GENERAL BUSINESS (GEN BUS)

GEN BUS 110 — PERSONAL AND PROFESSIONAL FOUNDATIONS IN BUSINESS
1 credit.

An introductory course for new business students covering the transition to college, academic exploration and planning, career development, self-assessment for personal development, leadership, and diversity and inclusion. Enroll Info: None
Requisites: First year student and member of Business Freshman Direct Admit
Repeatable for Credit: No
Last Taught: Fall 2020

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. Enroll Info: None
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. Enroll Info: None
Requisites: Consent of instructor
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2008

GEN BUS 300 — PROFESSIONAL COMMUNICATION
3-4 credits.

Expository writing relative to written communications used in organizations: letters, factual memoranda, brief reports, technical research reports. Development of skills in oral and graphic communications; committee reports, staff presentations. Enroll Info: None
Requisites: Sophomore standing, not open to graduate students
Repeatable for Credit: No
Last Taught: Spring 2020

GEN BUS 301 — BUSINESS LAW
3 credits.

History of legal development, contracts, agency, sale of goods, insurance. Enroll Info: None
Requisites: Junior standing
Repeatable for Credit: No
Last Taught: Fall 2020

GEN BUS 302 — BUSINESS ORGANIZATIONS AND NEGOTIABLE INSTRUMENTS
3 credits.

Commercial paper, real estate and personal property, partnerships, corporations, bankruptcy. Enroll Info: None
Requisites: Junior standing and GEN BUS 301
Repeatable for Credit: No
Last Taught: Fall 2020

GEN BUS 303 — BUSINESS STATISTICS
3 credits.

Data collection, data structures in a business setting, frequency tables and plots, descriptive statistics, correlation tables and regression formulation, normal and binomial distributions, quality, surveys. Enroll Info: None
Requisites: Sophomore standing and (MATH 211, 217, 221 or 275); 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: Summer 2015

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. Enroll Info: None
Requisites: Sophomore standing and (MATH 211, 217, 221 or 275); or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2020

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 306 or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2020
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. Enroll Info: None
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 2020

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. Enroll Info: None
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 2020

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. Enroll Info: None
Requisites: Sophomore standing or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2020

GEN BUS 360 — WORKPLACE WRITING AND COMMUNICATION
3 credits.
Develop and practice three aspects of successful communication: writing, presenting, 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 presentation. Through a collaborative workshop process, revise your own written work. Enroll Info: None
Requisites: Sophomore standing; Satisfied Communications A requirement; no concurrent enrollment with GEN BUS 110, 120, or 130
Course Designation: Gen Ed - Communication Part B
Repeatable for Credit: No
Last Taught: Fall 2020

GEN BUS 365 — CONTEMPORARY TOPICS
1-3 credits.
A course for the exploration of subject areas possibly to be introduced into the business curriculum. Enroll Info: None
Requisites: Sophomore standing or member of Business Exchange program
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2020

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. Enroll Info: None
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 2012

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. Enroll Info: 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 2020

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. Enroll Info: Intended for undergraduates in the School of Business
Requisites: Consent of instructor
Course Designation: Workplace - Workplace Experience Course
Repeatable for Credit: No
Last Taught: Fall 2020

GEN BUS/ENVIR ST 601 — SYSTEMS THINKING AND SUSTAINABLE BUSINESSES
3 credits.
Introduces students to the concept of systems thinking so as to allow them to use systems to bring about large scale social change, both within the business community and within our societal infrastructure. Enroll Info: None
Requisites: Junior standing and declared in an undergraduate School of Business major or Environmental Studies
Repeatable for Credit: No
Last Taught: Spring 2014
**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.). Enroll Info: None  
**Requisites:** GEN BUS 307, 704, 705, MATH/STAT 310, or STAT 312  
**Repeatable for Credit:** No  
**Last Taught:** Fall 2020

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**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. Enroll Info: None  
**Requisites:** Graduate/professional standing  
**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement  
**Repeatable for Credit:** No  
**Last Taught:** Fall 2020

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**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.  
Enroll Info: None  
**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

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**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. Enroll Info: None  
**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

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**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. Enroll Info: None  
**Requisites:** Declared in an MBA program  
**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement  
**Repeatable for Credit:** No  
**Last Taught:** Fall 2020
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. Enroll Info: None
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. Enroll Info: None
Requisites: Graduate/professional standing
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No

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. Enroll Info: 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 2020

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. Enroll Info: None
Requisites: GEN BUS 704, ACCT 700, FINANCE 700, MHR 706, MARKETING 700, and OTM 700
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No

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. Enroll Info: 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 2020

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. Enroll Info: None
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 2020

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. Enroll Info: None
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 2020
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 2020

GEN BUS 765 — CONTEMPORARY TOPICS
1-4 credits.
Exploration of advanced subject areas possibly to be introduced into the business curriculum. Enroll Info: None
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 2020

GEN BUS 770 — ANALYTICS CONSULTING PRACTICUM
1-4 credits.
Brings together all of the material students have learned throughout the business analytics program and synthesize through an applied consulting project. Provides the opportunity to explore/apply concepts to your future career through: Identifying and understanding the business challenge, applying analytical methods to discover insight(s) to help answer the business challenge, developing recommendations based on the discovered findings, and communicating findings and recommendation(s). Enroll Info: None
Requisites: Graduate/professional standing
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2020

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. Enroll Info: None
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. Enroll Info: None
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 2020

GEN BUS/E P D/M HR 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. Enroll Info: None
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 2020

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. Enroll Info: None
Requisites: STAT 609 or STAT/MATH 709
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2020
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. Enroll Info: None
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 2020

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. Enroll Info: None
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 2020

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. Enroll Info: None
Requisites: Consent of instructor
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2014

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. Enroll Info: None
Requisites: STAT 849 and ECON 709
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2020

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. Enroll Info: None
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 2020

GEN BUS 840 — 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. Enroll Info: None
Requisites: STAT 849 and ECON 709
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2020

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 2019

GEN BUS 975 — PH.D. COMMUNICATION FOR DISSERTATORS
1 credit.

Review of research writing and presentation strategies and practice drafting, editing, and presenting proposal and/or dissertation sections for feedback and revision. Seminar/workshop designed for post-prelim dissertators: focuses on advanced structural and clarity issues, not basic writing/grammar. Enroll Info: Recommended for PhD students who have attained dissertator status.
Requisites: Declared in Business PHD
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2014

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. Enroll Info: None
Requisites: Consent of instructor
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2001