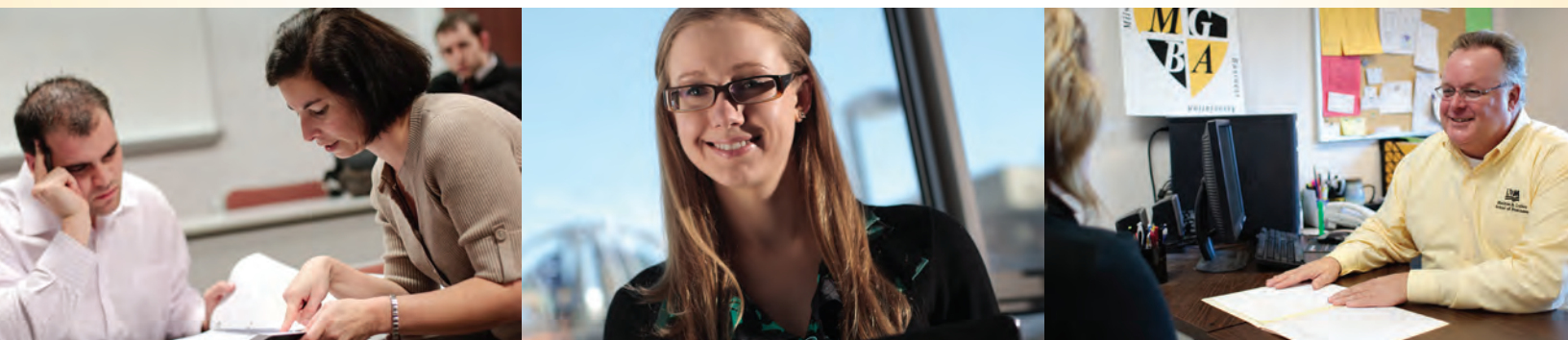


Lubar School of Business

# Graduate Programs



MBA • MS-Management • Specialized Degrees & Certificates





## Dean's Message

Welcome to the Lubar School of Business. I think you'll be impressed by the outstanding experience that awaits you in our graduate programs!

Our focus is on your success. With a full array of MBA, MS, and other specialized options, you have the opportunity to define your degree to achieve your career goals. Lubar School faculty—highly regarded for their teaching and research excellence—lead you through a rigorous curriculum in a learning environment that allows for individual attention. And our professional staff, from our recruiters to degree advisors to career professionals, are here to help you along the way at every stage of the process.

I invite you to join a premier business school within a growing research university—the Lubar School of Business!

*Timothy L. Smunt, Dean*

## Degrees to Achieve Your Goals

### AT THE LUBAR SCHOOL, YOU'LL LEARN...

#### ... from faculty who are at the forefront of knowledge creation.

Lubar faculty are committed to providing high quality management education—and dedicated to you, the student. Lubar faculty couple significant research records and extensive industry experience, providing students with relevant applications to business and cutting-edge business knowledge. Our professors rank among the top business schools in the world for research excellence—bringing important new ideas to both industry and the classroom. That will help you stand out.

#### ... alongside students who will challenge you and enrich your graduate experience.

Your graduate experience is about creating new value in your career. At the Lubar School, you'll be sharing that experience with like-minded professionals who help to energize the classroom. Most of your fellow students will be working professionals whose diversity and experience enhance the Lubar learning environment and become a network of contacts you'll count on throughout your career.

**...within a rich, metropolitan business environment.** Located just minutes from the headquarters of many world-class companies, the Lubar School's close proximity to downtown Milwaukee enhances the value of your education. With frequent executive guest speakers, applied project work, and exciting prospects for internships and career placement, the School's strong connection with the business community translates to opportunity for our students.

### DESIGNED FOR YOU

**Focused curriculum**—choose a degree or concentration that correlates to your professional goals.

**Flexibility**—convenient part-time scheduling or complete the program full-time in as little as 16 months.

**Personal**—faculty and staff who are dedicated to supporting you and your goals throughout the program.

**Convenient**—choose your location: our eastside Milwaukee campus or our MBA program in Waukesha.

**Connected**—faculty, students, and programs that integrate with the metropolitan business community.

**Accredited**—to make sure you get a degree that meets the highest academic standards.



### AACSB ACCREDITED—THE HALLMARK OF EXCELLENCE

The Lubar School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB)—the hallmark of excellence in business education. Less than 5% of business schools worldwide meet the rigorous standards of AACSB accreditation, which ensures that the Lubar School is training our students with high-quality faculty, a dynamic curriculum, and the most current research.



## The University of Wisconsin-Milwaukee

The University of Wisconsin-Milwaukee (UWM) is Wisconsin's premier urban university, a research institution offering 155 quality degree programs at the bachelors, masters, and doctoral levels. Through its fourteen schools and colleges, UWM serves the educational needs of over 29,000 students, including 4,900 graduate students and over 800 students from around the world. Located in the heart of Wisconsin's largest business, cultural and recreational center, UWM is situated in a beautiful neighborhood just a few minutes from the downtown area.



## The City of Milwaukee

The City of Milwaukee is the 22<sup>nd</sup> largest city in the country, and is located on Lake Michigan's western shore. Home to the world's largest musical festival Summerfest, Milwaukee is known for its cultural and recreational activities available year round. From the Milwaukee Art Museum's expansion by world-renowned Santiago Calatrava to Miller Park, a state-of-the-art ballpark, there is something for everyone to enjoy. As the largest city in Wisconsin, nearly two-thirds of all jobs in the state are found in the Milwaukee area, fostering a strong relationship between the Lubar School and Wisconsin industries.

# Master of Business Administration

Our Master of Business Administration (MBA) degree allows each student the flexibility to specialize in an area of their choice. The core curriculum combines a solid business foundation based on traditional theories with current models and applications in business and technology.

