



***BUSINESS ADMINISTRATION  
DEGREE PROGRAM (M.B.A.)***

The Master of Business Administration (M.B.A.) Degree Program is designed for individuals who find themselves at a point in their careers where continued professional development requires a refined understanding of management and working knowledge of the multiple functions and processes within organizations. Students complete Common Body of Knowledge and Breadth courses, and select courses from the following emphasis areas:

***Accounting*** - Prepares individuals who might be heading toward controllership or pre-controllership positions in industry.

***Decision Support Systems*** - Focuses on the strategic use of technology in supporting more effective individual and organizational decision-making.

***Finance*** - Shows students how to raise and invest capital--preparing graduates for work in any type of firm.

***Health Care***- develops an advanced understanding of cross-functional issues relevant to upper-level managers in health care institutions.

***Human Resource Management*** - Provides advanced skills and perspective relevant to a number of functional roles in the human resource area.

***International Business*** - examines issues relevant to international operations in preparing individuals to be corporate leaders in the global marketplace.

***Management***- refines expertise in motivation, leadership, organization, and planning--skills at the heart of any successful management career.

***Marketing*** - Trains students in making effective decisions relevant to researching consumers, choosing which products to produce, what prices to charge, and what promotional tools and channels to employ.

***Production Management***- Develops an advanced understanding of the strategies, processes and issues relevant to the creation of a new product.

***Technology & Training*** - Addresses the ongoing need of having individuals who can train colleagues and clients in the effective use of business technology.

The MBA curriculum is designed around a case study approach where students learn how planning, policy, decision-making, and human behavior interact with external variables to influence organizational success. Students will develop skills in collecting, analyzing, and interpreting data, as well as, conceptualizing, evaluating, and implementing solutions as are necessary in addressing complex unstructured business.

Individuals with baccalaureate degrees in arts, humanities, sciences, engineering, education, or business from accredited schools are encouraged to apply. The M.B.A. program is accredited by the American Assembly of Collegiate Schools of Business.

***Program Coordinator:***

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***Additional Admission Requirements:***

1. Completion of the Graduate Management Admission Test (GMAT).
2. A composite score of at least 1000 based upon the formula: (GMAT score) + [200 x (overall undergraduate grade point average)], or a composite score of at least 1050 based upon the formula: (GMAT score) + [200 x (last half undergraduate grade point average)].
3. A Test of English as a Second Language (TOEFL) score of at least 550 or the equivalent on another exam for students from countries where English is not the native language.
4. Exceptions to the admission requirements may be made on a case-by-case basis.

Due to increasing enrollments, admission may be limited despite fulfillment of the aforementioned entrance requirements.

***Additional Program Policies:***

1. In order to enroll in 700 level graduate courses offered in the College of Business and Economics, a student must be enrolled in a graduate degree program. A student with a Guest status or with Post Master's status can take 700 level graduate course(s) on a space available basis.
2. Candidates must obtain approval from their adviser before enrolling in courses. Courses taken without the approval of the adviser may not apply toward completion of the program. Prior to entering the program or during the first four weeks of the semester, candidates shall prepare a program in consultation with their adviser. This program must then be submitted to the Program Coordinator for approval. Any changes (including add/drop) to the program must have the written approval of the Coordinator. All changes are initiated by students through their adviser.
3. *Individual Studies (XXX-798)* and/or *Readings and Research (XXX-789)* may not be used as electives but may be used to satisfy up to 3 credits in the Emphasis. A copy of the proposal must be on file in the Coordinator's Office prior to registration. The student should initiate these requests with the instructor.
4. Courses in the Common Body of Knowledge must be taken at the beginning of the program. Program and course prerequisites will be rigidly enforced. Failure to comply will result in the student being dropped from the course.
5. Students who are dropped from the program for academic reasons or who fail to meet the admission requirements are not eligible to pursue further graduate business courses in the M.B.A., M.P.A., M.S.- Accounting, M.S.-Management Computer Systems, or M.S.-Office Systems Programs in the College of Business and Economics.
6. The maximum course load is 15 graduate credits during fall and spring semesters and 12 credits during the summer term.

7. Business related course work taken in an applicant's undergraduate program where the applicant has graduated more than five years prior to the date of admission to the Graduate School may not be considered as satisfactory in meeting Common Body of Knowledge requirements.
8. Candidates who have not enrolled in a graduate course at UW-Whitewater within two consecutive semesters must conform to any new requirements in the program at the time they are reactivated.
9. Within the confines of the Constitution of the Graduate Faculty and the policies and procedures adopted by the Graduate Council, the Graduate Studies Committee in the College of Business and Economics is the final governing authority on all policy and procedural matters in the Graduate Business Program.

