This is a named option in the Business: General Management MBA.
(http://guide.wisc.edu/graduate/business-school-wide/business-general-management-mba/#text)

ADMISSIONS

Graduate admission to the Professional MBA Program follows the guidelines set by the Graduate School for the University of Wisconsin-Madison. The Graduate School at the University of Wisconsin–Madison offers an open, dynamic and respectful learning and working environment for all members of our community.

We are committed to a strong, conscious effort to build diversity across our learning community, so it can reflect the richness of the world around us in race, ethnicity, sexual orientation, economic status, physical limitation, religious beliefs or cultural background.

The Admissions Team conducts a holistic review that considers many factors - including personal and professional achievements.

Admissions Requirements for the Professional MBA Program

- Complete an online application
- One essay
- Current résumé
- One professional recommendation
- Official transcripts
- Graduate Management Admissions Test (GMAT) score or Graduate Record Exam (GRE) score
- Applicants with a JD, MD, PhD or other terminal degree(s) from an accredited US institution, or completed five (5) or more years of work experience and an undergraduate degree cumulative GPA 3.3 or higher may qualify to waive the GMAT or GRE exam.
- Test of English as a Foreign Language (TOEFL) score (for non-native English speakers)
- Copy of H1-B Visa or Permanent Resident Status (international applicants only)

Other Requirements

- A target of two years of full-time professional work experience
- Admissions interview (by invitation of the admissions committee)
- Application fee

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.

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.

NAMED OPTION REQUIREMENTS

MODE OF INSTRUCTION

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

Mode of Instruction Definitions

- **Accelerated**: Accelerated programs are offered at a fast pace that condenses the time to completion. Students are able to complete a program with minimal disruptions to careers and other commitments.
- **Evening/Weekend**: Courses meet on the UW–Madison campus only in evenings and/or on weekends to accommodate typical business schedules. Students have the advantages of face-to-face courses with the flexibility to keep work and other life commitments.
- **Face-to-Face**: Courses typically meet during weekdays on the UW-Madison Campus.
- **Hybrid**: These programs combine face-to-face and online learning formats. Contact the program for more specific information.
- **Online**: These programs are offered 100% online. Some programs may require an on-campus orientation or residency experience, but the courses will be facilitated in an online format.

CURRICULAR REQUIREMENTS

<table>
<thead>
<tr>
<th>Requirements Detail</th>
<th>Minimum Credit Requirement</th>
<th>Minimum Residence Credit Requirement</th>
<th>Minimum Graduate Coursework Requirement</th>
<th>Overall GPA Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Credit Requirement</td>
<td>44 credits</td>
<td>22 credits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimum Residence Credit Requirement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimum Graduate Coursework Requirement</td>
<td>22 credits out of 44 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>).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall GPA Required</td>
<td>3.00 GPA required</td>
<td></td>
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</tbody>
</table>

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.
Assessments: No required assessments or examinations beyond course and examination requirements.

Language: No language requirements.

**REQUIRED COURSES**

The Professional MBA named option requires 8 credits in the Functional Core, 12 credits in the Leadership Core, and 24 credits in the Elective Tracks. Coursework in the Functional and Leadership Cores is completed in the first year in the program; the Elective Tracks coursework is completed in the second and subsequent years.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Functional Core</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FINANCE 700</td>
<td>Introduction to Financial Management</td>
<td>2</td>
</tr>
<tr>
<td>MARKETING 700</td>
<td>Marketing Management</td>
<td>2</td>
</tr>
<tr>
<td>OTM 700</td>
<td>Operations Management</td>
<td>2</td>
</tr>
<tr>
<td>ACCT I S 700</td>
<td>Financial Accounting</td>
<td>2</td>
</tr>
<tr>
<td><strong>Leadership Core</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OTM 732</td>
<td>Economics for Managers</td>
<td>2</td>
</tr>
<tr>
<td>M H R 704</td>
<td>Managing Behavior in Organizations</td>
<td>2</td>
</tr>
<tr>
<td>M H R 628</td>
<td>Negotiations</td>
<td>2</td>
</tr>
<tr>
<td>GEN BUS 704</td>
<td>Data to Decisions</td>
<td>2</td>
</tr>
<tr>
<td>OTM 752</td>
<td>Project Management</td>
<td>2</td>
</tr>
<tr>
<td>M H R 723</td>
<td>Business Strategy</td>
<td>2</td>
</tr>
<tr>
<td><strong>Elective Tracks</strong></td>
<td>24</td>
<td></td>
</tr>
</tbody>
</table>

Students must complete required coursework in four of the below eight Elective Tracks, totaling 6 credits in each track for 24 total credits among the Elective Tracks.