## MBA CORE REQUIREMENTS (24-27 credits)\*

The core curriculum integrates strategic, analytical, and behavioral dimensions of management decision-making.

- Bus Mgmt 704 Accounting Analysis and Control (3 credits)
- Bus Mgmt 705 Corporate Finance (3 credits)
- Bus Mgmt 706 Managing in a Dynamic Environment (3 credits)
- Bus Mgmt 707 Information Technology for Competitive Advantage (3 credits)
- Bus Mgmt 708 Marketing Strategy: Concepts and Practice (3 credits)
- Bus Mgmt 709 Data Analysis for Management Applications (3 credits)
- Bus Mgmt 710 Economic Analysis for Managers (3 credits)
- Bus Mgmt 711 Competitive Operations Strategy (3 credits)
- Bus Mgmt 712 Strategic Management (3 credits)

*\*Students with a Bachelor of Business Administration (BBA) degree and major in Accounting, Finance, Management, Management Information Systems, Marketing or Production/Operations management will be waived from the corresponding MBA Core course. BBA graduates with a double major will be waived from both MBA courses, but must substitute three elective credits (one course) to maintain the minimum 36 degree credit requirement.*

## MBA ELECTIVES (12 credits)

Students in the MBA Program have three options for completion of elective credits. They may choose one of the four Career Focused Concentrations or complete one of the thirteen established elective tracks. Students also may customize an elective track by completing four MBA elective courses which best meet their needs.

**Total Degree Credits Required: 36-39 without a concentration or 39-42 with a concentration.**

## MBA FOUNDATION COURSES

MBA foundation coursework consists of four courses.

- Bus Adm 700 Building Business Interfacing Skills (2 credits)
- Bus Adm 701 Business Mathematics (2 credits)
- Bus Adm 702 Business Statistics (2 credits)
- Bus Adm 703 Financial Accounting (3 credits)

2 Bus Adm 700, Bus Adm 701, and Bus Adm 703 will be waived based upon completion of equivalent coursework with a C- or higher grade. Bus Adm 702 will be waived based upon completion of equivalent coursework with a B or higher grade within five years of admission. Students may be waived from Bus Adm 702 by earning a passing score on the Bus Adm 702 equivalency exam. Foundation courses do not apply as credit for the degree.



"I invested my time in the Lubar MBA because of the high quality, thought provoking faculty and the school's strong reputation in the business community."

Michael Wolaver  
MBA, 2002  
Owner,  
Magellen Promotions

## MBA Career Focused Concentrations

MBA students that choose one of the four career focused concentrations will be required to complete fifteen elective credits.

### HEALTH CARE MANAGEMENT

#### Required courses (12 credits)

- Bus Mgmt 720 Strategic Management in Health Care Organizations
- Bus Mgmt 727 Health Care Accounting, Law, and Ethics
- Bus Adm 755 Health Care Administration and Delivery Systems
- Bus Adm 757 Managed Care and Integrated Health Networks

#### Elective courses (3 credits from the following)

- Bus Mgmt 715 Leadership, Teambuilding, & Effective Management
- Bus Adm 738 Human Resource Management
- Bus Adm 759 Seminar in Health Care Management Effective Management

#### Substitutions in the MBA Core

Health Care Management Career Focused Concentration students are required to complete the Bus Mgmt 720 in lieu of Bus Mgmt 712 as the capstone course for the MBA program; an additional 3 elective credits will replace Bus Mgmt 712.

*Students may elect to substitute Bus Adm 766 Marketing for Nonprofit Organizations for Bus Mgmt 708 Marketing Strategy: Concepts and Practice (MBA core course).*

### GLOBAL MANAGEMENT

#### Choose five of the following courses (15 credits)

- Bus Mgmt 723 Managing and Negotiating Across Cultures
- Bus Mgmt 726 Study Abroad: Business Topics

- Bus Adm 774 Global Financial Management
- Bus Adm 800 Managing Global Organizations
- Bus Adm 806 International Marketing
- Bus Adm 807 Seminar in International Business: *(selected topics)*
- Bus Adm 809 International Business Strategy

### MANAGING CHANGE

#### Required courses (9 credits)

- Bus Mgmt 715 Leadership, Teambuilding & Effective Management
- Bus Mgmt 728 Training and Development
- Bus Adm 733 Organizational Development

#### Elective courses (6 credits from the following)

- Bus Adm 441 Diversity in Organizations
- Bus Mgmt 723 Managing and Negotiating Across Cultures
- Bus Adm 734 Managing Technological Innovation
- Bus Adm 736 Seminar in Managing Change: *(selected topics)*
- Bus Adm 737 Managerial Decisions and Negotiations
- Bus Adm 738 Human Resource Management

### SUPPLY CHAIN MANAGEMENT

#### Complete the following five courses (15 credits)

- Bus Adm 781 Enterprise Resource Planning and Control
- Bus Adm 782 Supply Chain Technology and Simulation
- Bus Adm 783 Supply Chain Management
- Bus Adm 785 Management and Innovative Management
- Bus Adm 786 Business Logistics Management



## MBA Elective Tracks

MBA students choosing an elective track are required to complete twelve elective credits. Students may also customize an elective track to meet their professional or personal needs.

