“The BBA program is the reason I chose the University of Wisconsin–Madison. Everyone was very welcoming and had an obvious passion for their studies.”

—Jasmine Kennedy (BBA ’18)
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For more information visit go.wisc.edu/bba
Madison: America’s Favorite Place to Live

Madison is consistently rated as a great place to live. Students rave about the people and atmosphere. They love the way it combines big-city entertainment options with small-town friendliness. Madison is a vibrant capital city with a downtown built between two beautiful lakes. Favorite activities among students are watching Big Ten sports, including football in historic Camp Randall Stadium; dining at the city’s diverse restaurants; paddleboarding on Lake Mendota; or taking advantage of nature and bike trails that lead from the lakefront campus to the scenic countryside that surrounds Madison.

“...My first time here in Madison, just being out on the terrace, I felt like this was the perfect college town, the perfect place to be for the next four years of my life.”

—Noe Vital Jr. (BBA ’15)
Join an Engaged, Transformational Community

A Community Like No Other

UW–Madison students work hard and excel in everything they do. When it comes to athletics and extracurricular activities, there’s no better place to be. Whether you want to “Jump Around” in Camp Randall, watch students perform in a Tony Award-winning musical, or volunteer for a local organization, life on campus offers opportunities for everyone.

“This campus is so much fun; it’s so big and there’s so much going on. Friends at other colleges just don’t have as many opportunities or as many crazy, cool, and diverse experiences as we have.”

—Karl Kawders (BBA ’18)
1,000 Ways to Be Involved

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 especially for business students, designed to help you explore careers, network with employers, and serve others. Find the perfect organization for you at win.wisc.edu/organizations.

“I’m the VP of communications for the Multicultural Business Student Association, so I actually get to reach out to employers and maintain that connection. I’m also in Habitat for Humanity. I love volunteering. It’s one of my values.”

—Amber Donelson (BBA ’16)
Discover a Top-Ranked Education

The University of Wisconsin–Madison is a world-class university, nationally and internationally recognized for academic excellence, incredible students, inspiring faculty, exceptional value, and an amazing campus and community.

The Wisconsin Experience

At the University of Wisconsin–Madison, students are expected to apply learning inside and outside the traditional classroom in ways that have a positive impact on the world. Known as the Wisconsin Experience, this principle draws upon opportunities ranging from conducting research to embracing entrepreneurship to developing multicultural competency.

“...To me, academic excellence at the Wisconsin School of Business is apparent in the quality of its faculty and students. I learned from incredibly talented and industry-smart teachers who pushed me to challenge the expectations I had for myself.”

—Nikita Sabade (BBA ’15)
World-Class Facilities at the Wisconsin School of Business

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.

2016 Wisconsin BBA Student Profile

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.

12% FIRST-GENERATION STUDENTS

6% ETHNIC MINORITIES

43% FEMALE

10% INTERNATIONAL STUDENTS

“The entire Wisconsin 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 Proven Career Results

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.

Get Measurable Results
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. All of our graduates are required to submit their post-graduation outcomes, ensuring 100% accuracy in our statistics.

Internship Opportunities
The BBA Advising Center works one-on-one with students to help them find internships that best match their career goals. By graduation, 90 percent of students complete at least one internship. Students also have the opportunity to network and connect with more than 42,000 Business Badger alumni around the world.

“In terms of finding internships, the networking opportunities in the Wisconsin School of Business are unmatched. Other schools don’t nearly have the connections and resources that we have as business students.”

—Dylan Fiedler (BBA ’16)
Nationwide Opportunities
While many students choose to remain in the Midwest, Wisconsin graduates receive offers for positions across the country. Students are encouraged to work with their advisors to seek opportunities in their desired region(s).

Leading Recruiting Companies
The Wisconsin School of Business partners with leading companies from across the nation and around the globe who recruit and hire our students, year after year, because they know Wisconsin graduates are experienced and prepared for success. Some of our leading hiring partners include:

For more information about BBA employment outcomes, visit go.wisc.edu/bbaoutcomes.
Discover Your Ideal Career

Choose from a wide variety of business majors to add focus in your career and gain the skills you need to make a difference in your future organization.

