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.

ACCOUNTING

*** GRADUATE LEVEL COURSES ***

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ACCOUNT 725  PROFIT PLANNING AND CONTROL ... An in-depth look at the concepts and techniques of creating a firm’s financial plan. Emphasis is on analysis of costs so as to predict future patterns, forecasting of sales, production costing, cash, and other components, while stressing the need for profitability analysis and evaluation of management performance. Prereq: ACCOUNT 701
PREREQ: ACCOUNT 244 OR ACCOUNT 701

#4868  Section 22   [units: 2]      NOTE: Students must have access to the internet and an Internet browser. The tuition for online courses in the College of Business and Economics is $389 per credit for both resident and non-resident students.
01/22-05/22  Arranged  Arranged  WEB BASED  Robert A Gruber

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ECONOMICS

*** GRADUATE LEVEL COURSES ***

ECON 703  STATISTICS FOUNDATIONS ... Introduction to descriptive statistics and basic statistical methods as applied to scientific problem solving and decision making. Topics covered include: Descriptive statistics, elementary probability theory, theoretical distributions, sampling distributions, estimation, tests of hypothesis, simple linear regression and correlation analysis, and index numbers.
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.
#4132  Section 22   [units: 3]
01/22-05/22  Arranged  Arranged  WEB BASED  Stuart M Glosser

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FINANCE AND BUSINESS LAW

*** GRADUATE LEVEL COURSES ***

FNBSLW 718  FINANCIAL MANAGEMENT ... Consideration of the finance function as it relates to other organizational roles, the use of capital budgeting techniques, other quantitative methods, and model building in decision making. Not open to students with an undergraduate finance degree. Prereq: GRADUATE STANDING AND ACCOUNT 701
PREREQ: ACCOUNT 701
#3055  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.
01/22-03/15  Arranged  Arranged  WEB BASED  Linda Yu

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INFORMATION TECHNOLOGY AND BUSINESS EDUCATION

*** GRADUATE LEVEL COURSES ***

ITBE 734  MANAGEMENT INFORMATION SYSTEMS ... A graduate business course that examines how organizations use information technology and systems to achieve business objectives. Emphasis is placed on how managers use information systems for achieving operational excellence, developing new products and services, improving decision making, and achieving competitive advantage. The course covers management, organizational, and technology elements of information systems.
PREREQ: GRADUATE STUDENTS MUST BE ADMITTED TO THE MBA OR THE MS OR MPA ACCOUNTING OR THE MS BUSINESS AND MARKETING EDUCATION OR THE MSE SCHOOL OF BUSINESS MANAGEMENT OR CONSENT OF INSTRUCTOR
#3796  Section 22   [units: 3]      NOTE: Online classes will bill at $619 per credit for all students. Students must have access to the Internet and an internet browser.
01/22-03/15  Arranged  Arranged  WEB BASED  Paul Ambrose

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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.

#3798 Section 22 [units: 2] NOTE: Online classes will bill at $619 per credit for all students. Students must have access to the Internet and an Internet browser.

01/22-03/15 Arranged Arranged WEB BASED Robert M Schramm

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

#3802 Section 22 [units: 1-3] NOTE: Online classes will bill at $619 per credit for all students. Students must have access to the Internet and an Internet browser.

01/22-05/22 Arranged Arranged WEB BASED Paul Ambrose

MANAGEMENT

*** GRADUATE LEVEL COURSES ***

MANGEMNT 719 OPERATIONS MANAGEMENT ... A survey course focusing on the performance of managerial activities entailed in selecting, designing, operating, controlling, and updating productive systems. This life cycle approach will include treatment of non-manufacturing activities, and will draw heavily upon latest developments in the field.

PREREQ: ECON 703

#3689 Section 22 [units: 2] NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.

01/22-03/15 Arranged Arranged WEB BASED Manohar S Madan

MANGEMNT 738 MANAGEMENT OF TECHNOLOGY ... This is a graduate course designed to acquaint the student with the foundations and the processes 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.

#3692 Section 22 [units: 3] NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.

03/18-05/22 Arranged Arranged WEB BASED William A Drago

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.

#3693 Section 22 [units: 2] NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.

01/22-03/15 Arranged Arranged WEB BASED Jeff P Vanevenhoven

MANGEMNT 753 TRAINING AND DEVELOPMENT ... The course will emphasize the theories of Management Training and Development, and the practical application of these theories in today's organizations. Special emphasis will be on current topics in the field of Human Resource Development, including: training self-directed work teams, managing a diverse work force, and the practical application of designing programs in today's environment. This will include actually designing a needs analysis and training evaluation programs. The course will frame the concept of training and development within the applicable theory of adult learning.

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.

#3695 Section 22 [units: 3] NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.

