

BUSINESS: ENTREPRENEURSHIP, BBA

The first term for enrollment in the BBA degree in Business: Entrepreneurship is **fall 2024**.

Founded in 1900, the Wisconsin School of Business established one of the first five business programs in the nation. That entrepreneurial spirit remains strong.

As a student in the Wisconsin School of Business, you will find yourself inspired by peers, staff, alumni, business leaders, and world-renowned faculty who are focused, collaborative, and engaged in every aspect of the student experience. You will join a highly-ranked program that equips you to meet both academic and career challenges. Employers value Wisconsin School of Business graduates because of the comprehensive preparation this learning environment provides. Graduates possess highly sought-after general management and specialized expertise in business.

Joining collaborative, inspiring, trustworthy, and progressive Wisconsin School of Business alumni, Business Badger graduates are prepared to lead their organizations to success and transform the world of business. Together Forward!

BACHELOR OF BUSINESS ADMINISTRATION IN BUSINESS: ENTREPRENEURSHIP

The BBA degree in Entrepreneurship (BBAE) prepares students to launch and grow their own ventures, join innovative startups, or work in established organizations that foster an entrepreneurial mindset. Students who pursue the BBAE degree will learn the essential skills and knowledge needed to identify, evaluate, and pursue new business opportunities as well as to manage and lead entrepreneurial teams and organizations. They will be prepared for roles such as a founder, a manager in a growth-oriented company, or a consultant supporting clients developing and de-risking new products and services.

The program is open to students who have completed the pre-business requirements and have been admitted to the Wisconsin School of Business. BBAE students will complete a core curriculum that covers the fundamentals of business, such as accounting, finance, marketing, operations, and strategy. In addition, BBAE students will choose from a variety of electives that focus on different aspects of entrepreneurship, such as creativity, innovation, social entrepreneurship, and venture capital. BBAE students will also have opportunities to participate in experiential learning activities, such as innovation competitions, accelerator programs, supportive student organizations, and more on campus.

The BBAE degree aims to develop students' entrepreneurial mindset and capabilities as well as their professional and ethical values. Students will gain confidence in their ability to generate and implement innovative ideas as well as to overcome challenges and uncertainties in the entrepreneurial process. Students will also develop their communication and collaboration skills as well as an awareness of the social and environmental impact of their entrepreneurial endeavors.

The BBAE degree opens up a wide range of career paths for graduates who aspire to create value and make a difference in the world. Whether they choose to start their own businesses, join existing companies, or work in entrepreneurial organizations, BBAE graduates will be equipped with the skills and knowledge to succeed.

PEOPLE

For more information about the faculty and their research interests, please visit the directory.