

BUSINESS: MANAGEMENT AND HUMAN RESOURCES, BBA

Students in the Management and Human Resources (<https://wsb.wisc.edu/programs-degrees/undergraduate-bba/academics/majors/#management-and-human-resources>) major can choose from various options. Students in human resources study how organizations attract, motivate, develop, and retain employees, and how they interact with organizations representing employees. Management studies focus on the activities of leadership, power, decision-making, organizational structure and change, strategy and policy, and the integration of organizational functions. Studies in entrepreneurship are designed for students who are interested in bringing new ideas to the marketplace.

RELATED STUDENT ORGANIZATIONS

Collegiate DECA (<https://win.wisc.edu/organization/deca/>)

Enactus (<https://win.wisc.edu/organization/madisonenactus/>)

Sigma Iota Epsilon (SIE) (<https://www.sienational.com/>)

Society for Human Resource Management (<https://win.wisc.edu/organization/shrm/>)

Sports Business Club (<https://win.wisc.edu/organization/sportsbusinessclub/>)

Wisconsin Consulting Club (WCC) (<https://win.wisc.edu/organization/wcc/>)

Transcend Madison (<https://www.transcenduw.com/>)