Section III - College of Business and Economics

LOWER DIVISION (200-LEVEL) ELIGIBILITY:

Students pursuing a Bachelor of Business Administration degree and all MCS majors must achieve 24 credits and maintain a 2.50 GPA or better in order to take lower division business courses (including MCS courses) except ITBE 141, BEINDP 200, BEINDP 293, ECON 201 and ECON 202. Grades received for all appropriate college courses taken at other institutions will be included in determining the student’s grade point average eligibility for enrolling in business courses.

Business minors and non-business minors required to take business courses must have at least a 2.00 gpa and 24 credits completed to enroll in lower division (200-level) business courses required in the minor.

Non-business majors who are required or who may elect to take business courses in the major must have the gpa required in the major, must have completed 24 credits to take lower division (200-level) business courses.

UPPER DIVISION (300/400-LEVEL) ELIGIBILITY:

Students in the BBA curriculum and all MCS majors are not eligible to enroll in the College of Business and Economics 300- and 400-level courses unless they have 60.0 or more credits to degree, at least a 2.50 cum GPA and have been admitted to the upper division business courses. Transfer students must maintain a combined GPA (transfer and UW-W) of 2.50 to continue eligibility.

Business minors must have a 2.00 gpa and 60 credits completed to enroll in upper division (300 or 400-level) business courses. In order to graduate with a business minor, the student must have a 2.25 gpa in the minor.

S/NC grading may not be used in any business course or any BBA degree requirement unless offered on an S/NC basis only. Courses in the College of Business and Economics may not be taken on an audit basis. A course cannot be used to satisfy both a BBA degree and a major requirement.

Non-business majors who are required or who may elect to take 300/400-level business courses must have completed 60 credits and have a 2.00 gpa to take upper division (300 and 400-level) business courses.

Non-business majors who are not required to take business courses in the major may register for business courses during the first week of classes if all course prerequisites and credits completed (24 for lower division or 60 for upper division) are met, and the student has a 2.50 combined grade point average.

ADMISSION TO UPPER DIVISION BUSINESS COURSES:

When a student is projected to complete at least 54 credits and has satisfactorily completed or is enrolled in ENGLISH 101, ENGLISH 102, COMM 110, ACCOUNT 244, ACCOUNT 249 or ACCOUNT 261; ECON 201; ECON 202; MATH 143; and ECON 245, the student may apply for admission to the upper division business courses. All students with at least a 2.80 combined GPA will be admitted. Application forms for admission to the upper division business courses are completed at a registration information meeting or online after completion of an online advising exercise.

ENROLLMENT PREFERENCE in all business courses will be given to the following officially declared majors and minors:
- All BBA Majors; management computer systems majors; integrated science and business; business education; other non-business majors with business course requirements
- Minors; business minors; arts management minors; other minors with business course requirements.

SPECIAL STUDENTS ..... Students admitted with full/complete credentials of all previous post-secondary work (SPFC) may register with the approval of the SPFC advisor (Chris Kutz, Hyland 4300, 262 472 4993) and special students without full credentials (SPNC) can register on a space available basis with the approval of the assistant dean (Jan Olson, Hyland Hall 4300, 262-472-4900).

COMMON EXAMINATIONS ..... Certain courses have common exams during the semester when all sections will be tested at the same time. Students should not schedule other classes at those times.

GRADUATE STUDENTS ..... Graduate students must be admitted to the M.B.A. or M.P.A. program to enroll in 500-700 level courses offered in the College of Business and Economics (except Business Education and School Business Management). Non-Candidate for Degree (NCFD) students cannot register for College of Business and Economics courses. Exceptions to this policy must be approved in advance by the associate dean, College of Business and Economics (262-472-1945).

ONLINE BUSINESS COURSES ..... Charges for online business courses are stated with the course listings. The charge is the same for both in-state and out-of-state students.
<table>
<thead>
<tr>
<th>Class#</th>
<th>Start/End Dates</th>
<th>Meeting Days</th>
<th>Meeting Times</th>
<th>Location</th>
<th>Instructor</th>
<th>Course Topic (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>#5213</td>
<td>10/29-12/21</td>
<td>Arranged</td>
<td>WEB BASED</td>
<td>Stuart M Glosser</td>
<td>Information Technology and Business Education</td>
<td></td>
</tr>
</tbody>
</table>

### Economics

**ECON 704** ECONOMICS FOUNDATIONS ... A study of micro and macro economic tools of analysis. The functioning of a market economy in product and factor markets under alternative market structures. National income, fiscal policy, and the role of the money supply. Prereq: GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.

| #5213 | Section 22 | [units: 2] | NOTE: Students must have access to the internet and an internet browser. | 09/04-10/26 | Arranged | WEB BASED | Jeffery S Heinrich |

The cost per credit for COBE online graduate courses for 2012-2013 is $619.

