

BUSINESS: INFORMATION SYSTEMS, BBA

Built on a solid foundation of a business and information technology (IT) curriculum, the major in Information Systems (<https://business.wisc.edu/undergraduate/majors/information-systems/>) delivers a unique blend of business acumen, industry standards, and practical computing instruction. Students enjoy successful placement and satisfying careers because they possess both the in-depth knowledge of business processes and the ability to readily translate business requirements into value-added IT solutions. The curriculum is designed to prepare effective leaders in the design, development, and management of information systems—the lifeblood of a successful business model. Courses emphasize both individual and team projects based on actual applications of the subject matter.

The major in Information Systems is administered by the Department of Operations and Information Management.

RELATED STUDENT ORGANIZATIONS

Information Systems Society (<https://win.wisc.edu/organization/informationssystemssociety/>)