TABLE OF CONTENTS

2 The Wisconsin BBA Community
4 Excellence and Opportunity at Wisconsin
6 Majors and Career Paths
12 Comprehensive Career Preparation
14 Global Perspective
16 Become a Business Badger
“As part of the BBA community, I was surrounded by world-class professors; intelligent, hard-working peers; and staff who were truly passionate about the success of students. Every day, I felt challenged by the curriculum and community, learning firsthand why the stellar reputation of the Wisconsin School of Business is no accident.”

—ERIC O’NEIL (BBA ’14)
JOIN AN ENGAGED, TRANSFORMATIONAL COMMUNITY

When you earn your Bachelor of Business Administration (BBA) degree at the Wisconsin School of Business, you become a member of a close community of students known for collaboration, diverse perspectives, and a commitment to helping each other succeed.

WISCONSIN BBA STUDENT PROFILE

44.6% Female

14.6% Ethnic minorities

6.2% First-generation students
“The entire BBA Program is only two thousand and some students. You can go into the library and know half the people there and be able to study together and ask questions. It seems like everywhere you go, you can find a friend. It’s nice to have that close-knit community with all the benefits of a big campus.”

—AMY WALSH (BBA ’16)
EXPERIENCE WORLD-CLASS OPPORTUNITIES AND OUTCOMES

The Wisconsin School of Business is committed to providing learning opportunities beyond the classroom, a world-class curriculum, and expert faculty—all of which ensure you are poised for success as you begin your career.

#9 AMONG PUBLIC BBA PROGRAMS
—BLOOMBERG BUSINESSWEEK, 2015
Within three months of graduation, the Class of 2016 was already outperforming the class that preceded it, growing in both average base salary and overall placement rate.

85% of graduates secured a full-time position of those actively seeking employment.

$58,741 average base salary

$5,348 average signing bonus

For more information about BBA employment outcomes, visit go.wisc.edu/bbaoutcomes.
CLASS OF 2016
Average starting salary: $57,166

Key employers: Baker Tilly, Deloitte, EY (Formerly Ernst & Young), KPMG, PwC, TDS

Common job titles: Staff Accountant, Tax Associate, Financial Analyst, Mortgage Banker

ACCOUNTING

#17 ACCOUNTING PROGRAM —U.S. NEWS & WORLD REPORT, 2015

Accounting majors learn to help organizations manage money and materials in order to monitor and report on organizations’ financial well-being. Eligible students may add a fifth year to their studies to earn a Master of Accountancy degree and meet the educational requirements for licensure as a certified public accountant.

BEYOND THE CLASSROOM
Accounting Honor Society students serve the community by participating in the Volunteer Income Tax Assistance (VITA) program. In 2015, 23 students contributed more than 250 hours of service to help 240 low-income taxpayers with their tax returns.

Ricky Sandler (BBA ’91), CEO and chief investment officer at Eminence Capital, is one of many alumni who travel from across the country to teach BBA students at the WSB, including Richard Sterndale (BBA ’15) and Yuxie Li (BBA ’15).
ACTUARIAL SCIENCE

Actuarial science majors use mathematics and statistics to assess liabilities and risks; in an uncertain world, their skills are needed beyond the traditional realms of insurance and pension plans.

BEYOND THE CLASSROOM
Actuarial science students contribute to the Technology Enhanced Learning (TEL) Project, where students develop educational aids to support learning in the classroom and to pass professional exams.

CLASS OF 2016
Average starting salary: $61,610

Key employers:
Allstate, Prudential, Aon Hewitt, Milliman, Northwestern Mutual

Common job titles:
Actuarial Analyst, Product Analyst, Business Development Associate

FINANCE, INVESTMENT, AND BANKING

#22 FINANCE PROGRAM —U.S. NEWS & WORLD REPORT, 2015
Finance majors learn to manage organizations’ financial resources, weighing the time, returns, and risks associated with cash, equity, debt, and more advanced financial instruments. Eligible students may add a fifth year to their studies to earn a Master of Science in finance.

BEYOND THE CLASSROOM
Each year, students participate in the Duff & Phelps YOUUniversity Deal Challenge. Wisconsin School of Business students have won the competition in three of the last four years. In 2015, students were required to address valuation and transfer pricing implications of eBay’s plan to spin off its payments business segment, PayPal, into a separate publicly traded company.

CLASS OF 2016
Average starting salary: $62,343

Key employers:
BMO Harris Bank, Robert W. Baird, Deutsche Bank Securities, Huron Consulting Group, Procter & Gamble, Dell

Common job titles:
Investment Banking Analyst, Business Analyst, Portfolio Manager, Audit Associate
“The barriers between students and professors are nonexistent. It’s easy to go into office hours or even approach them outside the building. I’ve never felt intimidated or out of place. It’s a competitive atmosphere, but a very supportive atmosphere.”

