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 Management from UW–Madison 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.

General Education

• Breadth—Humanities/Literature/Arts: 6 credits
• Breadth—Natural Science: 4 to 6 credits, consisting of one 4- or 5-credit course with a laboratory component; or two courses providing a total of 6 credits
• Breadth—Social Studies: 3 credits
• Communication Part A & Part B *
• Ethnic Studies *
• Quantitative Reasoning Part A & Part B *

* The mortarboard symbol appears before the title of any course that fulfills one of the Communication Part A or Part B, Ethnic Studies, or Quantitative Reasoning Part A or Part B requirements.

PRE-BUSINESS REQUIREMENTS

Code | Title | Credits
--- | --- | ---
Communication Part A | Complete one course designated Communication Part A, preferably: COM ARTS 100 Introduction to Speech Composition | 0-3
ENGL 100 Introduction to College Composition | 0-3
ESL 118 Academic Writing II | 0-3
Completion of Communication Part A based on UW Placement Test | 0-3
Economics | ECON 101 Principles of Microeconomics | 4
or ECON 111 Principles of Economics-Accelerated Treatment | 4
Psychology | PSYCH 202 Introduction to Psychology | 3-4
Math | Three credits satisfied by placement exam or one of the following courses: Math 112, 113, 114, 171, 211, 213, 217, 221, or 222 | 3
Total Credits | 10-14

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:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHILOS 241</td>
<td>Introductory Ethics</td>
<td>3-4</td>
</tr>
<tr>
<td>PHILOS 243</td>
<td>Ethics in Business</td>
<td></td>
</tr>
<tr>
<td>PHILOS 341</td>
<td>Contemporary Moral Issues</td>
<td></td>
</tr>
<tr>
<td>PHILOS/ENVIR ST 441</td>
<td>Environmental Ethics</td>
<td></td>
</tr>
</tbody>
</table>

**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

**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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</thead>
<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 or ECON 111</td>
<td>Principles of Macroeconomics</td>
<td>3-4</td>
</tr>
<tr>
<td>ACCT I S 100</td>
<td>Introductory Financial Accounting</td>
<td>3</td>
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</tbody>
</table>

### BUSINESS CORE REQUIREMENT

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>FINANCE/ECON 300</td>
<td>Introduction to Finance</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 300</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MHR 300</td>
<td>Managing Organizations</td>
<td>3</td>
</tr>
<tr>
<td>OTM 300</td>
<td>Operations Management</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Credits**

12

### BUSINESS BREADTH REQUIREMENT

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>GEN BUS 301</td>
<td>Business Law</td>
<td>3</td>
</tr>
<tr>
<td>Business Breadth Course 1</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Business Breadth Course 1</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Total Credits**

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.

### 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.
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.