

# Business Administration

## (Master of Business Administration)

The Master of Business Administration (M.B.A.) degree program is designed for individuals who find themselves at a point in their careers where continued professional development requires a refined understanding of management and working knowledge of the multiple functions and processes within organizations. Students complete Common Body of Knowledge and Breadth courses, and select courses from the following emphasis areas:

**Customized** - Build your own cohesive specialization by selecting 9 credits of graduate coursework to complete your MBA.

**Finance** - Shows students how to raise capital and how to profitably invest it to prepare graduates for work in any type of firm.

**Human Resource Management** - Provides advanced skills and perspectives relevant to a number of functional roles in the human resource area.

**International Business** - Examines issues relevant to international operations in preparing individuals to be corporate leaders in the global marketplace.

**IT Management** - Prepares business professionals to effectively manage technology, systems, projects and IT personnel.

**Management** - Studies the science and art of managing the human and capital resources of an organization for strategic and operating purposes using analytical and intuitive applications of the concepts of organizational theory and behavior in complex, dynamic, global, and technologically sophisticated environments. The focus is on both, the knowledge of theory and the methods of applications in organizational case settings.

**Marketing** - Uses a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Students are trained in the process of setting marketing goals for an organization (considering internal resources and marketing opportunities), the planning and execution of activities to meet these goals, and measuring progress toward their achievement.

**Supply Chain Management** - Focuses on the creation of the enterprise's products including activities such as setting operating strategy, designing processes, location selection, facility layout, forecasting, quality management, scheduling, inventory control, and job design.

**Project Management** - Provides the skills, techniques and tools for professionals to lead and manage projects.

The MBA curriculum is designed around a case study approach where students learn how planning, policy, decision-making, and human behavior interact with external variables to influence organizational success. Students will develop skills in collecting, analyzing, and interpreting data, as well as, conceptualizing, evaluating, and implementing solutions as are necessary in addressing complex unstructured business problems.

Individuals with baccalaureate degrees in arts, humanities, sciences, engineering, education, or business from accredited schools are encouraged to apply. The M.B.A. program is accredited by the American Assembly of Collegiate Schools of Business.

## **Program Coordinator:**

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## **Additional Admission Requirements:**

1. Completion of the Graduate Management Admission Test (GMAT).
2. A composite score of at least 1000 based upon the formula: (GMAT score) + [200 x (overall undergraduate grade point average)], or a composite score of at least 1050 based upon the formula: (GMAT score) + [200 x (last half undergraduate grade point average)].
3. A Test of English as a Foreign Language (TOEFL) paper score of at least 550, internet-based score at least 79, computer score of at least 213 or the equivalent on another exam for students from countries where English is not the native language.
4. Exceptions to the admission requirements may be made on a case-by-case basis.

Due to increasing enrollments, admission may be limited despite fulfillment of the aforementioned entrance requirements.

## **Additional Program Policies:**

1. In order to enroll in 700 level graduate courses offered in the College of Business and Economics, a student must be enrolled in a graduate degree program. A student with a Guest status or with Post Master's status can take 700 level graduate course(s) on a space available basis.
2. Candidates must obtain approval from their adviser before enrolling in courses. Courses taken without the approval of the adviser may not apply toward completion of the program. Prior to entering the program or during the first four weeks of the semester, candidates shall prepare a program in consultation with their adviser. This program must then be submitted to the Program Coordinator for approval. Any changes (including add/drop) to the program must have the written approval of the Coordinator. All changes are initiated by students through their adviser.
3. Individual Studies (XXX 798) and/or Readings and Research (XXX 789) may not be used as electives but may be used to satisfy up to 3 units in the emphasis. A copy of the proposal must be on file in the Coordinator's Office prior to registration. The student should initiate these requests with the instructor.
4. Courses in the Common Body of Knowledge must be taken at the beginning of the program. Program and course prerequisites will be rigidly enforced. Failure to comply will result in the student being dropped from the course.
5. Students who are dropped from the program for academic reasons or who fail to meet the admission requirements are not eligible to pursue further graduate business courses in the M.B.A., M.P.A., M.S.- Accounting, or M.S.-Computer Information Systems Program in the College of Business and Economics.
6. The maximum course load is 15 graduate units during fall and spring semesters and 12 units during the summer term.
7. Business-related course work taken in an applicant's undergraduate program where the applicant has graduated more than five years prior to the date of admission to the Graduate School may not be considered as satisfactory in meeting Common Body of Knowledge requirements.
8. Candidates who have not enrolled in a graduate course at UW-Whitewater within two consecutive semesters must conform to any new requirements in the program at the time they are reactivated.
9. Within the confines of the Constitution of the Graduate Faculty and the policies and procedures adopted by the Graduate Council, the Graduate Studies Committee in the College of Business and Economics is the final governing authority on all policy and procedural matters in the Graduate Business Program.