**ECON 736** BUSINESS CONDITIONS ANALYSIS ... A study of the macroeconomic structure and operations of the economic system. Analysis of fluctuations in national income, output, employment, prices and exchange rates and the implication of such changes for business decisions. Evaluation of the influence of monetary policy, fiscal policies, and other macroeconomic events on economic activity. Assessment of the various approaches and methodologies available for forecasting business conditions. Prereq: ECON 704

| #5214 | Section 22 | [units: 2] | NOTE: Students must have access to the internet and an internet browser. | 09/04-10/26 | Arranged | WEB BASED | Stuart M Glosser |

The cost per credit for COBE online graduate courses for 2012-2013 is $619.

### Finance and Business Law

**FNBSLW 755** MULTINATIONAL BUSINESS FINANCE ... An advanced course of international financial principles covering major macroeconomic factors affecting international corporate decisions, foreign exchange transactions, hedging strategies, international capital structure decisions, capital budgeting, international financial markets, and taxation. Prereq: FNBSLW 718 or equivalent

| #3383 | Section 22 | [units: 3] | NOTE: The cost per credit for COBE online graduate courses for 2012-2013 is $619. Students must have access to the internet and an internet browser. | 09/04-12/21 | Arranged | WEB BASED | Hamid Moini |

FNBSLW 798 INDIVIDUAL STUDIES ... A student may satisfy up to 3 credits of the 9 credit emphasis by pursuing this course with one or more members of the graduate faculty. A copy of the proposal must be on file in the chairman’s office prior to registration. Prereq: GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.

| #3388 | Section 22 | [units: 1-3] | NOTE: The cost per credit for COBE online graduate courses for 2012-2013 is $619. Students must have access to the internet and an internet browser. | 09/04-12/21 | Arranged | WEB BASED | Linda Yu |

### Information Technology and Business Education

**ITBE 740** BUSINESS AND PROFESSIONAL COMMUNICATION ... This course is designed to introduce students to communication theories and leadership strategies that, if applied in business settings, can improve personal and organizational goal setting, planning and evaluation. In addition, emphasis will be placed on fostering positive day-to-day human interactions as well as the continuous growth of both individuals and organizations. Emphasis will be placed on the application of concepts explored in class to management roles in a variety of business enterprises. As a result, extensive analysis of actual business communication is a major part of this course.

| #3960 | Section 22 | [units: 2] | NOTE: The cost per credit for COBE online graduate courses for 2012-2013 is $619. Students must have access to the internet and an internet browser. | 09/04-10/26 | Arranged | WEB BASED | Robert M Schramm |

**ITBE 798** INDIVIDUAL STUDIES ... Study of a selected topic or topics under the direction of a faculty member.

| #3963 | Section 22 | [units: 1-3] | NOTE: The cost per credit for COBE online graduate courses for 2012-2013 is $619. Students must have access to the internet and an internet browser. | 09/04-12/21 | Arranged | WEB BASED | Paul Ambrose |
### *** GRADUATE LEVEL COURSES ***

#### MANGEMNT 738 MANAGEMENT OF TECHNOLOGY

This is a graduate course designed to acquaint the student with the foundations and the process of research, development, technology, and innovation. This course draws upon current literatures in the management of engineering and technology-based organizations. Students are exposed to the workings of technology within the company, from its generation in the research and development function, to its commercialization as new products and services.

**PREREQ:** GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.

<table>
<thead>
<tr>
<th>Start/End Dates</th>
<th>Meeting Days</th>
<th>Meeting Times</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/29-12/21</td>
<td>Arranged</td>
<td>WEB BASED</td>
<td>William A Drago</td>
<td></td>
</tr>
</tbody>
</table>

#### MANGEMNT 745 BUILDING EFFECTIVE ORGANIZATIONS

The course surveys concepts and research in the analysis of an organization. It examines the history of organization theory, as well as environmental and technological influences on organizational effectiveness. Contemporary developments in management and organization theory are also reviewed.

