

BUSINESS: OPERATIONS AND TECHNOLOGY MANAGEMENT: TECHNOLOGY STRATEGY AND PRODUCT MANAGEMENT, MBA

REQUIREMENTS

MINIMUM GRADUATE SCHOOL REQUIREMENTS

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

NAMED OPTION REQUIREMENTS MODE OF INSTRUCTION

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

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

Requirements	Detail
Minimum Credit Requirement	53 credits

Minimum Residence Credit Requirement	47 credits
Minimum Graduate Coursework Requirement	27 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 Graduate GPA Requirement	3.00 GPA required. 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	Students may be required to retake a course in which they receive a grade lower than a C.
Assessments and Examinations	No required assessments or examinations beyond course requirements.
Language Requirements	No language requirements.

REQUIRED COURSES

Code	Title	Credits
Core Courses		
ACCT IS 700	Financial Accounting	2
GEN BUS 704	Data to Decisions	2
GEN BUS 710	Ethics, Integrity and Society	1
GEN BUS 725	Consulting Practicum	1
FINANCE 700	Introduction to Financial Management	2
MARKETNG 700	Marketing Management	2
M H R 706	Leading and Working in Teams	1
M H R 723	Business Strategy	2
OTM 700	Operations and Supply Chain Management	2
OTM 732	Economics for Managers	2
Specialization Courses		
ACCT IS 710	Managerial Accounting	2
M H R 720	Leading Change in Organizations	2
OTM 701	Product Management	3
OTM 702	Digital Strategy	2
OTM 714	Supply Chain Analytics	2
	or MARKETNG 815 Marketing Analytics	
OTM 752	Project Management	3
OTM 777	Technology Strategy and Product Management Applied Learning ¹	2
<i>Students also select nine credits from the following</i>		9
GEN BUS 656	Machine Learning for Business Analytics	
GEN BUS 713	Role of Business in Society	
GEN BUS 720	Data Visualization for Business Analytics	
GEN BUS 730	Prescriptive Modeling and Optimization for Business Analytics	
GEN BUS 740	Experiments and Causal Methods for Business Insights	
MARKETNG 710	Marketing Research	
MARKETNG 715	Social Creative Marketing	

MARKETNG 735	Brand Strategy
MARKETNG 745	Digital Marketing Analytics
MARKETNG 755	Marketing in a Digital Age
MARKETNG 760	Growth Marketing Strategies
MARKETNG 765	Contemporary Topics (Technology Product Marketing)
M H R 628	Negotiations
M H R 715	Strategic Management of Innovation
M H R 722	Entrepreneurial Management
M H R 728	Bargaining, Negotiating and Dispute Settlement for Managers
M H R 738	Weinert Applied Ventures in Entrepreneurship (WAVE)
M H R 741	Technology Entrepreneurship
OTM 751	Service Operations Management
OTM 760	Managing by Design
Electives²	11
Total Credits	53

¹ Students must take this course twice for one credit.

² Any course numbered 700 or above offered by the School of Business (including departments: ACCT IS (http://guide.wisc.edu/courses/acct_i_s/), ACT SCI (http://guide.wisc.edu/courses/act_sci/), FINANCE (<http://guide.wisc.edu/courses/finance/>), GEN BUS (http://guide.wisc.edu/courses/gen_bus/), INFO SYS (http://guide.wisc.edu/courses/info_sys/), INTL BUS (http://guide.wisc.edu/courses/intl_bus/), M H R (http://guide.wisc.edu/courses/m_h_r/), MARKETING (<http://guide.wisc.edu/courses/marketng/>), OTM (<http://guide.wisc.edu/courses/otm/>), REAL EST (http://guide.wisc.edu/courses/real_est/), or R M I (http://guide.wisc.edu/courses/r_m_i/)) can be used to complete the required elective credits.