### COST MANAGEMENT AND ERP

#### Required courses (12 credits)

- Bus Adm 725 Strategic Cost Management I
- Bus Adm 726 Strategic Cost Management II
- Bus Adm 781 Enterprise Resource Planning and Control
- Bus Adm 783 Supply Chain Management

### EBUSINESS

#### Choose four of the following courses (12 credits)

- Bus Adm 747 Service-Oriented Analysis and Design
- Bus Adm 783 Supply Chain Management
- Bus Adm 810 Development of Web-Based Solutions
- Bus Adm 817 Infrastructure for Information Systems
- Bus Adm 894 Internet Marketing
- Bus Adm 895 Strategic Marketing Issues in eBusiness

### ENTREPRENEURSHIP

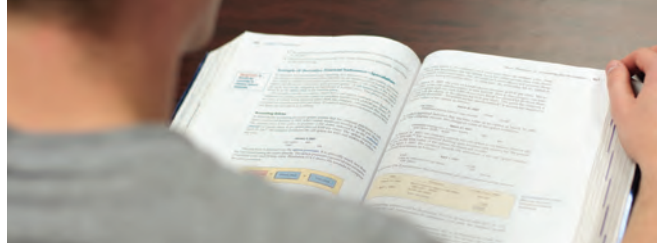
#### Choose four of the following courses (12 credits)

- Bus Mgmt 713 Entrepreneurship: Venture Creation and Management
- Bus Mgmt 715 Leadership, Teambuilding, & Effective Management
- Bus Adm 737 Managerial Decisions and Negotiation
- Bus Adm 753 Advanced Business Law
- Bus Adm 852 Venture Financing

### FINANCIAL STRATEGY

#### Choose four of the following courses (12 credits)

- Bus Adm 713 Business Forecasting Methods
- Bus Adm 721 Financial Accounting Theory
- Bus Adm 725 Strategic Cost Management I
- Bus Adm 726 Strategic Cost Management II
- Bus Adm 751 Analysis of U.S. Business Environment
- Bus Adm 771 Investments
- Bus Adm 774 Global Financial Management
- Bus Adm 775 Financial Strategy
- Bus Adm 777 Advanced Corporate Finance
- Bus Adm 778 Financial Institutions and Markets
- Bus Adm 853 Financial Modeling



### GLOBAL STRATEGY

#### Choose four of the following courses (12 credits)

- Bus Adm 441 Diversity in Organizations
- Bus Mgmt 723 Managing and Negotiating Across Cultures
- Bus Mgmt 726 Study Abroad: Business Topics
- Bus Adm 774 Global Financial Management
- Bus Adm 800 Managing Global Organizations
- Bus Adm 806 International Marketing
- Bus Adm 807 Seminar in International Business
- Bus Adm 809 International Business Strategy

### INFORMATION TECHNOLOGY MANAGEMENT

#### Choose four of the following courses (12 credits)

- Bus Adm 740 MIS Concepts and Languages
- Bus Adm 741 Web Mining and Analytics
- Bus Adm 743 Information Privacy, Security & Continuity
- Bus Adm 744 Information Technology Strategy & Management
- Bus Adm 746 Topics in Information Technology Management (*subtitle*)
- Bus Adm 747 Service-Oriented Analysis and Design
- Bus Adm 748 Managing Information Technology Projects
- Bus Adm 749 Advanced Data and Information Management
- Bus Adm 810 Development of Web-Based Solutions
- Bus Adm 811 Process and Work-Flow Management
- Bus Adm 812 Emerging Information Technologies for Business
- Bus Adm 814 Enterprise Knowledge & Semantic Management
- Bus Adm 816 Business Intelligence Technologies & Solutions
- Bus Adm 817 Infrastructure for Information Systems
- Bus Mgmt 732 Enterprise Resource Planning
- Bus Mgmt 733 Enterprise Simulation Game

### INVESTMENT MANAGEMENT

#### Choose four of the following courses (12 credits)

- Bus Adm 713 Business Forecasting Methods
- Bus Adm 721 Financial Accounting Theory
- Bus Adm 751 Analysis of U.S. Business Environment
- Bus Adm 771 Investments
- Bus Adm 772 Portfolio Management
- Bus Adm 773 Options and Futures
- Bus Adm 778 Financial Institutions and Markets
- Bus Adm 779 Fixed Income Security Analysis
- Bus Adm 853 Financial Modeling
- Bus Adm 841 Financial Statement Analysis and Financial Instruments
- Bus Adm 851 Global Investments

### LEADERSHIP

#### Choose four of the following courses (12 credits)

- Bus Adm 441 Diversity in Organizations
- Bus Mgmt 715 Leadership, Teambuilding & Effective Management
- Bus Mgmt 723 Managing and Negotiating Across Cultures
- Bus Adm 733 Organizational Development
- Bus Adm 736 Seminar in Managing Change
- Bus Adm 737 Managerial Decisions and Negotiations
- Bus Adm 738 Human Resource Management

### MANAGEMENT OF HUMAN RESOURCES

#### Required course (3 credits)

- Bus Adm 738 Human Resource Management

#### Choose three of the following courses (9 credits)

- Bus Adm 441 Diversity in Organizations
- Ind Rel 701 Industrial and Labor Relations
- Ind Rel 712 Employment Law
- Bus Mgmt 728 Training and Development
- Bus Adm 735 Staffing Organizations
- Econ 753 Collective Bargaining
- Bus Adm 795 Seminar-in-Management: Compensation Management

### MANAGING INNOVATIONS AND NEW PRODUCTS

#### Choose four of the following courses (12 credits)

- Bus Mgmt 713 Entrepreneurship: Venture Creation and Management
- Bus Mgmt 715 Leadership, Teambuilding, & Effective Management
- Bus Adm 734 Managing Technological Innovation
- Bus Adm 737 Managerial Decisions and Negotiation
- Bus Adm 765 Strategic Product and Brand Management

### MANUFACTURING AND SERVICE OPERATIONS MANAGEMENT

#### Required courses (12 credits)

- Bus Adm 781 Enterprise Resource Planning and Control
- Bus Adm 782 Supply Chain Technology and Simulation
- Bus Adm 783 Supply Chain Management
- Bus Adm 785 Project Management and Innovative Operations

### MARKETING STRATEGIES

#### Choose four of the following courses (12 credits)

- Bus Adm 761 Seminar in Marketing
- Bus Adm 762 Marketing Research
- Bus Adm 764 Buyer Behavior and Marketing Communications
- Bus Adm 765 Strategic Product and Brand Management
- Bus Adm 766 Marketing for Nonprofit Institutions
- Bus Adm 768 Marketing Management
- Bus Adm 806 International Marketing
- Bus Adm 894 Internet Marketing
- Bus Adm 895 Strategic Marketing Issues in eBusiness
- Bus Mgmt 713 Entrepreneurship: Venture Creation and Management

