

# BUSINESS: ENTREPRENEURSHIP, BBA

## 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*.

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|-------------------|--|
| General Education | <ul style="list-style-type: none"> <li>• Breadth–Humanities/Literature/Arts: 6 credits</li> <li>• 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</li> <li>• Breadth–Social Studies: 3 credits</li> <li>• Communication Part A Part B *</li> <li>• Ethnic Studies *</li> <li>• Quantitative Reasoning Part A Part B *</li> </ul> |
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\* 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.

### SCHOOL OF BUSINESS REQUIREMENTS

The Wisconsin Bachelor of Business Administration (BBA) program combines UW–Madison’s general liberal education requirements, broad coverage of core business disciplines, and cutting-edge signature courses to create a strong academic foundation upon which students delve deeply into their majors.

Code	Title	Credits
<b>School of Business BBA Requirements</b>		
Complete requirements: ( <a href="http://guide.wisc.edu/undergraduate/business/#requirementsbba">http://guide.wisc.edu/undergraduate/business/#requirementsbba</a> )		
	School of Business Liberal Studies Requirements	
	Business Fundamentals Requirement	
	Business Core Requirement	
	Business Signature Requirement	

## BUSINESS: ENTREPRENEURSHIP

Students must take a minimum of 18 credits, distributed as follows:

Code	Title	Credits
M H R 322	Introduction to Entrepreneurship	3
M H R 415	Strategic Management of Innovation and Corporate Entrepreneurship	3
M H R 422	Entrepreneurial Management	3
Experiential/Applied Entrepreneurship Course (choose 3-6 credits from the following):		3-6
M H R 399	Reading and Research-Management <sup>1</sup>	
M H R 434	Venture Creation	
M H R 441	Technology Entrepreneurship	
M H R 640 & M H R 641	Creative Destruction Lab I and Creative Destruction Lab II	
Electives (choose 3-6 credits from the following):		3-6
ACCT I S 301	Financial Reporting I	
ACCT I S 401	Business Organizations and Negotiable Instruments	
FINANCE/ ECON 320	Investment Theory	
FINANCE 457	Entrepreneurial Finance	
INFO SYS 371	Technology of Computer-Based Business Systems	
INFO SYS 424	Systems Analysis and Design	
M H R 320	New Ventures in Business, the Arts and Social Entrepreneurship	
M H R 365	Contemporary Topics	
M H R 401	Leading Teams	
M H R 423	Strategic Management	
M H R 628	Negotiations	
M H R/ INTEGART 632	Introduction to Arts Entrepreneurship	
M H R/ INTEGART 636	Entrepreneurship in Arts & Cultural Organizations	
MARKETNG 310	Marketing Research	
MARKETNG/ OTM 427	Information Technology in Supply Chains	
MARKETNG 437	New Product Innovation	
OTM 451	Service Operations Management	
OTM 453	Operations Analytics	
R M I 640	Management of Insurance Enterprise	
R M I 655	Risk Financing Techniques	
REAL EST 410	Real Estate Finance	
REAL EST 611	Residential Property Development	
<b>Total Credits</b>		<b>18</b>

<sup>1</sup> Double counting of M H R 399 Reading and Research-Management across other majors is prohibited.

## 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.