



***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 - Teaches students how to use technology to support more effective decision making for themselves and for their organizations. It covers leading edge technology including data warehouses, expert systems, GUI design and development, and database design and processing.

Finance - Shows students how to raise capital and how to profitably invest it to prepare graduates for work in any type of firm.

Health Care - Provides students with the knowledge, skills, and abilities for upper-level management positions in health care institutions.

Human Resource Management - Provides advanced skills and perspectives 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.

IT Management - Designed to further the career of information systems professionals with technical backgrounds by preparing them to effectively manage technology, systems projects and IT personnel.

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.

Operations and Supply Chain Management - Focuses on the creation of the enterprise's products including activities such as setting operating strategy, designing processes, location selection, facility layout, forecasting, quality management, scheduling, inventory control, and job design.

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 problems.

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 Foreign 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, or M.S.-Computer Information Systems Program 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 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 overall 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-0-15 CREDITS***

(A MINIMUM OF 30 CREDITS MUST BE IN COURSES NUMBERED 730 OR ABOVE)

1. CONSULT ASSOCIATE DEAN FOR CREDITS FROM:
ACCOUNT-701
ACCOUNTING FOUNDATIONS
ECON-703
STATISTICS FOUNDATIONS
ECON-704
ECONOMICS FOUNDATIONS
FNBSLW-718
FINANCIAL MANAGEMENT
FNBSLW-721
THE LEGAL ENVIRONMENT OF BUSINESS
MANGEMNT-719
OPERATIONS MANAGEMENT
MARKETNG-716
MARKETING

PART 1 - BREADTH REQUIREMENT - 0-12 CREDITS

1. MARKETNG-731
ADVANCED STATISTICAL METHODS
2. ACCOUNT-725
PROFIT PLANNING & CONTROL
3. BSECNA-740
BUSINESS & PROFESSIONAL COMMUNICATION
4. ECON-736
BUSINESS CONDITIONS ANALYSIS OR
ECON-737
MANGERIAL ECONOMICS

5. MANGEMNT-721
ORGANIZATIONAL BEHAVIOR OR
MANGEMNT-745
BUILDING EFFECTIVE ORG.
6. MANGEMNT-759
SOCIAL RESPONSIBILITY OF BUSINESS OR
7. MARKETNG 766 ETHICS IN THE MARKETPLACE

PART 2 - GLOBAL MANAGEMENT- 3-6 CREDITS

1. ECON-758
ADVANCED INTERNATIONAL ECONOMICS
2. FNBSLW-755
MULTINATIONAL BUSINESS FINANCE
3. MANGEMNT-763
GLOBAL OPERATIONS MANAGEMENT OR
MANGEMNT-777
INTERNATIONAL MANAGEMENT
4. MARKETNG-761
INTERNATIONAL BUSINESS (MARKETING)

PART 3 - MANAGING TECHNOLOGY - 3-6 CREDITS

1. ACCOUNT-761
ACCOUNTING AND M.I.S.
2. BSECNA-772
BUSINESS TECHNOLOGIES OR
BSECNA-775
BUSINESS TELECOMMUNICATIONS OR
BSECNA-778
NETWORK ADMIN. FOR END USERS
3. MANGEMNT-734
INTRO. TO COMPUTER BASED I.S. OR
MANGEMNT-738
MANAGEMENT OF TECHNOLOGY OR
MANGEMNT-753
TRAINING AND DEVELOPMENT OR
MANGEMNT-769
QUALITY ISSUES IN OPERATIONS
4. MARKETNG-745
TOTAL QUALITY MANAGEMENT OR
MARKETNG-770
PRODUCT INNOVATION AND PRICING OR
MARKETNG - 775
DATABASE MARKETING OR

MARKETNG - 772
INTERNET MARKETING.

5. MCS 785 INFORMATION SYSTEM PROJECT

MUST COMPLETE NINE (9) CREDITS FROM THE GLOBAL MANAGEMENT &
MANAGING TECHNOLOGY MODULES (SEE PARTS 2 & 3)

PART 4 - STRATEGIC MANAGEMENT - 8 CREDITS

1. MANGEMNT-788
STRATEGIC DECISION MAKING (2 CR)*

SIX (6) CREDITS FROM THE FOLLOWING **

2. FNBSLW-770
CAPITAL BUDGETING
3. MARKETNG-774
CORPORATE MARKETING PLANNING
4. MANGEMNT-768
GLOBAL OPERATION STRATEGY OR
MANGEMNT-771
STRATEGIC MANAGEMENT OR
MANGEMNT-760
STRATEGIC MANAGEMENT OF HUMAN RESOURCES
5. MCS 740 INFORMATION SYSTEMS STRATEGY AND POLICY
6. MARKETNG-751
BUYER BEHAVIOR OR
MARKETNG-765
ADVERTISING AND PROMOTION
MANAGEMENT OR
MARKETNG-774
STRATEGIC MARKET PLANNING

* MUST BE TAKEN IN THE LAST SEMESTER OF PROGRAM OR IN FINAL
TWELVE (12) CREDITS

** SHOULD BE TAKEN AFTER COMMON BODY OF KNOWLEDGE AND
BREADTH REQUIREMENTS ARE
COMPLETED.

PART 5 - ELECTIVE AREA - 0-9 CREDITS

PART 6 - EMPHASIS - 9-12 CREDITS

COMPLETE ONE OF THE FOLLOWING EMPHASES:

