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:
Dr. Donald Zahn
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Phone: (262) 472-1945
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Department Secretary:
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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 coursework 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.

**Accounting Courses (210-XXX),** [Business Administration Departmental Home Page](#)
**Business Education Courses (220-XXX),** [Economics Courses (230-XXX)](#)
**Finance Courses (240-XXX),** [Management Courses (250-XXX),](#)
**Marketing Courses (260-XXX),** [Online MBA](#)