

GENERAL BUSINESS (GEN BUS)

GEN BUS 106 – FOUNDATIONAL SKILLS FOR BUSINESS ANALYSIS

1 credit.

Build fundamental skills and processes to develop a strong foundation in business analysis utilizing Excel. Learn the fundamentals of data construction, manipulation, summarization, analysis and presentation.

Requisites: None

Repeatable for Credit: No

Last Taught: Fall 2022

GEN BUS 110 – PERSONAL AND PROFESSIONAL FOUNDATIONS IN BUSINESS

1 credit.

An introduction for new business students covering academic exploration and planning, career development, self-assessment for personal development, leadership, and diversity and inclusion.

Requisites: None

Repeatable for Credit: No

Last Taught: Fall 2022

GEN BUS 120 – PERSONAL AND PROFESSIONAL FOUNDATIONS IN BUSINESS

1 credit.

An introduction to academic exploration and planning, career development, self assessment for personal development, leadership, and diversity and inclusion.

Requisites: Sophomore standing and (MATH 211, 217, or 221) and (ECON 101 or 111) and (PSYCH 201, 202, or 281) and satisfied Communications A requirement. Not open to students with credit for GEN BUS 110.

Repeatable for Credit: No

Last Taught: Fall 2020

GEN BUS 198 – DIRECTED STUDY

1 credit.

Directed study and research in business topics.

Requisites: Consent of instructor

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2008

GEN BUS 301 – BUSINESS LAW

3 credits.

History of legal development, contracts, agency, sale of goods, insurance.

Requisites: Junior standing

Repeatable for Credit: No

Last Taught: Fall 2022

GEN BUS 302 – BUSINESS ORGANIZATIONS AND NEGOTIABLE INSTRUMENTS

3 credits.

Commercial paper, real estate and personal property, partnerships, corporations, bankruptcy.

Requisites: Junior standing and GEN BUS 301

Repeatable for Credit: No

Last Taught: Fall 2022

GEN BUS 306 – BUSINESS ANALYTICS I

3 credits.

Development of quantitative intuition through practical applications and use of analysis tools. Specifically, emphasis will be on how to manage, summarize, explore, and visualize databases. The essentials of probability will be introduced and applied to decision problems where there is uncertainty. Emphasis on hypothesis testing and regression analysis and include an introduction to simulation methods. Throughout, attention will be paid to effective communication of data analysis. The use of business cases will connect the course material to both real world settings and recent advances in data analysis, including big data and data mining.

Requisites: (GEN BUS 106 or concurrent enrollment) and (MATH 211, 217, 221 or 275), or member of Business Exchange

Repeatable for Credit: No

Last Taught: Fall 2022

GEN BUS 307 – BUSINESS ANALYTICS II

3 credits.

Emphasis on hands-on experience with many commonly used analytic methodologies using the modeling and optimization tools available on almost every professional desktop. The focus is predictive and prescriptive analytics. Predictive approaches use historical data to infer causal relationships and forecast future outcomes from a given action. Prescriptive methods take this a step further, helping managers formulate decision models that identify optimal actions given a set of circumstances.

Requisites: GEN BUS 106 and 306, or member of Business Exchange program

Repeatable for Credit: No

Last Taught: Fall 2022

GEN BUS 310 – FUNDAMENTALS OF ACCOUNTING AND FINANCE FOR NON-BUSINESS MAJORS

3 credits.

Part of a two course sequence introducing non-business students to basic concepts, practices and analytical methods that are part of the market enterprise system. This course is a basic overview on: accounting, finance, and business law.

Requisites: Sophomore standing or member of Business Exchange program

Course Designation: Breadth - Social Science

Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Fall 2022

GEN BUS 311 – FUNDAMENTALS OF MANAGEMENT AND MARKETING FOR NON-BUSINESS MAJORS

3 credits.

Introduces non-business students to basic concepts and practices in business. This course is a basic overview of: management, marketing, strategy, entrepreneurship, ethics, supply chain and international business.