A. ACCOUNTING EMPHASIS

1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:
ACCOUNT-751
GOVERNMENTAL AND NOT-FOR- PROFIT ACCOUNTING
ACCOUNT-752
ADVANCED FINANCIAL ACCOUNTING
ACCOUNT-755
MANAGERIAL ACCOUNTING &
CONTROLLERSHIP
ACCOUNT-756
CORPORATE & SPECIAL ENTITIES TAXATION
ACCOUNT-761
ACCOUNT. & MANAG. INFO. SYSTEMS
ACCOUNT-765
AUDITING
ACCOUNT-781
ADVANCED ACCOUNTING THEORY I

B. DECISION SUPPORT SYSTEMS EMPHASIS

1. MARKETNG-732
OPERATIONS RESEARCH
2. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:
MANGEMNT-742
DECISION SUPPORT SYSTEMS
MANGEMNT-743
DATA BASE MANAGEMENT
MANGEMNT-754
EXPERT SYSTEMS IN BUSINESS
MANGEMNT-784
SIMULATION FOR MANAGERIAL DECISION-MAKING

C. FINANCE EMPHASIS

1. 1. FNBSLW-780
PORTFOLIO THEORY AND PRACTICE
2. SELECT 6 CREDITS FROM THE FOLLOWING COURSES:
FNBSLW-739
FINANCIAL PLANNING PROCESS
FNBSLW-750
REAL ESTATE FINANCE & INVESTMENT
FNBSLW-755

MULTINATIONAL BUSINESS FINANCE
FNBSLW-760

FINANCIAL MARKETS
FNBSLW-770
CAPITAL BUDGETING

D. HEALTH CARE EMPHASIS

1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:
ECON-745
ECONOMICS OF HEALTH CARE
FNBSLW-745
LEGAL ASPECTS OF AND ETHICAL ISSUES IN HEALTH CARE
ADMINISTRATION MANGEMNT-744
MANAGING HEALTH SERVICES
ORGANIZATIONS
MARKETNG-776
MARKETING OF HEALTH CARE
DELIVERY SYSTEMS

E. HUMAN RESOURCE MANAGEMENT EMPHASIS

1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:
MANGEMNT-751
SEMINAR IN HUMAN RESOURCE MANAGEMENT
MANGEMNT-752
CURRENT ISSUES IN COMPENSATION & BENEFITS
MANGEMNT-753
TRAINING & DEVELOPMENT
MANGEMNT-758
MANAGEMENT & LABOR RELATIONS MANGEMNT-760
STRATEGIC MANAGEMENT OF
HUMAN RESOURCES

F. INTERNATIONAL BUSINESS EMPHASIS

1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:
ECON-758
ADV. INTERNATIONAL ECONOMICS
FNBSLW-755
MULTINATIONAL BUSINESS FINANCE
MANGEMNT-777

INTERNATIONAL MANAGEMENT
MARKETNG-761
INTERNATIONAL BUSINESS
(MARKETING)

G. MANAGEMENT EMPHASIS

1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:
MANGEMNT-738
MANAGEMENT OF TECHNOLOGY
MANGEMNT-770
ORGANIZATIONAL DESIGN
MANGEMNT-771
STRATEGIC MANAGEMENT
MANGEMNT-777
INTERNATIONAL MANAGEMENT

H. MARKETING EMPHASIS

1. MARKETNG-733
SEMINAR IN METHODS OF BUSINESS RESEARCH
2. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:
MARKETNG-745
TOTAL QUALITY MANAGEMENT
MARKETNG-751
BUYER BEHAVIOR
MARKETNG-760
SEMINAR IN MARKETING THEORY
MARKETNG-761
INTERNATIONAL BUSINESS
(MARKETING)
MARKETNG-764
SALES PLANNING & MARKET ANALYSIS
MARKETNG-770
PRODUCT INNOVATION AND PRICING
MARKETNG-774
CORPORATE MARKETING PLANNING
MARKETNG - 776 MARKETING OF HEALTH CARE DELIVERY SYSTEMS
MARKETNG-780
SEMINAR IN CURRENT MARKET TOPICS
MARKETNG - 789
READINGS AND RESEARCH IN MARKETING

I. OPERATIONS AND SUPPLY CHAIN MANAGEMENT EMPHASIS

1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:
MANGEMNT-761
SUPPLY CHAIN SYSTEMS
MANGEMNT-762
INTEGRATED RESOURCES AND PROJECT MANAGEMENT
MANGEMNT-763
GLOBAL OPERATIONS MANAGEMENT
MANGEMNT-768
GLOBAL OPERATIONS STRATEGY
MANGEMNT-769
QUALITY ISSUES & OPERATIONS

J. TECHNOLOGY AND TRAINING EMPHASIS

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

K. IT MANAGEMENT EMPHASIS

1. MCS - 740
INFORMATION STRATEGY AND POLICY
2. MCS-785
INFOR SYSTEMS PROJECT MANAG
3. SELECT SIX(6) CREDITS FROM THE FOLLOWING COURSES:

MCS-725
e-BUS: TECH, APP & ISSUES OR

MCS-735
TELECOMM & NETWORKING OR

MCS-760
TOPICS IN FOR TECHNOLOGY

(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 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 (262) 472-1945.