BUSINESS: INFORMATION SYSTEMS, BBA

Built on a solid foundation of a business and information technology (IT) curriculum, the major in information systems (https://wsb.wisc.edu/programs-degrees/undergraduate-bba/academics/majors/#information-systems) delivers a unique blend of business acumen, industry standards, and practical computing instruction. Students enjoy successful placement and satisfying careers because they possess both the in-depth knowledge of business processes and the ability to readily translate business requirements into value-added IT solutions. The curriculum is designed to prepare effective leaders in the design, development, and management of information systems—the lifeblood of a successful business model. Courses emphasize both individual and team projects based on actual applications of the subject matter.

The major in information systems is administered by the Department of Operations and Information Management.

RELATED STUDENT ORGANIZATIONS
Association of Information System Professionals
National Organization for Business and Engineering

HOW TO GET IN

Students wishing to pursue this major must be admitted to the School of Business. Once admitted, students are able to pursue any business major they choose. To find out more about the school's admissions process for undergraduate students, please see Entering the School (http://guide.wisc.edu/undergraduate/business/#enteringtheschooltext).

REQUIREMENTS

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 (http://guide.wisc.edu/undergraduate/#requirementsforundergraduatestudytext) 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 *
- Ethnic Studies *
- Quantitative Reasoning Part A or 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.

SCHOOL OF BUSINESS 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. Students completing any School of Business major (http://guide.wisc.edu/undergraduate/business/#requirementstext) are required to satisfy a common set of Pre-Business Requirements, Liberal Studies Requirements, Business Preparatory Requirement, Business Core Requirement, Business Breadth Requirement, and Credits for BBA Degree.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMP SCI 301</td>
<td>Contemporary Topics</td>
<td>3</td>
</tr>
<tr>
<td>INFO SYS 365</td>
<td>Technology of Computer-Based Business Systems</td>
<td>3</td>
</tr>
<tr>
<td>INFO SYS 422</td>
<td>Computer-Based Data Management</td>
<td>3</td>
</tr>
<tr>
<td>INFO SYS 424</td>
<td>Analysis and Design of Computer-Based Systems</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credits 15

SUGGESTED ELECTIVES RELATED TO INFORMATION SYSTEMS

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMP SCI 300</td>
<td>Programming II</td>
<td>3</td>
</tr>
<tr>
<td>COMP SCI 400</td>
<td>Programming III</td>
<td>3</td>
</tr>
<tr>
<td>INFO SYS 365</td>
<td>Contemporary Topics</td>
<td>1-3</td>
</tr>
</tbody>
</table>
I SY E/PSYCH 349  Introduction to Human Factors  3
I SY E 575  Introduction to Quality Engineering  3
I SY E 601  Special Topics in Industrial Engineering  1-3
MARKETNG 310  Marketing Research  3
MARKETNG/OTM 421  Fundamentals of Supply Chain Management  3
MARKETNG/OTM 427  Enterprise Systems and Supply Chain Management  3
M H R 300  Management Consulting  3
M H R 422  Entrepreneurial Management  3
M H R 423  Strategic Management  3
OTM 351  Principles and Techniques of Quality Management  3
OTM 365  Contemporary Topics (Project Management)  3
OTM 365  Contemporary Topics (Operations Analytics)  3
OTM 451  Service Operations Management  3
OTM 654  Production Planning and Control  3

UNIVERSITY DEGREE REQUIREMENTS

Total Degree  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.

LEARNING OUTCOMES

1. Understand how to manage data, model information, and apply appropriate information technology to create effective business solutions.
2. Understand how to use computer technologies to analyze business problems and processes.
3. Design and implement computer-based information systems which support business operations, decision-making, and planning.
4. Develop proficiency in project management, consulting, teamwork, conflict resolution, time management, and oral and written communication skills.
5. Effectively lead organizations in the design, development, and management of information systems.

FOUR-YEAR PLAN

This is a sample four-year plan for students directly admitted into the School of Business from high school. We encourage all students to consult with their academic advisor to develop an individualized plan that meets their specific needs.

Freshman
Fall  Credits  Spring  Credits  Summer  Credits
MATH 211  5  ECON 101  1  M H R 300  3
GEN BUS 110  1  PSYCH 202  3
Ethnic Studies  3  Literature  3
Science  3  Science  3
Communications  A

Sophomore
Fall  Credits  Spring  Credits
ECON 102  4  GEN BUS 307  3
ACCT I S 100  3  GEN BUS 300  3
GEN BUS 306  3  FINANCE/ ECON 300  3
OTM 300  3  MARKETNG 300  3
ACCT I S 211  3

Junior
Fall  Credits  Spring  Credits
COMP SCI 301  3  INFO SYS/ COMP SCI 371
Business
Breadth  3  Business Breadth
Communications  B  3-4 Humanities  3
Elective  3  Ethics  3-4

Senior
Fall  Credits  Spring  Credits
INFO SYS 365  1-3  INFO SYS 424  3
INFO SYS 422  3  GEN BUS 301  3
Social Science  3  Elective  3
Elective  3  Elective  3

Total Credits 102-106

1 Students must choose one of the following courses: PHILOS 241 Introductory Ethics, PHILOS 243 Ethics in Business, PHILOS 341 Contemporary Moral Issues, ENVIR ST/PHILOS 441 Environmental Ethics
ADVISING AND CAREERS

ADVISING
Advising is an integral part of any student's educational journey in the School of Business BBA Program. Starting at Student Orientation, Advising, and Registration (SOAR), we encourage all students to connect with academic advisors. BBA academic advisors have a wealth of knowledge about courses on campus, as well as policies and procedures.

