Undergraduate Program
Wisconsin School of Business

Be the Next Great Business Leader
Join an Exciting Community of Business Leaders

Earn your bachelor of business administration (BBA) degree at the University of Wisconsin–Madison

The undergraduate program in the Wisconsin School of Business is home to a thriving learning community where students gain lifelong friends, develop skills for their dream careers, and position themselves to excel in an ever-changing business world and growing digital economy.

Experience unmatched career support and preparation
Take advantage of one-on-one advising, career coaching, and interview support to help you land major internships and your ideal career.

Connect with successful alumni and top employers
Be mentored by industry leaders and work with top companies on crucial projects.

Learn from world-renowned faculty in a small, tight-knit program
Benefit from accessible professors who are experts in their fields, shaping business and the way we think about it.

—U.S. News & World Report, 2020

public undergraduate business program

#7
The University of Wisconsin–Madison is one of the world’s most highly ranked universities. As a business student, you benefit from UW–Madison’s far-reaching resources, faculty expertise, research prowess, and state-of-the-art facilities.

You become part of a community with a lasting impact on the state of Wisconsin and the world.
Accounting

Accountants report the financial activities of a business or an individual. In accounting, you work with all aspects of money management and help businesses make strategic decisions for financial well-being.

*IMAcc program: students have the opportunity to add one year to their education and complete a master of accountancy degree.*

Wisconsin undergraduate business students contribute hours of service to help taxpayers, including those in low-income positions, complete their returns.

Average starting salary: $57,184

Actuarial Science

Actuaries apply problem-solving skills and knowledge of math, statistics, economics, and finance to create business solutions and predict results. You can work in insurance, manage risk, or lead operations.

*Students in the Wisconsin Undergraduate Business Program contribute to the TEL Project, developing technically enhanced educational aids to support learning in the classroom and to pass professional exams.*

Average starting salary: $65,813

International Business

In international business, you learn to navigate business on a global level and become an expert on the language and cultures of a particular region. Students double major in international business after selecting another business major.

*All international business students in the Wisconsin Undergraduate Business Program study abroad for one semester in their region of emphasis.*

Average starting salary: $57,750

Risk Management and Insurance

Risk and insurance experts protect organizations and their customers and support effective growth. You manage financial, legal, insurance, contractual, or product risks.

*Wisconsin undergraduate business students recently collaborated with United Airlines to create a useful data management tool after the company introduced a new claims tracking system.*

Average starting salary: $61,359

Management and Human Resources

HR professionals attract, motivate, develop, and retain employees for organizations. You learn about leadership, strategy, and decision-making involving people and products.

*Wisconsin undergraduate business students specialize in organizational structure, entrepreneurship, or leadership employer development.*

Average starting salary: $53,458

Real Estate and Urban Land Economics

As a real estate professional, you can work in development and construction, real estate financing, brokerage, leasing, property management, appraising and assessment, or urban planning.

*Students in the Wisconsin School of Business’s Real Estate Club take two national trips per year, usually in association with and sponsored by the Wisconsin Real Estate Alumni Association.*

Average starting salary: $61,605
The Wisconsin School of Business offers undergraduate majors in 11 business disciplines. Select multiple majors, add certificates, and tailor your education to fit your goals. Learn, connect, and excel in the fields that fit who you are and where you want to go.

Finance, Investment, and Banking
Finance professionals manage organizations’ financial resources, weighing the risks and returns associated with financial products and institutions. You gain skills in analysis, trading, policy, financial markets, forecasting, and venture capital.

Wisconsin undergraduate business students participate in the Duff & Phelps YOUniversity Deal Challenge, winning the global deal-making case competition in several recent years.

Average starting salary: $62,949

Marketing
Marketers research consumer demand for products and services. You manage corporate brands, conduct marketing communications campaigns, and lead sales teams.

Professional Honorary Marketing Society students in the Wisconsin undergraduate business program provide marketing guidance and assistance to small businesses in Madison.

Average starting salary: $50,493

Supply Chain Management
Supply chain managers are essential to keep the global economy running. You strategize the flow of goods and services, source materials, and oversee manufacturing and delivery of products.

Wisconsin undergraduate business students recently traveled to Norway to explore the supply chain of the energy industry and its move toward more sustainable business practices.

Average starting salary: $60,913

Information Systems
Professionals in information systems use technologies to analyze business problems and processes. You use these analyses to design and implement computer-based systems that support operations, decision-making, and planning.

