
<td>3</td>
</tr>
<tr>
<td>M HR 423</td>
<td>Strategic Management</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Credits**
UNIVERSITY DEGREE REQUIREMENTS

Total Degree
To receive a bachelor’s degree from UW–Madison, students must earn a minimum of 120 degree credits. The requirements for some programs may exceed 120 degree credits. Students should consult with their college or department advisor for information on specific credit requirements.

Residency
Degree candidates are required to earn a minimum of 30 credits in residence at UW–Madison. “In residence” means on the UW–Madison campus with an undergraduate degree classification. “In residence” credit also includes UW–Madison courses offered in distance or online formats and credits earned in UW–Madison Study Abroad/Study Away programs.

Quality of Work
Undergraduate students must maintain the minimum grade point average specified by the school, college, or academic program to remain in good academic standing. Students whose academic performance drops below these minimum thresholds will be placed on academic probation.

LEARNING OUTCOMES

LEARNING OUTCOMES
1. Understand that the management of human resources is vital to a successful business strategy and organizational effectiveness.
2. Develop successful team structures that mitigate decision-making pitfalls and interpersonal conflict while maximizing team performance.
3. Design successful organization structures to achieve strategic objectives and execute operational plans within a global business environment.
4. Diagnose management and organizational problems from an internal or external consultant’s perspective and design interventions to enhance organizational effectiveness.
5. Evaluate an organization’s internal capabilities and external pressures and maximize its competitive advantage within an industry.

FOUR-YEAR PLAN

FOUR-YEAR PLAN
This program is designed for transfer students, most of whom will enroll on a part-time basis. As such, there is not a four-year plan for this program. Please refer to the Requirements tab for more information about the curriculum and program plan.

ADVISING AND CAREERS

ADVISING AND CAREERS
ACCESSING ADVISING
Each UW-Madison Online student is assigned an academic and career (AC) advisor (https://online.wisc.edu/academic-career-coach/). The AC advisor will support the academic and personal success of each student by partnering with current School of Business advisors in the Wisconsin BBA Advising Center to assist students as they identify and clarify their educational goals, develop meaningful academic plans, and pursue their own Wisconsin Experience.

CAREERS
Active engagement in the career development process is a vital component of a student’s personal growth in college and future success as a lifelong learner, professional, and global citizen. AC advisors help prepare students for life post-graduation through individual and group advising.

ACCREDITATION

AACSB International—The Association to Advance Collegiate Schools of Business (http://www.aacsb.edu/)