

BUSINESS: GENERAL MANAGEMENT: PROFESSIONAL, MBA

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

ADMISSIONS

ADMISSIONS

Requirements	Detail
Fall Deadline	See program webpage: https://business.wisc.edu/graduate/mba/professional/admissions (https://business.wisc.edu/graduate/mba/professional/admissions/)
Spring Deadline	See program webpage: https://business.wisc.edu/graduate/mba/professional/admissions (https://business.wisc.edu/graduate/mba/professional/admissions/)
Summer Deadline	This program does not admit in the summer.
GRE (Graduate Record Examinations)	Not required but may be considered if available.
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)	Not required, however GMAT or Executive Assessment may be considered.
Letters of Recommendation Required	1*

* Submission of a second letter of recommendation is optional.

Graduate admission to the Business: General Management: 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

Students must complete an online application and include the following materials:

- Essay
- Current résumé
- One professional recommendation
- Unofficial transcripts
- Standardized test scores may be an optional part of the application. Consider the information below before choosing to waive a test score; submit a GMAT, GRE, or Executive Assessment score (for domestic students).
- If you have two or more years of professional work experience, a GMAT or GRE score is optional. You will not be disadvantaged in the admission review process if you do not submit a test score. You may still choose to submit a test score if you feel it will strengthen your application.
- If you have five-plus years of professional work experience, a third standardized test called the Executive Assessment is an option. The Executive Assessment is specifically designed to evaluate the business school readiness of seasoned professionals. The assessment focuses on skills that are critical both at work and in the classroom: higher-order reasoning, critical thinking, analysis, and problem-solving. Learn more about the Executive Assessment by visiting gmac.com/ea (<http://gmac.com/ea/>).
- If you have below a 3.0 GPA or equivalent, you are strongly encouraged to provide a test assessment to show the admissions committee you have the academic ability to handle the rigors of the MBA program.
- English Proficiency test 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

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 Ad (<https://business.wisc.edu/graduate/mba/professional/admissions/>) [missions page](#).

FUNDING

FUNDING

GRADUATE SCHOOL RESOURCES

[The Bursar's Office provides information about tuition and fees associated with being a graduate student. Resources to help you afford graduate study might include assistantships, fellowships, traineeships, and financial aid. Further funding information is available from the Graduate School.](#)

Be sure to check with your program for individual policies and restrictions related to funding.

PROGRAM INFORMATION

Students enrolled in this program are not eligible to receive tuition remission from graduate assistantship appointments at this institution.

While tuition remission is not available, students are eligible to receive a stipend and health insurance should they accept a graduate assistantship appointment.

REQUIREMENTS

MINIMUM GRADUATE SCHOOL REQUIREMENTS

Review the Graduate School minimum degree requirements (<https://guide.wisc.edu/graduate/#requirements>) and policies (<https://guide.wisc.edu/graduate/#policies>), in addition to the program requirements listed below.

NAMED OPTION REQUIREMENTS MODE OF INSTRUCTION

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

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

Requirement Detail

Minimum Credit Requirement 44 credits

Minimum Residence Credit Requirement 22 credits

Minimum Graduate Coursework Requirement 22 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 3.00 GPA required.
Graduate GPA Requirement 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 n/a

Assessments and Examinations No required assessments or examinations beyond course requirements.

Language Requirements No language requirements.

REQUIRED COURSES

The Business: General Management: Professional MBA named option requires:

- 8 credits in the Functional Core,
- 12 credits in the Leadership Core, and
- 24 credits in the Elective Pathways.

Coursework in the Functional and Leadership Cores is completed in the first year in the program; the Elective Pathways coursework is completed in the second and subsequent years.

Code	Title	Credits
Functional Core		
The Functional Core courses represent the essential business competency areas in finance, marketing, operations, and accounting. Each listed course is required totaling 8 credits in the Functional Core.		
ACCT IS 700	Financial Accounting	2
FINANCE 700	Introduction to Financial Management	2
MARKETNG 700	Marketing Management	2
OTM 700	Operations and Supply Chain Management	2

Leadership Core

The Leadership Core courses focus on key concepts and skills through strategic thinking, team building, managing projects, economics, analytics, and negotiations. Each listed course is required totaling 12 credits in the Leadership Core.

GEN BUS 704	Data to Decisions	2
GEN BUS 732	Economics for Managers	2
M H R 628	Negotiations	2
M H R 704	Managing Behavior in Organizations	2
M H R 723	Business Strategy	2
OTM 752	Project Management	2

Elective Pathways

Students must complete required coursework in four of the below Elective Pathways, totaling 6 credits in each pathway for 24 total credits among the Elective Pathways. These pathways are internal to the program and represent different curricular paths a student can follow to earn this degree. Pathway names do not appear in the admissions application, and they will not appear on the transcript.