**Corporate**

Study quantitative and theoretical approaches to managing corporate finances, managerial accounting, and mergers and acquisitions.

- ACCT I S 710 | Managerial Accounting
- FINANCE 650 | Mergers and Acquisitions
- FINANCE 725 | Corporation Finance Theory and Practice

**Healthcare**

Gain skills to manage and logistically support medical professionals through coursework in healthcare operations, healthcare economics, and leadership in healthcare.

- GEN BUS 711 | Financial Management of Healthcare Organizations
- GEN BUS 712 | Leadership and Innovation in Healthcare

**Supply Chain**

Develop skills to create market-driven products and services for industry managers. Coursework emphasizes understanding in supply chain analytics, logistics management, and production planning.

- OTM 654 | Production Planning and Control
- OTM 714 | Supply Chain Analytics
- MARKETING/OTM 722 | Logistics Management

**Responsibility**

Learn the challenges of sustainability, responsibility, and ethics in developing practices that impact all stakeholders through coursework in diversity in organizations, corporate social responsibility, and sustainability.

- M H R 617 | Diversity in Organizations
- R M I 650 | Sustainability, Environmental and Social Risk Management
- GEN BUS 713 | Role of Business in Society

**Innovation**

Establish a foundation comprising of essential skills, knowledge, and critical thinking that promote entrepreneurial enterprises and creative thinking through coursework in entrepreneurial management, entrepreneurial finance, and management innovation.

- M H R 722 | Entrepreneurial Management
- M H R 715 | Strategic Management of Innovation
- FINANCE 757 | Entrepreneurial Finance

**Analytics**

Learn how to use data to make complex business decisions and bridge the gap between managers and data scientists. Coursework includes data visualization, machine learning, and databases.

- GEN BUS 656 | Machine Learning for Business Analytics
- GEN BUS 720 | Data Visualization for Business Analytics
- GEN BUS 760 | Data Technology for Business Analytics

**Marketing**

Enhance marketing skills through managing projects and analyzing data to increase effectiveness through courses in strategic pricing, consumer behavior, and digital marketing.

- MARKETING 705 | Consumer Behavior
- MARKETING 730 | Strategic Pricing
- MARKETING 755 | Marketing in a Digital Age

**Global**

Advance skill sets by learning about global issues in the classroom and abroad through coursework and a Global Immersion Experience. Specialized courses include international business, global trip preparation, and a global immersion trip. Note: Additional costs for travel expenses will appear in program fees.
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.

NAMED OPTION-SPECIFIC POLICIES

PRIOR COURSEWORK

Graduate Work from Other Institutions
With program review and approval, students may be allowed to transfer up to 12 credits of graduate coursework or comparable from UW-Madison and other accrediting institutions to satisfy requirements in Functional core, Leadership core, or Elective Tracks. Grade B or better (3.0 on a 4.0 scale) or higher.

UW-Madison Undergraduate
With program review and approval, UW-Madison BBA undergraduate alumni with an accumulative 3.0 GPA and courses with a grade B or above who have graduated in the last five years may apply to waive the Functional core requirement and possibly one (1) elective track, waiving a maximum of 14 credit hours. Students are required to satisfy all other program requirements. Please note that waived credits will not appear on the University's graduate transcript.

With program review and approval, other UW-Madison undergraduate alumni with an accumulative 3.0 GPA and courses with a grade B or above who have graduated in the last five years may be allowed to transfer up to 7 credits numbered 300 or above of required or elective courses from the undergraduate work completed at UW-Madison towards fulfillment of degree requirements.

UW-Madison University Special
With program approval and tuition differential payment (the cost between special student status and graduate tuition), students are allowed up to 12 credits of coursework in elective track options taken as a UW-Madison University Special Student status. If students choose to pursue the Professional MBA program, they will have up to five (5) years to enroll from the completion date of their last elective course to have credits applied.

UW-Madison alumni may take unlimited elective tracks as a special student status. The graduate tuition rate applies. If applying to the Professional MBA program, only two (2) elective tracks will be waived. Students will have up to five (5) years to enroll from the completion date of their last elective course to have credits applied.

PROBATION

The Graduate School regularly reviews the record of students 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.

In many cases, an advisor is assigned to incoming students. An advisor is a staff member from the program department responsible for providing advice and guidance regarding graduate 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.