***Degree Requirements:***

1. A minimum of 36 graduate credits which may include a thesis of up to 6 credits.
2. An adequate preparation in the Common Body of Knowledge as defined by the American Assembly of Collegiate Schools of Business. Additional graduate courses will be required of those individuals not having a sufficient preparation. (Normally a program of study for those without prior business preparation would require two full years to complete.)
3. At least 30 credits from the breadth, elective, and emphasis areas must be numbered 730 or above and be beyond the Common Body of Knowledge.
4. A grade point average of at least 3.00 in emphasis courses, in courses prescribed for the program, and over all graduate work undertaken. Grades earned outside the program cannot be used to adjust the program grade point average.

***BUSINESS ADMINISTRATION (M.B.A.)***

COMMON BODY OF KNOWLEDGE - 0-33 CREDITS

1. CONSULT ASSOCIATE DEAN FOR CREDITS FROM:

ACTG 210-701 ACCOUNTING FOUNDATIONS AND

210-725 PROFIT PLANNING AND CONTROL OR  
210-726 MANAGEMENT COST ACCOUNTING

ECON 230-703 STATISTICS FOUNDATIONS

230-704 ECONOMICS FOUNDATIONS

FINC 240-718 FINANCIAL MANAGEMENT

240-721 THE LEGAL ENVIRONMENT OF BUSINESS

MGNT 250-705 INFORMATION SYSTEM FOUNDATIONS

250-719 OPERATIONS MANAGEMENT

250-721 MANAGERIAL AND ORGANIZATIONAL BEHAVIOR

MKTG 260-702 MATHEMATICS FOUNDATIONS

260-716 MARKETING

#### BREADTH REQUIREMENT - 18-27 CREDITS

1. 220-738 SEMINAR IN BUSINESS COMMUNICATION
2. 230-736 BUSINESS CONDITIONS ANALYSIS OR  
230-737 MANAGERIAL ECONOMICS
3. 250-745 MANAGEMENT AND ORGANIZATION THEORY
4. 250-788 BUSINESS POLICY  
(MUST BE TAKEN IN THE LAST SEMESTER OF THE PROGRAM OR IN THE LAST 12 CREDITS)
5. 260-731 ADVANCED STATISTICAL METHODS OR  
260-732 OPERATIONS RESEARCH  
(EMPHASIS AREAS OF DECISION SUPPORT SYSTEMS, FINANCE, AND PRODUCTION MANAGEMENT REQUIRE BOTH 260-731 AND 260-732 THE MARKETING EMPHASIS REQUIRES 260-731 AND 260-733.)
6. SELECT 3-12 ELECTIVE CREDITS WITH ADVISER FROM BUSINESS COURSES OUTSIDE THE EMPHASIS AND NUMBERED 730 OR ABOVE WITH NO MORE THAN 2 COURSES FROM THE SAME AREA.

(Upon recommendation of a student's adviser and with approval of the M.B.A. Coordinator, up to six credits of courses clearly complementing the student's program may be selected from courses numbered 700 or above outside the College of Business and Economics or from courses numbered 600 or above from within the College.)

#### EMPHASIS - 9 CREDITS

ONE OF THE FOLLOWING EMPHASES:

##### A. ACCOUNTING EMPHASIS

1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:
  - 210-751 FINANCIAL ACCOUNTING
  - 210-752 ADVANCED FINANCIAL ACCOUNTING
  - 210-755 MANAGERIAL ACCOUNTING & CONTROLLERSHIP
  - 210-756 CORPORATE & SPECIAL ENTITIES TAXATION
  - 210-761 ACCOUNT & MANAG INFO SYSTEMS
  - 210-765 AUDITING
  - 210-781 ADVANCED ACCOUNTING THEORY I

**B. DECISION SUPPORT SYSTEMS EMPHASIS**

1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:
  - 250-742 DECISION SUPPORT SYSTEMS
  - 250-743 DATA BASE MANAGEMENT
  - 250-754 EXPERT SYSTEMS IN BUSINESS
  - 250-784 SIMULATION FOR MANAGERIAL DECISION-MAKING

**C. FINANCE EMPHASIS**

1. 240-780 PORTFOLIO THEORY AND PRACTICE
2. SELECT 6 CREDITS FROM THE FOLLOWING COURSES:
  - 240-739 FINANCIAL PLANNING PROCESS
  - 240-750 REAL ESTATE FINANCE & INVESTMENT
  - 240-755 MULTINATIONAL BUSINESS FINANCE
  - 240-760 FINANCIAL MARKETS
  - 240-770 CAPITAL BUDGETING

