



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

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:

**Accounting** - Prepares individuals who might be heading toward controllership or pre-controllership positions in industry.

**Decision Support Systems** - Teaches students how to use technology to support more effective decision making for themselves and for their organizations. It covers leading edge technology including data warehouses, expert systems, GUO design and development, and database design and processing.

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

**Health Care** - Provides students with the knowledge, skills, and abilities for upper-level management positions in health care institutions.

**Human Resource Management** - Provides advanced skills and perspective 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.

**Management** - Refines expertise in motivation, leadership, organization, and planning—skills at the heart of any successful management career.

**Marketing** - Trains students in making effective decisions relevant to researching consumers, choosing which products to produce, what prices to charge, and what promotional tools and channels to employ.

**Operations and 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.

**Technology & Training** - Addresses the ongoing need of having individuals who can train colleagues and clients in the effective use of business technology.

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 Second Language (TOEFL) score of at least 550 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 credits 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.-Management Computer Systems Programs in the College of Business and Economics.
6. The maximum course load is 15 graduate credits during fall and spring semesters and 12 credits 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 credits which may include a thesis of up to 6 credits.
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 a sufficient preparation. (Normally a program of study for those without prior business preparation would require two full years to complete.)
3. At least 30 credits 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 over all 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 - 0-15 CREDITS

(A MINIMUM OF 30 CREDITS MUST BE IN COURSES NUMBERED 730 OR ABOVE)

1. CONSULT ASSOCIATE DEAN FOR CREDITS FROM:  
ACTG 210-701 ACCOUNTING FOUNDATIONS AND  
ECON 230-703 STATISTICS FOUNDATIONS  
230-704 ECONOMICS FOUNDATIONS  
FINC 240-718 FINANCIAL MANAGEMENT  
240-721 THE LEGAL ENVIRONMENT OF BUSINESS  
MGNT 250-719 OPERATIONS MANAGEMENT  
MKTG 260-716 MARKETING

#### PART 1 - BREADTH REQUIREMENT - 0-12 CREDITS

1. 260-731 ADVANCED STATISTICAL METHODS
2. 210-725 PROFIT PLANNING & CONTROL
3. 220-740 BUS. & PROF. COMM.
4. 230-736 BUSINESS CONDITIONS ANALYSIS OR  
230-737 MANAGERIAL ECONOMICS

5. 250-721 ORGANIZATIONAL BEHAVIOR OR  
250-745 BUILDING EFFECTIVE ORG.
6. 250-759 SOCIAL RESPONSIBILITY OF BUS.

PART 2 - GLOBAL MANAGEMENT - 3-6 CREDITS

1. 230-758 ADV. INTERNATIONAL ECONOMICS
2. 240-755 MULTINATIONAL BUSINESS FINANCE
3. 250-763 GLOBAL OPERATIONS MANAGEMENT OR  
250-777 INTERNATIONAL MANAGEMENT
4. 260-761 INTERNATIONAL BUSINESS (MARKETING)

PART 3 - MANAGING TECHNOLOGY - 3-6 CREDITS

1. 210-761 ACCOUNTING AND M.I.S.
2. 220-772 BUSINESS TECHNOLOGIES OR  
220-775 BUSINESS TELECOMMUNICATION OR  
220-778 NETWORK ADMIN. FOR END USERS
3. 250-734 INTRO. TO COMPUTER BASED I.S. OR  
250-738 MANAGEMENT OF TECHNOLOGY OR  
250-753 TRAINING AND DEVELOPMENT OR  
250-769 QUALITY ISSUES IN OPERATIONS
4. 260-745 TOTAL QUALITY MANAGEMENT OR  
260-770 PRODUCT INNOVATION AND PRICING

MUST COMPLETE NINE (9) CREDITS FROM THE GLOBAL MANAGEMENT & MANAGING TECHNOLOGY MODULES (SEE PARTS 2 & 3)

PART 4 - STRATEGIC MANAGEMENT - 8 CREDITS

1. 250-788 STRATEGIC DECISION MAKING (2 CR)\*

SIX (6) CREDITS FROM THE FOLLOWING \*\*

2. 240-770 CAPITAL BUDGETING
3. 260-774 CORPORATE MARKETING PLANNING
4. 250-768 OPERATIONS POLICY OR  
250-771 STRATEGIC MANAGEMENT OR  
250-760 STRATEGIC MANAGEMENT OF HUMAN RESOURCES
5. 260-751 BUYER BEHAVIOR OR  
260-765 ADVERTISING AND PROMOTION MANAGEMENT OR  
260-774 STRATEGIC MARKET PLANNING

\* MUST BE TAKEN IN THE LAST SEMESTER OF PROGRAM OR IN FINAL TWELVE (12) CREDITS

**\*\* MUST BE TAKEN AFTER COMMON BODY OF KNOWLEDGE AND BREADTH REQUIREMENTS ARE COMPLETED.**

**PART 5 - ELECTIVE AREA - 0-9 CREDITS**

**PART 6 - EMPHASIS - 9-12 CREDITS**

**COMPLETE ONE OF THE FOLLOWING EMPHASES:**

**A. ACCOUNTING EMPHASIS**

**1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:**

- 210-751 FINANCIAL ACCOUNTING
- 210-752 ADVANCED FINANCIAL ACCOUNTING
- 210-755 MANAGERIAL ACCOUNTING & CONTROLLERSHIP
- 210-756 CORPORATE & SPECIAL ENTITIES TAXATION
- 210-761 ACCOUNT. & MANAG. INFO. SYSTEMS
- 210-765 AUDITING
- 210-781 ADVANCED ACCOUNTING THEORY I

