

## Section III - College of Business and Economics

### LOWER DIVISION (200-LEVEL) ELIGIBILITY:

Students pursuing a Bachelor of Business Administration degree must achieve 24 credits and maintain a 2.50 GPA or better in order to take lower division business courses except BEINDP 101, 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 UW-Whitewater 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 a 2.00 UW-Whitewater grade point average and must have completed 24 credits to take lower division (200-level) business courses.

### UPPER DIVISION (300/400-LEVEL) ELIGIBILITY:

Students in the BBA curriculum 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 UW-Whitewater 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 UW-Whitewater 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; BEINDP 290; ECON 201; ECON 202; ITSCM 280; 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; 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 (assistant dean of the College of Business and Economics) and special students without full credentials (SPNC) can register on a space available basis with the approval of the assistant dean of the College of Business and Economics, [undergradbus@uw.edu](mailto:undergradbus@uw.edu), 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 MBA, or MPA, degree program, or to the Graduate Business Foundations, Human Resources Management, or Project Management certificate program to enroll in 500-700 level courses offered in the College of Business and Economics. Only DBA students can enroll in 800-900 level courses. Non-Candidate for Degree (NCFD) students cannot register for College of Business and Economics courses. Exceptions to this policy may be granted to a student enrolled in a graduate business degree program at another accredited institution that wants to transfer the UW-Whitewater course work to their non-UW-Whitewater business degree program. Exceptions 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.

## ECONOMICS

### Economics

*Start/End Dates Meeting Days Meeting Times Location Instructor Course Topic (if applicable)*

\*\*\* GRADUATE LEVEL COURSES \*\*\*

**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 OR ECON 202 OR EQUIVALENT, GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR M.P.A. ACCOUNTING**

#1422 Section 22 [units: 2] NOTE: The cost per credit for COBE online graduate courses for 2015-2016 is \$628. Students must have access to the Internet and an Internet browser.

07/11-08/20 Arranged Arranged WEB BASED Stuart M Glosser

**FINANCE AND BUSINESS LAW**

**Finance & Business Law**

\*\*\* GRADUATE LEVEL COURSES \*\*\*

**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**

#1522 Section 22 [units: 3] NOTE: The cost per credit for COBE online graduate courses for 2015-2016 is \$628. Students must have access to the Internet and an Internet browser.

05/31-07/09 Arranged Arranged WEB BASED Linda Yu

**FNBSLW 770 CAPITAL BUDGETING ...** Financial planning for working capital management and long range investment projects. Emphasis on capital budgeting problem solving. Readings on capital budgeting and related topics, cost of capital structure, and dividend policy.

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

#1523 Section 22 [units: 3] NOTE: The cost per credit for COBE online graduate courses for 2015-2016 is \$628. Students must have access to the Internet and an Internet browser.

07/11-08/20 Arranged Arranged WEB BASED Jianzhou Zhu

**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 MARKETNG 731 OR CONSENT OF INSTRUCTOR**

#1524 Section 22 [units: 3] NOTE: The cost per credit for COBE online graduate courses for 2015-2016 is \$628. Students must have access to the Internet and an Internet browser.

05/31-07/09 Arranged Arranged WEB BASED Zaifeng S Fan

**INFORMATION TECHNOLOGY AND SUPPLY CHAIN MANAGEMENT**

**Information Technology & Supply Chain Management**

\*\*\* GRADUATE LEVEL COURSES \*\*\*

**ITSCM 745 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**

#1550 Section 22 [units: 2] NOTE: Online classes will bill at \$628 per credit for all students. Students must have access to the internet and an internet browser.

07/11-08/20 Arranged Arranged WEB BASED David L Munro

**ITSCM 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.

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

#1551 Section 22 [units: 3]

05/31-07/09 Arranged Arranged WEB BASED Roger Yin

**ITSCM 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: ITSCM 719 OR ITSCM 306**

#1552 Section 22 [units: 3] NOTE: Online classes will bill at \$628 per credit for all students. Students must have access to the internet and an internet browser.

05/31-07/09 Arranged Arranged WEB BASED Manohar S Madan

*Start/End Dates Meeting Days Meeting Times Location Instructor Course Topic (if applicable)*

**ITSCM 765 TOPICS IN PROJECT MANGEMENT ...** *This course addresses emerging or context specific project management concepts, techniques, and technologies. Topics may include new methodologies and technologies that implement them, or project management in a specific industry or work context.*

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

#1553 Section 22 [units: 3] NOTE: Online classes will bill at \$628 per credit for all students. Students must have access to the internet and an internet browser.

07/11-08/20 Arranged Arranged WEB BASED Christina N Outlay AGILE PROJECT MANAGEMENT

**ITSCM 768 OPERATIONS STRATEGY ...** *A course focusing on strategic implications of operations decisions facing the top manager, such as the operations vice-president or plant manager. Cases are used to identify, analyze and recommend solutions to specific problems resulting from corporate decisions taken in the areas of processes and infrastructure. Current trends in selected industries are discussed.*

**PREREQ: ITSCM 719**

#1554 Section 22 [units: 3] NOTE: Online classes will bill at \$628 per credit for all students. Students must have access to the internet and an internet browser.