ACCOUNTING

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 their community by participating in the Volunteer Income Tax Assistance (VITA) program in collaboration with the University of Wisconsin Credit Union. Students in this major contribute countless hours of service to help taxpayers, including those in low-income positions, complete their returns. Together, they deliver hundreds of thousands of dollars in federal and state refunds—with no cost to their clients.

Class of 2017

Average starting salary: $58,326
Key employers: Baker Tilly, Deloitte, EY, KPMG, PwC, TDS, US Bank
Common job titles: Staff Accountant, Tax Associate, Financial Analyst, Valuations Analyst
Wisconsin School of Business faculty have real-world experience and bring that experience into the classroom. I know that my degree from the Wisconsin School of Business is worth so much more because the faculty are preparing me for a successful career.

—Brian Lauscher (BBA ’16)

**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.

**FINANCE, INVESTMENT, AND BANKING**

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 degree in finance.

**Beyond the Classroom**

Each year, students participate in the Duff & Phelps YOUniversity Deal Challenge. UW–Madison students have won the competition in three of the last four years. Students in this major are required to address valuation and transfer pricing implications for large corporations such as eBay and PayPal.

FOR MORE INFORMATION VISIT GO.WISC.EDU/BBA
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 which support business operations, decision-making, and planning.

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.

MANAGEMENT AND HUMAN RESOURCES

MHR majors may choose from any combination of three specialties:
• Management (organizational structure and function)
• Human Resources (attract, develop, and retain people)
• Entrepreneurship (bringing new ideas to market)

Beyond the Classroom
Each year, students work in small groups to complete a business consultation for real companies. Students interview employees to learn more about their operations, marketing, and leadership. They then put their classroom knowledge to work by providing each company with formal recommendations for improvement.

Class of 2017
Average starting salary: $67,300
Key employers: Accenture, Epic, Google, Nike
Common job titles: Business Analyst, Consultant

Class of 2017
Average starting salary: $51,616
Key employers: 3M, Ford Motor Company, Baker Tilly
Common job titles: Internal Auditor, Zone Manager, Business Analyst, Consultant
MARKETING

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

Beyond the Classroom
Professional Honorary Marketing Society students provide marketing guidance and assistance to small businesses in Madison, such as Acclaim Energy Drink, Community Car, and Flat Cola. Past projects have included developing a marketing strategy, establishing new distribution channels, promoting brand awareness and brand preference, implementing promotional events, and exploring different uses of media outlets for advertising.

“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)

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, with the right balance of cost and speed.

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.
REAL ESTATE

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.

“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)

RISK MANAGEMENT AND INSURANCE

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 2017
Average starting salary: $61,343
Key employers: Dominium Development, EY, JLL, Starwood Retail Partners, Tishman Speyer
Common job titles: Acquisitions Associate, Real Estate Analyst, Valuation Analyst, Financial Analyst

—Zack Roberts (BBA ’15)
CERTIFICATES AND SPECIALIZATIONS
Gain a competitive advantage when you add one of our certificates or specializations to your BBA 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
- You may choose from any additional major in the Wisconsin School of Business or the College of Letters & Science.

FOR MORE INFORMATION VISIT GO.WISC.EDU/BBA
World-Class Career Preparation and Opportunities

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.

Small-Group Learning
The Business Learning Center provides small-group academic support for quantitative business courses, helping students reinforce their understanding of materials presented in the classroom and excel in their studies. Students gain technical and collaborative skills that provide a competitive hiring advantage.

A Clear Path to Professional and Personal Growth
The Wisconsin BBA program provides opportunities for personal and professional growth in and outside of the classroom. You’ll begin with a job-readiness course during your first BBA semester, receive one-on-one advising, and participate in career, leadership, and diversity workshops. In addition to a top-notch foundational business education, you’ll graduate with a well-rounded portfolio of career-ready skills that employers need.
Develop a Global Perspective
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.

One-of-a-Kind Leadership Training
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, 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.
Become a Business Badger

Students are admitted to the Wisconsin School of Business through three different methods: the Pre-Business Admission process, Transfer Admission, and the Direct Admit Program.