Financial Insight

Skills to manage an organization's internal finances and budgeting, including course work in capital allocation, managerial accounting and risk management.

ACCT I S 710	Managerial Accounting
FINANCE 725	Corporation Finance Theory and Practice
R M I 710	Risk Management

Business Sustainability

Effective strategies for managing diversity in organizations, frameworks for incorporating sustainability and risk management into business decision making, and business practices to lead ethical organizations.

GEN BUS 713	Role of Business in Society
M H R 617	Diversity in Organizations
M H R 710	Challenges & Solutions in Business Sustainability

Strategic Innovation

Effective strategies for managing innovation and change as well as tools/frameworks for encouraging innovation such as design thinking and agile methodologies.

M H R 715	Strategic Management of Innovation
OTM 701	Product Management
OTM 760	Managing by Design

Business Analytics

Skills for making data-driven decisions, including database management, data visualization and communication, and distinguishing correlation from causation.

GEN BUS 720	Data Visualization for Business Analytics
GEN BUS 740	Experiments and Causal Methods for Business Insights
GEN BUS 760	Data Technology for Business Analytics

Customer Insight

Fundamentals of modern marketing, including methods for understanding the consumer, conducting market research, and marketing in digital environments.

MARKETNG 705	Consumer Behavior
MARKETNG 710	Marketing Research
MARKETNG 755	Marketing in a Digital Age

Global Business

Develop a global business mindset by embarking on an immersive global trip and learning about international management strategies.

INTL BUS 766	Global Business Management
INTL BUS 767	Global Learning Experience
OTM 737	Global Supply Chain

Strategic Growth

Provides a strategic overview of the growth opportunities available to modern firms and how to chart a company's growth successfully.

M H R 724	Growth Strategies: Multi Business and Global Arenas
MARKETNG 760	Growth Marketing Strategies
OTM 702	Digital Strategy

Real Estate

Gain Real Estate fundamentals with courses covering the development process, property analysis and commercial investment. This will provide an understanding of the built world we live in.

REAL EST 701	The Real Estate Process
REAL EST 702	Commercial Property Analysis
REAL EST 703	Real Estate Investment Analysis

Consulting

Emphasizes internal consulting and focuses on applied problem-solving and experiential learning.

GEN BUS 790	Consulting Project Capstone
M H R 720	Leading Change in Organizations
M H R 765	Contemporary Topics (Management Consulting)

Total Credits

44

Students in this program may not take courses outside the prescribed curriculum without faculty advisor and program director approval. Students in this program cannot enroll concurrently in other undergraduate or graduate degree programs.

POLICIES

GRADUATE SCHOOL POLICIES

The Graduate School's Academic Policies and Procedures (<https://grad.wisc.edu/acadpolicy/>) serve as the official document of record for Graduate School academic and administrative policies and procedures and are updated continuously. Note some policies redirect to entries in the official UW-Madison Policy Library (<https://policy.wisc.edu/>). Programs may set more stringent policies than the Graduate School. 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 review and approval, students may be allowed to transfer up to 12 credits of graduate coursework up to seven years from the course completion date. Grade B or better (3.0 on a 4.0 scale) or higher is required.

Undergraduate Credits Earned at Other Institutions or UW-Madison

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 taken courses in the last seven years may apply to transfer the Functional core requirements and possibly one (1) elective pathway, transferring a maximum of 14 credit hours. Students are required to satisfy all other program requirements.

With program review and approval, up to 6 credits from another institution or courses numbered 300 or above completed at UW-Madison in which a B or better was earned may transfer towards fulfillment of required or elective courses and the minimum degree credit requirement. Transfer credits from other institutions must be equivalent to the rigor of UW-Madison courses numbered 300 and above. This work is not allowed to count toward the 50% graduate coursework minimum unless numbered

700 or above. Coursework earned seven or more years prior to admission to a master's degree is not allowed to satisfy requirements.

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

Students are allowed to transfer up to 12 credits of coursework in elective pathway 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 pathways as a Special student status. The graduate tuition rate applies. If applying to the Professional MBA program, only two (2) elective pathways can be transferred. Students will have up to five (5) years to enroll from the completion date of their last elective course to have credits applied.

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. 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 credit maximum. Refer to the Graduate School: Maximum Credit Loads and Overload Requests (<https://policy.wisc.edu/library/UW-1228/>) policy.

TIME LIMITS

This program is to be completed in 5 years from matriculation date. It does not follow the Graduate School's time limit standard.

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://employeeabilities.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)

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 rights and the person at whom the complaint is addressed, the grievance procedures below are used in the School of Business.

The person against whom the complaint is directed 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.
 - a. If the complaint does not involve an academic department, the procedure outlined in Step 4 below should be followed.
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 Engagement, Culture, and Organizational Effectiveness 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, the 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/>

OTHER

n/a

PROFESSIONAL DEVELOPMENT

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.