07/11-08/20 Arranged Arranged WEB BASED Manohar S Madan

**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**

#1556 Section 22 [units: 2] NOTE: Online classes will bill at \$628 per credit for all students. Students must have access to the internet and an internet browser.

05/31-07/09 Arranged Arranged WEB BASED Andrew P Ciganek

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

#1557 Section 22 [units: 1-3] NOTE: Online classes will bill at \$628 per credit for all students. Students must have access to the internet and an internet browser.

05/31-07/07 Arranged Arranged WEB BASED Roger Yin TOPICS IN IT AND MANAGEMENT

## MANAGEMENT

### Management

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

**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 M.P.A. ACCOUNTING.**

#1590 Section 22 [units: 3] NOTE: Online classes will be billed at \$628 per credit for all students. Students must have access to the Internet and an Internet browser.

05/31-07/09 Arranged Arranged WEB BASED Jon M Werner

**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.*

#1468 Section 22 [units: 3] NOTE: Online classes will be billed at \$628 per credit for all students. Students must have access to the Internet and an Internet browser.

07/11-08/20 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.*

#1469 Section 22 [units: 2] NOTE: Online classes will be billed at \$628 per credit for all students. Students must have access to the Internet and an Internet browser.

07/11-08/20 Arranged Arranged WEB BASED Andy Yu

**MANGEMNT 770 ORGANIZATION DESIGN ...** *Application of organization theory to the structuring of organizations. The course examines organizational configurations and their effectiveness in different situational contexts to provide a rationale for management practice.*

#1470 Section 22 [units: 3] NOTE: Online classes will be billed at \$628 per credit for all students. Students must have access to the Internet and an Internet browser.

05/31-07/09 Arranged Arranged WEB BASED Jeff P Vanevenhoven

**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.*

#1583 Section 22 [units: 3] NOTE: Online classes will be billed at \$628 per credit for all students. Students must have access to the Internet and an Internet browser.

05/31-07/09 Arranged Arranged WEB BASED James W Bronson

*Start/End Dates Meeting Days Meeting Times Location Instructor Course Topic (if applicable)*

**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**

#1473 Section 22 [units: 3] NOTE: Online classes will be billed at \$628 per credit for all students. Students must have access to the Internet and an Internet browser.

07/11-08/20 Arranged Arranged WEB BASED Rimi Zakaria

**MANGEMNT 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 M.P.A. ACCOUNTING.**

#1579 Section 22 [units: 1-3] NOTE: Online classes will be billed at \$628 per credit for all students. Students must have access to the Internet and an Internet browser. Dept. Consent

05/31-07/09 Arranged Arranged WEB BASED Jon M Werner

## MARKETING

### Marketing

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

**MARKETNG 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 M.P.A. ACCOUNTING.**

#1531 Section 22 [units: 2] NOTE: The cost per credit for CoBE online graduate courses for summer 2016 is \$628 for all students. Students must have access to the Internet and an Internet browser.

07/11-08/20 Arranged Arranged WEB BASED Dennis A Kopf

**MARKETNG 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**

#1532 Section 22 [units: 3] NOTE: The cost per credit for CoBE online graduate courses for summer 2016 is \$628 for all students. 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 depending on the term of license and other factors.

05/31-07/09 Arranged Arranged WEB BASED Pavan R Chennamaneni

**MARKETNG 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: MARKETNG 716 OR EQUIVALENT**

#1533 Section 22 [units: 2] NOTE: The cost per credit for CoBE online graduate courses for summer 2016 is \$628 for all students. Students must have access to the Internet and 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 registrants' bill.

07/11-08/20 Arranged Arranged WEB BASED Pavan R Chennamaneni

**MARKETNG 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: MARKETNG 716**

#1534 Section 22 [units: 3] NOTE: The cost per credit for CoBE online graduate courses for summer 2016 is \$628 for all students. Students must have access to the Internet and an Internet browser.

05/31-07/09 Arranged Arranged WEB BASED Jimmy W Peltier

## OCCUPATIONAL AND ENVIRONMENTAL SAFETY AND HEALTH

### Occupational and Environmental Safety & Health

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

**SAFETY 650 BEHAVIORAL ASPECTS OF ACCIDENT PREVENTION ... Selected theories of accident causation and countermeasures are studied. Examination of physiological, medical, psychological, and sociological factors which influence behavior, and methods for modifying unsafe behavior.**

**PREREQ: CONSENT OF INSTRUCTOR**

#1118 Section 22 [units: 3] NOTE: This is an entirely web based section, students must have access to the internet and an internet browser. Graduate online classes will be billed at \$628 per credit for all students. Students must have access to the internet and an internet browser.

