

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.

ACCOUNTING

Accounting

*** GRADUATE LEVEL COURSES ***

ACCOUNT 725 PROFIT PLANNING AND CONTROL ... *An in-depth look at the concepts and techniques of creating a firm's financial plan. Emphasis is on analysis of costs so as to predict future patterns, forecasting of sales, production costing, cash, and other components, while stressing the need for profitability analysis and evaluation of management performance. Prereq: ACCOUNT 701*

PREREQ: ACCOUNT 244 OR ACCOUNT 701

#3799 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.

01/19-05/19 Arranged Arranged

WEB BASED Robert A Gruber

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

ACCOUNT 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.

#3816 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

01/19-05/19 Arranged Arranged WEB BASED To Be Arranged

ECONOMICS

Economics

*** GRADUATE LEVEL COURSES ***

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, sampling distributions, estimation, tests of hypothesis, simple linear regression and correlation analysis, and index numbers.

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.

#5097 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.

01/19-05/19 Arranged Arranged WEB BASED Stuart M Glosser

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

#4435 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.

01/19-03/12 Arranged Arranged WEB BASED Linda Yu

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 718 AND MARKETNG 731 or consent of instructor

PREREQ: FNBSLW 344 OR FNBSLW 718 AND MARKETNG 731 OR CONSENT OF INSTRUCTOR

#4440 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.

01/19-05/19 Arranged Arranged WEB BASED David C Porter

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.

#4444 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. Dept. Consent

01/19-05/19 Arranged Arranged WEB BASED Linda Yu

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

#4753 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.

01/19-03/12 Arranged Arranged WEB BASED Paul Ambrose

ITBE 740 BUSINESS AND PROFESSIONAL COMMUNICATION ... This course is designed to introduce students to communication theories and leadership strategies that, if applied in business settings, can improve personal and organizational goal setting, planning and evaluation. In addition, emphasis will be placed on fostering positive day-to-day human interactions as well as the continuous growth of both individuals and organizations. Emphasis will be placed on the application of concepts explored in class to management roles in a variety of business enterprises. As a result, extensive analysis of actual business communication is a major part of this course.

#4755 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.

01/19-03/12 Arranged Arranged WEB BASED Robert M Schramm

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

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

#4758 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.

01/19-05/19 Arranged Arranged Choton Basu

MANAGEMENT

Management

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

MANGEMNT 738 MANAGEMENT OF TECHNOLOGY ... This is a graduate course designed to acquaint the student with the foundations and the processes of research, development, technology, and innovation. This course draws upon current literatures in the management of engineering and technology-based organizations. Students are exposed to the workings of technology within the company, from its generation in the research and development function, to its commercialization as new products and services.

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.

#4185 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

03/15-05/19 Arranged Arranged WEB BASED William A Drago

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.

#4186 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

01/19-03/12 Arranged Arranged WEB BASED Jeff P Vanevenhoven

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.

#4188 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

01/19-05/19 Arranged Arranged WEB BASED Richard J Wagner

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. Prereq: MANGEMNT 745 OR MANGEMNT 721 OR FNBSLW 721.

PREREQ: MANGEMENT 745 OR 721 OR FNBSLW 721

#4190 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

03/15-05/19 Arranged Arranged WEB BASED Kaviraj Praveen Parboteeah

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

#4191 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

01/19-05/19 Arranged Arranged WEB BASED Tom Bramorski
01/19-05/19 Arranged Arranged WEB BASED Manohar S Madan

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.

PREREQ: MANGEMNT 745 OR MANGEMNT 721

#4195 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

03/15-05/19 Arranged Arranged WEB BASED Kaviraj Praveen Parboteeah

MANGEMNT 788 STRATEGIC DECISION MAKING ... The course analyzes organizational environments from the perspective of top management in their efforts to manage a firm's mission, goals and corporate strategy. Case analyses are used extensively to provide students with an opportunity to apply course content to real businesses. Corporate social responsibility and business ethics are also covered. Prereq: Last semester of program.

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.

#4197 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

03/15-05/19 Arranged Arranged WEB BASED James W Bronson

Start/End Dates

Meeting Days

Meeting Times

Location

Instructor

Course Topic (if applicable)

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.

#4200 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

Dept. Consent

01/19-05/19 Arranged Arranged

William A Drago

MARKETING

Marketing

*** GRADUATE LEVEL COURSES ***

MARKETING 733 SEMINAR IN METHODOLOGY OF BUSINESS RESEARCH ... Designed to acquaint graduate students with the research process, its tools and techniques, as well as the methods which form a basis for business planning, decision making, and problem solving.

PREREQ: MARKETNG 731 □

#4300 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.

01/19-05/19 Arranged Arranged

WEB BASED Maxwell K Hsu

MARKETING 770 PRODUCT INNOVATION AND PRICING ... An in-depth examination of the theoretical framework and empirical findings as they relate to the development and pricing of new products. The marketing tasks of new product development and existing product management will be examined in an innovation context. Current methods of setting prices will also be discussed. Prereq: MARKETNG 716 or consent of instructor

PREREQ: MARKETNG 716 OR EQUIVALENT

#4312 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.

01/19-05/19 Arranged Arranged

WEB BASED Yushan Zhao

MARKETING 772 INTERNET MARKETING ... This class is designed to provide marketing majors and minors with basic knowledge of the Internet so that they can understand why this technology has and will continue to exert such an important impact on marketing practice. It will also consider such topics as web demographics, the online business model, web enhancement of products and services, personalization, traffic and brand building, net exchanges, and online community. In addition, the class will explore the impact that the Internet is having on such traditional areas of marketing concern as research, new product development, segmentation, personal selling, pricing, and distribution.

PREREQ: MARKETNG 716 OR EQUIVALENT

#4313 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.

01/19-05/19 Arranged Arranged

WEB BASED Marilyn A Lavin

Section VI - Interdisciplinary

MANAGEMENT COMPUTER SYSTEMS

Management Computer Systems

*** GRADUATE LEVEL COURSES ***

MCS 740 INFORMATION SYSTEMS STRATEGY & POLICY ... Acquaints students with the issues, procedures, and opportunities associated with the organizational use of information technology and with the management of the IS function. Topics include the role of IS technology in organizations, planning, organization and control of the IS function, IS support for corporate reengineering and strategic initiatives, IS operations management, and the maturity of the IS function.

#3820 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.

01/19-03/12 Arranged Arranged

WEB BASED David L Munro

MCS 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.

#3821 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.

03/15-05/19 Arranged Arranged

WEB BASED Choton Basu

IMPACT OF SOCIAL MEDIA TECH

Dept. Consent

MCS 785 PROJECT MANAGEMENT: METHODOLOGIES, TECHNIQUES AND TOOLS ... This course will provide students with pragmatic guidance in the management of IS projects by analyzing critical success factors, skills and techniques required to successfully organize, plan, schedule, monitor, and control projects. Cost and schedule estimation techniques are presented together with proposal writing, project planning, team building, negotiation/communication, risk management, alternative technology assessment, and quality measurement techniques.

#3822 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.

03/15-05/19 Arranged Arranged

WEB BASED Andrew P Ciganek