### NONPROFIT MANAGEMENT\*

#### Required course (3 credits)

- Sociol/Pol Sci/Urb Std 704 Seminar in Nonprofit Organizations OR  
Bus Mgmt 718 Business Perspectives on Nonprofit Management

#### Choose three of the following courses (9 credits)

- Pol Sci 705 Professionals and Volunteers in Nonprofit Organizations
- Bus Mgmt 721 Fundraising & Development for Nonprofit Organizations
- Bus Mgmt 724 Accounting in Nonprofit Organizations
- Bus Mgmt 725 Governance of Nonprofit Organizations and Executive Leadership
- Bus Adm 766 Marketing for Nonprofit Organizations
- Pol Sci 791 Nonprofit Advocacy and Public Policy
- Pol Sci 792 Decision Making for Nonprofit and Public Organizations
- Pol Sci 793 Law of Nonprofit Organizations

\*A maximum of two Pol Sci courses may be taken in this track.

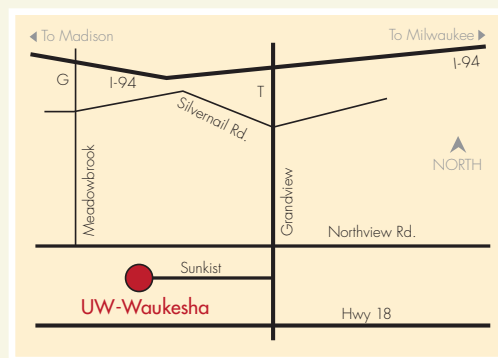


# Lubar MBA IN Waukesha

Offering easy access to students working in living or Waukesha and the surrounding communities, the Lubar School offers the Lubar MBA conveniently located on the campus of UW-Waukesha.

This program is offered in an accelerated, full-time evening cohort format. Classes meet on Tuesday and Thursday evenings, from 5:30 p.m.–8:00 p.m. and 8:15 p.m.–9:30 p.m. Students may also enroll on a part-time basis.

Students who enroll on a full-time basis will begin the degree coursework in a Fall semester and will complete the MBA degree in 16 months during the following academic semesters: Fall, Winterim, Spring, Summer, and Fall. Students who enroll on a part-time basis will be able to complete the MBA degree in two years. A student may choose to take electives at the UWM campus if the electives offered in Waukesha do not meet your needs.



## FALL (I)

- Bus Mgmt 704 Accounting Analysis and Control
- Bus Mgmt 706 Managing in a Dynamic Environment
- Bus Mgmt 709 Data Analysis for Management Applications

## WINTERIM

- Bus Mgmt 715 Leadership, Teambuilding and Effective Management

## SPRING

- Bus Mgmt 705 Corporate Finance
- Bus Mgmt 708 Marketing Strategy: Concepts and Practice
- Bus Mgmt 710 Economic Analysis for Managers

## SUMMER

- Bus Mgmt 707 Information Technology for Competitive Advantage
- Bus Mgmt 711 Competitive Operations Strategy
- Bus Adm 737 Managerial Decisions and Negotiations

## FALL (II)

- Bus Mgmt 712 Strategic Management
- Bus Adm 764 Buyer Behavior and Marketing Communications
- Bus Adm 775 Financial Strategy

# Master of Science in Management

The Master of Science in Management (MS) degree is designed for those who want to specialize or advance in a particular area of business. The MS program examines the application of theoretical knowledge to advance management practice and problem solving techniques. Faculty in each area developed the optimal blend of principles, business solutions, and trends to create an intellectually stimulating learning environment focused on the critical thinking, analysis, and communication skills needed for career success. The program emphasizes linking theory, application, and innovative research in each area with best management practices.

“In the IT field, a graduate degree isn’t really optional anymore—it is necessary in order to get ahead. The Lubar School’s program is the perfect blend of technical knowledge and analysis of how to better align IT with corporate strategy.”

Nicolás Kruel  
MS 2007  
Sr. Architect  
Messaging & Collaboration  
Johnson Controls



6 “The Lubar MBA in Waukesha program is great for full-time working professionals who would like to complete their MBA as quickly as possible. The classes scheduled at night time fit perfectly with my schedule. If you would like it to be more flexible you can take classes at the Milwaukee campus which I will be doing this Fall.”

# Accounting

The Accounting area of concentration provides training to **students who have obtained undergraduate training in fields other than accounting**. Because modern accounting requires a broad perspective of technical, managerial, and social policy issues, this program builds on non-accounting undergraduate backgrounds and provides skill in accounting and the application of theory at a graduate level.

Professional accounting subjects such as managerial accounting, taxes, accounting information systems, auditing, and business law are examined in-depth in the curriculum. Completion of the degree requirements in this area fulfills eligibility to sit for the Certified Public Accounting (CPA) examination.

## FOUNDATIONS

Students admitted to the MS-Accounting program without sufficient background must complete the following foundation courses with C- or better grades except where noted. Foundation courses do not apply as credit for the degree.