Requisites: Sophomore standing. Not open to students declared in a School of Business program

Course Designation: Breadth - Social Science

Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Fall 2022

GEN BUS/INTL BUS 320 – INTERCULTURAL COMMUNICATION IN BUSINESS

3 credits.

Develops awareness and knowledge of cultural influences on business. Focuses on various attitudes toward work, time, material possession, business, and the relationship of these attitudes to different social, religious, philosophical, and educational backgrounds of business people from cultures around the world.

Requisites: Sophomore standing or member of Business Exchange program

Repeatable for Credit: No

Last Taught: Fall 2022

GEN BUS 360 – WORKPLACE WRITING AND COMMUNICATION

3 credits.

Develop and practice workplace communication skills: writing, speaking, and listening. A theoretical foundation provides a method of deep audience analysis; apply that analysis when producing a variety of written genres and when preparing content for formal presentations. Research communication and information sources specific to future careers. Strengthen information literacy by developing professional research skills and analyzing sources. Revise written work through a workshop process that requires giving, receiving, and implementing feedback.

Requisites: Satisfied Communications A requirement; no concurrent enrollment with GEN BUS 110 or 120

Course Designation: Gen Ed - Communication Part B

Repeatable for Credit: No

Last Taught: Fall 2022

GEN BUS 365 – CONTEMPORARY TOPICS

1-3 credits.

A course for the exploration of subject areas possibly to be introduced into the business curriculum.

Requisites: Sophomore standing or member of undergraduate Business Exchange program

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Fall 2022

GEN BUS 370 – CASE INTERVIEW ANALYSIS

1 credit.

Provides a fundamental understanding of how to prepare for a case interview, analyze problems based on limited information, consider alternatives to develop a solution and present the solution effectively.

Requisites: None

Repeatable for Credit: No

GEN BUS 399 – READING AND RESEARCH-BUSINESS RESEARCH

1-6 credits.

Individual work suited to the needs of undergraduate students may be arranged with a faculty member.

Requisites: Consent of instructor

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2021

GEN BUS 450 – PROFESSIONAL EXPERIENCE IN BUSINESS

1 credit.

Internship which allows students to augment their business education and gain professional experience in their major through related work experience. Intended for undergraduates in the School of Business. Not available with firms who participate in the ACCT I S 600 internship. See listing on Accounting Dept. website.

Requisites: Consent of instructor

Course Designation: Workplace - Workplace Experience Course

Repeatable for Credit: Yes, for 2 number of completions

Last Taught: Fall 2022

GEN BUS 451 – PROFESSIONAL EXPERIENCE IN BUSINESS-EXTENDED INTERNSHIP

1 credit.

Only allowed for six to eight month internships which will allow students to augment their business education and gain professional experience in their major area. Students receive one credit and will remain a full-time student. Intended for undergraduates in the School of Business

Requisites: Consent of instructor

Course Designation: Workplace - Workplace Experience Course

Repeatable for Credit: No

Last Taught: Spring 2022

GEN BUS 656 – MACHINE LEARNING FOR BUSINESS ANALYTICS

2-3 credits.

An introduction to machine learning techniques in business. The focus is on applications for solving business problems, including hands-on practice in the context of various real-world data sets. It covers machine learning foundations, different methodological approaches, and implementation tools for machine learning for business applications. The methods include both supervised learning techniques (linear regression and classification, non-linear regression, CARTs, random forests, SVMs, artificial neural nets, etc.) as well as unsupervised learning techniques (clustering, principal components, etc.).

Requisites: GEN BUS 307, 704, 705, MATH/STAT 310, or STAT 312

Repeatable for Credit: No

Last Taught: Fall 2022

GEN BUS 700 – MANAGERIAL COMMUNICATION

1-2 credits.

Focuses on strategic aspects of communication goals for managers and practice in skills needed to carry out writing and speaking objectives.

Requisites: Graduate/professional standing or member of Business Exchange program

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2019

GEN BUS/R M I 701 – MANAGING LEGAL RISKS

3 credits.

