**Univeristy 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- to 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 & 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>MARKETNG/ OTM 421</td>
<td>Fundamentals of Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG/ OTM 422</td>
<td>Logistics Management</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 425</td>
<td>Marketing Channel Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG/ OTM 427</td>
<td>Information Technology in Supply Chains</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG/ OTM 423</td>
<td>Procurement and Supply Management</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG/ OTM 428</td>
<td>Supply Chain Capital Management</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG 437</td>
<td>New Product Innovation</td>
<td></td>
</tr>
<tr>
<td>OTM 451</td>
<td>Service Operations Management</td>
<td></td>
</tr>
<tr>
<td>OTM 453</td>
<td>Operations Analytics</td>
<td></td>
</tr>
</tbody>
</table>

**Total Credits: 18**

**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.

**Supply Chain Management (SCM) Major Requirements**

It is recommended that the undergraduate core courses OTM 300 Operations Management and MARKETNG 300 Marketing Management be taken as early as possible in preparation for this major.

- **Code**
  - MARKETNG/ OTM 421 Fundamentals of Supply Chain Management
  - MARKETNG/ OTM 422 Logistics Management
  - MARKETNG 425 Marketing Channel Strategy
  - MARKETNG/ OTM 427 Information Technology in Supply Chains
  - MARKETNG/ OTM 423 Procurement and Supply Management
  - MARKETNG/ OTM 428 Supply Chain Capital Management
  - MARKETNG 437 New Product Innovation
  - OTM 451 Service Operations Management
  - OTM 453 Operations Analytics

**Total Credits: 18**

**School of Business BBA Requirements**

Complete requirements: (http://guide.wisc.edu/undergraduate/business/#requirementstext)

- Pre-Business
- Liberal Studies
- Business Prep
- Business Core
- Business Breadth