The Wisconsin Undergraduate (BBA) Program

Pre-Business Process

The pre-business process is here to help you explore your interest in business and prepare you for your Wisconsin BBA application. Nearly half of Wisconsin BBA students are admitted through the pre-business process.

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**APPLY TO THE PROGRAM:**

the application opens March 3, 2021 and closes March 17, 2021

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**START**

**Event**

**Pre-Business Welcome** (Before classes start)
Become a part of the BBA network: meet fellow pre-business students, advisors, and admissions counselors

**Workshop**

**Pre-Business 101** (Oct.-Nov.)
Review the BBA application process and learn how to be a competitive applicant

**Event**

**BBA First-Year Case Competition** (Oct.)
Work through real industry challenges and network with industry leaders

**Workshop**

**Pre-Business 102** (Feb.)
Learn how to create a polished and professional résumé

**Workshop**

**Pre-Business 103** (Feb.)
Learn how to craft a strong application essay

**Review**

**Résumé Review Week** (Feb.)
Review your résumé with a Wisconsin BBA staff member or peer advisor

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**Prepare for your application by attending pre-business events**

Learn more about upcoming events at go.wisc.edu/bbaevents
Experience a Top-Ranked Business Education

At the Wisconsin School of Business, you’ll experience a top-ranked business education in an engaging, transformational environment. Choose from 11 business majors and a range of specializations and certificates. You’ll learn from leading business scholars, complete hands-on projects with top companies, and connect with a network of more than 44,000 Business Badgers around the world.

Connect with a pre-business advisor at go.wisc.edu/bba-admissions-advising. All interested applicants are encouraged to schedule a meeting with a Pre-Business advisor through Starfish.

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public undergraduate business program
—U.S. News & World Report, 2020

2020 BBA graduates at a glance

97% of students completed internships

$61,241 average base salary

3.9 years average time to graduate

Sample Curriculum Timeline

First Year | Second Year | Third Year | Fourth Year
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Liberal Studies | Pre-Business | Business Prep* | Business Core
Pre-Business | Business Prep* | Business Core | Business Major
Business Prep* | Business Core | Business Major | Business Breadth
Business Core | Business Major | Business Breadth | Business Core
Business Major | Business Breadth | Business Core | Business Major
Business Breadth | Business Core | Business Major | Business Breadth
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Business Major | Business Breadth | Business Core | Business Major
Business Breadth | Business Core | Business Major | Business Breadth
Business Core | Business Major | Business Breadth | Business Core
Business Major | Business Breadth | Business Core | Business Major

*The majority of BBA students, regardless of how they are admitted, begin Business Prep during their second year.

Prior to admission, students must complete four prerequisite courses. Learn more about course requirements and credit eligibility go.wisc.edu/bba-admissions-policies.

Admission to the Wisconsin BBA Program is selective. Not all applicants meeting the minimum requirements are guaranteed admission.