

MANAGEMENT AND HUMAN RESOURCES

Human resource management studies focus on how organizations attract, motivate, develop, and retain employees, and how they interact with organizations representing employees.

Management studies focus on the activities of leadership, power, decision-making, organizational structure and change, strategy and policy, and the integration of organizational functions.

Studies in entrepreneurship are designed for students who are interested in bringing new ideas to the marketplace.

The department of Management and Human Resources offers opportunities within each area of study.

DEGREES/MAJORS/CERTIFICATES

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- Business Administration: Human Resources, BBA (<https://guide.wisc.edu/undergraduate/business/management-human-resources/business-administration-human-resources-bba/>)
- Business Administration: Management, BBA (<https://guide.wisc.edu/undergraduate/business/management-human-resources/business-administration-management-bba/>)
- Business: Entrepreneurship, BBA (<https://guide.wisc.edu/undergraduate/business/management-human-resources/business-entrepreneurship-bba/>)
- Business: Human Resource Management, BBA (<https://guide.wisc.edu/undergraduate/business/management-human-resources/business-human-resource-management-bba/>)
- Business: Management and Human Resources, BBA (<https://guide.wisc.edu/undergraduate/business/management-human-resources/business-management-human-resources-bba/>)
- Business: Management, BBA (<https://guide.wisc.edu/undergraduate/business/management-human-resources/business-management-bba/>)
- Entrepreneurship, Certificate (<https://guide.wisc.edu/undergraduate/business/management-human-resources/entrepreneurship-certificate/>)