

BUSINESS FUNDAMENTALS, SUMMER CERTIFICATE

Admissions to the Business Fundamentals Summer Certificate have been suspended as of fall 2025 and will be discontinued as of fall 2029. If you have any questions, please contact the department.

The Summer Certificate in Business Fundamentals (<https://business.wisc.edu/undergraduate/certificates/summer/>) provides basic business education to students pursuing majors outside of the School of Business. The 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

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The Summer Certificate in Business Fundamentals is not open to students declared in a major in the School of Business or the Certificate in Business (<https://guide.wisc.edu/undergraduate/business/school-wide/business-certificate/>).

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://business.wisc.edu/undergraduate/academic-advising/#forms/>) page and complete the Summer Certificate in Business Fundamentals declaration form.

REQUIREMENTS

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

REQUIRED COURSES

Code	Title	Credits
ACCT IS 300	Accounting Principles ¹	3
or ACCT IS 100	Introductory Financial Accounting	
Select three of the following:		9
FINANCE/ECON 300	Introduction to Finance	
MARKETNG 300	Marketing Management	

M H R 300	Managing Organizations
OTM 300	Operations and Supply Chain Management
R M I 300	Principles of Risk Management

Total Credits **12**

¹ Students are strongly encouraged to take ACCT IS 300, unless ACCT IS 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

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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

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Students who have declared the Summer Certificate in Business Fundamentals will be assigned to the School of Business Certificate Advising Committee.