- Bus Adm 301 Intermediate Accounting  
(B or better grade required within 3 years)
- Bus Adm 391 Business Law I
- Bus Adm 405 Income Tax Accounting I
- Bus Adm 703 Financial Accounting  
(B or better grade required within 3 years)
- Bus Mgmt 705 Corporate Finance
- Econ 103 Principles of Microeconomics

## COURSES

### Core Courses (27 Credits)

- Bus Adm 406 Income Tax Accounting II
- Bus Adm 408 Accounting Information Systems
- Bus Adm 722 Advanced Financial Accounting Theory
- Bus Adm 724 Business Combinations and Governmental Accounting
- Bus Adm 725 Strategic Cost Management I
- Bus Adm 726 Strategic Cost Management II
- Bus Adm 728 Auditing Theory and Applications\*
- Bus Adm 753 Advanced Business Law
- Bus Adm 821 Business Taxation

\* *Integrating course*

### Electives (3 Credits)

- Bus Adm 840 Current Issues in Financial Reporting
- Bus Adm 841 Financial Statement Analysis
- Bus Adm 843 International Accounting Theory and Practice
- Bus Adm 848 Professional Accounting Practice
- Bus Adm 849 Accounting Internship

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Total Degree Credits Required: 30 Credits

# Professional Accounting

Our Professional Accounting concentration is for **students who have already obtained a degree in accounting**, and wish to fulfill the 150-credit hour requirements to sit for the Certified Public Accounting (CPA) examination.

## FOUNDATIONS

Students admitted to the MS-Professional Accounting program are required to have completed the following background courses:

- Bus Adm 301 Intermediate Accounting
- Bus Adm 391 Business Law I
- Bus Adm 402 Advanced Financial Accounting
- Bus Adm 404 Cost Accounting
- Bus Adm 405 Income Tax Accounting I
- Bus Adm 406 Corporate Income Tax
- Bus Adm 408 Accounting Information Systems
- Bus Adm 409 Auditing

Foundation courses do not apply as credit for the degree.

## COURSES

### Core Courses (15 Credits)

- Bus Adm 724 Business Combinations and Governmental Accounting
- Bus Adm 726 Strategic Cost Management II
- Bus Adm 753 Advanced Business Law
- Bus Adm 821 Business Taxation
- Bus Adm 844 Auditing: Professional Standards and Practice\*

\* *Integrating course*

## DEGREE TRACKS

### FINANCIAL REPORTING

#### Required (9 Credits)

- Bus Adm 840 Current Issues in Financial Reporting
- Bus Adm 841 Financial Statement Analysis
- Bus Adm 843 International Accounting Theory and Practice

#### Electives (6 Credits)

- Bus Adm 746 IT for Strategic Enterprise Management
- Bus Adm 747 Systems Analysis & Design
- Bus Adm 749 Data Management Systems
- Bus Adm 771 Investments
- Bus Adm 774 Global Financial Management
- Bus Adm 775 Financial Strategy
- Bus Adm 778 Financial Institutions and Markets
- Bus Adm 848 Professional Accounting Practice

### TAXATION

#### Required (12 Credits)

- Bus Adm 820 Tax Research, Practice, and Procedure
- Bus Adm 823 Corporate Income Taxation
- Bus Adm 826 Tax Planning for Individuals
- Bus Adm 828 Taxation of Partnerships, S Corporations, and LLC's

#### Elective (3 Credits)

- Bus Adm 840 Current Issues in Financial Reporting
- Bus Adm 841 Financial Statement Analysis
- Bus Adm 843 International Accounting Theory and Practice Investments
- Bus Adm 848 Professional Accounting Practice

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Total Degree Credits Required: 30 Credits



8 “The Lubar School is a great place to learn. The faculty are fantastic! I am amazed at how the accounting faculty not only take an academic interest, but also a personal interest in our success. Obtaining the MS-PA at UWM has given me the ability to leap into an audit position at Deloitte & Touche in Dallas, TX.”

>> Collette Ladell | MS Professional Accounting 2008 | Audit and Enterprise Risk Services Staff, Deloitte & Touche, LLP

# Finance Analysis

The growth of financial markets in terms of size, complexity and globalization, has created a need for financial professionals who are well-equipped with theoretical and technical capabilities.

The Finance Analysis concentration provides students with training in a number of disciplines from accounting to information systems to statistical analysis.

## FOUNDATIONS

Students admitted to the MS-Finance Analysis program without sufficient background must complete the following foundation courses:

- Bus Adm 701 Business Mathematics (2 credits)  
(C- or better grade required)
- Bus Adm 702 Business Statistics (2 credits)  
(B or better grade within 5 years of admission or passing score on the Bus Adm 702 equivalency exam required)
- Bus Adm 703 Financial Accounting (3 credits)  
(B or better grade required within 3 years of admission to graduate program)

Foundation courses do not apply as credit for the degree.

## COURSES

### Core Courses (21 credits)

- Bus Mgmt 705 Corporate Finance
- Bus Adm 771 Investments
- Bus Adm 775 Financial Strategy\*
- Bus Mgmt 709 Data Analysis for Management Applications OR  
Bus Adm 754 Statistical Models for Management Decisions
- Bus Mgmt 710 Economic Analysis for Managers
- Bus Adm 721 Financial Accounting Theory
- Bus Adm 751 Analysis of U.S. Business Environment

\* *Integrating course*

### Elective Courses (12 credits)

- Bus Adm 713 Business Forecasting Methods
- Bus Adm 772 Portfolio Management
- Bus Adm 773 Options and Futures
- Bus Adm 774 Global Financial Management
- Bus Adm 777 Advanced Corporate Finance
- Bus Adm 778 Financial Institutions and Markets
- Bus Adm 779 Fixed Income Securities
- Bus Adm 795 Seminar-in-Management (Finance topic)
- Bus Adm 851 Global Investments
- Bus Adm 852 Venture Financing
- Bus Adm 853 Financial Modeling

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Total Degree Credits Required: 33 Credits

# Information Technology Management

The Information Technology Management program is an advanced graduate program designed to attract practicing IT professionals. The program combines a core curriculum of technology independent coursework with a diverse offering of elective courses.

Students seeking a more technical focus may choose courses on intelligent systems, artificial intelligence, knowledge-base systems, simulation and modeling, groupware, data mining, and data warehousing, among others.

Students expecting to work more closely with managers and users may tailor their program through topics such as information systems strategy, behavioral aspects of information systems, end-user development, and planning for information technology adoption and diffusion.

