

# BUSINESS: GENERAL MANAGEMENT: PROFESSIONAL MBA, MBA

## REQUIREMENTS

### MINIMUM GRADUATE SCHOOL REQUIREMENTS

Review the Graduate School minimum academic progress and degree requirements (<http://guide.wisc.edu/graduate/#policiesandrequirements>), in addition to the program requirements listed below.

### NAMED OPTION REQUIREMENTS MODE OF INSTRUCTION

Face to Face	Evening/ Weekend	Online	Hybrid	Accelerated
Yes	Yes	No	Yes	Yes

#### Mode of Instruction Definitions

**Accelerated:** Accelerated programs are offered at a fast pace that condenses the time to completion. Students typically take enough credits aimed at completing the program in a year or two.

**Evening/Weekend:** Courses meet on the UW–Madison campus only in evenings and/or on weekends to accommodate typical business schedules. Students have the advantages of face-to-face courses with the flexibility to keep work and other life commitments.

**Face-to-Face:** Courses typically meet during weekdays on the UW–Madison Campus.

**Hybrid:** These programs combine face-to-face and online learning formats. Contact the program for more specific information.

**Online:** These programs are offered 100% online. Some programs may require an on-campus orientation or residency experience, but the courses will be facilitated in an online format.

### CURRICULAR REQUIREMENTS

#### Requirement Detail

Minimum Credit Requirement

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Minimum Graduate Coursework Requirement

22 credits must be graduate-level coursework. Refer to the Graduate School: Minimum Graduate Coursework (50%) Requirement policy: <https://policy.wisc.edu/library/UW-1244> (<https://policy.wisc.edu/library/UW-1244/>).

Overall 3.00 GPA required.  
Graduate GPA Requirement Refer to the Graduate School: Grade Point Average (GPA) Requirement policy: <https://policy.wisc.edu/library/UW-1203> (<https://policy.wisc.edu/library/UW-1203/>).

Other Grade Requirements n/a

Assessments and Examinations No required assessments or examinations beyond course requirements.

Language Requirements No language requirements.

### REQUIRED COURSES

The Business: General Management: Professional MBA named option requires:

- 8 credits in the Functional Core,
- 12 credits in the Leadership Core, and
- 24 credits in the Elective Pathways.

Coursework in the Functional and Leadership Cores is completed in the first year in the program; the Elective Pathways coursework is completed in the second and subsequent years.

Code	Title	Credits
<b>Functional Core</b>		
The Functional Core courses represent the essential business competency areas in finance, marketing, operations, and accounting. Each listed course is required totaling 8 credits in the Functional Core.		
FINANCE 700	Introduction to Financial Management	2
MARKETNG 700	Marketing Management	2
OTM 700	Operations and Supply Chain Management	2
ACCT IS 700	Financial Accounting	2

#### Leadership Core

The Leadership Core courses focus on key concepts and skills through strategic thinking, team building, managing projects, economics, analytics, and negotiations. Each listed course is required totaling 12 credits in the Leadership Core.

OTM 732	Economics for Managers	2
M H R 704	Managing Behavior in Organizations	2
M H R 628	Negotiations	2
GEN BUS 704	Data to Decisions	2
OTM 752	Project Management	2
M H R 723	Business Strategy	2

#### Elective Pathways **24**

Students must complete required coursework in four of the below Elective Pathways, totaling 6 credits in each pathway for 24 total credits among the Elective Pathways. These pathways are internal to the program and represent different curricular paths a student can follow to earn this degree. Pathway names do not appear in the admissions application, and they will not appear on the transcript.

*Financial Insight*

Skills to manage an organization's internal finances and budgeting, including course work in capital allocation, managerial accounting and risk management.

ACCT I S 710	Managerial Accounting
FINANCE 725	Corporation Finance Theory and Practice
R M I 710	Risk Management

#### *Business Sustainability*

Effective strategies for managing diversity in organizations, frameworks for incorporating sustainability and risk management into business decision making, and business practices to lead ethical organizations.

GEN BUS 713	Role of Business in Society
M H R 617	Diversity in Organizations
M H R 710	Challenges & Solutions in Business Sustainability

#### *Strategic Innovation*

Effective strategies for managing innovation and change as well as tools/frameworks for encouraging innovation such as design thinking and agile methodologies.

M H R 715	Strategic Management of Innovation
OTM 701	Product Management
OTM 760	Managing by Design

#### *Business Analytics*

Skills for making data-driven decisions, including database management, data visualization and communication, and distinguishing correlation from causation.

GEN BUS 720	Data Visualization for Business Analytics
GEN BUS 740	Experiments and Causal Methods for Business Insights
GEN BUS 760	Data Technology for Business Analytics

#### *Customer Insight*

Fundamentals of modern marketing, including methods for understanding the consumer, conducting market research, and marketing in digital environments.

MARKETNG 705	Consumer Behavior
MARKETNG 710	Marketing Research
MARKETNG 755	Marketing in a Digital Age

#### *Global Business*

Develop a global business mindset by embarking on an immersive global trip and learning about international management strategies.

INTL BUS 766	Global Business Management
INTL BUS 767	Global Learning Experience
OTM 765	Contemporary Topics (Supply Chains & Disruptions)

#### *Strategic Growth*

Provides a strategic overview of the growth opportunities available to modern firms and how to chart a company's growth successfully.

M H R 724	Growth Strategies: Multi Business and Global Arenas
MARKETNG 760	Growth Marketing Strategies
OTM 702	Digital Strategy

#### *Real Estate*

Gain Real Estate fundamentals with courses covering the development process, property analysis and commercial investment. This will provide an understanding of the built world we live in.

REAL EST 701	The Real Estate Process
REAL EST 702	Commercial Property Analysis
REAL EST 703	Real Estate Investment Analysis

#### *Consulting*

Emphasizes internal consulting and focuses on applied problem-solving and experiential learning.

GEN BUS 790	Capstone Consulting Practicum
M H R 720	Leading Change in Organizations
M H R 765	Contemporary Topics (Management Consulting)

#### **Total Credits**

**44**

Students in this program may not take courses outside the prescribed curriculum without faculty advisor and program director approval. Students in this program cannot enroll concurrently in other undergraduate or graduate degree programs.