

BUSINESS: OPERATIONS AND TECHNOLOGY MANAGEMENT, BBA

The Operations and Technology Management (<https://business.wisc.edu/undergraduate/majors/operations-technology-management/>) (OTM) major focuses on the design, creation, and delivery of products and services to satisfy customer needs. It equips students with the essential tools and strategies to use resources efficiently, make necessary trade-offs, and strategically redesign or restructure operations. OTM majors distinguish themselves by strong analytical and problem-solving capabilities together with the ability to provide high-level managerial insights into value-based service and production management.

OTM majors have many career opportunities due to their process orientation and analytical training. They are especially well-equipped for positions in consulting, project management, service operations management, technology management, manufacturing management, and business analytics.

RELATED STUDENT ORGANIZATIONS

Badger Operations Association (<https://win.wisc.edu/organization/BOA/>)

Badger Consulting Club (<https://www.badgerconsultinguw.com/>)

Wisconsin Consulting Club (<https://www.wisconsinconsultingclub.org/>)

American Society for Quality (<https://asq.org/>)