

# BUSINESS: INFORMATION SYSTEMS, BBA

Built on a solid foundation of a business and information technology (IT) curriculum, the major in Information Systems (<https://business.wisc.edu/undergraduate/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

Information Systems Society (<https://win.wisc.edu/organization/informationssystemssociety/>)

## 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/#requirementsforundergraduatesstudytext>) section of the *Guide*.

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| General Education | <ul style="list-style-type: none"> <li>• Breadth—Humanities/Literature/Arts: 6 credits</li> <li>• 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</li> <li>• Breadth—Social Studies: 3 credits</li> <li>• Communication Part A &amp; Part B *</li> <li>• Ethnic Studies *</li> <li>• Quantitative Reasoning Part A &amp; Part B *</li> </ul> |
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\* 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/#requirements>) 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.

Code	Title	Credits
<b>School of Business BBA Requirements</b>		
Complete requirements: ( <a href="http://guide.wisc.edu/undergraduate/business/#requirements">http://guide.wisc.edu/undergraduate/business/#requirements</a> )		
	Pre-Business	
	Liberal Studies	
	Business Prep	
	Business Core	
	Business Breadth	

### INFORMATION SYSTEMS MAJOR REQUIREMENTS

The information systems major is a total of 16 credits, distributed as follows:

Code	Title	Credits
INFO SYS 365	Contemporary Topics	3
COMP SCI 220	Data Science Programming I	4
INFO SYS 371	Technology of Computer-Based Business Systems	3
INFO SYS 422	Computer-Based Data Management	3
INFO SYS 424	Analysis and Design of Computer-Based Systems	3
<b>Total Credits</b>		<b>16</b>

### SUGGESTED ELECTIVES RELATED TO INFORMATION SYSTEMS

Code	Title	Credits
COMP SCI 300	Programming II	3
COMP SCI 400	Programming III	3
INFO SYS 365	Contemporary Topics	1-3

ISYE/PSYCH 349	Introduction to Human Factors	3
ISYE 575	Introduction to Quality Engineering	3
ISYE 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	Information Technology in Supply Chains	3
MHR 412	Management Consulting	3
MHR 422	Entrepreneurial Management	3
MHR 423	Strategic Management	3
OTM 351	Principles and Techniques of Quality Management	3
OTM 451	Service Operations Management	3
OTM 452	Project Management	3
OTM 453	Operations Analytics	3
OTM 654	Production Planning and Control	2-3

## 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	4 MHR 300	3
GEN BUS 110	1 PSYCH 202	3	
Ethnic Studies	3 Literature	3	
Science	3 Science	3	
Communications A	3		
	<b>15</b>	<b>13</b>	<b>3</b>

### Sophomore

Fall	Credits Spring	Credits
ECON 102	4 GEN BUS 307	3
ACCT IS 100	3 GEN BUS 360	3
GEN BUS 306	3 FINANCE/ ECON 300	3
OTM 300	3 MARKETNG 300	3
	ACCT IS 211	3
	<b>13</b>	<b>15</b>

### Junior

Fall	Credits Spring	Credits
Business Breadth	3 INFO SYS 371	3
COMP SCI 220	4 Business Breadth	3
Communications B	3-4 Humanities	3
Elective	3 Ethics <sup>1</sup>	3-4
	<b>13-14</b>	<b>12-13</b>

### 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
	<b>10-12</b>	<b>12</b>

### Total Credits 106-110

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 Wisconsin School of Business Undergraduate Program. Starting at Student Orientation, Advising, and Registration (SOAR), we encourage all students to connect with academic advisors. Business academic advisors have a wealth of knowledge about courses on campus, as well as policies and procedures.

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

Business academic advisors and career coaches are passionate about student success. 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 COACHES

Admitted business students will have one assigned academic advisor.

Career coaches are assigned by academic major to be able to provide industry-specific career guidance. If a student has more than one major, they may have more than one assigned career coach. Students can find their assigned advisor and coach by logging into the Starfish portal through MyUW.

For students not yet admitted to the Wisconsin School of Business, there is a team of pre-business advisors available.

### ACCESSING ADVISING

Drop-in advising and scheduled appointments are available for admitted business students. Pre-business students may also schedule an appointment with a pre-business academic advisor or utilize drop-in academic advising.

For more information on accessing academic advising, please see our academic advising page (<https://business.wisc.edu/undergraduate/academic-advising/>).

For more information on accessing career coaching, please see our career coaching page (<https://business.wisc.edu/undergraduate/careers/>).

### 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 Undergraduate Info Systems website (<https://business.wisc.edu/undergraduate/majors/information-systems/>).

## PEOPLE

### FACULTY AND STAFF IN INFORMATION SYSTEMS

**For more information about the faculty and their research interests, please visit the directory** (<https://business.wisc.edu/directory/>).

Yash Babar, BE, Ph.D.  
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## ACCREDITATION

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

Accreditation status: Accredited. Next accreditation review: 2026–2027.