

BUSINESS: GENERAL MANAGEMENT, MBA

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!

EXECUTIVE MBA

The Executive MBA Program (<https://guide.wisc.edu/graduate/business-school-wide/business-general-management-mba/business-general-management-executive-mba/>) 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.

PROFESSIONAL MBA

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.

ADMISSIONS

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

- Business: General Management: Evening, MBA (<http://guide.wisc.edu/graduate/business-school-wide/business-general-management-mba/business-general-management-evening-mba/>)
- Business: General Management: Executive, MBA (<http://guide.wisc.edu/graduate/business-school-wide/business-general-management-mba/business-general-management-executive-mba/>)
- Business: General Management: Professional, MBA (<http://guide.wisc.edu/graduate/business-school-wide/business-general-management-mba/business-general-management-professional-mba/>)

Admissions to the Evening MBA named option have been suspended as of fall 2021. Students currently in the program will be supported and will be able to complete the program; however, no new students will be allowed to enroll. The School of Business now offers a reimagined part-time MBA offering, the Professional MBA, which pairs online learning with in-person classes one weekend a month. Additional information can be found on the Program Website (<https://business.wisc.edu/graduate/mba/>).

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 restrictions related to funding.

PROGRAM RESOURCES

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/>).

REQUIREMENTS

MINIMUM GRADUATE SCHOOL REQUIREMENTS

Review the Graduate School minimum academic progress and degree requirements (<http://guide.wisc.edu/graduate/#policiesandrequirements>), in addition to the program requirements listed below.

MAJOR REQUIREMENTS CURRICULAR REQUIREMENTS

Requirements Detail	
Minimum Credit Requirement	44 credits
Minimum Residence Credit Requirement	22 credits
Minimum Graduate Coursework Requirement	See Named Options for policy information.
Overall Graduate GPA Requirement	3.00 GPA required.
Other Grade Requirements	This program follows the Graduate School's policy: https://policy.wisc.edu/library/UW-1203 (https://policy.wisc.edu/library/UW-1203/).
Assessments and Examinations	No required assessments or examinations beyond course requirements.
Language Requirements	No language 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:

View as listView as grid

- BUSINESS: GENERAL MANAGEMENT: EVENING, MBA ([HTTP://GUIDE.WISC.EDU/GRADUATE/BUSINESS-SCHOOL-WIDE/BUSINESS-GENERAL-MANAGEMENT-MBA/BUSINESS-GENERAL-MANAGEMENT-EVENING-MBA/](http://GUIDE.WISC.EDU/GRADUATE/BUSINESS-SCHOOL-WIDE/BUSINESS-GENERAL-MANAGEMENT-MBA/BUSINESS-GENERAL-MANAGEMENT-EVENING-MBA/))
- BUSINESS: GENERAL MANAGEMENT: EXECUTIVE, MBA ([HTTP://GUIDE.WISC.EDU/GRADUATE/BUSINESS-SCHOOL-WIDE/BUSINESS-GENERAL-MANAGEMENT-MBA/BUSINESS-GENERAL-MANAGEMENT-EXECUTIVE-MBA/](http://GUIDE.WISC.EDU/GRADUATE/BUSINESS-SCHOOL-WIDE/BUSINESS-GENERAL-MANAGEMENT-MBA/BUSINESS-GENERAL-MANAGEMENT-EXECUTIVE-MBA/))
- BUSINESS: GENERAL MANAGEMENT: PROFESSIONAL MBA, MBA ([HTTP://GUIDE.WISC.EDU/GRADUATE/BUSINESS-SCHOOL-WIDE/BUSINESS-GENERAL-MANAGEMENT-MBA/BUSINESS-GENERAL-MANAGEMENT-PROFESSIONAL-MBA/](http://GUIDE.WISC.EDU/GRADUATE/BUSINESS-SCHOOL-WIDE/BUSINESS-GENERAL-MANAGEMENT-MBA/BUSINESS-GENERAL-MANAGEMENT-PROFESSIONAL-MBA/))

POLICIES

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

- Business: General Management: Evening, MBA (<http://guide.wisc.edu/graduate/business-school-wide/business-general-management-mba/business-general-management-evening-mba/>)
- Business: General Management: Executive, MBA (<http://guide.wisc.edu/graduate/business-school-wide/business-general-management-mba/business-general-management-executive-mba/>)
- Business: General Management: Professional, MBA (<http://guide.wisc.edu/graduate/business-school-wide/business-general-management-mba/business-general-management-professional-mba/>)

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. 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. \\n
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

ACCREDITATION

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

Accreditation status: Accredited. Next accreditation review: 2026-2027.