## FOUNDATIONS

Students admitted to the MS-ITM program without an undergraduate degree in Information Technology, related field or minimum three years of information technology experience, must complete the following course:

- Bus Adm 335 Visual System Development (3 credits)

Foundation course does not apply as credit for the degree.

## COURSES

### Core Courses (15 credits)

- Bus Adm 744 Information Technology Strategy & Management
- Bus Adm 747 Service-Oriented Analysis and Design
- Bus Adm 748 Managing Information Technology Projects\*
- Bus Adm 749 Advanced Data and Information Management
- Bus Adm 810 Development of Web-Based Solutions

\* *Integrating course*

### Elective Courses (15 credits)

- Bus Adm 741 Web Mining and Analytics
- Bus Adm 743 Information Privacy, Security & Continuity
- Bus Adm 746 Topics in Information Technology Management (subtitle)
- Bus Adm 811 Process and Work-Flow Management
- Bus Adm 812 Emerging Information Technologies for Business
- Bus Adm 814 Enterprise Knowledge & Semantic Management
- Bus Adm 816 Business Intelligence Technologies & Solutions
- Bus Adm 817 Infrastructure for Information Systems
- Bus Adm 818 Information Systems Practicum
- Bus Adm 819 Information Technology Management Internship
- Bus Mgmt 732 Enterprise Resource Planning
- Bus Mgmt 733 Enterprise Simulation Game

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Total Degree Credits Required: 30 Credits

10 “The UWM Lubar School was a great experience for me personally and professionally! The MS program prepared me to become a more ‘complete’ professional with a global vision and assisted me in securing a new position. Working full-time and going to grad school is a big challenge, but it provided me with the foundation of specific skills, techniques, and know-how to succeed in a competitive working environment.”

>> Patricio Iligaray | MS Marketing 2009 | Associate Product Manager | Aftermarket Sales Group | Bucyrus International



# MS.MBA

For practitioners seeking to blend the rigor of the MS-ITM curriculum with a traditional MBA, we also offer an MS.MBA degree. This comprehensive program positions graduates for leadership advancement within organizations through an extensive IT and general management curriculum.

## FOUNDATIONS

Students admitted to the MS.MBA program without an undergraduate degree in Information Technology, related field or minimum three years of information technology experience, must complete the following course:

- Bus Adm 335 Visual System Development (3 credits)

MBA foundation coursework consists of four courses.

- Bus Adm 700 Building Business Interfacing Skills (2 credits)
- Bus Adm 701 Business Mathematics (2 credits)
- Bus Adm 702 Business Statistics (2 credits)
- Bus Adm 703 Financial Accounting (3 credits)

Bus Adm 700, Bus Adm 701, and Bus Adm 703 will be waived based upon completion of equivalent coursework with a C- or higher grade. Bus Adm 702 will be waived based upon completion of equivalent coursework with a B or higher grade within five years of admission. Students may be waived from Bus Adm 702 by earning a passing score on the Bus Adm 702 equivalency exam. Foundation courses do not apply as credit for the degree.

## COURSES

### Required MBA Courses (24 credits)

- Bus Mgmt 704 Accounting Analysis and Control
- Bus Mgmt 705 Corporate Finance
- Bus Mgmt 706 Managing in a Dynamic Environment
- Bus Mgmt 708 Marketing Strategy: Concepts and Practice
- Bus Mgmt 709 Data Analysis for Management Applications
- Bus Mgmt 710 Economic Analysis for Managers
- Bus Mgmt 711 Competitive Operations Strategy
- Bus Mgmt 712 Strategic Management

### Required MS-ITM Concentration Courses (15 credits)

- Bus Adm 744 Information Technology Strategy & Management
- Bus Adm 747 Service-Oriented Analysis and Design
- Bus Adm 748 Managing Information Technology Projects
- Bus Adm 749 Advanced Data and Information Management
- Bus Adm 810 Development of Web-Based Solutions

### Elective Courses (15 credits)

Please refer to [lubar.uwm.edu/mis](http://lubar.uwm.edu/mis) for a comprehensive listing of elective courses

**Total Degree Credits Required: 54 Credits**

# Marketing

From the expanding presence of social media that empowers customers, to the downward pressure on prices due to increased competition, the rules of marketing continue to be rewritten.

Today the number of media options that consumers turn to is in the hundreds of thousands, and businesses must find a way to position themselves strategically and cost effectively.

The Marketing concentration integrates new research, and the tools necessary to advance the knowledge of marketing professionals.

## FOUNDATIONS

Students admitted to the MS-Marketing program without sufficient background must complete the following foundation courses:

- Bus Adm 701 Business Mathematics (2 credits) (C- or better grade required)
- Bus Adm 702 Business Statistics (2 credits) (B or better grade within 5 years of admission or passing score on the Bus Adm 702 equivalency exam required)

Foundation courses do not apply as credit for the degree.

## COURSES

### Core Courses (18 credits)

- Bus Mgmt 708 Marketing Strategy: Concepts and Practice
- Bus Mgmt 709 Data Analysis for Management Applications
- Bus Adm 762 Marketing Research
- Bus Adm 764 Buyer Behavior and Marketing Communications
- Bus Adm 765 Strategic Product and Brand Management\*
- Bus Adm 806 International Marketing

\* *Integrating course*

### Elective Courses (12 Credits)

- Bus Adm 761 Seminar in Marketing (current topics)
- Bus Adm 766 Marketing for Nonprofit Organizations
- Bus Adm 768 Marketing Management
- Bus Adm 894 Internet Marketing
- Bus Adm 895 Strategic Marketing Issues in eBusiness
- Bus Adm 899 Management Research Thesis/Project

**Total Degree Credits Required: 30 Credits**

“Within six months of completing the Lubar MBA degree I was able to secure a promotion and raise that I had been working toward for several years. The faculty were outstanding and extremely committed to their students. The practical knowledge that the faculty has helps to further learning well beyond the textbooks. Belonging to a cohort program was a great experience.”

