

# BUSINESS: MANAGEMENT, BBA

## REQUIREMENTS

### UNIVERSITY GENERAL EDUCATION REQUIREMENTS

All undergraduate students at the University of Wisconsin–Madison are required to fulfill a minimum set of common university general education requirements to ensure that every graduate acquires the essential core of an undergraduate education. This core establishes a foundation for living a productive life, being a citizen of the world, appreciating aesthetic values, and engaging in lifelong learning in a continually changing world. Various schools and colleges will have requirements in addition to the requirements listed below. Consult your advisor for assistance, as needed. For additional information, see the university Undergraduate General Education Requirements (<http://guide.wisc.edu/undergraduate/#requirementsforundergraduatestudytext>) section of the *Guide*.

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| General Education | <ul style="list-style-type: none"> <li>• Breadth–Humanities/Literature/Arts: 6 credits</li> <li>• Breadth–Natural Science: 4 to 6 credits, consisting of one 4- or 5-credit course with a laboratory component; or two courses providing a total of 6 credits</li> <li>• Breadth–Social Studies: 3 credits</li> <li>• Communication Part A &amp; Part B *</li> <li>• Ethnic Studies *</li> <li>• Quantitative Reasoning Part A &amp; Part B *</li> </ul> |
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\* The mortarboard symbol appears before the title of any course that fulfills one of the Communication Part A or Part B, Ethnic Studies, or Quantitative Reasoning Part A or Part B requirements.

### SCHOOL OF BUSINESS REQUIREMENTS

The Wisconsin Bachelor of Business Administration (BBA) program combines UW–Madison’s general liberal education requirements, broad coverage of core business disciplines, and cutting-edge signature courses to create a strong academic foundation upon which students delve deeply into their majors.

Code	Title	Credits
<b>School of Business BBA Requirements</b>		
complete requirements: / ( <a href="http://guide.wisc.edu/undergraduate/business/management-human-resources/requirements#text/">http://guide.wisc.edu/undergraduate/business/management-human-resources/requirements#text/</a> )		
	School of Business Liberal Studies Requirements	
	Business Fundamentals Requirement	
	Business Core Requirement	
	Business Signature Requirement	

### BUSINESS: MANAGEMENT

Students must take a minimum of 18 credits, distributed as follows:

Code	Title	Credits
M H R 401	Leading Teams	3
M H R 420	Leading Change in Organizations	3
M H R 423	Strategic Management	3
M H R 628	Negotiations	3
Electives (choose from the following)		6
COM ARTS 575	Communication in Complex Organizations	
M H R 305	Human Resource Management	
M H R 310	Challenges & Solutions in Business Sustainability	
M H R 322	Introduction to Entrepreneurship	
M H R 365	Contemporary Topics <sup>1</sup>	
M H R / INTL BUS 403	Global Issues in Management	
M H R 412	Management Consulting	
M H R 604	Leadership Theory and Practice	
M H R 617	Diversity in Organizations	
MARKETNG 305	Consumer Behavior	
MARKETNG / OTM 421	Fundamentals of Supply Chain Management	
MARKETNG 460	Marketing Strategy	
OTM 351	Business Process Improvement	
OTM 370	Sustainable Approaches to System Improvement	
OTM 451	Service Operations Management	
R M I 640	Management of Insurance Enterprise	
SOC 632	Sociology of Organizations	
<b>Total Credits</b>		<b>18</b>

<sup>1</sup> Only 3 credits can be counted towards the 6 required Elective credits.

### UNIVERSITY DEGREE REQUIREMENTS

**Total Degree** To receive a bachelor’s degree from UW–Madison, students must earn a minimum of 120 degree credits. The requirements for some programs may exceed 120 degree credits. Students should consult with their college or department advisor for information on specific credit requirements.

**Residency** Degree candidates are required to earn a minimum of 30 credits in residence at UW–Madison. “In residence” means on the UW–Madison campus with an undergraduate degree classification. “In residence” credit also includes UW–Madison courses offered in distance or online formats and credits earned in UW–Madison Study Abroad/Study Away programs.

Quality of Work Undergraduate students must maintain the minimum grade point average specified by the school, college, or academic program to remain in good academic standing. Students whose academic performance drops below these minimum thresholds will be placed on academic probation.