01/22-05/22 Arranged Arranged WEB BASED Richard J Wagner

MANGEMNT 759 SOCIAL RESPONSIBILITY OF BUSINESS ... The course analyzes (1) a broad spectrum of social, political, ethical, and legal frameworks within which organizations must function, and (2) social trends and their underlying causes as they can affect businesses. Prereq: MANGEMNT 745 OR MANGEMNT 721 OR FNBSLW 721.

PREREQ: MANGEMNT 745 OR 721 OR FNBSLW 721

#3697 Section 22 [units: 2] NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.

03/18-05/22 Arranged Arranged WEB BASED Kaviraj Praveen Parboteeah

MANGEMNT 762 PROJECT MANAGEMENT AND ENTERPRISE RESOURCE PLANNING ... This course is designed to develop a basic understanding of project management methodology and Enterprise Resource Planning (ERP). Upon completion of this course students will be able to analyze operations and setup ERP systems. Topics may include team management, PERT/CPM, and development of operational decision support systems through the use of macros and visual basic. The course may require visiting/working with local firms in setting up such systems or working on cases.

PREREQ: MANGEMNT 719 OR ITBE 734 OR EQUIVALENT

#3698 Section 22 [units: 3] NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.

01/22-05/22 Arranged Arranged WEB BASED Manohar S Madan
MANGEMNT 763 GLOBAL OPERATIONS MANAGEMENT ... The objective of this course is to enhance the student's ability to conceptualize and manage global operations effectively. A wide range of topics, concepts, theories, and tools related to the operations of both manufacturing and service firms are explored from an international perspective. In addition, the comparative position of U.S. production systems is evaluated with those of Japan, Europe, Latin America, and South East Asia. The focus is on covering those aspects of operations management that can help firms become more competitive globally. The aim of the course is to provide the managers with an understanding of the production of goods and services in an international environment through a review and critique of current literature. Prereq: MANGEMNT 719

PREREQ: MANGEMNT 719 OR ITBE 734 OR EQUIVALENT
#3699 Section 22 [units: 3] NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.
  01/22-05/22 Arranged Arranged WEB BASED Sameer Prasad

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
#3705 Section 22 [units: 3]
  01/22-03/15 Arranged Arranged WEB BASED Kaviraj Praveen Parboteeah

MANGEMNT 778 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.
#3707 Section 22 [units: 2] NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.
  03/18-05/22 Arranged Arranged WEB BASED James W Bronson

MARKETING

*** GRADUATE LEVEL COURSES ***

MARKETING 733 SEMINAR IN METHODOLOGY OF BUSINESS RESEARCH ... Designed to acquaint graduate students with the research process, its tools and techniques, as well as the methods which form a basis for business planning, decision making, and problem solving.

PREREQ: MARKETING 731
#3198 Section 22 [units: 3] NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.
  01/22-05/22 Arranged Arranged WEB BASED Maxwell K Hsu

MARKETING 772 INTERNET MARKETING ... This class is designed to provide marketing majors and minors with basic knowledge of the Internet so that they can understand why this technology has and will continue to exert such an important impact on marketing practice. It will also consider such topics as web demographics, the online business model, web enhancement of products and services, personalization, traffic and brand building, net exchanges, and online community. In addition, the class will explore the impact that the Internet is having on such traditional areas of marketing concern as research, new product development, segmentation, personal selling, pricing, and distribution.

PREREQ: MARKETING 716 OR EQUIVALENT
#3932 Section 22 [units: 3] NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.
  01/22-05/22 Arranged Arranged WEB BASED Marilyn A Lavin

MARKETING 774 STRATEGIC MARKETING PLANNING ... Analysis of the planning process in the marketing oriented enterprise culminating with the development of a marketing plan based on a current business problem. The supportive nature of staff functions is analyzed from the viewpoint of its contribution to total marketing planning and strategy. Prereq: MARKETING 716 or equivalent

PREREQ: MARKETING 716 OR EQUIVALENT AND GRAD LEVEL BUSINESS REQUIREMENT
#3202 Section 22 [units: 3] NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.
  01/22-05/22 Arranged Arranged WEB BASED Robert E Boostrom

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

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.
#5040 Section 22 [units: 1-3] NOTE: Online classes will be billed at $619 per credit for all students. Students must have access to the Internet and an Internet browser.
  01/22-05/22 Arranged Arranged Jimmy W Peltier
#5145 Section 23 [units: 1-3]
  01/22-05/22 Arranged Arranged Yushan Zhao
### Section VI - Interdisciplinary

**Management Computer Systems**

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<td>MCS 740 INFORMATION SYSTEMS STRATEGY &amp; POLICY</td>
<td>01/22-03/15</td>
<td>Arranged</td>
<td>Arranged</td>
<td>WEB BASED</td>
<td>David L Munro</td>
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<td>MCS 785 PROJECT MANAGEMENT: METHODOLOGIES, TECHNIQUES AND TOOLS</td>
<td>03/18-05/22</td>
<td>Arranged</td>
<td>Arranged</td>
<td>WEB BASED</td>
<td>Andrew P Ciganek</td>
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