

## Section III - College of Business and Economics

THE FOLLOWING REQUIREMENTS APPLY TO STUDENTS ENROLLED IN THE BBA CURRICULUM:

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 (except Accounting 341 and 342) unless they have 60.0 or more credits to degree, at least a 2.50 cum GPA and have been admitted to a College of Business and Economics major. Transfer students must maintain a combined GPA (transfer and UW-W) of 2.50 to continue eligibility. 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. 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 Concepts of American Business ITBE 141, ITBE 200, 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.

When a student is projected to complete at least 54 credits and has satisfactorily completed or is enrolled in ENGLISH 101, ENGLISH 102, SPEECH 110, ACCOUNT 244, ACCOUNT 249, or ACCOUNT 341/342; ECON 201; ECON 202; MATH 143; ECON 245 and has passed the Computer Applications Test, the student may apply for admission to a College of Business and Economics major. All students with at least a 2.80 combined GPA will be admitted to a business major. Application forms for admission to the business major are completed at a Pre-Business registration information meeting.

Enrollment preference in all business courses will be given to the following officially declared majors and minors:

All BBA Majors; Management Computer Systems Majors; Business Education Majors; Public Policy & Administration Majors; Occupational Safety Majors; Public Administration Minors; Business Minors; Individually Designed Majors and Minors; Arts Management Minors; Integrated Science and Business.

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 and 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.

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, and must have completed 60 credits 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.

### SPECIAL STUDENTS:

Students admitted with full/complete credentials of all previous post-secondary work (SPFC) and special students without full credentials (SPNC) can register on a space available basis with the approval of the Assistant Dean, Carlson 4035, (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. or M.S. CIS 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 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).

The charge for on-line (web) graduate business credits is \$550 per credit for resident and non-resident students. Resident students who started their MBA before Spring 2002 and have not been inactive will continue paying the current UW-Whitewater resident graduate business tuition rate as set by the UW Board of Regents. Resident students who started their MBA in Spring 2002 or later will pay \$550 per credit for on-line (web) graduate credits. Non-resident students will pay \$550 per credit.

## ECONOMICS

### Economics

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

**ECON 758 ADVANCED INTERNATIONAL ECONOMICS ...** *A study of international trade and finance issues; multinational enterprises, international investments, currency problems, and balance of payments issues. Analyzes the structure and scope of world trade and international financial markets in developed and developing countries. Prereq: ECON 704*

**PREREQ: ECON 704 OR ECON 211 OR ECON 202 AND ECON 212 OR 201 OR EQUIVALENT, GRADUATE STUDENTS MUST BE ADMITTED TO THE M.B.A. OR THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.**

#1669 Section 22 [units: 3] NOTE: Online classes will bill at \$550 per credit for all students. Students must have access to the internet and an internet browser.

07/06-08/14 Arranged Arranged

WEB BASED Jeffery S Heinrich

Start/End Dates

Meeting Days

Meeting Times

Location

Instructor

Course Topic (if applicable)

**FINANCE AND BUSINESS LAW****Finance and 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: GRADUATE STANDING AND ACCOUNT 701**

**PREREQ: ACCOUNT 701**

#1921 Section 22 [units: 2] NOTE: Online classes will bill at \$550 per credit for all students. Students must have access to the internet and an internet browser.

05/26-07/03 Arranged Arranged WEB BASED Linda Yu

**FNBSLW 721 LEGAL ENVIRONMENT OF BUSINESS ... An introduction to the legal environment of business. Includes topics such as legal systems, court procedure, business torts and crimes, contracts and related areas of the Uniform Commercial Code, government regulation of business, and the ethical and legal rights and duties of individuals and businesses in our society.**

**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.**

#1680 Section 22 [units: 2] NOTE: Online classes will bill at \$550 per credit for all students. Students must have access to the internet and an internet browser.

07/06-08/14 Arranged Arranged WEB BASED Gene M Toboyek

**FNBSLW 760 FINANCIAL MARKETS ... Structure and operation of the markets for corporate debt and equity securities, municipal obligations, and mortgages. Detailed examination of stock markets and their use by investors. Prereq: FNBSLW 718**

**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.**

#1681 Section 22 [units: 3] NOTE: Online classes will bill at \$550 per credit for all students. Students must have access to the internet and an internet browser.

05/26-07/02 Arranged Arranged WEB BASED Hamid Moini

**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**

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

#1682 Section 22 [units: 3] NOTE: Online classes will bill at \$550 per credit for all students. Students must have access to the internet and an internet browser.

07/06-08/14 Arranged Arranged WEB BASED Jianzhou Zhu

**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.**

#1933 Section 22 [units: 1-3] NOTE: Online classes will bill at \$550 per credit for all students. Students must have access to the internet and an internet browser. Dept. Consent

06/15-08/14 Arranged Arranged WEB BASED Linda A Reid

**INFORMATION TECHNOLOGY AND BUSINESS EDUCATION****Information Technology and Business Education****\*\*\* GRADUATE LEVEL COURSES \*\*\***

**ITBE 734 MANAGEMENT INFORMATION SYSTEMS ... A graduate business course that examines how organizations use information technology and systems to achieve business objectives. Emphasis is placed on how managers use information systems for achieving operational excellence, developing new products and services, improving decision making, and achieving competitive advantage. The course covers management, organizational, and technology elements of information systems.**

**PREREQ: GRADUATE STUDENTS MUST BE ADMITTED TO THE MBA OR THE MS OR MPA ACCOUNTING OR THE MS BUSINESS AND MARKETING EDUCATION OR THE MSE SCHOOL OF BUSINESS MANAGEMENT OR CONSENT OF INSTRUCTOR**

#1830 Section 22 [units: 3] NOTE: Online classes will bill at \$550 per credit for all students. Students must have access to the internet and an internet browser.