Wisconsin BBA Pre-Business Admission

Becoming a Business Badger begins with admission to the University of Wisconsin-Madison. Students are admitted to the university in the College of Letters & Science and complete a one-year pre-business preparatory curriculum. 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). About 90 percent of current Wisconsin BBA students gained admission through the pre-business process.

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 coursework in-residence 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.
  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

To learn more about how advanced high school (AP, CLEP, or IB) or college-level coursework will transfer to UW-Madison, visit go.wisc.edu/advancedcredit.

APPLICATION COMPONENTS

In addition to providing your academic history and GPA through the spring semester, you must submit the following for review:

• Wisconsin BBA admission application: Provide academic and non-academic information via the online application at go.wisc.edu/applybba.
• One-page résumé: Convey your leadership, impact, and other significant business experience. Guidelines and examples can be found at go.wisc.edu/bbaresume.
• Prompts: Respond to the prompts, which may vary by application cycle year, in an on-topic, personalized, and well-written manner.

Admission Timeline

The application for admission will open and close during the month of March. For more information about the timeline, including specific dates for the current cycle, please visit the link below.

› Learn more at go.wisc.edu/bbaadmissions

Transfer Admission

Transfer students have different admission requirements than pre-business or direct admit applicants. Learn more about the transfer admission process at go.wisc.edu/bbatransfer.
Wisconsin BBA Direct Admit Program

Exceptionally accomplished students may be admitted to the Wisconsin BBA Program directly from high school. All students who apply to the University of Wisconsin-Madison and indicate business as their intended major are automatically considered for direct admission.

DIRECT ADMIT SELECTION AND APPLICATION PROCESS

1. Apply to the University of Wisconsin-Madison at apply.wisconsin.edu or commonapp.org
2. Indicate business or a specific BBA major to be considered by the university for direct admission

For information about the timeline, including specific dates for the current cycle, please visit the link below.

Learn more at go.wisc.edu/bbadirectadmit

Cost of Attendance

Although the cost of attending UW-Madison will vary among students, the university bases its financial aid awards on the cost of attendance. These estimated figures are subject to change when tuition and fee rates are approved for 2017-18.

ESTIMATED 2017-2018 ACADEMIC YEAR COST OF ATTENDANCE

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<th>WISCONSIN RESIDENT</th>
<th>NONRESIDENT</th>
<th>MINNESOTA RESIDENT</th>
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<tr>
<td>Tuition &amp; Fees</td>
<td>$10,533.60*</td>
<td>$34,783.20*</td>
<td>$14,060.16**</td>
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<tr>
<td>Books &amp; Supplies</td>
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<td>Room</td>
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*Undergraduate business school tuition for Wisconsin residents and nonresidents is an additional $1,000.08. **Undergraduate business school tuition for Minnesota residents is an additional $1,999.92.

Scholarships and Financial Aid

In the 2016-2017 academic year, the Wisconsin School of Business provided nearly $1 million in scholarship support to admitted BBA students. A wide variety of financial aid and scholarship options is available to incoming UW-Madison and/or Wisconsin School of Business students.
Connect with Current Business Badgers

The Wisconsin BBA Ambassadors are current business students who know what it was like to apply to the Wisconsin School of Business and make important decisions about which university to attend. The BBA Ambassadors are here to answer your questions, from what first-year courses are like to the best places to live on campus.

“When I thought back to when I applied to college, what really made me want to choose a college were those first experiences with the students who were giving a campus tour. I leaned on them for answers, and now it’s great to be a resource to students.”

—Vanessa Mariscal (BBA ’15)
WHAT TO ASK
The BBA Ambassadors are ready to answer your questions. Here are a few ideas to get you started.

How can I become a competitive applicant?

What’s your favorite thing to do on campus?

What are classes like?

Are there chances for me to grow as a leader?

What’s your favorite class?

What are you studying?
Why did you choose that major?

Start Your Conversation

Contact the Wisconsin BBA Ambassadors

Email: admissions@wsb.wisc.edu

Learn more about the BBA Ambassadors:
go.wisc.edu/bbaambassador
“The Wisconsin School of Business truly offered me infinite opportunities to develop myself both personally and professionally.”

—Mimi Mei (BBA ’16)