Legal implications for business managers of selected areas of the law including negligence, contract, intellectual property, officer/director liability, financing the business enterprise, and employment and trade regulation; introduction to the legal process, including alternative dispute resolution systems.

Requisites: Graduate/professional standing or member of Business Exchange program

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2019

GEN BUS 704 – DATA TO DECISIONS

2-3 credits.

Exploration of statistical inference and data analytics tools. Review of relevant foundations of statistics, machine learning and probability theory. Emphasis on applying the resulting concepts to canonical business examples, using both Excel and R.

Requisites: Declared in an MBA program

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2022

GEN BUS 705 – STATISTICS AND PROGRAMMING FOR BUSINESS ANALYTICS

3 credits.

A compact primer in statistics and an introduction to programming as a foundation for data-driven business analyses. The first part covers elementary concepts such as random variables, probability distributions, estimation, and ordinary least-squares regression. In the second part, the course exposes students to Python and R programming, including numerical and statistical packages that are relevant for practical applications in business.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Summer 2022

GEN BUS 710 – ETHICS, INTEGRITY AND SOCIETY

1 credit.

This class is designed to prepare students for dealing with ethical challenges in the world outside academia. Focus is on the role of personal values in all types of decision making, from personal to professional.

Requisites: Declared in an MBA program

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2022

GEN BUS 711 – FINANCIAL MANAGEMENT OF HEALTHCARE ORGANIZATIONS

2-3 credits.

Creates understanding of the critical contemporary accounting and financial management issues impacting healthcare provider organizations. Presents the fundamentals of financial accounting and financial statement analysis of health care organizations. Addresses financial management of healthcare organizations by first adapting a longer-term perspective through capital budgeting and finance. This longer-term strategic perspective is then extended into balanced scorecard reporting for health care organizations where we consider strategic metrics around financial performance, patient and payer satisfaction, internal process improvement, and organizational learning and growth through investment in human capital and technology.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2021

GEN BUS 712 – LEADERSHIP AND INNOVATION IN HEALTHCARE

2-3 credits.

Leading innovations and improvements in healthcare is an essential skill set in today's healthcare marketplace. Applying and synthesizing theories of leadership, innovation, informatics, and business concepts to complex health care systems to improve outcomes will be covered. Current and emerging issues, theories, and case studies will be used to explore attributes of innovative leaders, emerging models of care, models/frameworks of innovation, emergence and disruption, creativity and innovation through evidence. There will be a focus on the role of the leader in the selection and implementation of technology and policy innovations. Primary deliverable is the creation of a business plan for an innovative program or service.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

GEN BUS 713 – ROLE OF BUSINESS IN SOCIETY

2 credits.

Explores and implements the critical thinking, communication, and managerial skills necessary for developing ethical organizations.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2022

GEN BUS 720 – DATA VISUALIZATION FOR BUSINESS ANALYTICS

1-2 credits.

Introduce students to principles of data visualization and provide hands-on experience using data visualization tools and techniques for business applications. Develop proficiency in current visualization software tools, and leverage these tools for data exploration, insight into decision-making, and data presentation. Recommended for students to have general computing skills and familiarity with MS Word, MS Excel and MS PowerPoint; introductory-level exposure to coding in any language; some R experience; basic statistical literacy, equivalent to at least one semester of statistics.

Requisites: Graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Fall 2022**GEN BUS 725 – CONSULTING PRACTICUM**

1 credit.

Solve critical business challenges. Drawing on and integrating the MBA core curriculum, conduct an in-depth analysis and make recommendations on a strategic problem posed by the sponsor company.

Requisites: GEN BUS 704, ACCT I S 700, FINANCE 700, M H R 706, MARKETNG 700, and OTM 700**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2022**GEN BUS 730 – PRESCRIPTIVE MODELING AND OPTIMIZATION FOR BUSINESS ANALYTICS**

2-3 credits.

