

BUSINESS FUNDAMENTALS, SUMMER CERTIFICATE

The Summer Certificate in Business Fundamentals provides basic business education to students pursuing majors outside of the Wisconsin School of Business. The 12-credit certificate is designed to be completed over multiple summer terms with in-person and online course options, making it a more flexible option for students seeking fundamental business knowledge. Knowledge gained through the Summer Certificate in Business Fundamentals aims to better prepare students for business-related careers upon graduation.

HOW TO GET IN

The Summer Certificate in Business Fundamentals is not open to students declared in a major in the School of Business.

To declare students must have completed 12 credits in residence at UW-Madison and have earned a minimum GPA of 2.75.

To declare the certificate, go to the Academic Forms (<https://bus.wisc.edu/current-student-resources/bba/academic-support-resources/forms/>) page and complete the Summer Certificate in Business Fundamentals declaration form.

REQUIREMENTS

Students are expected to take 9 of the 12 required credits in-residence during the summer term.

REQUIRED COURSES

Code	Title	Credits
ACCT I S 300 or ACCT I S 100	Accounting Principles ¹ Introductory Financial Accounting	3
Select three of the following:		
FINANCE/ECON 300	Introduction to Finance	
MARKETNG 300	Marketing Management	
M H R 300	Managing Organizations	
OTM 300	Operations Management	
R M I 300	Principles of Risk Management	

¹ Students are strongly encouraged to take ACCT I S 300, unless ACCT I S 100 is required by their major.

QUALITY OF WORK

A minimum 2.000 GPA on required certificate coursework. Completed courses listed within the certificate curriculum, whether or not they meet a specific requirement, are included in the calculation of the GPA.

A minimum grade of C must be earned in each course.

9 of the 12 required credits must be taken in-residence (UW-Madison on-campus, study abroad, or distance courses).

CERTIFICATE COMPLETION REQUIREMENT

This undergraduate certificate must be completed concurrently with the student's undergraduate degree. Students cannot delay degree completion to complete the certificate.

LEARNING OUTCOMES

1. Describe basic business measurement as conveyed through accounting methods and reports. Read and interpret a balance sheet and income statement.
2. Describe the basic risk and return relationship and the use of diversification to manage overall risk.
3. Identify and describe basic business strategy and processes.
4. Measure and interpret cost benefit analysis including consideration of time value of money concepts.

ADVISING AND CAREERS

ADVISING

Students declared in the Summer Certificate in Business Fundamentals will have an assigned academic advisor and career coach. Contact information for a student's assigned academic advisor and career coach can be found here: <https://wsb.wisc.edu/programs-degrees/certificates/business-undergrad/contact-us> (<https://wsb.wisc.edu/programs-degrees/certificates/business-undergrad/contact-us/>)

More information on academic advising and career coaching options can be found here: <https://bus.wisc.edu/current-student-resources/bba/contact-advising-staff> (<https://bus.wisc.edu/current-student-resources/bba/contact-advising-staff/>)