**PREREQ:** GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.

<table>
<thead>
<tr>
<th>Start/End Dates</th>
<th>Meeting Days</th>
<th>Meeting Times</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/04-10/26</td>
<td>Arranged</td>
<td>WEB BASED</td>
<td>Jeff P Vanevenhoven</td>
<td></td>
</tr>
</tbody>
</table>

#### MANGEMNT 751 STAFFING & EVALUATION

An examination of the organization and administration of the personnel function in management. It is concerned with the employment, training, safety and health, employees services, and employee relations functions of personnel administration. Attention is focused on a limited number of topics drawn from these areas so more crucial concepts and methods involved may be dealt with in-depth.

**PREREQ:** GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.

<table>
<thead>
<tr>
<th>Start/End Dates</th>
<th>Meeting Days</th>
<th>Meeting Times</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/04-12/21</td>
<td>Arranged</td>
<td>WEB BASED</td>
<td>Kelly A Delaney-Klinger</td>
<td></td>
</tr>
</tbody>
</table>

#### MANGEMNT 761 SUPPLY CHAIN SYSTEMS

The course uses a supply chain management framework to study flow of material. Topics include capacity planning, production systems, production planning, material planning, sourcing, and delivery of products. In addition, the role of information systems in integrating operations throughout the supply chain is discussed. The course uses case studies and research papers.

**PREREQ:** MANGEMNT 719, MANGEMNT 306 OR EQUIVALENT AND BUS GRAD LEVEL REQUIREMENT

<table>
<thead>
<tr>
<th>Start/End Dates</th>
<th>Meeting Days</th>
<th>Meeting Times</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/04-12/21</td>
<td>Arranged</td>
<td>WEB BASED</td>
<td>Manohar S Madan</td>
<td></td>
</tr>
</tbody>
</table>

#### MANGEMNT 764 SUSTAINABLE MANAGEMENT

This course focuses on proving concept and methodologies relevant to ensuring businesses can sustainably manage their operations. Topics include an introduction to sustainable management, organizational response, redefining business models, product design, realigning supply chains, social sustainability, and the role of Non Governmental Organizations (NGOs).

**PREREQ:** MANGEMNT 761, MANGEMNT 306 OR EQUIVALENT AND BUS GRAD LEVEL REQUIREMENT

<table>
<thead>
<tr>
<th>Start/End Dates</th>
<th>Meeting Days</th>
<th>Meeting Times</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/04-10/26</td>
<td>Arranged</td>
<td>WEB BASED</td>
<td>Sameer Prasad</td>
<td></td>
</tr>
</tbody>
</table>

#### MANGEMNT 771 STRATEGIC MANAGEMENT

The course surveys the theoretical backgrounds of strategic management. It also covers practical methods and applications of strategic management models based upon existing theory, research, and practice. Comparative analysis of emerging strategic management frameworks are examined with implications for management practice.

**PREREQ:** MANGEMNT 745 OR MANGEMNT 721

<table>
<thead>
<tr>
<th>Start/End Dates</th>
<th>Meeting Days</th>
<th>Meeting Times</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/04-10/26</td>
<td>Arranged</td>
<td>WEB BASED</td>
<td>William A Drago</td>
<td></td>
</tr>
</tbody>
</table>

#### MANGEMNT 777 INTERNATIONAL MANAGEMENT

The course deals with concepts, issues, problems, and research in international management, with a focus on the international application of: (1) strategic management, (2) organizational theory and design, (3) organizational behavior, culture, conflict, leadership, and communication, (4) ethical issues, and (5) development, control, and coordination of international subsidiaries.

**PREREQ:** MANGEMNT 745 OR MANGEMNT 721

<table>
<thead>
<tr>
<th>Start/End Dates</th>
<th>Meeting Days</th>
<th>Meeting Times</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/29-12/21</td>
<td>Arranged</td>
<td>WEB BASED</td>
<td>Kaviraj Proven Parbateenah</td>
<td></td>
</tr>
</tbody>
</table>

#### MANGEMNT 788 STRATEGIC DECISION MAKING

The course analyzes organizational environments from the perspective of top management in their efforts to manage a firm’s mission, goals and corporate strategy. Case analyses are used extensively to provide students with an opportunity to apply course content to real businesses. Corporate social responsibility and business ethics are also covered. **Prereq:** Last semester of program.

