

Business Administration

(Master of Business Administration)

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:

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

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 - Prepares business professionals to effectively manage technology, systems, projects and IT personnel.

Management - Studies the science and art of managing the human and capital resources of an organization for strategic and operating purposes using analytical and intuitive applications of the concepts of organizational theory and behavior in complex, dynamic, global, and technologically sophisticated environments. The focus is on both, the knowledge of theory and the methods of applications in organizational case settings.

Marketing - Uses a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Students are trained in the process of setting marketing goals for an organization (considering internal resources and marketing opportunities), the planning and execution of activities to meet these goals, and measuring progress toward their achievement.

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.

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: $(\text{GMAT score}) + [200 \times (\text{overall undergraduate grade point average})]$, or a composite score of at least 1050 based upon the formula: $(\text{GMAT score}) + [200 \times (\text{last half undergraduate grade point average})]$.
3. A Test of English as a Foreign Language (TOEFL) paper score of at least 550, internet-based score at least 79, computer score of at least 213 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 units 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 units during fall and spring semesters and 12 units 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 units which may include a thesis of up to 6 units.
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 units 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 UNITS

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

CONSULT ASSOCIATE DEAN FOR UNITS FROM:

- ACCOUNT 701 ACCOUNTING FOUNDATIONS
- ECON 703 STATISTICS FOUNDATIONS
- ECON 704 ECONOMICS FOUNDATIONS
- FNBSLW 718 FINANCIAL MANAGEMENT
- FNBSLW 721 LEGAL ENVIRONMENT OF BUSINESS
- MANGEMNT 719 OPERATIONS MANAGEMENT
- MARKETNG 716 MARKETING

PART 1 BREADTH REQUIREMENT 0-12 UNITS

1. MARKETNG 731 ADVANCED STATISTICAL METHODS
2. ACCOUNT 725 PROFIT PLANNING & CONTROL
3. ITBE 740 BUSINESS & PROFESSIONAL COMMUNICATION
4. ECON 736 BUSINESS CONDITIONS ANALYSIS
or
ECON 737 MANAGERIAL ECONOMICS
5. MANGEMNT 721 ORGANIZATIONAL BEHAVIOR
or
MANGEMNT 745 BUILDING EFFECTIVE ORGANIZATIONS
6. MANGEMNT 759 SOCIAL RESPONSIBILITY BUSINESS
or
MANGEMNT 764 SUSTAINABLE MANAGEMENT
or
MARKETNG 766 ETHICS IN THE MARKETPLACE

PART 2 GLOBAL MANAGEMENT 3-6 UNITS

- ECON 758 ADVANCED INTERNATIONAL ECONOMICS
- FNBSLW 755 MULTINATIONAL BUSINESS FINANCE
- MANGEMNT 761 SUPPLY CHAIN SYSTEMS
- MANGEMNT 763 GLOBAL OPERATIONS MANAGEMENT
- MANGEMNT 777 INTERNATIONAL MANAGEMENT
- MARKETNG 761 INTERNATIONAL BUSINESS (MARKETING)
- MARKETING 772 INTERNET MARKETING

PART 3 MANAGING TECHNOLOGY 3-6 UNITS

1. ITBE 734 MANAGEMENT INFORMATION SYSTEMS
or
ITBE 775 TELECOMUNICATION
2. MANGEMNT 738 MANAGEMENT OF TECHNOLOGY
or
MANGEMNT 753 TRAINING AND DEVELOPMENT
or
MANGEMNT 769 QUALITY ISSUES IN OPERATIONS

or

MANAGEMENT 762 PROJECT MANAGEMENT AND ENTERPRISE RESOURCE PLANNING

or

3. MARKETNG 745 TOTAL QUALITY MANAGEMENT

or

MARKETNG 770 PRODUCT INNOVATION AND PRICING

or

MARKETNG 775 DATABASE MARKETING

4. MCS 785 PROJECT MANAGEMENT: METHODOLOGIES, TECHNIQUES, AND TOOLS

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

PART 4 STRATEGIC MANAGEMENT 8 UNITS

1. MANGEMNT 788 STRATEGIC DECISION MAKING (2 U)*

SIX (6) UNITS FROM THE FOLLOWING **

2. FNBSLW 770 CAPITAL BUDGETING

3. MANGEMNT 760 STRATEGIC MANAGEMENT OF HUMAN RESOURCES

or

MANGEMNT 768 OPERATIONS STRATEGY

or

MANGEMNT 771 STRATEGIC MANAGEMENT

4. MARKETNG 751 BUYER BEHAVIOR

or

MARKETING 765 ADVERTISING & PROMOTION MANAGEMENT

or

MARKETING 767 STRATEGIC MARKETING FOR ENTREPRENEURS

or

MARKETNG 774 STRATEGIC MARKET PLANNING

or

MARKETNG 775 DATABASE MARKETING

5. MCS 740 INFORMATION SYSTEMS STRATEGY & POLICY

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

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

PART 5 ELECTIVE AREA 0-9 UNITS

PART 6 EMPHASIS 9-12 UNITS

COMPLETE ONE OF THE FOLLOWING EMPHASES:

