Wisconsin BBA
Undergraduate Business Program

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

#7 public undergraduate business program
—U.S. News & World Report, 2018

The Wisconsin BBA 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.

Experience unmatched career support and preparation
Take advantage of one-on-one advising 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
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.

Students have the opportunity to add one year to their education and complete a master of accountancy degree through the IMacc program.

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

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 BBA Program contribute to the TEL Project, developing technically enhanced educational aids to support learning in the classroom and to pass professional exams.

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

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 BBA Program provide marketing guidance and assistance to small businesses in Madison.

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 BBA students recently worked on the Hybrid Vehicle Team, developing and building innovative vehicles.

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 BBA students recently collaborated with United Airlines to create a useful data management tool after the company introduced a new claims tracking system.
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 BBA students use technologies to analyze real business problems and processes in order to design and implement computer-based information systems.

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 BBA Program study abroad for one semester in their region of emphasis.

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 BBA students work on business consultations for companies, interviewing employees, learning about their operations, and making recommendations.

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.

All rankings from U.S. News & World Report (2018)
Cutting-Edge Opportunities at Wisconsin
Apply your new knowledge to real-world challenges

In the Wisconsin BBA Program, you get the latest, most relevant business education available. We 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 a forward-thinking competition to devise new transportation options, UW-Madison business students have an array of opportunities to test their skills and network with people doing their dream jobs.

**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.

**UniverCity Alliance**
This initiative brings faculty, students, and community members together to help address key regional issues. This year, the program partnered with Dane County, focusing on closing the affordable housing gap, economic development, and water quality and nutrient management.
Badgerloop
Since 2015, BBA students have competed in Elon Musk’s SpaceX Hyperloop competition with teams from around the world, developing a futuristic, high-speed transportation system. Business students partner with students across campus, operating like a startup.

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.

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, leadership classes, and case competitions. This cocurricular opportunity enables students to develop leadership skills inside and outside of the classroom while obtaining a certificate in leadership.

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 BBA-specific approach to mastering one of business’s most common languages.

Students earning the Certificate in Supply Chain Management learn in-demand tools in resource management, the sourcing of goods, and analytics. Supply chain students gain experience both in and out of the classroom through guest speakers, site visits, case competitions, and internships.
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.

42,000+
Wisconsin School of Business alumni across the globe

1 in 4 students secures a position after graduation outside of the Midwest
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

- 90% of BBA students complete internships
- $3,179 average monthly internship salary

400 recruiting companies

- 87% of graduates actively seeking employment secured a full-time position within three months of graduation
- $58,039 average base salary
- $5,600 average signing bonus

100% of Wisconsin BBA 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 on an Iconic Campus

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.

In Grainger Hall, Wisconsin BBA students have access to the Career Services and Academic Advising teams. Career Services staff 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 Academic Advising team conducts around 7,000 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.
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.

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.
Strive for Your Goals Alongside Lifelong Friends

Wisconsin BBA 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.

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 specifically 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.

95% of BBA students report being involved in a campus or community organization.
Gain unforgettable experiences abroad

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.

- 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 BBA students abroad at go.wisc.edu/bbastudyabroadblog
Become a Business Badger
Discover your path to the Wisconsin BBA Program

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 BBA major to be considered for direct admission

Approximately half of the Wisconsin BBA Program’s students are admitted directly from high school. All students who apply to the 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
Approximately half of the BBA 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 BBA 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 BBA 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 BBA 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.*

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**Scholarships and Financial Aid**

The Wisconsin School of Business provides nearly $1 million in scholarship support to admitted and enrolled BBA 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.

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### Estimated 2018-2019 Academic Year Cost of Attendance

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<th>Wisconsin Resident</th>
<th>Nonresident</th>
<th>Minnesota Resident</th>
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<td><strong>Tuition and Fees</strong></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.
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.

Camp Randall Stadium and the Kohl Center
Homes of the Wisconsin Badgers’ football, basketball, and hockey teams—all of which consistently top national rankings and compete for Big Ten championships.

#1 best college football town
—Bleacher Report, 2016

#7 top 100 places to live
—Livability.com, 2018
Lake Mendota and Lake Monona
Madison has two gorgeous lakes, with campus bordering Lake Mendota. Students sail, paddleboard, hang out at the scenic Memorial Union Terrace, and hike or bike along the shores.

University of Wisconsin–Madison Arboretum
1,200 acres of prairies, gardens, forests, and wetlands. An ecological research space open to hiking, tours, and events.

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.

#10 best place to start a career
—Wallethub, 2017
#7
college undergraduate business program
—U.S. News & World Report, 2018

Start a Conversation
Contact current BBA student ambassadors:
admissions@wsb.wisc.edu

Schedule a visit:
go.wisc.edu/bbaambassador

Wisconsin BBA Program
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