

BUSINESS: MANAGEMENT, BBA

The first term for enrollment in the BBA degree in Business: Management 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: MANAGEMENT

The BBA in Management (BBAM) degree prepares students to plan, organize, direct, and orchestrate the activities and resources of organizations in various industries and sectors. Students who pursue the BBAM degree will learn how to formulate and implement effective strategies that enable organizations to achieve their vision, mission, and objectives as well as to adapt to changing industry conditions and competitive forces.

The program is open to students who have completed the pre-business requirements and have been admitted to the Wisconsin School of Business. BBAM students will complete a core curriculum that covers the fundamentals of business, such as accounting, finance, marketing, operations, and strategy. Additionally, BBAM students will choose from a variety of electives that focus on different aspects of management, such as inclusive leadership, organizational behavior, strategic innovation, organizational change, international business, and social responsibility. BBAM students will also have the opportunity to participate in experiential learning activities, such as case competitions, consulting projects, and simulations.

The BBAM degree aims to develop students' knowledge and skills in management as well as their professional and ethical values. Students will gain an understanding of the theories and frameworks that underlie management along with practical tools and techniques that are applicable in diverse organizational contexts. They will have the ability to assess the financial, marketing, and operational implications of organizational strategies, identify and appropriate business value through analysis and action, and communicate ideas and recommendations to others. Students will also develop collaboration skills.

The BBAM degree opens up a wide range of career paths for graduates, including roles involving project management, business development, and

strategic or financial analysis where an understanding of an organization's strategy, design, process, culture, and context are desirable. Whether they choose to work as managers or consultants, entrepreneurs or analysts, BBAM graduates will be equipped with the skills and knowledge to lead private businesses, nonprofit organizations, and public-interest agencies.