Introduce students to fundamentals of prescriptive modeling, with principles of a sound decision-making process that can be applied to any situation, including spreadsheet modeling techniques for deterministic and stochastic decision-support, some fundamentals of optimization theory, including solutions to several classic problems in operations research, and gain exposure to optimization tools in R. Class is a blend of tools, techniques, and hands-on learning and will focus on preparing you to be a user of prescriptive models and techniques, some mathematical foundations underlying them to some extent. Recommend general computing skills and familiarity with Excel, introductory-level exposure to coding in any language, some R experience, basic knowledge of probability and statistics and calculus. Some knowledge of linear algebra is helpful but not necessary.

Requisites: Graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Fall 2022**GEN BUS 740 – EXPERIMENTS AND CAUSAL METHODS FOR BUSINESS INSIGHTS**

2-3 credits.

Provides an introduction to experimental and causal methods for driving business insights. Topics include: (1) Review and distinction of correlation vs. causation; (2) design and analysis of randomized-controlled experiments; and (3) identification of "natural experiments" in business data and corresponding empirical strategies.

Requisites: (GEN BUS 704 or 705) and (GEN BUS 720 or concurrent enrollment)**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Fall 2022**GEN BUS 745 – ROBOTIC PROCESS AUTOMATION**

1 credit.

Explore the fundamentals of Robotic Process Automation, including common use cases and popular tools. Provides an opportunity to automate a variety of processes using this technology.

Requisites: Graduate/professional standing or member of graduate Business Exchange program**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**GEN BUS 746 – ADVANCED SQL & DATA WAREHOUSING**

2 credits.

Provides an opportunity to construct advanced SQL statements (including joins, common table expressions, window functions, etc.) and build cloud data warehouses in a variety of software vendor platforms.

Requisites: GEN BUS 760 and 780, or member of graduate Business Exchange program**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**GEN BUS 750 – PROFESSIONAL EXPERIENCE IN BUSINESS**

1 credit.

Internship which allows students to augment their business education and gain professional experience in their major through related work experience.

Requisites: Declared in an MBA program**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** Yes, unlimited number of completions**Last Taught:** Fall 2022

GEN BUS 760 – DATA TECHNOLOGY FOR BUSINESS ANALYTICS

2-3 credits.

Focuses on various technologies needed to perform data analytics. Techniques of extracting structured and unstructured data from databases, applications, or social networks. Transform and combine data with other relevant information and load into targeted systems. How to use programming languages to collect data from the web and leverage libraries for other, more, advanced data analysis.

Requisites: Graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Fall 2022**GEN BUS 765 – CONTEMPORARY TOPICS**

1-4 credits.

Exploration of advanced subject areas possibly to be introduced into the business curriculum.

Requisites: Graduate/professional standing or member of Business Exchange program**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** Yes, unlimited number of completions**Last Taught:** Fall 2022**GEN BUS/ECON/STAT 775 – INTRODUCTION TO BAYESIAN DECISION AND CONTROL I**

3 credits.

Common sampling models in business and economic problems, information from data, likelihood function of parameters, choices of models, Bayes' Theorem, subjective basis for probability, sequential nature of Bayesian inference, prior and posterior distributions of parameters in binomial, poisson, exponential and normal populations, comparison of two normal distributions, predictive distributions, decision theory, utility, risk aversion, extensive form of analysis, two-action problems, point estimation, best population problems, economics of sampling.

Requisites: STAT 609 or STAT/MATH 709**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Fall 2022**GEN BUS 777 – CONSULTING SKILLS BOOTCAMP**

1 credit.

An introduction to consulting tools and models.

Requisites: Graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**GEN BUS 780 – CLOUD TECHNOLOGY FOR BUSINESS ANALYTICS**

1 credit.

Provides an overview of cloud services that support business analytics. Load and analyze data, build and deploy machine learning models, and develop data pipelines through hands-on, in-class activities working in cloud environments.

Requisites: Graduate/professional standing or member of graduate Business Exchange program**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Fall 2022**GEN BUS/ACCT I S/E P D 781 – FINANCIAL AND BUSINESS ACUMEN**

1 credit.

