

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, production, and delivery of products and services to satisfy customer needs. It equips students with the essential tools and strategies to use resources efficiently, make desirable 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 supply chain management and logistics, business analytics, management consulting, service operations management, and manufacturing management.

Related Student Organizations

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

Council of Supply Chain Management Professionals (CSCMP) (<https://cscmp.org/>)

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

ASCM—The Association for Supply Chain Management (<https://www.ascm.org/>)

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

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