05/31-07/09 Arranged Arranged WEB BASED Alvaro D Taveira

**SAFETY 688 ERGONOMICS ... This course is intended to provide the student with basic introductory information concerning human information processing capabilities and limitations. Ergonomic strategies for preventing manual material handling, repetitive motion injury and ergonomic design and evaluation of man-machine systems will be included in the course. PREREQ: CONSENT OF INSTRUCTOR**

#1435 Section 22 [units: 3] NOTE: This is an entirely web based section, students must have access to the internet and an internet browser. Graduate online classes will be billed at \$628 per credit for all students. Students must have access to the internet and an internet browser.

06/20-07/30 Arranged Arranged WEB BASED Sang D Choi

*Start/End Dates Meeting Days Meeting Times Location Instructor Course Topic (if applicable)*

**SAFETY 783 ENVIRONMENTAL AND SAFETY MANAGEMENT ... This course is designed for Occupational Safety majors, prior to fieldwork experience. Attention will be given to the environmental safety management structures and Risk Management and loss control functions within multi-facility corporate structures. Emphasis will be placed on developing multi-facility risk management and loss control programs.**

#1335 Section 22 [units: 3] NOTE: This is an entirely web based section, students must have access to the internet and an internet browser. Graduate online classes will be billed at \$628 per credit for all students. Students must have access to the internet and an internet browser.

05/31-08/20 Arranged Arranged WEB BASED Todd W Loushine

**SAFETY 789 READINGS AND RESEARCH IN SAFETY ... Under the direction of a faculty member the student will examine current research and professional practices and apply that knowledge to an ESH problem. The course serves as the capstone experience and requires the successful completion of a research paper.**

#1143 Section 22 [units: 3] NOTE: This is an entirely web based section, students must have access to the internet and an internet browser. Instructor Consent  
Graduate online classes will be billed at \$628 per credit for all students. Students must have access to the internet and an internet browser.

05/31-08/20 Arranged Arranged WEB BASED Kwangseog Ahn

#1144 Section 23 [units: 3] NOTE: This is an entirely web based section, students must have access to the internet and an internet browser. Instructor Consent  
Graduate online classes will be billed at \$628 per credit for all students. Students must have access to the internet and an internet browser.

05/31-08/20 Arranged Arranged WEB BASED Sang D Choi

#1145 Section 24 [units: 3] NOTE: This is an entirely web based section, students must have access to the internet and an internet browser. Instructor Consent  
Graduate online classes will be billed at \$628 per credit for all students. Students must have access to the internet and an internet browser.

05/31-08/20 Arranged Arranged WEB BASED Todd W Loushine

#1146 Section 25 [units: 3] NOTE: This is an entirely web based section, students must have access to the internet and an internet browser. Instructor Consent  
Graduate online classes will be billed at \$628 per credit for all students. Students must have access to the internet and an internet browser.

05/31-08/20 Arranged Arranged WEB BASED Alvaro D Taveira

#1147 Section 26 [units: 3] NOTE: This is an entirely web based section, students must have access to the internet and an internet browser. Instructor Consent  
Graduate online classes will be billed at \$628 per credit for all students. Students must have access to the internet and an internet browser.

05/31-08/20 Arranged Arranged WEB BASED Donna J Vosburgh

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

#1137 Section 22 [units: 1-3] NOTE: This is an entirely web based section, students must have access to the internet and an internet browser. Instructor Consent  
Graduate online classes will be billed at \$628 per credit for all students. Students must have access to the internet and an internet browser.

05/31-08/20 Arranged Arranged WEB BASED Kwangseog Ahn

#1138 Section 23 [units: 1-3] NOTE: This is an entirely web based section, students must have access to the internet and an internet browser. Instructor Consent  
Graduate online classes will be billed at \$628 per credit for all students. Students must have access to the internet and an internet browser.

05/31-08/20 Arranged Arranged WEB BASED Sang D Choi

#1139 Section 24 [units: 1-3] NOTE: This is an entirely web based section, students must have access to the internet and an internet browser. Instructor Consent  
Graduate online classes will be billed at \$628 per credit for all students. Students must have access to the internet and an internet browser.

05/31-08/20 Arranged Arranged WEB BASED Todd W Loushine

#1140 Section 25 [units: 1-3] NOTE: This is an entirely web based section, students must have access to the internet and an internet browser. Instructor Consent  
Graduate online classes will be billed at \$628 per credit for all students. Students must have access to the internet and an internet browser.

05/31-08/20 Arranged Arranged WEB BASED Alvaro D Taveira

#1141 Section 26 [units: 1-3] NOTE: This is an entirely web based section, students must have access to the internet and an internet browser. Instructor Consent  
Graduate online classes will be billed at \$628 per credit for all students. Students must have access to the internet and an internet browser.

05/31-08/20 Arranged Arranged WEB BASED Donna J Vosburgh