

# MASTERS OF BUSINESS ADMINISTRATION (MBA)

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## Overview

The Master of Business Administration (MBA) 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, as well as select courses from the following emphasis areas:

- **Accounting** - Examine advanced and contemporary accounting issues to complement existing accounting knowledge and skills.
- **Customized** - Create an individual-specific unique specialization by selecting 9 credits of graduate coursework to complete your MBA.
- **Cybersecurity Management** - Develop the skillset to effectively protect and manage the IT infrastructure of business.
- **Data Analytics** – Acquire the knowledge, skills, and experience, to establish a solid foundation in data mining and analytics.
- **Environmental Safety and Health** – Develop an understanding of occupational and environmental safety issues, and the need for businesses and organizations to effectively manage them.
- **Finance** - Prepare how to raise capital and profitably invest it.
- **Human Resource Management** - Develop advanced skills and perspectives relevant to a number of functional roles in the human resource area.
- **Information Technology Management** - Prepare to effectively manage technology, systems, projects and IT personnel.
- **International Business** - Prepare to be a corporate leader in the global marketplace by examining issues relevant to international operations.
- **Management** - Manage 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.
- **Marketing** - Create, communicate, and deliver value to customers through a set of processes and manage customer relationships in ways that benefit the organization and its stakeholders.
- **Project Management** - Master the skills, techniques and tools to lead and manage projects.
- **Supply Chain Management** - Focus on the creation of the enterprise's products including setting operating strategy, designing processes, location selection, facility layout, forecasting, quality management, scheduling, inventory control, and job design.

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 is 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 MBA program is accredited by AACSB International—The Association to Advance Collegiate Schools of Business.

### Program Coordinator

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## 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 or a graduate certificate 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, candidates shall prepare a program plan in consultation with their adviser. 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 are recommended to 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 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 units (credits) which may include a thesis of up to 6 units.
2. An adequate preparation in the Common Body of Knowledge as defined by AACSB International - The Association to Advance

Collegiate Schools of Business. Additional graduate courses will be required of those individuals not having sufficient preparation.

3. At least 30 units from the breadth, elective, and emphasis areas must be numbered 730 or above.
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.

Code	Title	Units
<b>Common Body of Knowledge<sup>1</sup></b>		<b>0-6</b>
ACCOUNT 701	ACCOUNTING FOUNDATIONS	
ECON 704	ECONOMICS FOUNDATIONS	
FNBSLW 718	FINANCIAL MANAGEMENT	
<b>Required Breadth</b>		
BEINDP 740	PERSUASION AND NEGOTIATION STRATEGIES	2
FNBSLW 735	BUSINESS VALUATION USING FINANCIAL STATEMENTS	3
ECON 736 or ECON 737	BUSINESS CONDITIONS ANALYSIS MANAGERIAL ECONOMICS	2
ITSCM 745 or ITSCM 746	STRATEGIC TECHNOLOGY AND INNOVATION MANAGEMENT SUPPLY CHAIN INNOVATION	2
ITSCM 770	FUNDAMENTALS OF PROJECT MANAGEMENT	2
MANGEMNT 757	LEADERSHIP DEVELOPMENT	3
MANGEMNT 787	BUSINESS POLICY & STRATEGY <sup>2</sup>	3
MANGEMNT 759 or MARKETNG 766	BUSINESS ETHICS AND SOCIAL RESPONSIBILITY ETHICS IN THE MARKETPLACE	2
MARKETNG 731	QUANTITATIVE ANALYSIS FOR BUSINESS	3
MARKETNG 747	MARKETING STRATEGY	2
<b>Electives<sup>3</sup></b>		
Select 3 elective credits		3
<b>Emphasis<sup>4</sup></b>		
All students must select at least one emphasis		9
<b>Total Units</b>		<b>36-42</b>

<sup>1</sup> Up to six Common Body of Knowledge units may be used towards MBA electives or emphasis subject to eligibility. Consult your adviser.

<sup>2</sup> To be taken after completing 24 units in the degree.

<sup>3</sup> Elective units can be used towards a second emphasis.

<sup>4</sup> All students must select at least one emphasis. Each emphasis consists of nine units. Courses cannot be used to satisfy requirements in more than one emphasis.

- Business Administration - Cybersecurity Management Emphasis (MBA) (<http://www-public.courseleaf.com/graduate/business-economics/mba/mba-cybersecurity-management-emphasis/>)
- Business Administration - Data Analytics Emphasis (MBA) (<http://www-public.courseleaf.com/graduate/business-economics/mba/mba-data-analytics-emphasis/>)
- Business Administration - Environmental Safety and Health Emphasis (MBA) (<http://www-public.courseleaf.com/graduate/business-economics/mba/mba-environmental-safety-and-health-epmphasis/>)
- Business Administration - Finance Emphasis (MBA) (<http://www-public.courseleaf.com/graduate/business-economics/mba/mba-finance-emphasis/>)
- Business Administration - Human Resource Management Emphasis (MBA) (<http://www-public.courseleaf.com/graduate/business-economics/mba/mba-human-resource-management-emphasis/>)
- Business Administration - Information Technology Management Emphasis (MBA) (<http://www-public.courseleaf.com/graduate/business-economics/mba/mba-information-technology-emphasis/>)
- Business Administration - International Business Emphasis (MBA) (<http://www-public.courseleaf.com/graduate/business-economics/mba/mba-international-business-emphasis/>)
- Business Administration - Management Emphasis (MBA) (<http://www-public.courseleaf.com/graduate/business-economics/mba/mba-management-emphasis/>)
- Business Administration - Marketing Emphasis (MBA) (<http://www-public.courseleaf.com/graduate/business-economics/mba/mba-marketing-emphasis/>)
- Business Administration - Project Management Emphasis (MBA) (<http://www-public.courseleaf.com/graduate/business-economics/mba/mba-project-management-emphasis/>)
- Business Administration - Supply Chain Management Emphasis (MBA) (<http://www-public.courseleaf.com/graduate/business-economics/mba/mba-supply-chain-management-emphasis/>)

## Emphases/Concentrations in Business Administration

- Business Administration - Accounting Emphasis (MBA) (<http://www-public.courseleaf.com/graduate/business-economics/mba/mba-accounting-emphasis/>)
- Business Administration - Customize Emphasis (MBA) (<http://www-public.courseleaf.com/graduate/business-economics/mba/mba-customized-emphasis/>)