

BUSINESS LEADERSHIP, CERTIFICATE

The undergraduate certificate in business leadership provides business students with the opportunity to further develop leadership competencies and skills that are critical to any career path. It allows for a lot of flexibility so that students can customize their coursework to best align with their career interests.

HOW TO GET IN

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To declare this certificate, students must be admitted to UW–Madison and the School of Business (WSB). To find out more about the school's admissions process for undergraduate students, please see *Entering the School* (<https://guide.wisc.edu/undergraduate/business/#enteringtheschooltext>). Contact the WSB Undergraduate Academic Advising Office listed under the Advising and Careers tab for more information or to declare the certificate.

Students may not earn this certificate in conjunction with the exclusively online BBAs in Business Administration–Human Resources, Business Administration–Management, or Business Administration–Marketing.

REQUIREMENTS

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This certificate requires 12 credits of coursework. A minimum 2.000 GPA must be earned on required certificate coursework. Completed courses listed within the certificate curriculum, whether or not they meet a specific requirement, are included in the calculation of the GPA.

At least 50% of the certificate credits must be earned in residence at UW–Madison as a degree-seeking undergraduate. All certificate courses must be graded; credit/no credit and pass/fail do not qualify.

Code	Title	Credits
Entrepreneurial Mindset		
Complete one course for 3 credits		3
INFO SYS 352	Digital Strategy	
M H R 322	Introduction to Entrepreneurship	
M H R 415	Strategic Management of Innovation and Corporate Entrepreneurship	
M H R 422	Advanced Entrepreneurship	
M H R 434	Venture Creation	
M H R 438	Wisconsin Applied Ventures in Entrepreneurship (WAVE)	
M H R 441	Technology Entrepreneurship	
M H R/ INTEGART 632	Introduction to Arts Entrepreneurship	
MARKETNG 437	New Product Innovation	
Inclusivity		
Complete one course for 3 credits		3
ACT SCI 655	Health Analytics	

INTL BUS/ GEN BUS 320	Intercultural Communication in Business	
INTL BUS/ GEN BUS 340	Culture and Communication in Western Europe	
INTL BUS/ M H R 403	Global Issues in Management	
M H R 401	Leading Teams	
M H R 420	Leading Change in Organizations	
M H R 604	Leadership Theory and Practice	
M H R 611	Strategic Talent Management	
M H R 612	Labor-Management Relations	
M H R 617	Diversity in Organizations	
M H R 628	Negotiations	
MARKETNG 415	Marketing Communications	
OTM 452	Project Management	
R M I 660	Risk Analytics and Behavioral Science	
REAL EST 435	Fair Housing Studies	
REAL EST 560	Affordable Housing	
Additional Entrepreneurial Mindset or Inclusivity		
Complete one additional 3 credit course from the Entrepreneurial Mindset or Inclusivity lists above.		3
Capstone		
M H R 325	Leadership In Action	3
Total Credits		12

Note: Some Entrepreneurial Mindset and Inclusivity course options have prerequisite requirements.

CERTIFICATE COMPLETION REQUIREMENT

This undergraduate certificate must be completed concurrently with the student's undergraduate degree. Students cannot delay degree completion to complete the certificate.

LEARNING OUTCOMES

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1. Define critical terms and theories associated with leadership in organizations.
2. Identify and act upon opportunities by applying entrepreneurial thinking, creative problem-solving, and strategic decision-making to create unique value.
3. Lead groups of people with diverse backgrounds and perspectives in business contexts.
4. Demonstrate adaptability and resilience by navigating setbacks, managing conflict, and maintaining focus under pressure to achieve long-term goals.

ADVISING AND CAREERS

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ACADEMIC ADVISING

Current BBA students who have declared the certificate can receive academic advising from their primary academic advisor.

Drop-in advising and scheduled appointments are available for admitted business students. Students can schedule their appointments via Starfish.

For more information on accessing academic advising, please see the Academic Advising (<https://business.wisc.edu/undergraduate/academic-advising/>) page.

Please note enrollment in required courses is subject to availability. As a result, completion of the certificate within an individual student's intended graduation timeline cannot always be guaranteed.

CAREER ADVISING

Current BBA students declared in the certificate will also be assigned a career coach.

For more information about accessing career coaching, please see our Career Coaching (<https://business.wisc.edu/undergraduate/careers/>) page.