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.
### 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, inferences about a single population (sampling distributions, estimation, tests of hypothesis), and regression analysis.

**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.

#4635 Section 22 [units: 2]  
NOTE: The cost per credit for COBE online graduate courses for 2012-2013 is $619. This cost is subject to any tuition increase approved by the Board of Regents beginning fall 2013 term. Students must have access to an internet browser.

01/21-03/14 Arranged  
WEB BASED  
Stuart M Glosser

### ECON 737 MANAGERIAL ECONOMICS
Applications of microeconomic theory to problems of formulating managerial decisions. Emphasis on economics as a science that facilitates decision making. Topics considered include optimization techniques, risk analysis and estimation of demand and costs of production, market structures and pricing practice, and antitrust economics. Integrates theory and practice.

**PREREQ:** ECON 703 OR ECON 245 OR EQUIVALENT AND ECON 704 OR ECON 201 OR EQUIVALENT

#4646 Section 22 [units: 2]  
NOTE: The cost per credit for COBE online graduate courses for 2012-2013 is $619. This cost is subject to any tuition increase approved by the Board of Regents beginning fall 2013 term. Students must have access to an internet browser.

01/21-03/14 Arranged  
WEB BASED  
Russell D Kashian

---

**FINANCE AND BUSINESS LAW**

### Finance & 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:** ACCOUNT 701

#4219 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.

01/21-03/14 Arranged  
WEB BASED  
Linda Yu

**FNBSLW 735 BUSINESS VALUATION USING FINANCIAL STATEMENTS**  
The objective of this course is to advance students understanding of how to use financial information in order to value and analyze firms. There is no major corporate investment decision that can be made without first asking and answering the question, 'what is it worth?'. The goal of this course is to build students skills and confidence in answering that question. The focus of firm valuation is on making investment decisions in real - as opposed to financial - assets. Firm valuation will acquaint students with the widely-used, yet rigorous, ideas that have revolutionized the practice of valuation of projects, divisions, and companies during the past few decades.

**PREREQ:** FNBSLW 718

#4221 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.

01/21-05/20 Arranged  
WEB BASED  
Hamid Moini

**FNBSLW 739 FINANCIAL PLANNING PROCESS**  
This course explores the quantitative and qualitative aspects of the Personal Financial Planning process. It includes study of the following areas: determining financial objectives, formulating investment objectives, tax planning, insurance planning, retirement planning and estate planning. Prereq: FNBSLW 718

**PREREQ:** FNBSLW 718 OR FNBSLW 344, GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR M.P.A. ACCOUNTING.

#4222 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.

01/21-05/20 Arranged  
WEB BASED  
Rashiqa Kamal

**FNBSLW 780 PORTFOLIO THEORY AND PRACTICE**  
Formulation of objectives and the development of portfolios to meet these objectives for individuals and institutions. Special attention will be focused on statistical and analytical techniques for portfolio selection and management.

**PREREQ:** FNBSLW 344 OR FNBSLW 718 AND MARKETING 731 OR CONSENT OF INSTRUCTOR

#4224 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.

01/21-05/20 Arranged  
WEB BASED  
David C Porter

**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.

#4227 Section 22 [units: 1-3]  
NOTE: The cost per credit for COBE online graduate courses for 2012-2013 is $619. Students must have Dept. Consent access to the Internet and an Internet browser.

01/21-05/20 Arranged  
WEB BASED  
Linda Yu
### INFORMATION TECHNOLOGY AND SUPPLY CHAIN MANAGEMENT

#### *** GRADUATE LEVEL COURSES ***

**ITSCM 715 TECHNOLOGY AND INFORMATION SYSTEMS** ... A graduate business course that provides a fundamental understanding of technology and information systems in organizations. The course surveys a wide range of information topics covering management, organizational, and technology foundations of information systems. Emphasis is placed on how organizations plan, implement, and use information systems for operational and strategic excellence.

