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 section of the Guide.

General Education

• Breadth—Humanities/Literature/Arts: 6 credits
• 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
• Breadth—Social Studies: 3 credits
• Communication Part A & Part B *
• Communication Part A & Part B *
• Quantitative Reasoning Part A & Part B *

* 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.

REQUIREMENTS

The Wisconsin Bachelor of Business Administration (BBA) degree program is based on a broad educational foundation combined with courses in business and economics. This curriculum is designed for those students who wish to prepare for careers in business.

PRE-BUSINESS REQUIREMENTS

Code | Title | Credits
--- | --- | ---
Communication Part A | Complete one course designated Communication Part A, preferably: | 0-3
| COM ARTS 100 | Introduction to Speech Composition | 3
| ENGL 100 | Introduction to College Composition | 3
| ESL 118 | Academic Writing II | 3
| Completion of Communication Part A based on UW Placement Test | | 3

Economics | ECON 101 | Principles of Microeconomics | 4

or ECON 111 | Principles of Economics—Accelerated Treatment | 4

Psychology | PSYCH 202 | Introduction to Psychology | 3-4

Math | Three credits satisfied by placement exam or one of the following courses: | 3
| Math 112, 113, 114, 171, 211, 213, 217, 221, or 222 | 3

Total Credits: 10-14

LIBERAL STUDIES REQUIREMENTS

Liberal studies requirements must be completed prior to graduation. Students may not use courses offered by the Department of Economics or by the School of Business to fulfill liberal studies requirements. In addition, a single course may not be used to fulfill multiple liberal studies requirements.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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| Literature | Select one (or more) credit course designated Literature (L) | 3
| Science | Select six credits designated Biological, Natural or Physical Science. Courses that MAY NOT COUNT include: Courses in Computer Science, Mathematics, Statistics or Economics. | 6
| Ethics | Select one of the following: | 3-4
| PHILOS 241 | Introductory Ethics | 3
| PHILOS 243 | Ethics in Business | 3
| PHILOS 341 | Contemporary Moral Issues | 3
| PHILOS/ENVIR ST 441 | Environmental Ethics | 3
| Humanities | Select one 3 (or more) credit course designated Humanities (H or Z) | 3
| Ethnic Studies | Select one 3 (or more) credit course designated Ethnic Studies (e) | 3
| Social Science | Select one 3 (or more) credit course designated Social Science (S or Z) | 3

Total Credits: 21-22

1 Note: If a student completes an additional Literature (L) course, this requirement will be satisfied.

BUSINESS FOUNDATION REQUIREMENTS

All BBA degree candidates are required to complete foundation courses in business and economics. The foundation courses, in conjunction with a broad educational base, are designed to integrate the student's specialized training with an understanding of the structure and functions of business and its role in the larger social system. Business
foundation courses make up the business preparatory, core, and breadth requirements. Sequencing of courses in business preparatory, core, and breadth sections may vary based on a student’s academic plan or major. Consult with your academic advisor for specific recommendations.

BUSINESS PREPARATORY REQUIREMENT
All students must take the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>GEN BUS 110</td>
<td>Personal and Professional Foundations in Business</td>
<td>1</td>
</tr>
<tr>
<td>GEN BUS 106</td>
<td>Foundational Skills for Business Analysis</td>
<td>1</td>
</tr>
<tr>
<td>GEN BUS 206</td>
<td>Beginning Data Analysis for Business</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 207</td>
<td>Intermediate Data Analysis for Business</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 360</td>
<td>Workplace Writing and Communication</td>
<td>3</td>
</tr>
<tr>
<td>ECON 102</td>
<td>Principles of Macroeconomics 3–4</td>
<td></td>
</tr>
<tr>
<td>or ECON 111</td>
<td>Principles of Economics-Accelerated Treatment</td>
<td></td>
</tr>
<tr>
<td>ACCT I S 100</td>
<td>Introductory Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT I S 211</td>
<td>Introductory Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>Total Credits</td>
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<td>20–21</td>
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</tbody>
</table>

BUSINESS CORE REQUIREMENT

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>FINANCE/ ECON 300</td>
<td>Introduction to Finance</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 300</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MHR 300</td>
<td>Managing Organizations</td>
<td>3</td>
</tr>
<tr>
<td>OTM 300</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>Total Credits</td>
<td></td>
<td>12</td>
</tr>
</tbody>
</table>

UNIVERSITY DEGREE REQUIREMENTS

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.

Students with two majors in business or students with one major and a business related certificate need only one course (3 credits) outside their majors/certificate to satisfy this requirement. Students with three or more business majors or two majors and a business related certificate are not required to take additional breadth courses.