**D. HEALTH CARE EMPHASIS**

1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:
  - 230-745 ECONOMICS OF HEALTH CARE
  - 240-745 LEGAL ASPECTS OF AND ETHICAL ISSUES IN HEALTH CARE ADMINISTRATION
  - 250-744 MANAGING HEALTH SERVICES ORGANIZATIONS
  - 260-776 MARKETING OF HEALTH CARE DELIVERY SYSTEMS

**E. HUMAN RESOURCE MANAGEMENT**

1. 250-751 SEMINAR IN HUMAN RESOURCE MANAGEMENT
2. SELECT 6 CREDITS FROM THE FOLLOWING COURSES:
  - 250-752 CURRENT ISSUES IN COMPENSATION & BENEFITS
  - 250-753 TRAINING & DEVELOPMENT
  - 250-758 MANAGEMENT & LABOR RELATIONS

**F. INTERNATIONAL BUSINESS EMPHASIS**

1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:
  - 230-758 ADVANCED INTERNATIONAL ECONOMICS
  - 240-755 MULTINATIONAL BUSINESS FINANCE
  - 250-777 INTERNATIONAL MANAGEMENT
  - 260-761 INTERNATIONAL BUS (MARKETING)

**G. MANAGEMENT EMPHASIS**

1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:
  - 250-751 MANAGEMENT OF HUMAN RESOURCES I
  - 250-752 MANAGEMENT OF HUMAN RESOURCES II
  - 250-758 CONFLICT RESOLUTION IN LABOR RELATIONS

- 250-770 ORGANIZATIONAL DESIGN
- 250-771 STRATEGIC MANAGEMENT & PLANNING
- 250-777 INTERNATIONAL MANAGEMENT

H. MARKETING EMPHASIS

1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:
  - 260-735 APPLIED MULTIVARIATE DATA ANALYSIS
  - 260-745 TOTAL QUALITY MANAGEMENT
  - 260-751 BUYER BEHAVIOR
  - 260-760 SEMINAR IN MARKETING THEORY
  - 260-761 INTERNATIONAL BUS (MARKETING)
  - 260-764 SALES PLANNING & MARKET ANALYSIS
  - 260-770 PRODUCT AND PRICE MANAGEMENT
  - 260-774 CORPORATE MARKETING PLANNING
  - 260-780 SEMINAR IN CURRENT MARKET TOPICS

I. PRODUCTION MANAGEMENT EMPHASIS

1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:
  - 250-761 OPERATIONS PLANNING & CONTROL
  - 250-762 INVENTORY SYSTEMS
  - 250-768 MANUFACTURING POLICY
  - 250-769 QUALITY ISSUES & OPERATIONS
  - 250-784 SIMULATION FOR MANAGERIAL DECISION-MAKING

J. TECHNOLOGY AND TRAINING EMPHASIS

1. 220-722 BUSINESS TECHNOLOGIES
2. 250-753 TRAINING AND DEVELOPMENT
3. SELECT ONE OF THE FOLLOWING COURSES:
  - 220-773 HUMAN FACTORS IN BUSINESS TECHNOLOGY
  - 220-775 BUSINESS TELECOMMUNICATIONS
  - 220-778 NETWORK ADMINISTRATION FOR THE END USER
  - 250-742 DECISION SUPPORT SYSTEMS

(Upon recommendation of the student's adviser and with approval of the M.B.A. Coordinator, a thesis of up to 6 credits may be included in the 9 credit emphasis.)

**Outreach Program:** Courses leading to the M.B.A. are offered off campus in the evening at the UW Center in Waukesha, as well as at the Whitewater campus. The program, known as Business Outreach, is designed to assist primarily the working adult or those unable to attend classes on a full-time basis during the day. Admission and degree requirements are the same as those in the full-time program although special counseling is utilized. For further information contact Dr. Donald Zahn, Carlson 4033. Phone (414) 472-1945.

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| <a href="#">Accounting Courses (210-XXX).</a>        | <a href="#">Business Administration Departmental Home Page</a> |
| <a href="#">Business Education Courses (220-XXX)</a> | <a href="#">Economics Courses (230-XXX)</a>                    |
| <a href="#">Finance Courses (240-XXX).</a>           | <a href="#">Management Courses (250-XXX).</a>                  |
| <a href="#">Marketing Courses (260-XXX).</a>         | <a href="#">Online MBA</a>                                     |