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The following document is intended to provide Wisconsin BBA applicants with a strong sense of what is typically and generally acceptable as part(s) of the application resume. The following information is what we, as a committee, suggest avoiding as well as best practices for this Wisconsin BBA resume.

**The Admissions Committee suggests you DO NOT do the following...**

- DO NOT submit more than 1 page—only the first page of any submission will be reviewed.
- DO NOT attempt to provide a cover letter with the resume.
- DO NOT use overly creative fonts on your resume. The standard resume never includes fonts any smaller than 10 point.
- DO NOT use images, pictures or graphics anywhere on the resume (including the header).
- DO NOT provide overt, personal information such as birthdate, gender, hobbies, photos, etc.
- DO NOT provide narratives, paragraphs, or complete sentences.
- DO NOT use present tense for anything that has concluded.
- DO NOT use past tense for anything that is currently being done.
- DO NOT include personal references and/or contacts for anyone other than yourself (in the heading).

**The Admissions Committee suggests you DO the following...**

- DO submit only 1 page.
- DO start with most recent experiences in your individual sections. Use what is referred to as reverse-chronological order.
- DO use bullet points to illustrate details within the individual sections of your resume.
- DO use action words/verbs. If you're unsure what this entails, please link to the BCC Resume, Cover Letters & Interviews webpage on the Wisconsin BBA webpage.
  - *(NOTE: Other information on this link may or may not pertain and apply to the Wisconsin BBA resume you are asked to submit. An employer resume could very well contain components different than what the Admissions Committee is advising. It is suggested you use the resources provided here for your application resume).*
- DO use present tense for anything currently being done (no "ing" statements).
- DO use past tense for anything on your resume that has concluded.
- DO use substance, quality and quantity to determine which section (Experience or Activity) is listed first on your resume. (More specifically, if your Activities are stronger than your Experiences, put Activities first.)
- DO quantify experiences when possible. Meaning, if exact and specific numbers are available to support your position, or to illustrate the results of any initiatives—provide them.
- DO consider post-secondary experiences as stronger and carrying more weight than experience(s) gained while in high school.
- DO focus on results and highlight successes/impact points.