

BUSINESS: OPERATIONS AND TECHNOLOGY 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"> • Breadth–Humanities/Literature/Arts: 6 credits • 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 • Breadth–Social Studies: 3 credits • Communication Part A & Part B * • Ethnic Studies * • Quantitative Reasoning Part A & Part B * |
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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) degree program is based on a broad educational foundation combined with courses in business and economics. This curriculum is designed for those students who wish to prepare for careers in business. Students completing any School of Business major (<http://guide.wisc.edu/undergraduate/business/#requirementsstext>) are required to satisfy a common set of Pre-Business Requirements, Liberal Studies Requirements, Business Preparatory Requirement, Business Core Requirement, Business Breadth Requirement, and Credits for BBA Degree.

Code	Title	Credits
School of Business BBA Requirements		

Complete requirements: (<http://guide.wisc.edu/undergraduate/business/#requirementsstext>)

Pre-Business

Liberal Studies

Business Prep

Business Core

Business Breadth

OPERATIONS AND TECHNOLOGY MANAGEMENT (OTM) MAJOR REQUIREMENTS

It is recommended that the undergraduate core course OTM 300 Operations Management be taken as early as possible in preparation for this major.

Code	Title	Credits
OTM 351	Principles and Techniques of Quality Management	3
or OTM 370	Sustainable Approaches to System Improvement	
OTM 451	Service Operations Management	3
OTM 453	Operations Analytics	3
OTM 654	Production Planning and Control	3
or OTM/ MARKETNG 421	Fundamentals of Supply Chain Management	
or MARKETNG/ OTM 427	Information Technology in Supply Chains	

Complete two elective courses from the suggested tracks (found below) 6

Total Credits 18

OTM SUGGESTED ELECTIVE COURSES

Any OTM course taken after fulfilling the requirements above will count as an elective course. Non-OTM School of Business courses on the OTM electives list will be used to satisfy the OTM elective requirement first. If the OTM elective requirement is fulfilled, these courses can be used to satisfy the School of Business breadth requirement, provided they are not cross-listed with OTM.

SUPPLY CHAIN MANAGEMENT

Code	Title	Credits
OTM 351	Principles and Techniques of Quality Management	3
OTM 370	Sustainable Approaches to System Improvement	3
OTM 654	Production Planning and Control	3
OTM/MARKETNG 421	Fundamentals of Supply Chain Management	3
OTM/MARKETNG 422	Logistics Management	3
OTM/ MARKETNG 423	Procurement and Supply Management	3
OTM/ MARKETNG 427	Information Technology in Supply Chains	3
OTM/ MARKETNG 428	Supply Chain Capital Management	3

BUSINESS ANALYTICS

Code	Title	Credits
MARKETNG 310	Marketing Research	3
INFO SYS 322	Introduction to Databases	3
INFO SYS 365	Contemporary Topics	3
INFO SYS 371	Technology of Computer-Based Business Systems	3
INFO SYS 424	Systems Analysis and Design	3

BUSINESS PROCESS DESIGN AND IMPROVEMENT

Code	Title	Credits
OTM 351	Principles and Techniques of Quality Management	3
OTM 370	Sustainable Approaches to System Improvement	3
ACCT IS 310	Cost Management Systems	3
INFO SYS 322	Introduction to Databases	3
INFO SYS 365	Contemporary Topics	3
INFO SYS 371	Technology of Computer-Based Business Systems	3
INFO SYS 424	Systems Analysis and Design	3
ISY E 515	Engineering Management of Continuous Process Improvement	3
ISY E/PSYCH 549	Human Factors Engineering	3

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.