

BUSINESS: MANAGEMENT AND HUMAN RESOURCES: ENTREPRENEURSHIP/ MANAGEMENT

Admissions to the Business: Management and Human Resources: Entrepreneurship/Management named option have been suspended in fall 2024 and will be discontinued in fall 2028. Students interested in these areas of study should pursue the new majors in Business: Entrepreneurship (<http://guide.wisc.edu/undergraduate/business/management-human-resources/business-entrepreneurship-bba/>) and Business: Management (<http://guide.wisc.edu/undergraduate/business/management-human-resources/business-management-bba/>).

REQUIREMENTS

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This double option requires 18 credits; the layout of classes is found below:

Code	Title	Credits
M H R 422	Advanced Entrepreneurship	3
M H R 423	Strategic Management	3
M H R 427	Entrepreneurial Growth Strategies	3
M H R 434	Venture Creation ¹	3
or FINANCE 457 or M H R 399	Entrepreneurial Finance Reading and Research-Management	3
Choose two of the following:		6
M H R 305	Human Resource Management	
M H R 365	Contemporary Topics	
M H R 399	Reading and Research-Management ¹	
M H R 401	Leading Teams	
M H R/ INTL BUS 403	Global Issues in Management	
M H R 412	Management Consulting	
M H R 420	Leading Change in Organizations	
M H R 441	Technology Entrepreneurship	
M H R 604	Leadership Theory and Practice	
M H R 617	Diversity in Organizations	
M H R/ INTEGART 632	Introduction to Arts Entrepreneurship	
M H R/ INTEGART 636	Entrepreneurship in Arts & Cultural Organizations	
Total Credits		18

¹ Double counting of M H R 399 Reading and Research-Management within this option is prohibited.

FOUR-YEAR PLAN

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Freshman

Fall	Credits Spring	Credits
MATH 211	4 ECON 101	4
GEN BUS 110	1 PSYCH 202	3
Communications	3 Science	3
A		
Ethnic Studies	3 Humanities, Social Science, or Literature	3
	11	13

Sophomore

Fall	Credits Spring	Credits Summer	Credits
ECON 102	4 GEN BUS 307	3 FINANCE/ ECON 300	3
GEN BUS 306	3 ACCT I S 211	3	
ACCT I S 100	3 OTM 300	3	
M H R 300	3 MARKETNG 30C	3	
GEN BUS 360	3 M H R 305, 399, 401, 403, or 412	3	
	16	15	3

Junior

Fall	Credits Spring	Credits
M H R 422	3 Business Breadth	3
M H R 423	3 Humanities, Social Science, or Literature	3
Communications	3-4 Elective	3
B		
Ethics ¹	3-4 Elective	3
Elective	3 M H R 305, 399, 401, 403, or 412	3
	15-17	15

Senior

Fall	Credits Spring	Credits
M H R 434, 399, or FINANCE 457	3 M H R 427	3
Humanities, Social Science, or Literature	3 Business Breadth	3
GEN BUS 301	3 Science	3
Elective	3 Elective	3
Elective	3	
	15	12

Total Credits 115-117

¹ Students must choose one of the following courses: PHILOS 241 Introductory Ethics, PHILOS 243 Ethics in Business, PHILOS 341

Contemporary Moral Issues, PHILOS/ENVIR ST 441 Environmental
Ethics