

# BUSINESS: GENERAL MANAGEMENT, MBA

The Master of Business Administration (MBA) is a professional degree for the student preparing for a career in the business world. The cross-functional/interdisciplinary program exposes the student to each of the functional areas of business combined with a specialization in a specific area of business. Areas of specialization include corporate finance and investment banking, applied security analysis, arts administration, brand and product management, general management, marketing research, operations and technology management, real estate and urban land economics, risk management and insurance, strategic human resource management, and supply chain management.

Founded in 1900, the School of Business established one of the first five business programs in the nation. That entrepreneurial spirit remains strong.

As a student in the School of Business, you will find yourself inspired by peers, staff, alumni, business leaders, and world-renowned faculty who are focused, collaborative, and engaged in every aspect of the student experience. You will join a highly ranked program that equips you to meet both academic and career challenges. Employers value School of Business graduates because of the comprehensive preparation this learning environment provides. Graduates possess highly sought-after general management and specialized expertise in business.

Joining collaborative, inspiring, trustworthy, and progressive School of Business alumni, Business Badgers graduate prepared to lead their organizations to success and transform the world of business. Together Forward!

## EXECUTIVE MBA

Admissions to the Executive MBA named option have been suspended as of fall 2022. Students currently in this program will be supported and will be able to complete the program; however, no new students will be allowed to enroll. The Executive MBA program is in the process of a redesign and aims to open admissions in fall 2023, for a first cohort of students enrolled fall 2024.

## PROFESSIONAL MBA

The School of Business offers the Professional MBA (<http://guide.wisc.edu/graduate/business-school-wide/business-general-management-mba/business-general-management-professional-mba/>) – a part-time program that allows students to complete an MBA while continuing full-time employment. The professional MBA is a flexible, 50% on-campus, 50% online program, which can be completed in two to five years. Classes meet on campus one weekend per month, and virtually throughout the school year. Students earn badges in business areas important to them and gain strategic insights to help them throughout their career.