BBA career advisors help students with career exploration, internships, resumes, job search, interviewing and more. We encourage students to connect with their career advisor once they arrive on campus.

BBA advisors want students to succeed. Students experiencing academic difficulty or personal struggles are encouraged to talk to their advisor about how their individual situation may affect their academic performance.

ASSIGNED ACADEMIC AND CAREER ADVISORS
For admitted BBA students, advisors are assigned by academic major. If you have more than one major, you may have more than one assigned advisor. You can find your assigned advisor by logging into your student center and looking on the right hand menu under “Program Advisor.”

For students not yet admitted to the School of Business, we have a team of pre-business advisors available to you.

ACCESSING ADVISING
If you have a quick question, no more than 15 minutes, please utilize our drop-in advising.

You may schedule a 30-minute appointment with an academic and career advisor. Advisors are trained, and have knowledge regarding all ten majors in the BBA, so if your assigned advisor is not available you can be confident to schedule an appointment with any of the BBA advisors.

Pre-business students may also schedule an appointment with a pre-business academic advisor.

If you have a quick yes/no question you may always send an email to your assigned advisor.

For more information on accessing academic advising, please see our academic advising page (https://bus.wisc.edu/current-student-resources/bba/academic-support-resources/academic-advising).

For more information on accessing career advising, please see our career advising page (https://bus.wisc.edu/current-student-resources/bba/careers-internships/career-advising).

CAREERS
Information systems professionals help clients address some of their most complex business problems through the effective use of technology. They see pathways to solutions of highly complex technical issues and are key leaders in conceptualizing and sourcing the best solutions. Information systems professionals collect, store, and analyze information and data to assist organizations and departments in executing business initiatives and making informed decisions. In addition, they use hardware, software, technology infrastructure combined with input from internal or external clients to develop tools to solve and track business objectives.

For more information about careers in information systems, please visit our BBA Info Systems website (https://wsb.wisc.edu/programs-degrees/undergraduate-bba/academics/majors/#information-systems).

PEOPLE

FACULTY AND STAFF IN INFORMATION SYSTEMS
Robert Batt (https://bus.wisc.edu/faculty/robert-batt), BA, MBA, Ph.D. Assistant Professor bob.batt@wisc.edu

Hessam Bavafa (https://bus.wisc.edu/faculty/Hessam-Bavafa), BS, MS, Ph.D. Assistant Professor hbavafa@bus.wisc.edu

Steve Boeder (https://bus.wisc.edu/faculty/steve-boeder), BBA, MBA Faculty Associate Director of the Erdman Center for Operations and Technology Management steve.boeder@wisc.edu

Gregory DeCroix (https://bus.wisc.edu/faculty/Greg-DeCroix), BS, BA, Ph.D. Professor greg.decroix@wisc.edu

Mark Finster (https://bus.wisc.edu/faculty/Mark-Finster), BS, Ph.D. Emeritus—Teaching mark.finster@wisc.edu

Donald Harmatuck (https://bus.wisc.edu/faculty/Don-Harmatuck), BS, MBA, Ph.D. Emeritus—Teaching Senior Lecturer dharmatuck@bus.wisc.edu

Donald Hausch (https://bus.wisc.edu/faculty/Donald-Hausch), BS, MS, Ph.D. Professor Academic Director, Bolz Center for Arts Administration dhausch@bus.wisc.edu

Andrew Jakubczak (https://bus.wisc.edu/faculty/andrew-jakubczak), BBA, MS Lecturer andy@bus.wisc.edu

Sung Kim (https://bus.wisc.edu/faculty/Sung-Kim), BS, MS, Ph.D. Professor skim@bus.wisc.edu

Rafael Lazimy (https://bus.wisc.edu/faculty/Rafi-Lazimy), BA, DBA Associate Professor rlazimy@bus.wisc.edu

Timothy McClurg (https://bus.wisc.edu/faculty/tim-mcclurg), BS, MBA, Ph.D. Senior Lecturer
tmccclurg@bus.wisc.edu

James Morris (https://bus.wisc.edu/faculty/James-Morris), BBA, MBA, Ph.D.
Emeritus—Teaching
Department Chair for Operations and Information Management
jmorris@bus.wisc.edu

Terence Ow (https://bus.wisc.edu/faculty/terence-ow), BS, MBA, MS, MS, Ph.D.
Visiting Associate Professor
ow@wisc.edu

Enno Siemsen (https://bus.wisc.edu/faculty/Enno-Siemsen), Ph.D.
Professor
Executive Director of the Erdman Center for Operations & Technology
Management
esiemsen@wisc.edu

Jordan Tong (https://bus.wisc.edu/faculty/jordan-tong), BA, Ph.D.
Assistant Professor
jtong@bus.wisc.edu

Dharmaraj Veeramani (https://bus.wisc.edu/faculty/Raj-Veeramani)
Professor
Affiliate Member in Operations and Information Management
raj.veeramani@uwebc.wisc.edu

Urban Wemmerlöv (https://bus.wisc.edu/faculty/urban-wemmerlov), BS, MS, MS, Ph.D.
Professor
urban.wemmerlov@wisc.edu

ACCREDITATION

AACSB International—The Association to Advance Collegiate Schools of Business (http://www.aacsb.edu)