Outside of the classroom, Wisconsin undergraduate business students use technologies to analyze real business problems and processes in order to design and implement computer-based information systems.

Average starting salary: $74,166

Operations and Technology Management
In operations and technology management, you create and improve the processes that organizations follow to deliver quality goods and services to the right place at the right time, with the right balance of cost and speed.

Wisconsin undergraduate business students recently worked on the Hybrid Vehicle Team, developing and building innovative vehicles.

Average starting salary: $57,023

Business certificates
Business students have the opportunity to diversify their skill sets by adding certificates to their main areas of study.

Spanish Language Certificate students get a business-specific approach to mastering one of business’s most common languages. Other certificates commonly pursued by business students are in the areas of Chinese professional communications, development economics, digital studies, public policy, sports communication, and sustainability. Visit go.wisc.edu/uw-certificates for a full list.
Wisconsin business students have major-league internships

Every summer, Wisconsin School of Business students apply their skills at internships across the country. They get a taste of a professional environment and make valuable connections with employers while expanding their network, experience, and knowledge.

“I’ve been a Brewers fan for as long as I can remember, and it was always a dream to work for the team one day. As an intern, the experience I gained, the opportunities I had, and the connections I made will last with me forever. This position helped me discover a new dimension of the sports industry and a newfound career interest in sports marketing. It will greatly benefit me moving forward as I pursue a career in sports.”

Alec Dimmig (BBA ’20)
promoted the state’s favorite baseball team

Corporate Partnerships Intern
Milwaukee Brewers
Milwaukee

Major
Management and Human Resources

President
Sports Business Club at UW-Madison
In addition to business majors and certificates, internships are a pivotal way Wisconsin undergraduate business students prepare for successful careers. The School’s advising team helps connect students with opportunities in their area of interest. One-year master’s programs give students another level of preparation, allowing students to gain focused skills and experience.

Stay for a fifth year at UW-Madison and earn a master’s degree. Programs like Master of Accountancy (MAcc) and MS in Finance are 4+1 programs. MAcc gives undergrad accounting majors an extra year of accounting. The MS in Finance gives finance and economics majors an extra year of finance. Wisconsin’s other master’s programs offer a deep dive in a particular subject, regardless of a student’s undergraduate major. Wisconsin’s master’s programs help you earn an advanced credential for your first post-grad job and give you the opportunity to start at a higher salary.

**MS in Business Analytics**
Learn to leverage data to solve business problems with this STEM-designated master’s program. Use cutting-edge tools to hone your analytical skills. This one-year program prepares students to seize opportunities in the fast-growing world of turning data into decisions. Learn analysis, visualization, machine learning, experimental design, and optimization.

**MS in Real Estate**
Handle the complexities of commercial real estate transactions. Gain knowledge and make industry connections to pursue the real estate career path of your choice. Our applied learning opportunities provide hands-on experience working on real-world projects in the community. The program is delivered by the same faculty who have earned a #2 national ranking for the undergraduate program in real estate.

**MA in Arts and Creative Enterprise Leadership**
Learn to be an innovative arts administrator, nonprofit executive, or social entrepreneur. Build on your creative skills and background to make a difference and build a career. Develop a portfolio of strategic abilities rooted in business practice and complete a paid internship or receive seed funding for your start-up project.

**Master of Accountancy (MAcc)**
Become a certified public accountant. Our individualized internship program, grounding in professionalism and ethics, and active employer network position you to start the career of your choice—in industry, government, nonprofits, or public accounting.

**MS in Finance:**
**Applied Security Analysis Program**
Gain theoretical knowledge, analytical skills, and real-world insights to launch your career in investment research and portfolio management. Connect with industry professionals and have the opportunity to manage over $20 million in equities and fixed income assets.

**MS in Supply Chain Management**
Earn a STEM-designated degree. Guide cross-functional business processes. Today’s global business environment requires integration of analytics tools, information systems, manufacturers, suppliers, inventory management and distribution to meet customer demand. The program covers topics relevant to supply chain management, including operations, marketing, analytics, and risk.

Explore the master’s programs at go.wisc.edu/wsb-masters
In the Wisconsin School of Business, you get the latest, most relevant business education available. Faculty, staff, and alumni push the boundaries of business and challenge students to work with established leaders inside and outside of the classroom. Whether it’s an innovative course on the latest financial technology, a collaborative project bettering the community, or the platform to pitch a new business idea, UW–Madison business students have an array of opportunities to test their skills and network with people doing their dream jobs.

