The traditional bachelor of science in nursing (BSN) degree program prepares individuals for careers in professional nursing in hospitals and other health care agencies. This traditional BSN program provides a foundation for progressing to positions of increased responsibility, leadership, and continued education in graduate programs. Upon successful completion of the program, students receive a bachelor of science in nursing degree from the UW–Madison School of Nursing.

The curriculum includes courses in nursing as well as in liberal arts and sciences. Most students enter UW–Madison as pre-nursing students and spend their first two years completing nursing prerequisite and general education courses. Students then apply midway through their sophomore year to enter the nursing program as juniors. From there, the two-year nursing component includes lectures, laboratory, and clinical courses. Nursing courses emphasize clinical decision-making and the application of theoretical knowledge. Clinical experiences can be up to 90 miles from Madison and may include ambulatory sites, clinics, hospitals, rehabilitation centers, home health agencies, geriatric facilities, school districts, nursing homes, policy centers, etc. This range of sites and opportunities gives students comprehensive exposure to a broad range of patients, illness, and care in both clinical patient and community health settings. Elective courses in general education and in nursing permit students to pursue individual interests.