GRIEVANCES AND APPEALS

These resources may be helpful in addressing your concerns:

- Bias or Hate Reporting (https://doso.students.wisc.edu/bias-or-hate-reporting/)
- Graduate Assistantship Policies and Procedures (https://hr.wisc.edu/policies/gapp/#grievance-procedure)
- Hostile and Intimidating Behavior Policies and Procedures (https://hr.wisc.edu/hib/)
  - Office of the Provost for Faculty and Staff Affairs (https://facstaff.provost.wisc.edu/)
  - Dean of Students Office (https://doso.students.wisc.edu/) (for all students to seek grievance assistance and support)
  - Employee Assistance (http://www.eao.wisc.edu/) (for personal counseling and workplace consultation around communication and conflict involving graduate assistants and other employees, post-doctoral students, faculty and staff)
  - Employee Disability Resource Office (https://employeedisabilities.wisc.edu/) (for qualified employees or applicants with disabilities to have equal employment opportunities)
  - Graduate School (https://grad.wisc.edu/) (for informal advice at any level of review and for official appeals of program/departmental or school/college grievance decisions)
  - Office of Compliance (https://compliance.wisc.edu/) (for class harassment and discrimination, including sexual harassment and sexual violence)
  - Office of Student Conduct and Community Standards (https://conduct.students.wisc.edu/) (for conflicts involving students)
  - Office of Student Conduct and Community Standards (https://conduct.students.wisc.edu/) (for conflicts involving students)
  - Ombuds Office for Faculty and Staff (http://www.ombuds.wisc.edu/) (for employed graduate students and post-docs, as well as faculty and staff)
  - Title IX (https://compliance.wisc.edu/titleix/) (for concerns about discrimination)

Any student who feels that they have been mistreated by a faculty or staff member has the right to lodge a complaint. Complaints may concern course grades, classroom treatment, program admission, or other issues. To ensure a prompt and fair hearing of any complaint and to protect both the student's
The person whom the complaint is directed against must be an employee of the School of Business. Any student or potential student may use these procedures unless other campus rules or contracts cover the complaint:

1. If the student feels comfortable/safe doing so, the student should first talk with the person against whom the grievance is directed. Most issues can be settled at this level. If the complaint is directed against a teaching assistant (TA) and the student is not satisfied after discussion of the grievance with the TA, the next step would be to talk to the TA’s supervisor, who is usually the course professor. If the complaint is still not resolved satisfactorily, the student may continue to step 2.

2. If the complaint involves an academic department, the student should contact the chair of the department. The chair will attempt to resolve the problem informally. If this cannot be done to the student’s satisfaction, the student may submit the grievance to the chair in writing. This must be done within 60 calendar days of the alleged unfair treatment.

3. On receipt of a written complaint, the chair will refer the matter to a departmental committee, which will obtain a written response from the person at whom the complaint is directed. This response shall be shared with the person filing the grievance. The chair will provide a written decision within 30 days to the student on the action taken by the committee.

4. If either party is not satisfied with the decision, they have five working days from receipt of the decision to contact the dean’s office (at the number below), indicating the intention to appeal. If the complaint does not involve an academic department in the school, the student must contact the dean’s office within 60 calendar days of the alleged unfair treatment.

5. In either case, there will be an attempt to resolve the issue informally by the appropriate associate dean. If this cannot be done, the complaint can be filed in writing with the Office of the Dean. This must be done within 10 working days of the time the appealing party was notified that informal resolution was unsuccessful.

6. On receipt of such a written complaint, the Chief Diversity and Inclusion Officer will convene a subcommittee of relevant stakeholders pending the nature of the issue. This subcommittee may ask for additional information from the parties involved and may hold a hearing at which both parties will be asked to speak separately. The subcommittee will then make a written recommendation to the dean of the School of Business who will render a decision. Unless a longer time is negotiated, this written decision shall be made within 20 working days from when the grievance was filed with the Office of the Dean.

Questions about these procedures can be directed to the School of Business, Office of the Dean, 4339 Grainger, 975 University Avenue, 608-262-7867.

State law contains additional provisions regarding discrimination and harassment. Wisconsin Statutes 36.12 reads, in part: “No student may be denied admission to, participation in or the benefits of, or be discriminated against in any service, program, course or facility of the system or its institutions or center because of the student’s race, color, creed, religion, sex, national origin, disability, ancestry, age, sexual orientation, pregnancy, marital status or parental status.” In addition, UW–System prohibits discrimination based on gender identity or gender expression. Students have the right to file discrimination and harassment complaints with the Office of Compliance, 361 Bascom Hall, 608-265-6018, uwcomplianceoffice@wisc.edu.

The Graduate School has procedures for students wishing to appeal a grievance decision at the school/college level. These policies are described in the Graduate School's Academic Policies and Procedures: https://grad.wisc.edu/documents/grievances-and-appeals/