05/26-07/03 Arranged Arranged WEB BASED Paul Ambrose

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

#1836 Section 22 [units: 1-3] NOTE: Online classes will bill at \$550 per credit for all students. Students must have access to the internet and an internet browser.

05/26-08/14 Arranged Arranged WEB BASED

Start/End Dates

Meeting Days

Meeting Times

Location

Instructor

Course Topic (if applicable)

<b>MANAGEMENT</b>
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<b>Management</b>
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## \*\*\* GRADUATE LEVEL COURSES \*\*\*

**MANGEMNT 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 AND MANGEMNT 705

**PREREQ: ECON 703**

#1850 Section 22 [units: 2] NOTE: Online classes will be billed at \$550 per credit for all students. Students must have access to the Internet and an Internet browser.

07/06-08/14	Arranged	Arranged	WEB BASED	Sameer Prasad
07/06-08/14	Arranged	Arranged	WEB BASED	Manohar S Madan

**MANGEMNT 745 BUILDING EFFECTIVE ORGANIZATIONS ...** The course surveys concepts and research in the analysis of an organization. It examines the history of organization theory, as well as environmental and technological influences on organizational effectiveness. Contemporary developments in management and organization theory are also reviewed.

**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.**

#1853 Section 22 [units: 2] NOTE: Online classes will be billed at \$550 per credit for all students. Students must have access to the Internet and an Internet browser.

05/26-07/03	Arranged	Arranged	WEB BASED	Jeff P Vanevenhoven
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**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.**

#1854 Section 22 [units: 3] NOTE: Online classes will be billed at \$550 per credit for all students. Students must have access to the Internet and an Internet browser.

05/26-07/03	Arranged	Arranged	WEB BASED	Richard J Wagner
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**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 work force, 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 THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.**

#1855 Section 22 [units: 3] NOTE: Online classes will be billed at \$550 per credit for all students. Students must have access to the Internet and an Internet browser.

07/06-08/14	Arranged	Arranged	WEB BASED	Richard J Wagner
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**MANGEMNT 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: MANGEMNT 719

**PREREQ: MANGEMENT 719, MANGEMENT 306 OR EQUIVALENT AND BUS GRAD LEVEL REQUIREMENT**

#1857 Section 22 [units: 3] NOTE: Online classes will be billed at \$550 per credit for all students. Students must have access to the Internet and an Internet browser.

07/06-08/14	Arranged	Arranged	WEB BASED	Manohar S Madan
07/06-08/14	Arranged	Arranged	WEB BASED	Tom Bramorski

**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.

**PREREQ: MANGEMNT 745 OR MANGEMNT 721**

#1859 Section 22 [units: 3] NOTE: Online classes will be billed at \$550 per credit for all students. Students must have access to the Internet and an Internet browser.

07/06-08/14	Arranged	Arranged	WEB BASED	William A Drago
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**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 THE M.S. OR M.P.A. ACCOUNTING OR M.S. OFFICE SYSTEMS.**

#1865 Section 22 [units: 1-3] NOTE: Online classes will be billed at \$550 per credit for all students. Students must have access to the Internet and an Internet browser.

05/26-08/14	Arranged	Arranged		Richard J Wagner
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*Start/End Dates**Meeting Days**Meeting Times**Location**Instructor**Course Topic (if applicable)***MARKETING****Marketing****\*\*\* GRADUATE LEVEL COURSES \*\*\***

**MARKETNG 731 ADVANCED STATISTICAL METHODS ...** *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 MARKETNG 702 and ECON 703*

**PREREQ: GRADUATE STATUS AND DEMONSTRATED PROFICIENCY IN MATHEMATICS AND STATISTICS OR ECON 703, OR MATH 143 AND ECON 245**

#1729 Section 22 [units: 2] NOTE: Online classes will be billed at \$550 per credit for all students. Students must have access to the Internet and an Internet browser.

05/26-07/03 Arranged Arranged WEB BASED Mete B Sirvanci

**MARKETNG 765 ADVERTISING AND PROMOTION MANAGEMENT ...** *The course focuses on the identification and utilization of key marketing communication components in the development and implementation of promotional strategies and tactics. Attention will be devoted to understanding effective and efficient ways to integrate various marketing promotion techniques. Specific topics include sales promotion, Internet marketing, advertising, direct marketing, database marketing and personal selling.*

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

#1731 Section 22 [units: 3] NOTE: Online classes will be billed at \$550 per credit for all students. Students must have access to the Internet and an Internet browser.

05/26-07/03 Arranged Arranged WEB BASED Jimmy W Peltier

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

**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.**

#1947 Section 22 [units: 1-3] NOTE: Online classes will be billed at \$550 per credit for all students. Students must have access to the Internet and an Internet browser.

05/26-08/14 Arranged Arranged WEB BASED Marilyn A Lavin