

SCHOOL OF BUSINESS

WISCONSIN EXPERIENCE

WISCONSIN EXPERIENCE

School of Business undergraduate 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 competence (<https://business.wisc.edu/undergraduate/diversity-inclusion/>), on campus or through study abroad programs (<https://business.wisc.edu/undergraduate/study-abroad/>). By applying classroom learning in leadership programs (<https://business.wisc.edu/undergraduate/leadership/>) or student organizations (<https://business.wisc.edu/undergraduate/student-organizations/>), you will build your résumé and gain practical experience in using your business skills.