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

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Requirements	Detail
Fall Deadline	See program webpage: https://business.wisc.edu/graduate/mba/full-time/admissions (https://business.wisc.edu/graduate/mba/full-time/admissions/)/
Spring Deadline	This program does not admit in the spring.
Summer Deadline	This program does not admit in the summer.
GRE (Graduate Record Examinations)	May be required in certain cases; consult program.
English Proficiency Test	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), or the Intensive English as a Second Language (IELTS). A minimum iBT TOEFL score of 100 or equivalent, computer-based PTE score of 73 or equivalent, or IELTS score of 7.5 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.
Other Test(s) (e.g., GMAT, MCAT)	GMAT may be required in certain cases; consult program.
Letters of Recommendation Required	1*

* Submission of a second letter of recommendation is optional.

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.

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

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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

Face to Face	Evening/ Weekend	Online	Hybrid	Accelerated
Yes	No	No	No	No

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

Requirements	Detail
Minimum Credit Requirement	53 credits
Minimum Residence Credit Requirement	47 credits
Minimum Graduate Coursework Requirement	27 credits must be graduate-level coursework. Refer to the Graduate School: Minimum Graduate Coursework (50%) Requirement policy: https://policy.wisc.edu/library/UW-1244 (https://policy.wisc.edu/library/UW-1244/).
Overall Graduate GPA Requirement	3.00 GPA required. Refer to the Graduate School: Grade Point Average (GPA) Requirement policy: https://policy.wisc.edu/library/UW-1203 (https://policy.wisc.edu/library/UW-1203/).
Other Grade Requirements	Students may be required to retake a course in which they receive a grade lower than a C.
Assessments and Examinations	No required assessments or examinations beyond course requirements.
Language Requirements	No language requirements.

REQUIRED COURSES

Code	Title	Credits
Core Courses		
ACCT I S 700	Financial Accounting	2
GEN BUS 704	Data to Decisions	2
GEN BUS 710	Ethics, Integrity and Society	1
GEN BUS 725	Consulting Practicum	1
FINANCE 700	Introduction to Financial Management	2
MARKETNG 700	Marketing Management	2
M H R 706	Leading and Working in Teams	1
M H R 723	Business Strategy	2
OTM 700	Operations and Supply Chain Management	2
OTM 732	Economics for Managers	2
Specialization Courses		
ACCT I S 710	Managerial Accounting	2
M H R 720	Leading Change in Organizations	2
OTM 701	Product Management	3
OTM 702	Digital Strategy	2
OTM 714	Supply Chain Analytics	2
or MARKETNG 815	Marketing Analytics	
OTM 752	Project Management	3
OTM 777	Technology Strategy and Product Management Applied Learning [1]	2

Students also select nine credits from the following		9
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	
MARKETNG 710	Marketing Research	
MARKETNG 715	Social Creative Marketing	
MARKETNG 735	Brand Strategy	
MARKETNG 745	Digital Marketing Analytics	
MARKETNG 755	Marketing in a Digital Age	
MARKETNG 760	Growth Marketing Strategies	
MARKETNG 765	Contemporary Topics (Technology Product Marketing)	
M H R 628	Negotiations	
M H R 715	Strategic Management of Innovation	
M H R 722	Entrepreneurial Management	
M H R 728	Bargaining, Negotiating and Dispute Settlement for Managers	
M H R 738	Weinert Applied Ventures in Entrepreneurship (WAVE)	
M H R 741	Technology Entrepreneurship	
OTM 751	Service Operations Management	
OTM 760	Managing by Design	
Electives [2]		**11**
Total Credits		**53**

[1]   Students must take this course twice for one credit.

[2]   Any course numbered 700 or above offered by the School of Business (including departments: ACCT IS (http://guide.wisc.edu/courses/acct_i_s/), ACT SCI (http://guide.wisc.edu/courses/act_sci/), FINANCE (http://guide.wisc.edu/courses/finance/), GEN BUS (http://guide.wisc.edu/courses/gen_bus/), INFO SYS (http://guide.wisc.edu/courses/info_sys/), INTL BUS (http://guide.wisc.edu/courses/intl_bus/), M H R (http://guide.wisc.edu/courses/m_h_r/), MARKETING (http://guide.wisc.edu/courses/marketng/), OTM (http://guide.wisc.edu/courses/otm/) , REAL EST (http://guide.wisc.edu/courses/real_est/), or R M I (http://guide.wisc.edu/courses/r_m_i/)) can be used to complete the required elective credits.

POLICIES

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 Credits Earned at Other Institutions

With program and department approval, students may transfer 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.

Undergraduate Credits Earned at Other Institutions or UW–Madison

No credits from a UW–Madison or other institution undergraduate degree are allowed to transfer toward the degree.

Credits Earned as a Professional Student at UW–Madison (Law, Medicine, Pharmacy, and Veterinary careers)

Refer to the Graduate School: Transfer Credits for Prior Coursework (https://policy.wisc.edu/library/UW-1216/) policy.

Credits Earned as a University Special Student at UW–Madison

No credits earned as a University Special Student at UW–Madison are allowed to transfer toward the degree.

PROBATION

Refer to the Graduate School: Probation (https://policy.wisc.edu/library/UW-1217/) policy.

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

Refer to the Graduate School: Time Limits (https://policy.wisc.edu/library/UW-1221/) policy.

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/)
- 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 Student Assistance and Support (OSAS) (https://osas.wisc.edu/) (for all students to seek grievance assistance and support)
- 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

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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

PEOPLE

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