

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, 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)
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*** 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

#1524 Section 22 [units: 2] NOTE: 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. A Webcam may be required for remote exam monitoring.

07/10-08/19	Arranged	Arranged	WEB BASED	Yamin Ahmad	
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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

#1578 Section 22 [units: 2] NOTE: 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.

05/30-07/08	Arranged	Arranged	WEB BASED	Qiu Yu	
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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 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

#1579 Section 22 [units: 3] NOTE: 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.

05/30-07/08	Arranged	Arranged	WEB BASED	Qiu Yu	
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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 MARKETNG 731 OR CONSENT OF INSTRUCTOR

#1580 Section 22 [units: 3] NOTE: 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.

05/30-07/08	Arranged	Arranged	WEB BASED	Zaifeng Fan	
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INFORMATION TECHNOLOGY AND SUPPLY CHAIN MANAGEMENT

Information Technology & 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

#1512 Section 22 [units: 2] NOTE: 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.

07/10-08/19	Arranged	Arranged	WEB BASED	Sameer Prasad	
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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

#1513 Section 22 [units: 2] NOTE: 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.

07/10-08/19	Arranged	Arranged	WEB BASED	Suvojit Basu	
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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

#1514 Section 22 [units: 3] NOTE: 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.

05/30-07/08	Arranged	Arranged	WEB BASED	Li-Chung Yin	
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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

#1515 Section 22 [units: 3] NOTE: 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.

07/10-08/19 Arranged Arranged WEB BASED Sameer Prasad

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

#1516 Section 22 [units: 3] NOTE: 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.

05/30-07/08 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

#1517 Section 22 [units: 2] NOTE: The cost per credit for COBE online graduate courses is \$637.43. Students must have access to the Internet and an Internet browser.

05/30-07/08 Arranged Arranged WEB BASED Andrew Ciganek

ITSCM 777 DATA MINING FOR BUSINESS ... *This course focuses on the application of data mining for business. Topics covered include mining structured data, techniques for handling big data, working with unstructured data. Emphasis is placed on identifying and applying appropriate mining techniques for specific business problems, and interpreting the validity and utility of the results. Students will use data mining software to gain practical experience.*

#1518 Section 22 [units: 3] NOTE: 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.

07/10-08/19 Arranged Arranged WEB BASED Alana Platt

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.*

#1016 Section 22 [units: 2] NOTE: 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.

05/30-07/08 Arranged Arranged WEB BASED Rimi Zakaria

MANAGEMENT

Management

*** GRADUATE LEVEL COURSES ***

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.*

#1081 Section 22 [units: 3] NOTE: 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.

05/30-07/08 Arranged Arranged WEB BASED Aditya Simha

MANGEMNT 758 MANAGEMENT AND LABOR RELATIONS ... *Primary concern is with contract negotiation and administration. Emphasis is on understanding the forces affecting the decisions of the parties to a labor contract. A dynamic approach is taken to examine difficulties that arise in attempting to administer a collectively established relationship. Study of conflict resolution including mediation and arbitration.*

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

#1082 Section 22 [units: 3] NOTE: 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.

07/10-08/19 Arranged Arranged WEB BASED Jon Werner

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.*

#1084 Section 22 [units: 2] NOTE: 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.

07/10-08/19 Arranged Arranged WEB BASED Rimi Zakaria

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

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.*

#1085 Section 22 [units: 3] NOTE: 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.

07/10-08/19 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

#1087 Section 22 [units: 3] NOTE: 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.

07/10-08/19 Arranged Arranged WEB BASED James Bronson

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.

#1586 Section 22 [units: 2] NOTE: 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. A Webcam may be required for remote exam monitoring.

07/10-08/19 Arranged Arranged WEB BASED Dennis 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

#1587 Section 22 [units: 3] NOTE: 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. A Webcam may be required for remote exam monitoring.

07/10-08/19 Arranged Arranged WEB BASED Pavan 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

#1588 Section 22 [units: 2] NOTE: 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. A Webcam may be required for remote exam monitoring.

05/30-07/08 Arranged Arranged WEB BASED Pavan Chennamaneni

MARKETNG 767 ENTREPRENEURIAL MARKETING STRATEGY ... *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

#1589 Section 22 [units: 3] NOTE: 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. A Webcam may be required for remote exam monitoring.

05/30-07/08 Arranged Arranged WEB BASED Dennis Kopf

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

#1450 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 \$637.43 per credit for all students. Students must have access to the internet and an internet browser.

06/19-07/29 Arranged Arranged WEB BASED Alvaro Taveira

SAFETY 668 ERGONOMICS ... *Study of human capabilities and limitations (physical, perceptual and cognitive) as the basis for improving human interactions with products, workstations and jobs. Review of human anatomical, physiological, perceptual and psychomotor characteristics applied to human-machine systems to enhance worker comfort, safety, health and productivity.*

PREREQ: CONSENT OF INSTRUCTOR

#1602 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 \$637.43 per credit for all students.

07/10-08/19 Arranged Arranged WEB BASED Sang Choi

Instructor Consent

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

SAFETY 701 RESEARCH METHODS IN ESH ... This course introduces key concepts and skill development in scientific inquiry in Environmental Safety & Health. The course covers: foundations for scientific inquiry, types of research methodology, validity and reliability (biases & error), how to search for and review research literature, basic understanding of statistical significance, and how to develop research question/hypotheses.

#1603 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 \$637.43 per credit for all students.

06/19-08/19 Arranged Arranged WEB BASED Sang Choi

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.

#1468 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 \$637.43 per credit for all students. Students must have access to the internet and an internet browser. Instructor Consent

05/30-08/19 Arranged Arranged WEB BASED Kwangseog Ahn

#1469 Section 23 [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 \$637.43 per credit for all students. Students must have access to the internet and an internet browser. Instructor Consent

05/30-08/19 Arranged Arranged WEB BASED Tracy Buchman

#1470 Section 24 [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 \$637.43 per credit for all students. Students must have access to the internet and an internet browser. Instructor Consent

05/30-08/19 Arranged Arranged WEB BASED Sang Choi

#1471 Section 25 [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 \$637.43 per credit for all students. Students must have access to the internet and an internet browser. Instructor Consent

05/30-08/19 Arranged Arranged WEB BASED Todd Loushine

#1472 Section 26 [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 \$637.43 per credit for all students. Students must have access to the internet and an internet browser. Instructor Consent

05/30-08/19 Arranged Arranged WEB BASED Alvaro Taveira

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

#1463 Section 22 [units: 1-3] 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 \$637.43 per credit for all students. Students must have access to the internet and an internet browser. Instructor Consent

05/30-08/19 Arranged Arranged WEB BASED Kwangseog Ahn

#1464 Section 23 [units: 1-3] 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 \$637.43 per credit for all students. Students must have access to the internet and an internet browser. Instructor Consent

05/30-08/19 Arranged Arranged WEB BASED Tracy Buchman

#1465 Section 24 [units: 1-3] 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 \$637.43 per credit for all students. Students must have access to the internet and an internet browser. Instructor Consent

05/30-08/19 Arranged Arranged WEB BASED Sang Choi

#1466 Section 25 [units: 1-3] 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 \$637.43 per credit for all students. Students must have access to the internet and an internet browser. Instructor Consent

05/30-08/19 Arranged Arranged WEB BASED Todd Loushine

#1467 Section 26 [units: 1-3] 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 \$637.43 per credit for all students. Students must have access to the internet and an internet browser. Instructor Consent

05/30-08/19 Arranged Arranged WEB BASED Alvaro Taveira