Business Plan Competition
The WSB Business Plan Competition is a Shark Tank-style contest where students develop business ideas and pitch them to local entrepreneurs and investors. Winners receive up to $4,000 to launch their ventures as well as targeted entrepreneurship resources to more fully develop their business models.

Cryptocurrencies course
Created and taught by a former Wall Street executive and current Wisconsin School of Business finance expert, the course explores the fundamentals of cryptocurrencies such as Bitcoin, Ethereum, and Ripple, as well as their underlying technologies like blockchain and smart contracts.
Cutting Edge Opportunities at Wisconsin

Apply your new knowledge to real-world challenges

**Case Competitions**
Wisconsin students have the opportunity to put their business skills to the test in an array of national case competitions. Showcase your ability and work with a team of Business Badgers to solve real-world challenges, and come up with innovative solutions.

**Accenture Leadership Center**
The Wisconsin School of Business is one of only a few business schools in the nation to have its own in-house leadership center. The Accenture Leadership Center allows students to develop and practice leadership skills through workshops, a speaker series, classes, and case competitions. This cocurricular opportunity enables students to develop leadership skills inside and outside of the classroom while obtaining UW-Madison’s leadership certificate.

**Design Driven Innovation course**
Students gain a foundation in basic design thinking practices and challenges. Design thinking was predominantly used in product development, but its application has expanded to services, strategy, and organizational change initiatives. The course includes students from fields like engineering and design to mimic the complexity of a real firm’s organizational setup.
Join Business Badgers Across the Country

Wisconsin BBA grads take their skills to Fortune 500 corporations, major nonprofits, and startups all over the world. UW-Madison’s enthusiastic alumni base helps connect you to opportunities.


44,000+
Wisconsin School of Business alumni across the globe
Wisconsin Alumni Shape the Business World

Julian Moncada (BBA ’12) is influencing the tech industry as an investor
Associate, Lerer Hippeau Ventures, New York City

“I continuously draw on what I learned at the Wisconsin School of Business—not just work ethic, but also ingenuity. The School opened my eyes to what my career possibilities were.”

Majors: Finance and Investment Banking, International Business
Your Dream Career—Only a Step Away

The Wisconsin School of Business partners with leading companies from across the nation and around the globe that recruit and hire our students, year after year, because they know Wisconsin graduates are experienced and prepared for success.

Get measurable results

| 97% | of BBA students complete internships | $3,308 |
| 550+ recruiting companies |
| 92% | of graduates actively seeking employment secured a full-time position within six months of graduation | $61,241 average base salary | 35% received a signing bonus |
| 100% of Wisconsin undergraduate business students report career and internship data, giving you the full picture of our program’s career outcomes.

For more information about BBA employment outcomes, visit go.wisc.edu/bbaoutcomes.
Wisconsin Alumni are Major Influencers

Lindsey Mueller (BBA ’05) is shaping entertainment for the next generation

Director, Integrated Marketing (MTV | VH1 | Comedy Central | Paramount Network) at Viacom, Los Angeles

“A lot of people have made amazing connections and gotten their start as a result of the Hollywood Badger network. It’s definitely played a role in my career.”

Majors: Marketing, Real Estate and Urban Land Economics, International Business
Forward-Thinking Resources

Situated in the heart of the bustling UW–Madison campus, Grainger Hall is the perfect home for your exciting new journey as a business scholar, taking your knowledge and career-readiness to great heights.

The Academic Advising team conducts around 6,800+ one-on-one appointments each year, helping BBA students explore their interests, and work to prioritize customizable experiences like study abroad, internships, and balancing double majors.

In Grainger Hall, Wisconsin undergraduate business students have access to the Career Engagement Studio team. Coaches within the newly renovated Career Engagement Studio work with you to find internships that best match your career goals, with resources that include a 21-room interview suite available for practice or employer use.
The Business Learning Center (BLC) provides tutoring resources for students enrolled in accounting, economics, finance, and business analytics coursework. The BLC offers small group tutoring twice a week with a teaching assistant in Grainger Hall. Teaching assistants tutor in their particular field of study, regularly attend lectures, and have close working relationships with course instructors.

The Personal and Professional Foundations in Business course introduces students to WSB resources, helps students develop leadership skills, facilitates networking, and encourages personal reflection on future goals. It was created with feedback from students, alumni, employers, and faculty/staff in order to prepare students for internships, full-time jobs, leadership roles, and community engagement.