—DAVID BAKER (BBA '15)

### INTERNATIONAL BUSINESS

International business majors focus on the business practices, languages, and cultures of a global region, equipping graduates to apply functional skills internationally. International business majors must select a second BBA major as a specialization.

**BEYOND THE CLASSROOM**

All international business students study abroad for one semester in their region of emphasis. Regional tracks and experiences are established for Asia, Europe, and Latin America.

### INFORMATION SYSTEMS

Information systems majors use a blend of business acumen, knowledge of industry standards, and practical information technology (IT) skills to help organizations maximize technology’s potential.

**BEYOND THE CLASSROOM**

Students gain real-world experience using computer technologies to analyze business problems and processes in order to design and implement computer-based information systems that support business operations and planning.

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**CLASS OF 2016**

**Average starting salary:** $60,577

**Key employers:**

3M, SC Johnson, Aldi, Ford

**Common job titles:**

Corporate Auditor, Zone Manager, Business Analyst, Assistant Account Executive, Analyst
MANAGEMENT AND HUMAN RESOURCES

#20 MANAGEMENT PROGRAM —U.S. NEWS & WORLD REPORT, 2015

MHR majors may choose from any combination of three specialties: management (organizational structure and function), human resources (attracting, developing, and retaining people), and entrepreneurship (bringing new ideas to market).

BEYOND THE CLASSROOM
Each year, students work in small groups to complete a business consultation for real companies, interviewing employees to learn more about their operations, marketing, and leadership.

CLASS OF 2016
Average starting salary: $53,003

Key employers:
Nestlé USA, Target, Wells Fargo, Mercer Consulting, Milwaukee Tool/TTI

Common job titles:
Assistant Project Manager, Business Analyst, Human Resources Assistant, Sales Development Representative

MARKETING

#9 MARKETING PROGRAM —U.S. NEWS & WORLD REPORT, 2015

Marketing majors research consumer demand, learn about product and brand management, practice conducting marketing campaigns, and learn to lead sales teams.

BEYOND THE CLASSROOM
Students provide marketing guidance to small businesses in Madison. Students have worked on developing marketing strategy, establishing new distribution channels, implementing promotional events, and exploring media outlets for advertising.

CLASS OF 2016
Average starting salary: $54,380

Key employers:
bp, Altria Group Distribution Company, Kohl’s, General Mills, Target

Common job titles:
Merchandise Analyst, Sales Specialist, Marketing Assistant, Healthcare Analyst
OPERATIONS AND TECHNOLOGY MANAGEMENT

Operations and technology management majors learn how to create and improve the processes that organizations follow to deliver quality goods and services to the right place at the right time.

BEYOND THE CLASSROOM

BBA students recently worked side by side with students from the Wisconsin MBA Program and the College of Engineering as part of the Hybrid Vehicle Team, which worked to manage the operations involved in developing and building innovative vehicles.

CLASS OF 2016

Average starting salary: $61,048

Key employers:
Kimberly-Clark, Coyote, J.P. Morgan Chase, Epic

Common job titles:
Project Manager, Customer Inventory Analyst, Business Technology Analyst
REAL ESTATE

#2 REAL ESTATE PROGRAM
—U.S. NEWS & WORLD REPORT, 2015

Real estate majors learn to appraise property values for investors and the government, broker transactions, oversee development programs, manage properties, and plan and regulate communities.

BEYOND THE CLASSROOM
Students in the Real Estate Club are able to take two national trips per year, usually in association with and sponsored by the Wisconsin Real Estate Alumni Association (WREAA). The study trips include tours of various real estate projects, presentations by real estate firms, and receptions with local alumni.

CLASS OF 2016
Average starting salary: $63,490

Key employers:
Tishman Speyer, Northwestern Mutual Real Estate Group, JLL (Jones Lang LaSalle)

Common job titles:
Real Estate Analyst, Valuation Associate, Assistant Project Manager, Investment Banking Analyst

RISK MANAGEMENT AND INSURANCE

#4 RISK MANAGEMENT AND INSURANCE PROGRAM
—U.S. NEWS & WORLD REPORT, 2015

Risk management majors learn to identify, analyze, and manage the financial, legal, and physical hazards organizations face, gaining the skills to define and appraise insurance risks and set premiums.

BEYOND THE CLASSROOM
BBA students recently worked with United Airlines to create a useful data management tool after the company introduced a new claims tracking system. Students interacted with United’s risk management team, as well as its brokers and insurers.

CLASS OF 2016
Average starting salary: $60,067

Key employers:
CUNA Mutual Group, American Family Insurance, General Electric, Liberty Mutual Insurance, Swiss Re

Common job titles:
Financial Analyst, Actuarial Analyst, Associate Underwriter, Internal Audit Analyst

Certificates and Specializations
Gain a competitive advantage when you add a certificate or specialization to your degree.

