

SCHOOL OF BUSINESS

REQUIREMENTS

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The Wisconsin Bachelor of Business Administration (BBA) program combines UW–Madison’s general liberal education requirements, broad coverage of core business disciplines, and cutting-edge signature courses to create a strong academic foundation upon which students delve deeply into their majors.

SCHOOL OF BUSINESS LIBERAL STUDIES REQUIREMENTS

Liberal studies requirements must be completed prior to graduation. **A single course may not be used to fulfill multiple liberal studies requirements.**

Code	Title	Credits
Communication Part A		
Complete one course designated Communication Part A or completion of Communication Part A based on UW Placement Test		0-3
Economics		
Select one of the following:		4
ECON 101	Principles of Microeconomics	
ECON 111	Principles of Economics-Accelerated Treatment	
Human Behavior		
Select one of the following:		3-4
PSYCH 202	Introduction to Psychology	
SOC/ C&E SOC 211	The Sociological Enterprise	
ANTHRO 104	Cultural Anthropology and Human Diversity	
GEN&WS 102	Gender, Women, and Society in Global Perspective	
HDFS 263	Development from Adolescence to Old Age	
Calculus		
Select one of the following:		3-5
MATH 211	Survey of Calculus 1	
MATH 217		
MATH 221	Calculus and Analytic Geometry 1	
Literature		
Select one 3 (or more) credit course designated Literature (L)		3
Science		
Select six credits designated Biological, Natural or Physical Science. Courses in Mathematics and Statistics can not be used to fulfill this requirement.		6
Ethnic Studies		
Select one 3 (or more) credit course designated Ethnic Studies (e)		3

Humanities

Select one 3 (or more) credit course designated Humanities (H or Z)¹ 3

Ethics

Select one of the following: 3-4

PHILOS 241	Introductory Ethics
PHILOS 243	Ethics in Business
PHILOS 341	Contemporary Moral Issues
PHILOS/ ENVIR ST 441	Environmental Ethics
L I S 461	Data and Algorithms: Ethics and Policy

Total Credits 28-35

¹ **Note:** A student can complete an additional Literature course to satisfy this requirement.

BUSINESS FUNDAMENTALS REQUIREMENT

Students must take the following:

Code	Title	Credits
GEN BUS 110	Personal and Professional Foundations in Business	1
GEN BUS 106	Foundational Skills for Business Analysis	1
ECON 102 or ECON 111	Principles of Macroeconomics Principles of Economics-Accelerated Treatment	3-4
GEN BUS 360	Workplace Writing and Communication	3
ACCT I S 100	Introductory Financial Accounting	3
ACCT I S 211	Introductory Managerial Accounting	3
<i>Business Analytics</i>		6-8
Complete 1 of the sequence options below. Courses should be taken in subsequent semesters.		
Option 1:		
GEN BUS 306 & GEN BUS 307	Business Analytics I and Business Analytics II	
Option 2 (Required for Actuarial Science Majors):		
MATH 331 or STAT/ MATH 309	Introductory Probability Introduction to Probability and Mathematical Statistics I	
GEN BUS 317 or STAT/ MATH 310	Mathematical Foundations of Business Analytics ¹ Introduction to Probability and Mathematical Statistics II	
Option 3 (Recommended for Economics Double Majors or Econ Certificate Students):		
ECON 310	Statistics: Measurement in Economics	
ECON 400 or ECON 410	Introduction to Applied Econometrics Introductory Econometrics	

Total Credits 20-23

¹ **Note:** Recommended sequence for Actuarial Science majors

BUSINESS CORE REQUIREMENT

Students must take the following:

Code	Title	Credits
FINANCE/ ECON 300	Introduction to Finance	3
MARKETNG 300	Marketing Management	3
M H R 300	Managing Organizations	3
OTM 300	Operations and Supply Chain Management	3
GEN BUS 301	Business Law	3
GEN BUS 400	Integrated Strategic Leadership	3
Total Credits		18

BUSINESS SIGNATURE REQUIREMENT

Code	Title	Credits
Select one of the following:		3
INFO SYS 322	Introduction to Databases	
INTL BUS 200	International Business	
REAL EST/ A A E/ECON/ URB R PL 306	The Real Estate Process	
R M I 300	Principles of Risk Management	
Select two of the following:		4
GEN BUS/ DS 240	Human-centered Design and Business	
GEN BUS 250	Sustainable Capitalism	
GEN BUS 308	Cloud Analytics and Artificial Intelligence Tools for Business	
Total Credits		7

CREDITS FOR BBA DEGREE

120 Degree Credits

All students who plan to graduate from the University of Wisconsin–Madison with a bachelor's degree must complete a minimum of 120 degree credits.