This course is designed with a keen awareness for the needs of the non-financial student or professional. For this class, no previous financial training is required. The intent is to equip you with the essential concepts used to develop financial literacy. Content will cover basic financial terms and reports, analytical tools to help interpret financial data and using financial data in budgets and forecasts.

Requisites: Graduate/professional standing. Not open to students declared in an MBA program**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2020**GEN BUS/E P D/MARKETNG 782 – MARKETING FOR NON-MARKETING PROFESSIONALS**

1 credit.

An overview of marketing's role within an organization, the key elements of a marketing plan, and how the plan is implemented. Students will learn about buyer demographic, psychographic and purchasing decision behavior. A thorough understanding of the customer enables students to develop a coordinated marketing mix (product, price promotion and place) that will satisfy the customer better than the competition and at the required margin. Students will leave the course understanding the degree to which all company functions must be coordinated and focused on the customer. This course will not apply toward fulfilling the MBA degree requirements.

Requisites: Graduate/professional standing or member of Business Exchange program**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2022

GEN BUS/E P D/M H R 783 – LEADING TEAMS

1 credit.

Students will gain the knowledge and skills to continuously enhance their own team performance and productivity as well as the teams they are involved with. They will also be in a much better position to lead teams effectively.

Requisites: Graduate/professional standing or member of Business Exchange program

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2022

GEN BUS/E P D/OTM 784 – PROJECT MANAGEMENT ESSENTIALS

1 credit.

Techniques that will help to plan, execute, and deliver projects with desired scope on time and on budget. Learn to document clear project objectives and goals, accurately estimate project time and costs, schedule and allocate time-critical resources, and establish feedback systems for optimal project control.

Requisites: Graduate/professional standing or member of Business Exchange program

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Summer 2022

GEN BUS/E P D/M H R 785 – EFFECTIVE NEGOTIATION STRATEGIES

1 credit.

Improves students' negotiating skills, doing so by providing a theoretical underpinning that will help them to understand the sources of effective and ineffective approaches to negotiations.

Requisites: Graduate/professional standing or member of Business Exchange program

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Summer 2022

GEN BUS 790 – CAPSTONE CONSULTING PRACTICUM

1-3 credits.

Provides an opportunity to bring together all material learned throughout the program and synthesize it through an applied consulting project. Explore and apply concepts to a future career through: identifying and understanding the business challenge, applying analytic methods to discover insight(s) to answer the business challenge, developing recommendations based on the findings, and communicating those findings and recommendation(s).

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2022

GEN BUS 799 – READING AND RESEARCH-BUSINESS RESEARCH

1-6 credits.

Individual work suited to the needs of graduate students may be arranged both during regular sessions and during the intersession periods.

Requisites: Consent of instructor

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Fall 2022

GEN BUS 806 – PANEL DATA ANALYSIS

3 credits.

Linear fixed and random effects models; estimation and prediction; data exploration, diagnostics and model selection techniques; generalized linear panel data models.

Requisites: STAT 849 and ECON 709

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2022

GEN BUS 840 – CURRENT TOPICS IN BUSINESS ANALYTICS

1-2 credits.

Expose students to emerging and current topics in the industry through applied learning experiences - case studies, industry meetings, and exercises or workshops.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, for 2 number of completions

Last Taught: Spring 2022

GEN BUS 933 – BEGINNING A RESEARCH CAREER IN BUSINESS

1 credit.

Required of incoming students in the Wisconsin School of Business PhD program. Students are often overwhelmed and do not absorb material when offered all at once before they begin their regular courses. This format offers fundamental content about conducting research and academic life that is not specific to a given department in the business school, but will help to frame and motivate other studies. This format gives students more time to absorb the content at a point when they can better see how it applies to them.

Requisites: Declared in Business PHD

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2022

GEN BUS 999 – READING AND RESEARCH-BUSINESS RESEARCH PHD

1-6 credits.

Individual work suited to the needs of Ph.D. students may be arranged.

Requisites: Consent of instructor

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Summer 2001