**B. DECISION SUPPORT SYSTEMS EMPHASIS**

**1. 260-732 OPERATIONS RESEARCH**

**2. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:**

- 250-742 DECISION SUPPORT SYSTEMS
- 250-743 DATA BASE MANAGEMENT
- 250-754 EXPERT SYSTEMS IN BUSINESS
- 250-784 SIMULATION FOR MANAGERIAL DECISION-MAKING

**C. FINANCE EMPHASIS**

**1. 260-732 OPERATIONS RESEARCH**

**2. 240-780 PORTFOLIO THEORY AND PRACTICE**

**3. SELECT 6 CREDITS FROM THE FOLLOWING COURSES:**

- 240-739 FINANCIAL PLANNING PROCESS
- 240-750 REAL ESTATE FINANCE & INVESTMENT
- 240-755 MULTINATIONAL BUSINESS FINANCE
- 240-760 FINANCIAL MARKETS
- 240-770 CAPITAL BUDGETING

**D. HEALTH CARE EMPHASIS**

**1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:**

- 230-745 ECONOMICS OF HEALTH CARE
- 240-745 LEGAL ASPECTS OF AND ETHICAL ISSUES  
IN HEALTH CARE ADMINISTRATION
- 250-744 MANAGING HEALTH SERVICES ORGANIZATIONS
- 260-776 MARKETING OF HEALTH CARE DELIVERY SYSTEMS

**E. HUMAN RESOURCE MANAGEMENT EMPHASIS**

**1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:**

250-751 SEMINAR IN HUMAN RESOURCE MANAGEMENT  
250-752 CURRENT ISSUES IN COMPENSATION & BENEFITS  
250-753 TRAINING & DEVELOPMENT  
250-758 MANAGEMENT & LABOR RELATIONS  
250-760 STRATEGIC MANAGEMENT OF HUMAN RESOURCES

F. INTERNATIONAL BUSINESS EMPHASIS

1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:  
230-758 ADVANCED INTERNATIONAL ECONOMICS  
240-755 MULTINATIONAL BUSINESS FINANCE  
250-777 INTERNATIONAL MANAGEMENT  
260-761 INTERNATIONAL BUS (MARKETING)

G. MANAGEMENT EMPHASIS

1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:  
250-738 MANAGEMENT OF TECHNOLOGY  
250-770 ORGANIZATIONAL DESIGN  
250-771 STRATEGIC MANAGEMENT  
250-777 INTERNATIONAL MANAGEMENT

H. MARKETING EMPHASIS

1. 260-733 SEMINAR IN METHODS OF BUSINESS RESEARCH
2. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:  
260-745 TOTAL QUALITY MANAGEMENT  
260-751 BUYER BEHAVIOR  
260-760 SEMINAR IN MARKETING THEORY  
260-761 INTERNATIONAL BUS. (MARKETING)  
260-764 SALES PLANNING & MARKET ANALYSIS  
260-770 PRODUCT INNOVATION AND PRICING  
260-774 CORPORATE MARKETING PLANNING  
260-780 SEMINAR IN CURRENT MARKET. TOPICS

I. OPERATIONS AND SUPPLY CHAIN MANAGEMENT EMPHASIS

1. SELECT 9 CREDITS FROM THE FOLLOWING COURSES:  
250-761 SUPPLY CHAIN SYSTEMS  
250-762 INTEGRATED RESOURCES AND PROJECT MANAGEMENT  
250-763 GLOBAL OPERATIONS MANAGEMENT  
250-768 OPERATIONS STRATEGY  
250-769 QUALITY ISSUES & OPERATIONS

J. TECHNOLOGY AND TRAINING EMPHASIS

1. 220-722 BUSINESS TECHNOLOGIES
2. 250-753 TRAINING & DEVELOPMENT
3. SELECT ONE OF THE FOLLOWING COURSES:  
220-773 HUMAN FACTORS IN BUSINESS TECHNOLOGY  
220-775 BUSINESS TELECOMMUNICATIONS

220-778 NETWORK ADMINISTRATION FOR THE END USER  
250-742 DECISION SUPPORT SYSTEMS

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

Outreach Program: Courses leading to the M.B.A. are offered off campus in the evening at the UW Center in Waukesha, 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 Dr. Donald Zahn, Carlson 4033. Phone (262) 472-1945.

[Accounting Courses \(210-XXX\).](#)

[Business Education Courses \(220-XXX\)](#)

[Finance Courses \(240-XXX\).](#)

[Marketing Courses \(260-XXX\).](#)

[Business Administration Departmental Home Page](#)

[Economics Courses \(230-XXX\)](#)

[Management Courses \(250-XXX\).](#)

[Online MBA](#)