

# BUSINESS ADMINISTRATION: HUMAN RESOURCES, BBA

Human resources professionals play a crucial role in an organization's success: They attract, motivate, develop and retain employees. If you enjoy a high level of personal interaction and have a healthy amount of empathy and patience, advancing in this field is for you.

In the UW–Madison Online BBA in Human Resources you will learn about leadership, strategy, and decision-making that will land you in a demanding yet rewarding field. Through the highly ranked School of Business, you will gain valuable skills in communication, collaboration, problem solving, research and planning. You will learn to analyze an organization's compensation strategy, discern the best staffing techniques, address challenges facing labor and employment relations, use the best negotiation tactics and design work systems that help employees contribute to an organization's performance.

After you graduate, you'll attract top national employers in a variety of industries, such as finance and insurance, health care and social assistance, professional/scientific/technical services and manufacturing. The BBA in Business Administration: Human Resources offered through UW–Madison Online will equip you for a broad array of careers, from human resources manager to compensation analyst or compliance manager.