Business Badger Badges is a customizable program that allows students to build leadership skills and earn digital badges through participation in cocurricular activities. Attend workshops, conferences, case competitions, and service days, apply those learnings, and earn a digital badge to display on your LinkedIn profile or résumé to demonstrate expertise in a specific area of leadership.

The Learning Commons is a brand new library and study space that integrates three floors in Grainger Hall to create a vibrant atmosphere where students, faculty, staff, alumni, and industry leaders learn from and engage with one another. It includes a Finance and Analytics Lab, collaborative learning classrooms, group work space, individual study space, and tutoring support services.
Strive for Your Goals Alongside Lifelong Friends

Wisconsin undergraduate business students come from around the country and the globe to build a supportive network, learn from different perspectives, and strive to make an impact on the business world. Providing an inclusive environment is central to the Wisconsin School of Business’s efforts to educate the next generation of business leaders.

3,206 total students

- 42% female students
- 14% ethnic minority students
- 7% international students

37 states and Washington, D.C. represented

Ethnic minority is defined as an individual who identifies as one or more of the following racial and ethnic groups: American Indian or Alaska Native, Asian, African American or Black, Hispanic or Chicano or Latino(a).
Ethnic minority is defined as an individual who identifies as one or more of the following racial and ethnic groups:

- American Indian or Alaskan Native
- Asian or Pacific Islander
- African-American/Black
- Hispanic/Chicano/Latino(a)

The Multicultural Student Center hosts events and provides resources to strengthen and sustain an inclusive campus where all students, particularly students of color and other historically underserved students, can realize an authentic Wisconsin experience. With a strong focus on social justice, the center gives students an opportunity to learn about and engage with current issues and participate in workshops and community building.

Join a business-focused living community

UW–Madison offers two business-specific living communities. Business Connect in Ogg Hall is open to all first-year direct admit business students. Students participate in WSB programming and mentoring, develop study groups, and work on new business ideas and concepts. Startup is an entrepreneurship-focused community located in Sellery Hall. Each year 64 students from a variety of majors live and learn together. Students work to bring their business ideas to life, network with peer and professional entrepreneurs, take a course together, and compete for funding opportunities.

The list of student organizations at UW–Madison includes something for everyone. There are currently 1,000 organizations at the university, with more added each year. No matter your passion, you’ll find a group that means something to you. You can also choose from more than 40 organizations specifically for business students, designed to help you explore careers, network with employers, and serve others.

1,000 ways to be involved

95% of BBA students report being involved in a campus or community organization

Find the perfect organization for you at win.wisc.edu/organizations
Experience Life Abroad

Gain unforgettable experiences

The Wisconsin School of Business offers business-focused study abroad programs in 18 different countries. The programs are hosted by highly regarded business schools around the world. About 40 percent of business students study abroad.

Students also have the opportunity to participate in a nonbusiness-focused study abroad program through one of UW–Madison’s 225+ additional programs in 69 countries on six continents.

Studying abroad is a great way to customize your college experience, meet people from around the world, and explore your interests.

• Develop a global perspective that changes your worldview
• Experience international business and prepare for a world economy
• Challenge yourself and develop confidence in your abilities

Read blogs from our Wisconsin undergraduate business students abroad at go.wisc.edu/bbastudyabroadblog
Diana Xiong (BBA ’20) studied at China’s most prestigious university

“My study abroad program was a huge growing period for me, and pushed me out of my comfort zone. The Chinese economy is growing rapidly, and I wanted to refine my Chinese language skills and understand the cultural aspects that would benefit my business education and career. I am grateful for the experience and for the relationship that WSB has with renowned schools like Tsinghua.”
Become a Business Badger

Discover your path to a Wisconsin Undergraduate Business degree

3 paths to admission

Direct Admit
Directly from high school

Pre-business
Current UW-Madison student

Transfer
Transferring from another institution

BBA students, no matter how they are admitted, graduate from UW-Madison in an average of 3.9 years

Direct admission from high school
1. Apply to the University of Wisconsin-Madison at apply.wisconsin.edu or commonapp.org

2. Indicate business or a specific Wisconsin undergraduate business major to be considered for direct admission

Approximately half of the undergraduate program’s students are admitted directly from high school. All students who apply to UW-Madison and indicate business as their first choice of major are automatically considered for direct admission.

