



YOUR GUIDE TO

**UW-MADISON ONLINE**

**BACHELOR'S DEGREES**

**[[GO.WISC.EDU/START-NOW](https://go.wisc.edu/start-now)]**



**YOUR SOMEDAY IS NOW**

## Get the tools you need to get ahead.

Your determination knows no boundaries, so why should your academic journey? Our online bachelor's degree programs are designed so that you can pursue the career of your dreams while staying committed to your personal and professional responsibilities. An online bachelor's degree from the University of Wisconsin–Madison will not only give you the skills you need to advance in your field, but the support of academic advisors and faculty to help guide you along the way. Choose the degree that fits with your goals:

### **Bachelor of Business Administration in Business Administration–Human Resources**

Gain a thorough understanding of how attracting, motivating and developing the right employees plays a crucial role in setting an organization up for success. You'll learn to analyze compensation strategies, staffing techniques, labor and employment relations challenges, negotiation tactics and develop work systems that improve employee performance.

### **Bachelor of Business Administration in Business Administration–Management**

Learn the communication, collaboration and planning skills you'll need to succeed in any leadership role. You'll learn to develop performance-maximizing team structures and systems as well as diagnose and resolve problems, so you're able to maximize your organization's competitive edge and ensure its long-term success.

## **OUR DEGREES**

### **AT A GLANCE**

#### **FORMAT:**

100% online part-time program

#### **TIMELINE:**

2-4+ years

#### **CREDITS:**

120 credits

#### **TUITION:**

\$500 per credit

#### **START:**

Multiple start dates across fall, spring and summer

#### **COURSE LENGTH:**

8 weeks

## **Bachelor of Business Administration in Business Administration-Marketing**

Increase your ability to collaborate with a team to create successful marketing plans that address your industry's needs. You'll also learn to place, distribute, price and promote products and services; analyze market segments; leverage relevant sources and apply analytical rigor to decision making.



## **Who is eligible to apply for UW-Madison Online?**

UW-Madison Online is a degree completion program. To be considered, you must either:

- Have earned at least 12 credits from another college or university and now want to finish your bachelor's degree online at UW-Madison
- Be a reentry student. A reentry student is a previous attendee of the University of Wisconsin-Madison who would like to return to complete their first undergraduate degree and has not been enrolled in courses for a semester or more.

All applicants must complete or plan to complete at least 12 transferable college-level semester hours.

## **Why should you get a bachelor's degree from UW-Madison Online?**



### **Community**

Join a proud and growing alumni network of 400,000+ Badgers, providing connections that will last a lifetime.



### **Quality**

Gain skills and know-how from renowned researchers and educators through UW-Madison's top-tier courses and programs.



### **Reputation**

Set yourself up for success with a prestigious degree from a top-ranked university.



### **Support**

Access invaluable resources, including a personal academic advisor, our world-class faculty and career resources to help you achieve your goals.

## Designed to fit your life

You have obligations and responsibilities, which is why we've structured our curriculum to keep your educational goals on track while allowing you to meet the other important demands in your life, whether at work or at home. Below is a sample part-time weekly schedule.

### Sample weekly schedule (for one 3-credit, 8-week course)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Create weekly study plan (30 min) Read course materials (2 hrs)	Read course materials (2 hrs) Watch course lectures (1 hr)	Watch course lectures (3 hrs)	Begin weekly assignments (1 hr) Respond to discussion boards (2 hrs)	Continue work on assignments (2 hrs)	Complete assignments (3 hrs)	Submit weekly assignments (30 min) Reply to discussion boards (1 hr)

On average, students should expect to spend 45 hours per credit on coursework over the length of a course.



Online format can be accessed anywhere



Faculty and staff dedicated to helping students succeed



Same rigor and prestige you'd expect from a UW-Madison degree

## Designed to help you succeed

**Your enrollment coach** will help you with your admissions journey and ensure you feel confident about your submission. Please don't hesitate to contact them with questions about the university, your application, financial aid and transfer credit evaluation.

**Your academic advisors** are here for you throughout your academic journey. They'll assist you with any questions you have during your time at UW-Madison from beginning your career to maintaining a work-life balance.

**Your faculty instructors** are experts in their respective fields and eager to support your academic achievements by ensuring you have the know-how and skills to succeed.

### TAKE THE NEXT STEP

Contact a UW-Madison Online enrollment coach

Phone: 608-400-7459

Text: 608-688-9118

[uwmadison@online.wisc.edu](mailto:uwmadison@online.wisc.edu)