- A. FINANCE EMPHASIS

- SELECT 9 UNITS 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
- FNBSLW 780 PORTFOLIO THEORY AND PRACTICE
- FNBSLW 785 FINANCIAL MODELING
- B. HUMAN RESOURCE MANAGEMENT EMPHASIS
- SELECT 9 UNITS FROM THE FOLLOWING COURSES:
- MANGEMNT 751 STAFFING & EVALUATION
- MANGEMNT 752 CURRENT ISSUES IN COMPENSATION & BENEFITS
- MANGEMNT 753 TRAINING & DEVELOPMENT
- MANGEMNT 758 MANAGEMENT AND LABOR RELATIONS
- MANGEMNT 760 STRATEGIC MANAGEMENT OF HUMAN RESOURCES
- C. INTERNATIONAL BUSINESS EMPHASIS
- SELECT 9 UNITS FROM THE FOLLOWING COURSES:
- ECON 758 ADVANCED INTERNATIONAL ECONOMICS
- FNBSLW 755 MULTINATIONAL BUSINESS FINANCE
- MANGEMNT 763 GLOBAL OPERATIONS MANAGEMENT
- MANGEMNT 777 INTERNATIONAL MANAGEMENT
- MARKETNG 761 INTERNATIONAL BUSINESS (MARKETNG)
- MARKETNG 772 INTERNET MARKETING
- D. MANAGEMENT EMPHASIS
- SELECT 9 UNITS FROM THE FOLLOWING COURSES:
- MANGEMNT 738 MANAGEMENT OF TECHNOLOGY
- MANGEMNT 762 PROJECT MANGEMENT
- MANGEMNT 766 VENTURE INITIATION
- MANGEMNT 770 ORGANIZATIONAL DESIGN
- MANGEMNT 771 STRATEGIC MANAGEMENT
- MANGEMNT 777 INTERNATIONAL MANAGEMENT
- E. MARKETING EMPHASIS
- 1. MARKETNG 733 SEMINAR IN METHODS OF BUSINESS RESEARCH
- 2. SELECT 9 UNITS FROM THE FOLLOWING COURSES:
 - MARKETNG 745 TOTAL QUALITY MANAGEMENT
 - MARKETNG 751 BUYER BEHAVIOR
 - MARKETNG 761 INTERNATIONAL BUSINESS (MARKETING)
 - MARKETNG 765 ADVERTISING AND PROMOTION MANAGEMENT
 - MARKETNG 767 STRATEGIC MARKETING FOR ENTREPRENEURS
 - MARKETNG 770 PRODUCT INNOVATION AND PRICING
 - MARKETNG 772 INTERNET MARKETING
 - MARKETNG 774 STRATEGIC MARKETING PLANNING
 - MARKETNG 775 DATABASE MARKETING

- MARKETNG 780 SEMINAR IN CURRENT MARKET TOPICS
- F. OPERATIONS AND SUPPLY CHAIN MANAGEMENT EMPHASIS
 - SELECT 9 UNITS FROM THE FOLLOWING COURSES:
 - MANGEMNT 738 MANAGEMENT OF TECHNOLOGY
 - MANGEMNT 761 SUPPLY CHAIN SYSTEMS
 - MANGEMNT 762 INTEGRATED RESOURCES & PROJECT MANAGEMENT
 - MANGEMNT 763 GLOBAL OPERATIONS MANAGEMENT
 - MANGEMNT 768 GLOBAL OPERATIONS STRATEGY
 - MANGEMNT 769 QUALITY ISSUES & OPERATIONS
 - MANGEMNT 793 PRACTICUM IN MANAGEMENT
- G. IT MANAGEMENT EMPHASIS
 - 0. MCS 740 INFO SYSTEMS STRATEGY AND POLICY
 - 1. MCS 785 INFORMATION SYSTEMS PROJECT MANAGEMENT
 - 2. SELECT SIX UNITS FROM THE FOLLOWING COURSES:
 - MCS 725 E-BUS: TECHNOLOGY, APPLICATIONS & ISSUES
 - MCS 760 TOPICS IN INFORMATION TECHNOLOGY
 - ITBE 775 BUSINESS TELECOMMUNICATIONS

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

Outreach Program:

Courses leading to the M.B.A. are offered off campus in the evening at the American Family headquarter-Madison, 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:

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