Admission as a current UW-Madison student or transfer student
Nearly half of the program’s students are admitted after at least one year at UW-Madison or another institution. Students apply during the spring semester after meeting the prerequisite requirements.

Schedule a meeting with a Wisconsin Undergraduate Business Program admissions counselor to discuss our pre-business path and ways to prepare for BBA admission. Visit go.wisc.edu/bbaevents for more info.
Four courses required before you begin your business degree

Every Wisconsin undergraduate business student must take four required courses before starting the business core—regardless of how you are admitted. You may transfer AP or college credits for these courses before you arrive at UW–Madison. However, once you start at UW–Madison, any remaining prerequisite courses must be taken on campus.

1. **Communications Part A**: English 100, Comm Arts 100, or ESL/English 118
2. **Calculus**: Math 211, 217, or 221
3. **Microeconomics**: Economics 101 or 111
4. **Psychology**: Psychology 201, 202, or 281

*The majority of Wisconsin undergraduate business students, regardless of how they are admitted, begin Business Prep during their second year. Direct admit students may have the opportunity to begin Business Prep during their first year depending on course availability.

## Sample Curriculum Timeline

<table>
<thead>
<tr>
<th>First Year</th>
<th>Second Year</th>
<th>Third Year</th>
<th>Fourth Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal Studies</td>
<td>Pre-Business</td>
<td>Business Prep*</td>
<td>Business Core</td>
</tr>
<tr>
<td>Business Prep*</td>
<td>Business Core</td>
<td>Business Major</td>
<td>Business Breadth</td>
</tr>
</tbody>
</table>

## 2020-2021 Estimated Academic Year Cost of Attendance

<table>
<thead>
<tr>
<th></th>
<th>Wisconsin Resident</th>
<th>Nonresident</th>
<th>Minnesota Resident</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tuition and Fees</strong></td>
<td>$10,746*</td>
<td>$38,634*</td>
<td>$15,058**</td>
</tr>
<tr>
<td>Books and Supplies</td>
<td>$1,150.00</td>
<td>$1,150.00</td>
<td>$1,150.00</td>
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<tr>
<td>Housing and Meals</td>
<td>$12,200</td>
<td>$12,200</td>
<td>$12,200</td>
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<tr>
<td>Miscellaneous</td>
<td>$3,132</td>
<td>$3,656</td>
<td>$3,432</td>
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<tr>
<td><strong>Total</strong></td>
<td>$27,228</td>
<td>$55,640</td>
<td>$31,840</td>
</tr>
</tbody>
</table>

*Undergraduate business school tuition for Wisconsin residents and nonresidents adds an additional $1,000.08. **Undergraduate business school tuition for Minnesota residents adds an additional $1,999.92.

## Scholarships and Financial Aid

The Wisconsin School of Business provides nearly $1 million in scholarship support to admitted and enrolled Wisconsin undergraduate business students each year. There is a wide variety of financial aid and scholarship options available to incoming UW–Madison and/or Wisconsin School of Business students. To be considered for most awards, completion of the FAFSA is required.
A Top-Ranked College City

Unmatched biking, hiking, and sports. World-class art, music, and theater.

Madison is consistently rated one of America’s favorite places to live or go to school. Take advantage of urban amenities and enjoy small-town friendliness. Immerse yourself in a vibrant capital city, engage with a growing startup community, and benefit from a relaxed, nature-filled environment.

Visit Madison.wisc.edu to get a glimpse of all Madison has to offer.

State Capitol
The beautiful Wisconsin State Capitol building rests in the center of the city, flanked by restaurants, shopping, and museums. The Capitol Square hosts a wildly popular farmer’s market.

State Street
Madison’s legendary pedestrian-only street connects campus and the Capitol Square and is dotted with restaurants, shops, and concert venues.
Visual and Performing Arts

Madison is a major hub for the arts, with several music, theater, and comedy venues close to campus, a stunning contemporary art museum, and an array of outdoor festivals.

Memorial Union

Just blocks from Grainger Hall, the newly renovated Memorial Union is UW–Madison’s cultural hub and iconic waterfront hangout. Overlooking Lake Mendota, the Memorial Union Terrace has water sports, presents a regular lineup of music and cinema, and showcases the brand new Alumni Park. Inside, students participate in lectures and performances featuring the world’s most current and prominent cultural voices.
Start a Conversation

Wisconsin Undergraduate Business Program

Contact current student ambassadors: admissions@wsb.wisc.edu

Schedule a visit: go.wisc.edu/bbaambassador

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