BUSINESS: ARTS ADMINISTRATION, M.A.

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 WSB alumni, Business Badgers graduate prepared to lead their organizations to success and transform the world of business. Together Forward!

ADMISSIONS

This master’s program is offered for work leading to the Ph.D. Students may not apply directly for the master’s, and should instead see the admissions information for the Ph.D. (http://guide.wisc.edu/graduate/business-school-wide/business-phd/#text)

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.

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

MODE OF INSTRUCTION

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

CURRICULAR REQUIREMENTS

Minimum Credit Requirement

<table>
<thead>
<tr>
<th>Requirement</th>
<th>30 credits</th>
</tr>
</thead>
</table>

Minimum Residence Credit Requirement

<table>
<thead>
<tr>
<th>Requirement</th>
<th>16 credits</th>
</tr>
</thead>
</table>

Minimum Graduate Coursework Requirement

<table>
<thead>
<tr>
<th>Requirement</th>
<th>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>).</th>
</tr>
</thead>
</table>

Overall Graduate GPA Requirement

<table>
<thead>
<tr>
<th>Requirement</th>
<th>3.00 GPA required</th>
</tr>
</thead>
</table>

Other Grade Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>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.</th>
</tr>
</thead>
</table>

Assessments and Examinations

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Contact the program for information on required assessments and examinations.</th>
</tr>
</thead>
</table>

Language

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Contact the program for information on any language Requirements requirements.</th>
</tr>
</thead>
</table>

REQUIRED COURSES

This master’s degree is earned by students on the way to earning the Ph.D. in Business. Refer to the curricular requirements for specific tracks within the Business Ph.D. (http://guide.wisc.edu/graduate/business-school-wide/business-phd/#requirementstext) for required courses.

POLICIES

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**

With program approval, students are allowed to count no more
than 9 credits of graduate coursework from other institutions.
Coursework earned five or more years prior to admission to a
master’s degree is not 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**

With program approval and payment of the difference in
tuition (between special and graduate tuition), students
are allowed to count no more than 9 credits of coursework
numbered 700 or above taken as a UW–Madison University
Special student. Coursework earned five or more years prior to
the master’s degree is not 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
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 must be enrolled full-time.

**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. Apply foundational knowledge in arts and core business topics to arts
and/or nonprofit contexts that include evidence-based analysis, cultural
sensitivity, artistic integrity, and appreciation for the research foundations
of their work.

2. Create, communicate, and execute a strategic plan with mission-based
outcomes that relies on research-based evidence, a historical context to
forecast future trends, and stakeholder engagement.

3. Adaptively develop and manage the necessary resources in a mission-
based organizational context to create sustainable systems that meet the
needs of diverse stakeholders and honors the culture of the communities
served.

4. Successfully articulate their ideas to a diverse set of constituents and
stakeholders via multiple methods so as to be informative, persuasive
and inspiring.

5. Make significant contributions to the thought leadership, and industry
insight that strengthens and provides service to the field, lifelong
learning, and career development.

6. Develop self-awareness and leadership skills necessary to: a. utilize
creativity and art to articulate a clear vision; b. engage/inspire a diverse
group of colleagues; c. evaluate the immediate and long-term ethical
impacts of one’s actions on stakeholders; d. and influence and promote
progress in a variety of professional roles and contexts.

7. Engage and sustain a strong cross-functional network of professionals.

**ACCREDITATION**

**Accreditation**

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