**PREREQ:** GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.

<table>
<thead>
<tr>
<th>Start/End Dates</th>
<th>Meeting Days</th>
<th>Meeting Times</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/29-12/21</td>
<td>Arranged</td>
<td>WEB BASED</td>
<td>James W Bronson</td>
<td></td>
</tr>
</tbody>
</table>
MANGMNT 798 INDIVIDUAL STUDIES ... Student and adviser decide the study, with the consent of the professor in charge of the study and the approval of the College Graduate Studies Committee. Consult the Associate Dean’s Office for further information/limitations.

PREREQ: GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.

#3360 Section 22 [units: 1-3] NOTE: The cost per credit for COBE online graduate courses for 2012-2013 is $619. Students must have access to the Internet and an Internet browser.

09/04/12/21 Arranged Arranged WEB BASED James W Bronson

09/04/12/21 Arranged Arranged WEB BASED Christine Marie Kutz

MARKETING

*** GRADUATE LEVEL COURSES ***

MARKETING 716 MARKETING ... Analysis of the institutional, behavioral, competitive, legal, and intra-firm aspects of the marketing function in business and other organizations.

PREREQ: GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.

#4368 Section 22 [units: 2] NOTE: The cost per credit for COBE online graduate courses for 2012-2013 is $619. Students must have access to the Internet and an Internet browser.

09/04/12/21 Arranged Arranged WEB BASED Marilyn A Lavin

MARKETING 731 ADVANCED STATISTICAL METHODS ... Applications of advanced statistical methods to managerial problems of prediction, inference, parametric and nonparametric, and decision making under uncertainty. Topics emphasized are multiple regression and time series. Prereq: Graduate status and demonstrated proficiency in Mathematics and Statistics or MARKETING 702 and ECON 703

PREREQ: GRADUATE STATUS AND DEMONSTRATED PROFICIENCY IN MATHEMATICS AND STATISTICS OR ECON 703, OR MATH 143 AND ECON 245

#1371 Section 22 [units: 2] NOTE: The cost per credit for COBE online graduate courses for 2012-2013 is $619. Students must have access to the Internet and an Internet browser.

09/04/12/21 Arranged Arranged WEB BASED Pavan R Chennamaneni

MARKETING 766 ETHICS IN THE MARKETPLACE ... This course will focus primarily on issues related to the business/customer relationship, with customers being defined as both other organizations and consumers. The course will emphasize current issues such as privacy rights, pricing ethics, promotional tactics and targeting. Students will discuss topics, analyze cases, and write essays defending their opinions and suggesting strategies. The course will provide examples of both exemplary and poor business behavior.

PREREQ: MARKETING 716 OR EQUIVALENT

#1374 Section 22 [units: 2] NOTE: The cost per credit for COBE online graduate courses for 2012-2013 is $619. Students must have access to the Internet and an Internet browser.

10/29/12/21 Arranged Arranged WEB BASED Dennis A Kopf

MARKETING 767 STRATEGIC MARKETING FOR ENTREPRENEURS ... The course focuses on key marketing strategies relevant for new businesses and/or new product launches. Students will apply marketing concepts to the wide range of business challenges facing entrepreneurs. Through experiential learning opportunities, students will apply what they learned for developing comprehensive entrepreneurial marketing plans.

PREREQ: MARKETING 716

#1375 Section 22 [units: 3] NOTE: The cost per credit for COBE online graduate courses for 2012-2013 is $619. Students must have access to the Internet and an Internet browser.

09/04/12/21 Arranged Arranged WEB BASED Victor A Barger

Section VI - Interdisciplinary

Management Computer Systems

*** GRADUATE LEVEL COURSES ***

MCS 760 TOPICS IN INFORMATION TECHNOLOGY AND MANAGEMENT ... This course addresses a changing milieu of topics concerning information systems business. Topics may include new methodologies and products that implement them, new problem solving approaches, or emerging business and environmental concerns.

#3981 Section 22 [units: 3] NOTE: The cost per credit for COBE online graduate courses for 2012-2013 is $619. Students must have access to the Internet and an Internet browser.

10/29/12/21 Arranged Arranged WEB BASED Paul Ambrose

HEALTHCARE IT MANAGEMENT

DEPARTMENT