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@uww.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.

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ECONOMICS
### 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 M.P.A. ACCOUNTING.

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<td>Stuart Glosser</td>
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### 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

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### 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

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<td>Mohammad Jafarinejad</td>
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### FNBSLW 725 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 apposed 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

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### 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.

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### 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

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### 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 M.P.A. ACCOUNTING.

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The cost per credit for COBE online graduate courses for 2016-2017 is $637.43. Students must have access to the Internet and an Internet browser.
INFORMATION TECHNOLOGY AND SUPPLY CHAIN MANAGEMENT

*** GRADUATE LEVEL COURSES ***

**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
#4131 Section 22 [units: 2] NOTE: Online classes will bill at $637.43 per credit for all students. Students must have access to the internet and an internet browser.
03/13/05/19 Arranged Arranged WEB BASED Manohar Madan

**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
#4133 Section 22 [units: 2] NOTE: Online classes will bill at $637.43 per credit for all students. Students must have access to the internet and an internet browser.
03/13/05/19 Arranged Arranged WEB BASED Choton Basu

**ITSCM 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.

COREQ: ITSCM 719
#4136 Section 22 [units: 3] NOTE: Online classes will bill at $637.43 per credit for all students. Students must have access to the internet and an internet browser.
01/17/05/19 Arranged Arranged WEB BASED Manohar 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
#4137 Section 22 [units: 2] NOTE: Online classes will bill at $637.43 per credit for all students. Students must have access to the internet and an internet browser.
01/17/05/19 Arranged Arranged WEB BASED Andrew Ciganek

**ITSCM 773 DATA FOUNDATIONS FOR BUSINESS ANALYTICS ** This course focuses on developing managerial skills of understanding and use of common data resources in business. Topics covered include traditional data warehousing, data marts, real-time data loading, importance of data quality, understanding of data meaning, metadata management, extraction of data using SQL, and the impact of data transformation rules on loading data into data warehouses.

#4339 Section 22 [units: 3] NOTE: Online classes will bill at $637.43 per credit for all students. Students must have access to the internet and an internet browser.
01/17/05/19 Arranged Arranged WEB BASED Alana Platt

**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
#4141 Section 22 [units: 2] NOTE: The course will use multiple cases from Harvard Business School Press and other sources, which cost up to $20. Online classes will bill at $637.43 per credit for all students. Students must have access to the internet and an internet browser.
01/17/05/19 Arranged Arranged WEB BASED Balaji Sankaranarayanan

**ITSCM 798 INDIVIDUAL STUDIES ** Study of a selected topic or topics under the direction of a faculty member.
#4145 Section 22 [units: 1-3] NOTE: Online classes will bill at $637.43 per credit for all students. Students must have access to the internet and an internet browser.
01/17/05/19 Arranged Arranged WEB BASED David Munro

INTERDEPARTMENTAL

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.

#3394 Section 22 [units: 2] NOTE: Online classes will be billed at $637.43 per credit for all students. Students must have access to the Internet and an Internet browser.
03/13/05/19 Arranged Arranged WEB BASED Dennis Kopf

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

**MANGEMNT 741 ORGANIZATIONAL BEHAVIOR**... Organizational Behavior is the study of many factors that impact how individuals and groups act, think, feel, and respond to work and organizations, and how organizations in turn respond to their environments. It provides a set of tools for understanding, analyzing, and predicting individual and group behavior in organizations, and offers managers means to improve, enhance, or change organizational behavior such that individuals, groups, and the whole organization can achieve their goals.

#3439 Section 22 (units: 3)  
NOTE: Online classes will be billed at $637.43 per credit for all students. Students must have access to the Internet and an Internet browser.

01/17-05/19 Arranged Arranged WEB BASED Louise Tourigny

**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.

#3440 Section 22 (units: 3)  
NOTE: Online classes will be billed at $637.43 per credit for all students. Students must have access to the Internet and an Internet browser.

01/17-05/19 Arranged Arranged WEB BASED Umamaheswari Kedharnath

**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 workforce, 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 M.P.A. ACCOUNTING.

#3441 Section 22 (units: 3)  
NOTE: Online classes will be billed at $637.43 per credit for all students. Students must have access to the Internet and an Internet browser.

01/17-05/19 Arranged Arranged WEB BASED Jon 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.

#3443 Section 22 (units: 3)  
NOTE: Online classes will be billed at $637.43 per credit for all students. Students must have access to the Internet and an Internet browser.

01/17-05/19 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.

#3445 Section 22 (units: 2)  
NOTE: Online classes will be billed at $637.43 per credit for all students. Students must have access to the Internet and an Internet browser.

01/17-03/11 Arranged Arranged WEB BASED Kaviraj Parboteeah

**MANGEMNT 765 SOCIAL TRANSFORMATION AND NGO MANAGEMENT**... This course aims at developing student knowledge of the nonprofit sector. It provides an overview of nonprofit and voluntary associations, their origins, growth, and development. It provides an international and comparative perspective on an emergent, multidimensional sector of the economy. The course focuses on management theory and practice, identifying strategies that nonprofit/nongovernmental organizations can and do use to influence change.

#3446 Section 22 (units: 3)  
NOTE: Online classes will be billed at $637.43 per credit for all students. Students must have access to the Internet and an Internet browser.

01/17-05/19 Arranged Arranged WEB BASED Carol Brunt

**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.

#3449 Section 22 (units: 3)  
NOTE: Online classes will be billed at $637.43 per credit for all students. Students must have access to the Internet and an Internet browser.

01/17-05/19 Arranged Arranged WEB BASED Andy Yu

**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

#3451 Section 22 (units: 3)  
NOTE: Online classes will be billed at $637.43 per credit for all students. Students must have access to the Internet and an Internet browser.

01/17-03/11 Arranged Arranged WEB BASED James Bronson
### MARKETING

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<th>Start/End Dates</th>
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**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 include multiple regression and time series.

**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.

**MARKETING 770 BRAND MANAGEMENT** ... This course exposes students to contemporary thought about brands and branding, the interaction between brands and consumer culture, and the strategies for building strong brands. Specific topics include brand identity, brand positioning, brand meaning, as well as how the brand guides strategic decisions about the elements of the marketing mix.

### OCCUPATIONAL AND ENVIRONMENTAL SAFETY AND HEALTH

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**SAFETY 712 DISASTER PLANNING AND RESPONSE** ... This course provides an overview of the organizational processes of preparing for and responding to disasters, both natural and technological. The course will begin with emergency response planning and preparation, then move into emergency operations and incident management, and conclude with a module on incident investigation and root cause analysis.

**SAFETY 753 ENVIRONMENTAL SAFETY & HEALTH LAW** ... An examination of federal and state laws with legal interpretations having application to safety professionals and industries will be emphasized. Federal acts, such as OSHA, CPSA and others will be dealt with in respect to their involvement with the industry. Liability to individuals and to the public will be stressed.

**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.
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<th>Class#</th>
<th>Section</th>
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