• Certificate in Business (for non-business majors)
• Certificate in Entrepreneurship (for non-business majors)
• Spanish Language Certificate
• Health Care Management Specialization
• Supply Chain Management Specialization

Double Majoring
Strengthen your degree with a double major. You may choose from any additional major at the Wisconsin School of Business or the College of Letters and Science.
SUCCEED WITH COMPREHENSIVE CAREER PREPARATION

When it comes to your career, the Wisconsin School of Business is dedicated to helping you build a portfolio of skills and experiences so you can graduate with a competitive advantage.

Career Development
The dedicated staff of the BBA Advising Center help students build interviewing skills and develop solid résumés, in addition to providing guidance with course selection and choosing a major. Students can create a year-by-year plan specifically tailored to their personal career goals.

One-of-a-Kind Leadership Training
The Accenture Leadership Center allows students to develop and practice leadership skills through workshops, a speaker series, leadership classes, and case competitions. LeaderShape is a six-day, interactive, leadership camp offered by the Center, designed to help students “lead with integrity.” Students graduate with proven skills and the confidence to lead others.

WORLD-CLASS FACILITIES
Modern classrooms, welcoming common areas, and space dedicated to team projects and leadership development are all available in Grainger Hall. The building also offers a two-story library, technology-equipped active learning spaces, and a convenient first-floor café.

#15 MOST BEAUTIFUL BUSINESS SCHOOLS IN THE WORLD—TOP MANAGEMENT DEGREES
“Students not only talk about leadership in class, but go out and find ways to lead as part of the program. Going into job interviews and being able to talk about how I was a mentor and a leader, while helping build those skills in others, really brought home the value of the BBA Program and the impact.”

—ZACK ROBERTS (BBA ’15)
The Wisconsin School of Business offers business-focused study abroad programs in Asia, Europe, and Latin America. The programs are hosted by highly regarded business schools around the world. About 40 percent of every graduating class studies abroad.
“If you are thinking of going abroad—I say DO IT. I originally thought I didn’t want to go abroad because I was so comfortable with my life here, but then I realized that I needed to continue growing, challenging myself, and that the world is so much bigger than what I’ve experienced so far. It was by far the best decision I’ve ever made and I had the time of my life!”

—ELISE VINUP (BBA ’15)

THROUGH STUDY ABROAD YOU CAN:

Develop business skills that employers seek, such as adaptability, the ability to communicate clearly, and experience working in diverse, cross-cultural teams.

Study at top business schools around the world and earn academic credit.

See the world. Experience a foreign culture firsthand and make lifelong friends.
BECOME A BUSINESS BADGER

Wisconsin BBA Pre-Business Admission
Students should apply to the Wisconsin BBA Program in the spring semester of their first year for admission into the program beginning the fall semester of their sophomore year. Students can apply up to two times prior to earning 86 credits (senior standing), although students are strongly encouraged to apply in their first year.

Pre-Business Course and Credit Requirements
To be considered for admission, students must complete the following by the end of the spring semester in which they apply:

- 24 degree credits of in-residence coursework at UW-Madison
- Cumulative GPA of 2.75 or higher
- Four pre-business courses. Advanced coursework in high school (AP, CLEP, or IB) can fulfill these coursework requirements.

Pre-Business Courses
Complete one course in each area of study:

- Communications Part A: English 100, Com Arts 100, or ESL/English 118
- Microeconomics: Economics 101 or 111
- Calculus: Math 211, 217, or 221
- Psychology: Psychology 201, 202, or 281

Transfer Course and Credit Requirements
Transfer students have different credit requirements than current UW-Madison students. To learn more about the transfer admission process, visit go.wisc.edu/bbatransfer.

CONNECT WITH PRE-BUSINESS ADVISING TODAY
608-262-0471 | prebusadvising@bus.wisc.edu
bus.wisc.edu/bba/mybiz/advising
Wisconsin BBA Admission Application
The Wisconsin BBA admissions team conducts a review of your academic and non-academic strengths, gifts, and talents. In addition to reviewing your academic history and GPA through the spring semester, you must submit the following for review:

Application: Provide academic and non-academic information via the online application at go.wisc.edu/applybba.

Résumé: Convey your leadership, impact, and other significant involvement in campus or community organizations, and/or jobs through a one-page résumé. Guidelines and examples can be found at go.wisc.edu/bbaresume.

Prompt: Respond to the prompts, which may vary by application cycle year, in an on-topic, personalized, and well-written manner.

Have application questions? Reach out to the pre-business advising team and they can help with any questions you may have.

WE CAN’T WAIT TO WELCOME YOU AS A BUSINESS BADGER!
For information about the timeline, including specific dates for the current cycle, please visit the link below.

Learn more at go.wisc.edu/bbahowtoapply
"THE WISCONSIN SCHOOL OF BUSINESS TRULY OFFERED ME INFINITE OPPORTUNITIES TO DEVELOP MYSELF BOTH PERSONALLY AND PROFESSIONALLY."

—MIMI MEI (BBA ’16)