B U S I N E S S: G E N E R A L M A N A G E M E N T, MBA

The 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!

EVENING MBA

The School of Business offers the Evening MBA (http://guide.wisc.edu/graduate/business-school-wide/business-general-management-mba/business-general-management-evening-mba)—a part-time program that allows students to complete an MBA degree while continuing full-time employment. The evening MBA is a 32-month, lockstep, cohort program offering a major in general management. Classes meet Monday and Thursday evenings during fall, spring and summer, and alternate Fridays and Saturdays in January. There is an international trip in the second year of the program.

EXECUTIVE MBA

The Executive MBA Program (http://guide.wisc.edu/graduate/business-school-wide/business-general-management-mba/business-general-management-executive-mba) at the School of Business gives experienced, high-potential managers the opportunity to earn an advanced degree over 21 months without career interruption.

Offered in lock step with a single cohort, the Executive MBA Program meets every other Friday and Saturday. The curriculum is specifically designed to build on the unique knowledge and experience executives bring to the classroom.

ADMISSIONS

Admission consideration for the MBA Program requires a four-year undergraduate degree or the equivalent, in any discipline, from an accredited institution. The School of Business seeks a minimum of two years of full-time work experience along with a strong undergraduate performance. In addition to academic credentials, GMAT scores, and work experience, personal achievements, motivation, communication skills (written and oral), international exposure, and recommendation letters are considered in the admission process at both the master’s and doctoral levels.

Note: The Graduate Management Admission Test (GMAT), taken within five years of the starting term, is required of all applicants to the School of Business; the Graduate Record Exam (GRE) may be an acceptable alternative on a case by case basis. All applicants whose native language is not English must submit scores from the Test of English as a Foreign Language (TOEFL), the Pearson Test of English (PTE), Intensive English as a Second Language (IELTS), or show the completion of an Interlink program. A minimum iBT TOEFL score of 100 or equivalent, obtained as a Second Language (TOEFL), the Pearson Test of English (PTE), Intensive English as a Second Language (IELTS), or show the completion of an Interlink program. A minimum iBT TOEFL score of 100 or equivalent, obtained within two years of the intended start term, is required. International applicants who have completed a degree at an institution whose primary language of instruction was English may request a waiver of this requirement on the application.

HOW TO APPLY

Students interested in business degrees do not apply through the Graduate School application system and should instead refer either to the Evening MBA admissions (https://wbs.wisc.edu/programs-degrees/mba/evening/admissions) or the Executive MBA admissions (https://wbs.wisc.edu/programs-degrees/mba/executive/admissions) information.

FUNDING

GRADUATE SCHOOL RESOURCES

Resources to help you afford graduate study might include assistantships, fellowships, traineeships, and financial aid. Further funding information (https://grad.wisc.edu/funding) is available from the Graduate School. Be sure to check with your program for individual policies and processes related to funding.

PROGRAM RESOURCES

Prospective students should see the program website for funding information.

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.
MAJOR REQUIREMENTS

Note: The major is currently non-admitting. Students are admitted through one of the named options (sub-majors) below (p. 2).

MODE OF INSTRUCTION

<table>
<thead>
<tr>
<th>Mode</th>
<th>Face to Face</th>
<th>Evening/Weekend</th>
<th>Online</th>
<th>Hybrid</th>
<th>Accelerated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

Mode of Instruction Definitions

**Evening/Weekend:** These programs are offered in an evening and/or weekend format to accommodate working schedules. Enjoy the advantages of on-campus courses and personal connections, while keeping your day job. For more information about the meeting schedule of a specific program, contact the program.

**Online:** These programs are offered primarily online. Many available online programs can be completed almost entirely online with all online programs offering at least 50 percent or more of the program work online. Some online programs have an on-campus component that is often designed to accommodate working schedules. Take advantage of the convenience of online learning while participating in a rich, interactive learning environment. For more information about the online nature of a specific program, contact the program.

**Hybrid:** These programs have innovative curricula that combine on-campus and online formats. Most hybrid programs are completed on-campus with a partial or completely online semester. For more information about the hybrid schedule of a specific program, contact the program.

**Accelerated:** These on-campus programs are offered in an accelerated format that allows you to complete your program in a condensed time-frame. Enjoy the advantages of on-campus courses with minimal disruption to your career. For more information about the accelerated nature of a specific program, contact the program.

CURRICULAR REQUIREMENTS

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Minimum Credit</th>
<th>Graduation Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Credit</td>
<td>30 credits</td>
<td></td>
</tr>
<tr>
<td>Residence Credit</td>
<td>16 credits</td>
<td></td>
</tr>
<tr>
<td>Minimum Graduate Coursework Requirement</td>
<td>Half of degree coursework (15 credits out of 30 total credits) must be completed graduate-level coursework; courses with the Graduate Level Coursework attribute are identified and searchable in the university’s Course Guide (<a href="https://registrar.wisc.edu/course-guide/">https://registrar.wisc.edu/course-guide/</a>).</td>
<td></td>
</tr>
<tr>
<td>Overall Graduate GPA Requirement</td>
<td>3.00 GPA required.</td>
<td></td>
</tr>
</tbody>
</table>

GRADUATE SCHOOL POLICIES

The Graduate School’s Academic Policies and Procedures (https://grad.wisc.edu/acadpolicy) provide essential information regarding general university policies. Program authority to set degree policies beyond the minimum required by the Graduate School lies with the degree program faculty. Policies set by the academic degree program can be found below.

