

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 & Organizational Dynamics
- MBA 534 Marketing Analysis and Decision-Making (Prerequisite: MBA 519)
- MBA 544 People-First Management (Prerequisite: MBA 519)
- MBA 562 Financial Analysis & Business Growth (Prerequisite: MBA 519)
- MBA 500 Managerial Economics and Economic (Prerequisite: MBA 534)

PROGRAM OVERVIEW

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

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 course

Communications & Public Relations

- MBA 502 Public and Public Relations
- MBA 511 Social Media Marketing Strategy
- MMC 520 Managerial Communications
- MMC 540 Public Speaking: Professional Rhetoric & Presentation

Digital Communications & Media (STEM)

- DH 500 Digital Humanities & Design
- DH 510 Technical Criticism & Rhetoric
- DH 530 Geographical Humanities
- DH 520 Creating and Using Digital Text
- DH 590 Special Topics in Digital Humanities
- DH 600 Digital Humanities Practicum

Finance

- MBA 530 Corporate Finance
- MIB 540 International Finance
- MBA 621 Financial Institutions Management
- MBA 625 Securities Analysis
- MBA 626 Portfolio Management

Healthcare Administration

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

Human Resource Management

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

Law & Entrepreneurship

- MBA 511 Social Media Marketing Strategy
- 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 Team

Management Information 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

Non-Profit Management & Public Administration

- MBA 502 Public 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 Based Academics (STEM)

These 12 credits may be applied toward the DBA requirements

- DBA 9010 Instructional Scholarship
- DBA 9115 Scientific Research
- DBA 9210 Quantitative Research Design
- DBA 9215 Qualitative Research Design

Strategic Business

- MBA 511 Social Media Marketing Strategy
- MBA 641 Global Perspective of Strategy & Entrepreneurial Mgmt.
- MBA 642 Competitive Advantage of High Quality & Efficient Mgmt.
- MBA 644 Integrated Marketing & Brand Activation
- MBA 645 Strategy, Sales & Fundraising Strategy

Strategic Marketing

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

Sustainability Management & Analytics (STEM)

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

EXPERIENTIAL LEARNING