>> Christy Peterson | MBA | Field Implementation Coordinator | Merck & Co., Inc





# Taxation

This area of concentration trains individuals to provide expert guidance on tax matters to business organizations and to individuals.

The taxation curriculum strives to develop student skills in three areas:

- (1) technical competence in current state, federal, and international tax laws,
- (2) evaluation of tax consequences of business and investment decisions, and
- (3) conceptual understanding of the impact of the nation's tax policies on the economy and specific industries or firms.

Skills developed in the taxation program are highly valued by accounting and law firms, corporate tax departments, and government agencies.

## FOUNDATIONS

Students admitted to the MS-Taxation program without sufficient background must complete the following foundation courses:

- Bus Adm 405 Income Tax Accounting I (3 credits)
- Bus Adm 703 Financial Accounting (3 credits)  
(B or better grade required within 3 years)
- Bus Adm 721 Financial Accounting Theory (3 credits)

Foundation courses do not apply as credit for the degree.

## COURSES

### Core Courses (21-24 credits)

- Bus Adm 406 Income Tax Accounting II
- Bus Adm 820 Tax Research, Practices and Policy
- Bus Adm 823 Corporate Income Taxation
- Bus Adm 826 Tax Planning for Individuals
- Bus Adm 827 Taxes and Business Strategy\*
- Bus Adm 828 Taxation of Partnerships, S Corporations, and LLCs
- Bus Adm 831 Multistate Income Taxation
- Bus Adm 834 International Taxation

\* Integrating course

### Elective Courses (6-9 credits)

- Bus Adm 832 Property Taxation
- Bus Adm 837 Sales and Use Taxation
- Bus Adm 838 Managing State and Local Tax Audits
- Bus Adm 839 Topics in Taxation

- **Other approved graduate business courses (maximum of 9 credits)**

Total Degree Credits Required: 30 Credits

# Joint Degree Programs

## Graduate Certificate in Nonprofit Management

### Required or “Constrained Choice” Courses (12 credits)

One of the following three courses (*students may not receive credit toward the certificate for more than one of these courses*):

- Bus Mgmt 718 Concepts and Practice of NP Orgs
- Pol Sci 789 Theory and Role of NP Orgs
- Sociol/Pol Sci/UrbSt 704 Seminar in NP Orgs

### One of the following three courses:

- Bus Adm 766 Marketing for Nonprofit Organizations
- Bus Mgmt 721 Fundraising and Development for Nonprofit Organizations
- Pol Sci 705 Professionals and Volunteer in Nonprofit Organizations

### Both of the following two courses:

- Bus Mgmt 724 Accounting for Nonprofit Organizations
- Bus Mgmt 725 Governance of Nonprofit Organizations and Executive Leadership

### Elective Course (3 credits)

Please refer to the online Graduate School bulletin for a comprehensive listing of elective courses.

Total Degree Credits Required: 15 credits

## Master of Human Resources and Labor Relations

### Core Courses (21 credits)

- Bus Adm 735 Staffing Organizations
- Bus Adm 738 Human Resources Management
- Bus Mgmt 706 Managing in a Dynamic Environment
- Econ 415 Economics of Employment Relations OR Econ 753 Collective Bargaining
- Ind Rel 701 Industrial & Labor Relations
- Ind Rel 711 Labor Relations Law OR Ind Rel 712 Employment Law
- Ind Rel 731 Research Tools for Practitioners in Human Resources and Labor Relations OR Bus Mgmt 731 Research Tools for Practitioners in Human Resources and Labor Relations

### Elective Courses (15 credits)

Please refer to [www4.uwm.edu/mhrlr](http://www4.uwm.edu/mhrlr) for a comprehensive listing of the Lubar School and College of Letters and Science elective courses.

Total Degree Credits Required: 36 credits

## Master of Public Administration

### Core Courses (18-21 credits)

- Bus Adm 738 Human Resource Management
- Bus Mgmt 709 Data Analysis for Management Applications
- Pol Sci/Urb Plan 630 Budgeting and Finance in the Public Sector
- Pol Sci 763 Scope and Dynamics of Public Administration
- Pol Sci 769 Analyzing and Evaluating Public Policies and Programs
- Pol Sci 921 Government/Nonprofit Administrative Leadership

### One seminar in organizational management and leadership selected from the following list (3 credits):

- Bus Adm 443 Special Topics in Human Resources Management
- Bus Adm 737 Managerial Decisions and Negotiations
- Bus Mgmt 706 Managing in a Dynamic Environment

### Concentration Courses (18 credits)

Courses in the concentrations and elective course information can be found at the following website: [www4.uwm.edu/lets/mpi](http://www4.uwm.edu/lets/mpi)

### Capstone Seminar (3 credits)

- Poli Sci 959 Capstone Seminar in Public Administration

Total Degree Credits Required: 39-42 credits

14 “The Lubar School’s MS Accounting and Tax programs have faculty that specialize in the particular area they teach. They explain theory while presenting real world, practical application. The education I received at UWM provided an excellent base from which to pursue my career goals.”