**PREREQ:** GRADUATE STANDING OR CONSENT OF THE INSTRUCTOR

<table>
<thead>
<tr>
<th>Section</th>
<th>NOTE: Online classes will bill at $619 per credit for all students. Students must have access to the internet and an internet browser.</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>01/21-03/14 Arranged WEB BASED Li-Chung Roger Yin</td>
</tr>
</tbody>
</table>

**ITSCM 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

<table>
<thead>
<tr>
<th>Section</th>
<th>NOTE: Online classes will bill at $619 per credit for all students. Students must have access to the internet and an internet browser.</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>03/17-05/20 Arranged WEB BASED Sameer Prasad</td>
</tr>
</tbody>
</table>

**ITSCM 743 STRATEGIC TECHNOLOGY AND INNOVATION MANAGEMENT** ... A graduate business course covering technology led strategic innovation designed to provide an understanding of the dynamic links between technology and innovation strategy. Students will acquire essential managerial and critical thinking skills to develop competitive technology enhanced business strategies and models.

**PREREQ:** GRADUATE STANDING OR CONSENT OF THE INSTRUCTOR

<table>
<thead>
<tr>
<th>Section</th>
<th>NOTE: Online classes will bill at $619 per credit for all students. Students must have access to the internet and an internet browser.</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>03/17-05/20 Arranged WEB BASED Paul Ambrose</td>
</tr>
</tbody>
</table>

**ITSCM 765 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.

**COREQ:** ITSCM 719

<table>
<thead>
<tr>
<th>Section</th>
<th>NOTE: Online classes will bill at $619 per credit for all students. Students must have access to the internet and an internet browser.</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>03/17-05/20 Arranged WEB BASED Sameer Prasad</td>
</tr>
</tbody>
</table>

**ITSCM 770 FUNDAMENTALS OF PROJECT MANAGEMENT** ... This course develops a basic understanding of a project management methodology through lectures, case analyses, problem solving and discussions. Topics covered include planning, budgeting, scheduling, resource allocation and controlling of projects. The course provides a good background for students interested in pursuing certification in the area of project management.

**PREREQ:** GRADUATE STANDING OR CONSENT OF THE INSTRUCTOR

<table>
<thead>
<tr>
<th>Section</th>
<th>NOTE: Online classes will bill at $619 per credit for all students. Students must have access to the internet and an internet browser.</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>01/21-03/14 Arranged WEB BASED Andrew P Ciganek</td>
</tr>
</tbody>
</table>

**ITSCM 776 BUSINESS PROCESS INNOVATION AND MANAGEMENT** ... The course provides an overview of concepts, methods and tools surrounding the definition, implementation, measurement and improvement of processes in organizations. Strategic and tactical phases of the Business Process Management lifecycle, consisting goal setting, process design, process implementation, process enactment and measurement, and process evaluation are covered.

**PREREQ:** GRADUATE STANDING OR CONSENT OF THE INSTRUCTOR

<table>
<thead>
<tr>
<th>Section</th>
<th>NOTE: Online classes will bill at $619 per credit for all students. Students must have access to the internet and an internet browser.</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>01/21-05/20 Arranged WEB BASED Choton Basu</td>
</tr>
</tbody>
</table>

**ITSCM 782 GLOBAL PROJECT MANAGEMENT** ... This course prepares students for global project management, effective teamwork and collaboration from theoretical and practical viewpoints. Students are prepared to understand key issues in systems lifecycle planning, managing and coordinating distributed project teams, organizing work products, implementing process and quality metrics, maintaining effective control and coordination, and risk management.

**PREREQ:** GRADUATE STANDING OR CONSENT OF THE INSTRUCTOR

<table>
<thead>
<tr>
<th>Section</th>
<th>NOTE: Online classes will bill at $619 per credit for all students. Students must have access to the internet and an internet browser.</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>01/21-05/20 Arranged WEB BASED Andrew P Ciganek</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Section</th>
<th>NOTE: Online classes will bill at $619 per credit for all students. Students must have access to the internet and an internet browser.</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>01/21-05/20 Arranged WEB BASED To Be Arranged</td>
</tr>
</tbody>
</table>
Business & Economics Interdepartmental

*** GRADUATE LEVEL COURSES ***

BEINDP 740 PERSUASION AND NEGOTIATION STRATEGIES ... This course will emphasize persuasive communication strategies and applied negotiation techniques. The course also contains a strong written communication component. The course will apply a case-based methodology to teaching and learning in the class.

