

Master of
BUSINESS ADMINISTRATION

Graduate Admissions Office 262.243.4248 | CUW.EDU/MBA

MBA CORE

All five core courses/15 credits are required

MBA 519	Ethical Leadership for Dynamic Organizations
MBA 534	Mastering Analytics and Decision-Making (Prerequisite: MBA 519)
MBA 544	People-Focused Management (Prerequisite: MBA 519)
MBA 562	Financial Analyses to Drive Business Growth (Prerequisite: MBA 534)
MBA 500	Managerial Economics and Econometrics (Prerequisite: MBA 534)

MBA CONCENTRATIONS

Complete four courses/12 credits in one area

Management

Any course offered by the MBA program can be taken to fulfill the management concentration

Accounting

MBA 576 Fraud Management
Select 9 additional credits from all available Master of Science in accounting courses

Communications & Public Relations

MBA 502	Publicity and Public Relations
MBA 511	Social Media Marketing Strategies
MMC 520	Managerial Communication
MMC 540	Public Speaking: Professional Reports & Pres.

Digital Communications & Multimedia (STEM)

DH 500	Digital Humanities by Design
DH 510	Textual Criticism & Rhetoric
DH 530	Geospatial Humanities
DH 520	Creating and Using Digital Tools
DH 590	Special Topics in Digital Humanities
DH 600	Digital Humanities Practicum

Finance

MBA 530	Corporate Finance
MIB 540	International Finance
MBA 621	Financial Institution Management
MBA 625	Securities Analysis
MBA 626	Portfolio Mathematics

Healthcare Administration

MPA 568	Public HR Administration
MBA 620	Economics/Public Policy of HC
MBA 624	Health, Life, Business Social Ins.
MBA 685	Special Topics: Long Term Health-Care, Ambulatory Care, Managed Care

PROGRAM OVERVIEW

Core	15 Credits
Concentration Electives	12 Credits
Experiential Learning	6 Credits
Capstone	3 Credits
Program Prerequisites	0-6 Credits
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TOTAL	36 Credits

Human Resource Management

MBA 568	Public Human Resource Administration
MBA 576	Fraud Management
MBA 600	Compensation and Benefits
MBA 605	Alternative Dispute Resolution

Innovation & Entrepreneurship

MBA 511	Social Media Marketing Strategies
MBA 578	Marketing Research and Intelligence
MBA 579	Strategic Innovation
MBA 686	Sustainability & Social Entrepreneurship
MBA 687	Intellectual Property & Regulatory Issues
MBA 688	New Venture Formation & Business Dev.

Leadership

MSL 505	Theories, Strategies, & Visioning Leadership
MSL 510	Self Leadership
MSL 540	Leading Change
MSL 550	Leading Teams

Management Info. Systems (STEM)

MBA 518	Artificial Intelligence in Business
MBA 520	Management Information Systems
MBA 522	Data Communications & Network Security
MBA 524	Systems Analysis and Design
MBA 526	Decision Support Systems

Nonprofit Management & Public Administration

MBA 502	Publicity and Public Relations
MBA 512	Nonprofit Fundraising and Grant Writing
MPA 568	Public HR Administration
MBA 576	Fraud Management
MBA 686	Sustainability & Social Entrepreneurship
MBA 688	New Venture Formation & Business Dev.

Research for Business Applications (STEM)

These 12 credits may be applied toward the DBA requirements

DBA 9010	Introduction to Scholarship
DBA 9115	Statistics for Research
DBA 9210	Quantitative Research Design
DBA 9215	Qualitative Research Design

Sport & Entertainment Business

MBA 511	Social Media Marketing Strategies
MBA 641	Global Perspectives of Sport & Entertainment Mgmt.
MBA 642	Contemp. Principles of Hospitality & Event Mgmt.
MBA 644	Integrated Marketing & Brand Activation
MBA 645	Sponsorship, Sales & Fundraising Strategy

Strategic Marketing

MBA 502	Publicity and Public Relations
MBA 511	Social Media Marketing Strategies
MBA 550	Strategic Marketing
MBA 554	Advertising Management
MBA 578	Marketing Research and Intelligence
MBA 644	Integrated Marketing & Brand Activation
MBA 645	Sponsorship, Sales & Fundraising Strategies

Sustainability Management & Analytics (STEM)

MIB 530	Global Productions/Operations
MBA 543	Lean Systems and Analysis
MBA 569	Management Science and Analytics
MBA 579	Strategic Innovation
MBA 686	Sustainability & Social Entrepreneurship

EXPERIENTIAL LEARNING

To fulfill the two Experiential Learning requirements (6 credits), you can take any of the following courses below.

MBA 527	Project Management
MBA 542	Six Sigma Process & Application
MBA 545	Internship
MIB 570	Study Abroad
MBA 587	Industry Leaders Seminar
MBA 581	Business Coaching
MBA 589	Service Learning
MBA 627	Corporate Risk Management Theory & Application - ARM 54 Certificate

CAPSTONE

MBA 590	Strategic Management
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GRADUATE CERTIFICATES

Students may earn a 12 credit graduate certificate by completing 4 courses in a concentration area, or 4 courses in the core for a graduate certificate in Business Administration.

COMBINED MBA & DBA

Students who chose to pursue advanced degrees in business may work towards an MBA and DBA simultaneously. Those students must select the MBA with a concentration in Research for Business Applications. The 12 credits of MBA concentration will be counted towards the DBA requirements, leaving an additional 48 credits to complete the DBA.

INTERESTED IN ADDING A SECOND MASTERS DEGREE?

Add an MSA, MSL, or MSBA for as little as 15 more credits!

Contact your MBA Advisor for details