The Master of Business Administration (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!

The School of Business offers the Professional MBA (http://guide.wisc.edu/graduate/business-school-wide/business-general-management-mba/business-general-management-professional-mba/) —a part-time program that allows students to complete an MBA while continuing full-time employment. The professional MBA is a flexible, 50% on-campus, 50% online program, which can be completed in two to five years. Classes meet on campus one weekend per month, and virtually throughout the school year. Students earn badges in business areas important to them and gain strategic insights to help them throughout their career.

Students apply to the Master of Business Administration in Business: General Management through one of the named options:


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 restrictions related to funding.

Students in the Evening MBA program should see the Student Affairs program staff to discuss funding options and availability.

Prospective students to the Executive MBA program should see the program website for funding information (https://business.wisc.edu/graduate/mba/executive/tuition/).

Prospective students to the Professional MBA program should see the program website for funding information (https://business.wisc.edu/graduate/mba/professional/tuition/).

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**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Credit Requirement</td>
<td>44 credits</td>
</tr>
<tr>
<td>Minimum Residence Credit Requirement</td>
<td>22 credits</td>
</tr>
</tbody>
</table>

See Named Options for policy information.

**REQUIREMENTS**

**ADMISSIONS**

**ADMISSIONS**

Students apply to the Master of Business Administration in Business: General Management through one of the named options:

Assessments
No required assessments or examinations beyond course
and
Examinations

Language
No language requirements.

Requirements

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

NAMED OPTIONS
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:


POLICIES
Students should refer to one of the named options for policy information:


LEARNING OUTCOMES

1. Strategic problem solving: Demonstrate the 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.

2. Managing ambiguity: Demonstrate the ability to lead and operate
effectively with uncertainty and conflicting directions in an
   unpredictable situation or environment.

3. Effective communication: Demonstrate skills in presenting ideas and
   reasoning effectively and persuasively in a business setting, through
   both written and oral means. Develop skills in sending and receiving
   information in a logical manner while considering the audience and the
   nature of the information.

4. Transformational leadership: Demonstrate an understanding of
   leadership skills that empower, influence, motivate, and stimulate
   creative problem solutions and innovative ideas.

5. Cultural competence and perspective: Understand the advantages
   of a diverse and inclusive workforce, and demonstrate the cultural
   competencies necessary to manage such a workforce. Exhibit
   openness, awareness, appreciation, and ability to adjust to diversity
   across cultures and markets; seeking experiences to explore
   intercultural and socio-cultural systems.

ACCREDITATION

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


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.