MAJOR-SPECIFIC POLICIES

GRADUATE PROGRAM HANDBOOK

A Graduate Program Handbook containing all of the program’s policies and requirements is forthcoming from the program.

PRIOR COURSEWORK

**Graduate Work from Other Institutions**

No credits of prior coursework are allowed to satisfy requirements.

**UW–Madison Undergraduate**

No credits from a UW–Madison undergraduate degree are allowed to count toward the degree.

**UW–Madison University Special**

No credits of prior coursework are allowed to satisfy requirements.

PROBATION

The Graduate School regularly reviews the record of any student who earned grades of BC, C, D, F, or Incomplete in a graduate course (300 or above), or grade of U in research credits. This review could result in academic probation with a hold on future enrollment or in being suspended from the Graduate School.

ADVISOR / COMMITTEE

Every graduate student is required to have an advisor. To ensure that students are making satisfactory progress toward a degree, the Graduate School expects them to meet with their advisor on a regular basis.

An advisor generally serves as the thesis advisor. In many cases, an advisor is assigned to incoming students. Students can be

REQUIRED COURSES

Select a Named Option (p. 2) for courses required.

NAMED OPTIONS (SUB-MAJORS)

A named option is a formally documented sub-major within an academic major program. Named options appear on the transcript with degree conferral. Students pursuing the MBA in Business: General Management must select one of the following named options:

suspended from the Graduate School if they do not have an advisor. An advisor is a faculty member, or sometimes a committee, from the major department responsible for providing advice regarding graduate studies.

A committee often accomplishes advising for the students in the early stages of their studies.

**CREDITS PER TERM ALLOWED**

15 credits

**TIME CONSTRAINTS**

Master’s degree students who have been absent for five or more consecutive years lose all credits that they have earned before their absence. Individual programs may count the coursework students completed prior to their absence for meeting program requirements; that coursework may not count toward Graduate School credit requirements.

**OTHER**

Students in the following programs are not permitted to seek dual degrees. Students must plan to attend on the dates of the academic calendar for the respective year of graduation. Students must take part in the required global learning experience (10 days). Merit scholarships are awarded at admission for the entirety of the academic program as long as student is in good academic standing. Veterans scholarships also available. Contact emba@bus.wisc.edu for details on merit veterans scholarships.

**PROFESSIONAL DEVELOPMENT**

**GRADUATE SCHOOL RESOURCES**

Take advantage of the Graduate School’s professional development resources (https://grad.wisc.edu/pd) to build skills, thrive academically, and launch your career.

**LEARNING OUTCOMES**

1. Demonstrate ability to diagnose and solve problems by drawing on accumulated knowledge, understanding correlation vs. causation, integrating inductive and deductive reasoning, and being aware of perceptual and conceptual biases that can affect individual and group decision-making and knowing how to correct these biases.

2. Demonstrate ability to synthesize data and inputs from multiple sources to analyze business problems.

3. Demonstrate ability to derive valid inferences from data and make recommendations based on marginal analysis of costs and benefits.

4. Communicate clearly and effectively as managers in professional settings to meet organizational goals.

5. Persuasive skills in verbal and written communication.

6. Utilize a variety of media and technologies.

7. Manage the message and its flow through an organization.

8. Develop multi-disciplinary approaches to frame and analyze complex business problems and situations.

9. Understand perspectives on the role of business in society, e.g., shareholder value as its sole objective and corporations having a social responsibility.

10. Explain how these views are shaped by globalization, environmental and social circumstances, technology, law, and the role of government.

11. Analyze the cultural, economic, and legal/regulatory issues that impact international business activities and relationships.

12. Understand that a leader motivates and inspires people while a manager manages processes, that leader and manager roles are distinct and complementary, and that both roles are necessary for success in complex, multifaceted organizations.

13. Explain and contrast the different systems of behaviors for leaders and managers within the organization.

14. Frame, reflect on, and respond to the ethical dimensions of business decisions.

15. Demonstrate the skills and know processes to maximize team performance to successfully meet goals, both as an effective team member and leader.

16. Understand the advantages of a diverse and inclusive workforce, and demonstrate the cultural competencies necessary to manage such a workforce.

17. Analyze the impact of laws and regulations on their decisions.

**ACCREDITATION**

Accreditation

AACSB International—The Association to Advance Collegiate Schools of Business (http://www.aacsb.edu)