## **Degree Requirements:**

1. A minimum of 36 graduate units which may include a thesis of up to 6 units.
2. An adequate preparation in the Common Body of Knowledge as defined by the American Assembly of Collegiate Schools of Business. Additional graduate courses will be required of those individuals not having sufficient preparation. (Normally a program of study for those without prior business preparation would require two full years to complete.)
3. At least 30 units from the breadth, elective, and emphasis areas must be numbered 730 or above and be beyond the Common Body of Knowledge.
4. A grade point average of at least 3.00 in emphasis courses, in courses prescribed for the program, and overall graduate work undertaken. Grades earned outside the program cannot be used to adjust the program grade point average.

## **BUSINESS ADMINISTRATION (M.B.A.)**

### COMMON BODY OF KNOWLEDGE (0-14 Credits)

- - ACCOUNT 701 Accounting Foundations (2 cr)
- - ECON 703 Statistics Foundations (2 cr)
- - ECON 704 Economics Foundations (2 cr)
- - FNBSLW 718 Financial Management (2 cr)
- - ITSCM 715 Technology and Information Systems (2 cr)
- - ITSCM 719 Operations Management (2 cr)
- - MARKETNG 716 Marketing (2 cr)

The MBA requires 36 credits beyond the CBK

### Required Breadth (24 credits)

- - BEINDP 740 Persuasion and Negotiation (2 cr)
- - FNBSLW 735 Business Valuation Using Financial Statements (3 cr)
- - ITSCM 745 Strategic Technology and Innovation Management (2 cr)
- - ITSCM 770 Fundamentals of Project Management ( 2 cr)
- - MANGEMNT 757 Leadership Development (3 cr)
- - MANGEMNT 787 Business Policy and Strategy (3 cr)
- - MARKETNG 731 Quantitative Analysis for Business (3 cr)
- - MARKETNG 747 Marketing Strategy (2 cr)
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- - Select one class from:
  - - ECON 736 Business Conditions Analysis (2 cr)
  - - ECON 737 Managerial Economics (2 cr)
- - Select one class from:
  - - MANGEMNT 759 Social Responsibility of Business ( 2 cr)
  - - MARKETNG 766 Ethics in the Marketplace (2 cr)

### Elective (3 credits)

**Emphasis (9 credits). All students must select at least one emphasis . Courses can not be used to satisfy requirements in more than one emphasis.**

### Finance

- FNBSLW 739 Financial Planning Process
- FNBSLW 750 Real Estate Finance & Investment
- FNBSLW 755 Multinational Business Finance
- FNBSLW 760 Financial Markets
- FNBSLW 770 Capital Budgeting
- FNBSLW 780 Portfolio Theory & Practice
- FNBSLW 785 Financial Modeling

### Human Resource Management

- MANGEMNT 751 Staffing and Evaluation
- MANGEMNT 752 Current Issues in Compensation & Benefits
- MANGEMNT 753 Training & Development
- MANGEMNT 758 Mangement & Labor Relations

- MANGEMNT 760 Strategic Management of Human Resources

### **Information Technology Management**

- ITSCM 772 IT Service Management
- ITSCM 774 Data Analytics and Business Intelligence
- ITSCM 776 Business Process Innovation and Management
- ITSCM 760 Topics in IT Management
- ITSCM 780 Disaster Recovery/Business Continuity

### **International Business**

- ECON 758 Advanced International Economics
- FNBSLW 755 Multinational Business Finance
- ITSCM 763 Global Operations Management
- MANGEMNT 777 International Management
- MARKETNG 761 International Business (Marketing)

### **Management**

- MANGEMNT 738 Management of Innovation
- MANGEMNT 741 Organizational Behavior
- MANGEMNT 764 Sustainable Management
- MANGEMNT 770 Organizational Design
- MANGEMNT 771 Strategic Management
- MANGEMNT 777 International Management

### **Marketing**

- MARKETNG 751 Buyer Behavior
- MARKETNG 761 International Business (Marketing)
- MARKETNG 765 Advertising and Promotion Management
- MARKETNG 767 Strategic Marketing for Entrepreneurs
- MARKETNG 770 Product Innovation and Pricing
- MARKETNG 772 Internet Marketing
- MARKETNG 774 Strategic Marketing Planning
- MARKETNG 780 Seminar in Current Marketing Topics

### **Project Management**

- ITSCM 785 Applied Project Management - REQUIRED
- ITSCM 765 Topics in Project Management
- ITSCM 769 Quality Issues in Operations
- ITSCM 780 Disaster Recovery/Business Continuity
- ITSCM 782 Global Project Management
- MANGEMNT 764 Sustainability Management

### **Supply Chain Management**

- MANGEMNT 738 Management of Innovation
- ITSCM 761 Supply Chain Systems
- ITSCM 763 Global Operations Management
- ITSCM 768 Global Operations Strategy
- ITSCM 769 Quality Issues in Operations

### **Customized**

9 credits of electives numbered above 730 as approved by an advisor

(Upon recommendation of the student's adviser and with approval of the M.B.A. Coordinator, a thesis of up to 6 units may be included in the 9 unit emphasis.)

### Outreach Program:

Courses leading to the M.B.A. are offered off campus in the evening at the American Family headquarter-Madison, as well as at the Whitewater campus. The program, known as Business Outreach, is designed to assist the working adult or those unable to attend classes on a full-time basis during the day.

Admission and degree requirements are the same as those in the full-time program although special counseling is utilized.

For further information contact:

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