BUSINESS: OPERATIONS AND TECHNOLOGY MANAGEMENT: TECHNOLOGY STRATEGY AND PRODUCT MANAGEMENT, MBA

This is a named option within the Business: Operations and Technology Management, MBA (https://guide.wisc.edu/graduate/operations-information-management/business-operations-technology-management-mba/).

ADMISSIONS

Admission consideration for the MBA program requires a four-year undergraduate degree or the equivalent, in any discipline, from an accredited institution. The School of Business prefers a minimum of two years of professional work experience along with a strong undergraduate performance. In addition to academic credentials, a GMAT or GRE score, and work experience, personal achievements, motivation, communication skills (written and oral), and recommendation letters are all considered in the admission process at the Master’s and doctoral levels.

Note: The Graduate Management Admission Test (GMAT) or Graduate Record Examination (GRE) must have been taken within five years prior to receiving an offer of admission. All applicants whose native language is not English must submit scores from the Test of English as a Foreign Language (TOEFL), the Pearson Test of English (PTE), Intensive English as a Second Language (IELTS), or show the completion of an Interlink program. A minimum iBT TOEFL score of 100 or equivalent, obtained within two years of the intended start term, is required. International applicants who have completed a degree at an institution whose primary language of instruction was English may request a waiver of this requirement on the application.

HOW TO APPLY

Students interested in Business degrees do not apply through the Graduate School application system and should instead refer to the School of Business Admissions page (https://business.wisc.edu/graduate/mba/full-time/admissions/).

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

Learn about costs and financial assistance on the program website (https://business.wisc.edu/graduate/mba/full-time/ tuition/).

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></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

Mode of Instruction Definitions

Accelerated: Accelerated programs are offered at a fast pace that condenses the time to completion. Students typically take enough credits aimed at completing the program in a year or two.

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</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Credit Requirement</td>
<td>53 credits</td>
</tr>
<tr>
<td>Minimum Residence Credit Requirement</td>
<td>47 credits</td>
</tr>
<tr>
<td>Minimum Graduate Coursework Requirement</td>
<td>27 credits, must be graduate-level coursework. Details can be found in the Graduate School's Minimum Graduate Coursework (50%) Requirement Policy: <a href="https://policy.wisc.edu/library/UW-1244">https://policy.wisc.edu/library/UW-1244</a> (<a href="https://policy.wisc.edu/library/UW-1244/">https://policy.wisc.edu/library/UW-1244/</a>)</td>
</tr>
<tr>
<td>Overall Graduate GPA Requirement</td>
<td>3.00 GPA required. This program follows the Graduate School's policy: <a href="https://policy.wisc.edu/library/UW-1203">https://policy.wisc.edu/library/UW-1203</a> (<a href="https://policy.wisc.edu/library/UW-1203/">https://policy.wisc.edu/library/UW-1203/</a>).</td>
</tr>
</tbody>
</table>
Students may be required to retake a course in which they receive a grade lower than a C.

No required assessments or examinations beyond course requirements.

No language requirements.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEN BUS 704</td>
<td>Data to Decisions</td>
<td>2</td>
</tr>
<tr>
<td>GEN BUS 710</td>
<td>Ethics, Integrity and Society</td>
<td>1</td>
</tr>
<tr>
<td>GEN BUS 725</td>
<td>Consulting Practicum</td>
<td>1</td>
</tr>
<tr>
<td>ACCT IS 700</td>
<td>Financial Accounting</td>
<td>2</td>
</tr>
<tr>
<td>FINANCE 700</td>
<td>Introduction to Financial Management</td>
<td>2</td>
</tr>
<tr>
<td>M HR 706</td>
<td>Leading and Working in Teams</td>
<td>1</td>
</tr>
<tr>
<td>M HR 723</td>
<td>Business Strategy</td>
<td>2</td>
</tr>
<tr>
<td>OTM 700</td>
<td>Operations Management</td>
<td>2</td>
</tr>
<tr>
<td>OTM 732</td>
<td>Economics for Managers</td>
<td>2</td>
</tr>
<tr>
<td>M HR 720</td>
<td>Leading Change in Organizations</td>
<td>2</td>
</tr>
<tr>
<td>OTM 701</td>
<td>Product Management</td>
<td>3</td>
</tr>
<tr>
<td>OTM 702</td>
<td>Digital Strategy</td>
<td>2</td>
</tr>
<tr>
<td>OTM 752</td>
<td>Project Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Students also select nine credits from the following

- GEN BUS 656 Machine Learning for Business Analytics
- GEN BUS 713 Role of Business in Society
- GEN BUS 720 Data Visualization for Business Analytics
- GEN BUS 730 Prescriptive Modeling and Optimization for Business Analytics
- GEN BUS 740 Experiments and Causal Methods for Business Insights
- M HR 628 negotiations
- M HR 715 Strategic Management of Innovation
- M HR 722 Entrepreneurial Management
- M HR 738 Weinert Applied Ventures in Entrepreneurship (WAVE)
- MARKETNG 735 Brand Strategy
- MARKETNG 745 Digital Marketing Analytics
- MARKETNG 755 Marketing in a Digital Age
- OTM 751 Service Operations Management
- OTM 760 Managing by Design

Electives 17

Total Credits 53

Any course numbered 700+ offered by the School of Business (including departments: ACCT IS, ACT SCI, FINANCE, GEN BUS, INFO SYS, INTL BUS, M HR, MARKETNG, OTM, REAL EST, or R M I) can be used to complete the required elective credits.

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 and department approval, up to 6 credits of graduate coursework completed two years prior to admission at an AACSB accredited institution, in which a grade of B or better was earned, may count toward the degree.

UW–Madison Undergraduate

No credits from a UW–Madison undergraduate degree are allowed to count toward the degree.

UW–Madison University Special

With program and department approval, students are allowed to count no more than 15 credits of coursework numbered 600 or above taken as a UW–Madison University Special student. Coursework earned five or more years prior to admission to a master’s degree is not allowed to satisfy requirements.

PROBATION

This program follows the Graduate School’s Probation policy. (https://policy.wisc.edu/library/UW-1217/)

ADVISOR / COMMITTEE

Every graduate student is required to have an advisor. An advisor is a faculty member, or sometimes a committee, responsible for providing advice regarding graduate studies.

CREDITS PER TERM ALLOWED

15 credits

TIME LIMITS

This program follows the Graduate School’s Time Limits policy. (https://policy.wisc.edu/library/UW-1221/)

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)
• 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)

Students should contact the department chair or program director with questions about grievances.

OTHER
Students are expected to be enrolled full-time for all semesters. Exceptions may be granted in the final semester.

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.

PEOPLE

For information about the faculty and their research interests, please visit the directory (https://business.wisc.edu/directory/).