

# SCHOOL OF BUSINESS

The School of Business (<https://business.wisc.edu/>) attracts talented, energetic, creative students who are known for their strong work ethic and technical capabilities. Students in the School of Business Undergraduate Program ([https://business.wisc.edu/undergraduate/?\\_ga=1.242357250.1617918104.1481300313](https://business.wisc.edu/undergraduate/?_ga=1.242357250.1617918104.1481300313)) experience innovative coursework directed by leading scholars in business. They have opportunities to connect with outstanding alumni for applied learning, mentoring, and general life-experience lessons. Students also enjoy access to an unlimited array of activities, clubs, and life-changing opportunities.

In 1900, UW–Madison established one of the first six commerce programs in the country, beginning as a department in the College of Letters & Science, and receiving separate school status by a 1944 act of the Wisconsin Legislature. The School of Business was a founding member of Beta Gamma Sigma (<https://www.betagammasigma.org/home/>), a national professional business honor society, and the Association to Advance Collegiate Schools of Business (AACSB) (<http://www.aacsb.edu/>), the standard-setting organization for collegiate business education. The School's undergraduate and graduate programs were reaccredited by the AACSB in 2022.

## EXPERIENCE A HIGH-CALIBER UNDERGRADUATE BUSINESS EDUCATION

The University of Wisconsin–Madison is a world-class university, nationally and internationally recognized for academic excellence, incredible students, and inspiring faculty. As a student in the undergraduate business program, you will have access to the academic and co-curricular resources of the entire university, combined with the personalized experience of being a Business Badger. It's like having the best of both worlds.

The curriculum for the WSB Undergraduate Program incorporates a foundation in the liberal arts with a business education, including focused coursework in eleven majors. The liberal arts foundation—including courses taken outside of the School of Business—develops your skills in thinking critically, analyzing problems, generating creative solutions, communicating effectively, and working in diverse teams. These are all skills top employers seek when filling positions with strong potential for advancement.

Eleven undergraduate business majors are offered, giving you the specialized knowledge you need to begin a great career. You will graduate with skills gained from top-notch faculty and real-world learning experiences. It all adds up to an educational experience that prepares you for career success and to be a trusted leader. The School of Business offers many certificate options. There are also opportunities for further education through our graduate, master's, and doctoral programs.

## THE BUSINESS BADGER EXPERIENCE

The Wisconsin Business Badger Experience is about creating strong foundations and exploring student passions. Business Badgers take part in core experiences and amazing opportunities on their path toward graduation. All our Business Badgers gain academic preparation that applies learning in and out of the classroom building both technical

knowledge rooted in business school courses and a broad-based liberal arts education. Our career preparation builds skills that don't just get students a first job, but build a life-long growth mindset. We staff our own Leadership & Engagement office which supports over 50 student organizations that are integrated into our leadership framework and corporate partners. Our students develop a leadership style that is grounded in personal integrity, inclusive engagement, and community. Nearly all of our students participate in at least one internship and 40% of our students study abroad. These experiences help students develop intercultural competence that prepares them to be trusted global business leaders. Our network of School of Business Alumni is 40,000 strong—and growing—and fiercely loyal to our students. As students build their Business Badger Experience they are challenged and supported by a team of outstanding faculty and staff.

## THE ACCENTURE LEADERSHIP CENTER

The Accenture Leadership Center (<https://business.wisc.edu/undergraduate/leadership/>) (ALC) was one of the first in-house leadership centers at a U.S. business school. Today, it continues to be student-driven and alumni-supported. The center offers a variety of activities, workshops, service opportunities, and leadership training events. WSB undergraduate students graduate with the confidence, self-awareness, and professional skills to lead and inspire others.

## SCHOOL OF BUSINESS CLUBS

There are more than 50 student-run clubs associated with the School of Business. These clubs enable students to connect with peers interested in similar majors or career fields. Clubs also have access to funding to help them go to career and industry-related conferences.

## PERSONAL AND PROFESSIONAL FOUNDATIONS IN BUSINESS (GEN BUS 110)

Every student admitted to the School of Business takes GEN BUS 110 Personal and Professional Foundations in Business. This 1-credit course helps students explore their leadership style, who they are as individuals, and how they function in team-orientated tasks. The course also provides career foundations such as resume building and introduction of networking at career fairs.

## BUSINESS BADGER BADGES: LEADERSHIP PATHWAYS TO SUCCESS

The Business Badger Badge (<https://business.wisc.edu/undergraduate/leadership/badges/>) program is a customizable co-curricular leadership program that combines workshops, experiences, and reflection opportunities designed to provide a deeper level of understanding and practice with certain skills/competencies. By completing specific criteria for each badge, students can earn digital achievements, which serve as credentials that can be showcased via personal profile, social media, and shared with potential employers as a way to help articulate skills gained from completing a badge. The badges available to earn are Personal Leadership Styles, Group Dynamics, Inclusive Leadership, Leading for Change, Socially Responsible Leadership, and Leadership at Lambeau. Each Badge has specific learning outcomes and criteria. Additionally, we've collaborated with the campus leadership office to make sure our program is integrated into the campus leadership certificate as well!