#4007 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.
  03/17-05/20 Arranged Arranged WEB BASED Rimi Zakaria

MANGEMNT 738 MANAGEMENT OF INNOVATION ... 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.

#3993 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.
  03/17-05/20 Arranged Arranged WEB BASED William A Drago

MANGEMNT 752 CURRENT ISSUES IN COMPENSATION AND BENEFITS ... An examination of compensation programs in profit/ nonprofit organizations. It is concerned with a detailed study of job structures, job evaluation, performance appraisal, wage surveys, basic systems/plans of compensation, and fringe benefits. Attention is focused on a limited number of topics from these areas so more crucial concepts/methods 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.

#5034 Section 22 [units: 3]
  01/21-05/20 Arranged Arranged WEB BASED Xuguang Guo

MANGEMNT 757 LEADERSHIP DEVELOPMENT ... The Leadership course presents evidence-based models of leadership. It focuses on the development of authentic leaders through the enhancement of individual self-awareness, acquisition of knowledge on effective leadership practices in organizations, and a critical evaluation of the contextual, cultural, and individual factors that enable or constrain leadership action and effectiveness.

#3995 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.
  01/21-05/20 Arranged Arranged WEB BASED Aditya Simha

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.

#3996 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.
  03/17-05/20 Arranged Arranged WEB BASED Kaviraj Praveen Parboteeah

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.

#4000 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.
  01/21-03/14 Arranged Arranged WEB BASED Kaviraj Praveen Parboteeah

MANGEMNT 787 BUSINESS POLICY & STRATEGY ... Business Policy and Strategy is a case based course that identifies the firm's competencies as the building blocks of strategies. Strategies that may be implemented to make the firm competitive in a global business environment.

PREREQ: 24 UNITS OF COBE GRADUATE LEVEL COURSES ABOVE 730

#4951 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.
  03/17-05/20 Arranged Arranged WEB BASED James W Bronson

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.

#4002 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.
  03/17-05/20 Arranged Arranged WEB BASED James W Bronson
MARKETING

*** GRADUATE LEVEL COURSES ***

MARKETING 731  QUANTITATIVE ANALYSIS FOR BUSINESS ... 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 ECON 703, OR MATH 143 AND ECON 245

#4248  Section 22  [units: 3]  NOTE: The cost per credit for COBE online graduate courses is $619. Students must have access to the Internet and an Internet browser.

In addition to the textbook, this class requires the use of the statistical analysis software SPSS. SPSS can be accessed free via the virtual lab application provided by UWW. It is recommended that students test the virtual lab application before the start of class. If you are not comfortable with the virtual lab application for any reason, you can purchase a personal license for the SPSS software. The cost of the license varies from $45-90 depended on the term of license and other factors.

01/21-05/20  Arranged  Arranged  WEB BASED  Pavan R Chennamaneni

MARKETING 747  MARKETING STRATEGY ... Marketing Strategy reviews topics related to marketers’ strategic efforts. It focuses on the Marketing Plan and offers students the opportunity to run a simulation, which will allow them to make specific choices related to Product, Promotion, Pricing and Distribution issues and gain feedback about the validity of their decisions.

PREREQ: MARKETING 716 OR EQUIVALENT

#4250  Section 22  [units: 2]  NOTE: The cost per credit for COBE online graduate courses is $619. Students must have access to the Internet and an Internet browser. There will be a $35 fee for the Positioning Strategy Simulation for this course, payable to LINKS Simulations. This fee is not added to the registrant’s bill.

01/21-03/14  Arranged  Arranged  WEB BASED  Pavan R Chennamaneni

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

#4254  Section 22  [units: 3]  NOTE: The cost per credit for COBE online graduate courses is $619. Students must have access to the Internet and an Internet browser.

01/21-05/20  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 AND GRAD LEVEL BUSINESS REQUIREMENT

#4255  Section 22  [units: 3]  NOTE: The cost per credit for COBE online graduate courses is $619. Students must have access to the Internet and an Internet browser.

01/21-05/20  Arranged  Arranged  WEB BASED  Carol Scovotti