>> Jill Robertson | MS Taxation, 1992 | M & I Equipment Finance Company





## Master of Science in Nonprofit Management and Leadership

### Introductory Course (3 credits)

From one of the following three options:

- Bus Mgmt 718 Concepts and Practice of Nonprofit Management
- Sociol/Pol Sci/Urb Std 704 Seminar in Nonprofit Organizations
- Pol Sci 789 Theory and Role of Nonprofit Organizations

### Core Courses (21 credits)

- Bus Mgmt 721 Fundraising and Development for Nonprofit Organizations
- Bus Mgmt 724 Accounting for Nonprofit Organizations
- Bus Mgmt 725 Governance of Nonprofit Organizations
- Pol Sci 792 Decision Making Methods for Nonprofit Organizations
- Pol Sci 793 Law of Nonprofit Organizations

One of the following three options:

- Bus Adm 766 Nonprofit Marketing Management
- Pol Sci 705 Professionals and Volunteers in Nonprofit Organizations
- Pol Sci 791 Nonprofit Advocacy and Public Policy

One of the following eight options:

- Admin Ldsp 777 Leadership in Multicultural Organizations
- Bus Adm 441 Diversity in Organizations
- Bus Mgmt 706 Managing in a Dynamic Environment
- Bus Mgmt 707 Information Technology for Competitive Advantage
- Bus Mgmt 733 Organizational Development
- Pol Sci 958 Seminar in Public Administration: Managing Change in Public and Nonprofit Organizations
- Sociol 732 Complex Organizations
- Sociol 780 Race and Ethnic Relations

### Capstone Course (3 credits)

- Bus Mgmt 730 Strategic Management and Leadership for Nonprofit Organizations.

### Elective Courses (12 credits)

See program office for list of approved electives.

**Total Degree Credits Required: 39 credits**

## MBA-MS Nursing Program

### Nursing Courses (19 credits)

- Nurs 725 Nursing Research and Knowledge Generation
- Nurs 735 Theoretical Foundations of Advanced Nursing Practice
- Nurs 750 Evaluation of the Quality of Health Care
- Nurs 770 Nursing Administration
- Nurs 771 Nursing Administration Practicum
- Nurs 784 Advanced Nursing Practice Interventions
- Nurs 991 Research and Thesis (clinical project)

### Dually Applied Courses (6 Credits)

- Nurs 727 Epidemiology
- Nurs 729 Health Care Systems

### Business Core Courses (27 credits)

- Bus Mgmt 704 Accounting Analysis and Control
- Bus Mgmt 705 Corporate Finance
- Bus Mgmt 706 Managing in a Dynamic Environment
- Bus Mgmt 707 Information Technology for Competitive Advantage
- Bus Mgmt 708 Marketing Strategy: Concepts and Practice
- Bus Mgmt 709 Data Analysis for Management Applications
- Bus Mgmt 710 Economic Analysis for Managers
- Bus Mgmt 711 Competitive Operations Strategy
- Bus Mgmt 712 Strategic Management\* OR  
Bus Mgmt 720 Strategic Management in Health Care Organizations\*

\* Integrating course

### Elective Courses (6 credits)

Please refer to [www.nursing.uwm.edu](http://www.nursing.uwm.edu) for a comprehensive listing of elective courses.

**Total Degree Credits Required: 58 credits**

*MBA foundation coursework consists of four courses. Bus Adm 700 Building Business Interfacing Skills, Bus Adm 701 Business Mathematics, and Bus Adm 703 Financial Accounting will be waived based upon completion of equivalent coursework with a C- or higher grades. Bus Adm 702 Business Statistics will be waived based upon completion of equivalent coursework with a B or higher grade within five years of admission. Students may be waived from Bus Adm 702 by earning a passing score on the Bus Adm 702 equivalency exam. Foundation courses do not apply as credit for the degree.*



## Corporate Recruiters

Many prominent local, national, and international companies recruit students and graduates of the Lubar School of Business. They include the following:

- |                               |                             |
|-------------------------------|-----------------------------|
| Actuant                       | Komisar Brady & Co.         |
| Acuity                        | KPMG                        |
| ALDI, Inc.                    | LaSalle Bank                |
| Artisan Partners              | M&I Bank                    |
| Assurant Health               | Manpower International      |
| Bank One                      | Mark Travel                 |
| BDO Seidman                   | Merck & Co.                 |
| Bon-Ton Stores, Inc.          | Metavante                   |
| Brady Corporation             | MillerCoors                 |
| Briggs & Stratton Corporation | Northwestern Mutual         |
| Chortek & Gottschalk          | Pfizer                      |
| Charter Steel                 | PricewaterhouseCoopers      |
| Clifton Gunderson, LLP        | Quad/Graphics               |
| CUNA Mutual Group             | Robert W. Baird & Co.       |
| Deloitte, LLP                 | Rockwell Automation         |
| Direct Supply                 | S.C. Johnson & Sons         |
| Enterprise Rent-A-Car         | Schenck Business Solutions  |
| Ernst & Young                 | Scribner, Cohen and Company |
| Extendicare Health Services   | Stark Investments           |
| Fiserv                        | Trisept Solutions           |
| GE Healthcare                 | UMB Fund Services           |
| Grant Thornton                | United Government Services  |
| Harley-Davidson               | U.S. Bank                   |
| Johnson Controls              | Virchow, Krause & Co.       |
| Kohler Company                | Vrakas, Blum & Co.          |
| Kohl's Department Stores      | Wipfli, LLP                 |
| Kolb+Co.                      |                             |

### FALL 2010 MBA AND MS STUDENTS

62%	male
38%	female
5%	international students
65%	over the age of 25
88%	evening only
43%	full-time enrollment



Sheldon B. Lubar School of Business

#### FOR FURTHER INFORMATION

Sheldon B. Lubar School of Business  
University of Wisconsin-Milwaukee  
P.O. Box 742  
Milwaukee, WI 53201

#### MBA AND MS PROGRAMS

telephone: 414-229-5403  
email: [mba-ms@uwm.edu](mailto:mba-ms@uwm.edu)

#### CAREER SERVICES

telephone: 414-229-5445  
email: [careerserv@uwm.edu](mailto:careerserv@uwm.edu)

#### PHD PROGRAM

telephone: 414-229-4542  
email: [uwmbusphd@uwm.edu](mailto:uwmbusphd@uwm.edu)

#### EXECUTIVE MBA PROGRAM

telephone: 414-229-5738  
email: [emba@uwm.edu](mailto:emba@uwm.edu)

#### OR, VISIT OUR WEBSITE

[lubar.uwm.edu](http://lubar.uwm.edu)