BUSINESS: GENERAL MANAGEMENT, 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.

The University of Wisconsin–Madison School of Business seeks to equip candidates with the broad business background, major specialization, and analytical skills necessary to make sound management decisions. To gain expertise in these areas, the curriculum combines traditional lecture-style delivery with case analysis, project work, team interaction, and hands-on/practical experience in the business community.

As a result, graduates of the School of Business possess highly sought after technical/specialized expertise in a functional area of business as well as general leadership, problem-solving, analytical, and decision-making skills. Utilizing these skills, many of the school’s 30,000 alumni have achieved remarkable success in business, government, service, and academic arenas worldwide.

The high scholarly productivity and leadership of the school’s 84 faculty are regularly noted in national rankings. Recent studies of U.S. and worldwide scholarly research productivity rated UW–Madison School of Business faculty among the top 20 graduate business schools in the country. In addition to world-renowned recognition for research, the School of Business faculty bring a variety of real-world experience to the program.

EVENING MBA

The School of Business offers the 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 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.

FUNDING

Prospective students should see the program website for funding information.

REQUIREMENTS

MINIMUM DEGREE REQUIREMENTS AND SATISFACTORY PROGRESS

To make progress toward a graduate degree, students must meet the Graduate School Minimum Degree Requirements and Satisfactory Progress (http://guide.wisc.edu/graduate/#policiesandrequirementstext) in addition to the requirements of the program.

MASTER’S DEGREES

MBA, with available named options Evening MBA, and Executive MBA

MINIMUM GRADUATE DEGREE CREDIT REQUIREMENT

30 credits

MINIMUM GRADUATE RESIDENCE CREDIT REQUIREMENT

16 credits

MINIMUM GRADUATE COURSEWORK (50%) REQUIREMENT

Half of degree coursework (15 credits out of 30 total credits) must be completed in courses numbered 700 or higher.

PRIOR COURSEWORK REQUIREMENTS: GRADUATE WORK FROM OTHER INSTITUTIONS

No credits of prior coursework are allowed to satisfy requirements.

PRIOR COURSEWORK REQUIREMENTS: UW–MADISON UNDERGRADUATE

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

PRIOR COURSEWORK REQUIREMENTS: UW–MADISON UNIVERSITY SPECIAL

No credits of prior coursework are allowed to satisfy requirements.

CREDITS PER TERM ALLOWED

15 credits

PROGRAM-SPECIFIC COURSES REQUIRED

Contact the program for information on any additional required courses.

OVERALL GRADUATE GPA REQUIREMENT

3.00

OTHER GRADE REQUIREMENTS

The Graduate School requires an average grade of B or better in all coursework (300 or above, not including research credits) taken as a graduate student unless conditions for probationary status require higher
grades. Grades of Incomplete are considered to be unsatisfactory if they are not removed during the next enrolled semester.

**PROBATION POLICY**

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 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.

**ASSESSMENT AND EXAMINATIONS**

Contact the program for information on required assessments and examinations.

**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.

**LANGUAGE REQUIREMENTS**

Contact the program for information on any language requirements.

1 Full-time MBA students may be allowed to enroll in up to 18 credits per term in the 2016–2017 academic year. Contact the Wisconsin School of Business for more information.

**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 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.

**LEARNING OUTCOMES**

**KNOWLEDGE AND SKILLS**

- Students 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.
- Students demonstrate ability to synthesize data and inputs from multiple sources to analyze business problems.
- Students demonstrate ability to derive valid inferences from data and make recommendations based on marginal analysis of costs and benefits.
- Students communicate clearly and effectively as managers in professional settings to meet organizational goals.
- Persuasive skills in verbal and written communication.
- Utilize a variety of media and technologies.
- Manage the message and its flow through an organization.
- Students develop multi-disciplinary approaches to frame and analyze complex business problems and situations.
- Students understand perspectives on the role of business in society, e.g., shareholder value as its sole objective and corporations having a social responsibility.
- Students can explain how these views are shaped by globalization, environmental and social circumstances, technology, law, and the role of government.
- Students analyze the cultural, economic, and legal/regulatory issues that impact international business activities and relationships.

**PROFESSIONAL CONDUCT**

- Students 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.
- Student can explain and contrast the different systems of behaviors for leaders and managers within the organization.
- Students frame, reflect on, and respond to the ethical dimensions of business decisions.

**ADDITIONAL LEARNING GOALS**

- Students demonstrate the skills and know processes to maximize team performance to successfully meet goals, both as an effective team member and leader.
- Students understand the advantages of a diverse and inclusive workforce, and demonstrate the cultural competencies necessary to manage such a workforce.
- Students analyze the impact of laws and regulations on their decisions.