

CURRICULUM PROPOSAL FORM #2  
UNIVERSITY OF WISCONSIN-WHITEWATER

CHANGE IN A DEGREE, MAJOR, OR SUBMAJOR

Check Exactly One:

Change In:      X   Degree    \_\_\_\_\_ Major    \_\_\_\_\_ Submajor  
Deletion of                    \_\_\_\_\_ Major    \_\_\_\_\_ Submajor

Total Number of Credits in Program (if change in):

  69   Before Change      51   After Change

Program Title:   Master of Business Administration (M. B. A.)  

Sponsor(s):   Donald K. Zahn  

Department(s): \_\_\_\_\_

College(s):   College of Business & Economics  

Other Programs Affected:   Master of Professional Accountancy (M. P. A.)  

Effective Term:   Spring, 2000  

Submit the following:

- I. Exact description of request
- II. Relationship to mission and strategic plan of institution, and/or College/Department goals and objectives
- III. Rationale
- IV. Cost implications

Change To:

**Additional Program Policies:**

10. Students enrolled in at least eight (8) graduate business credits are to be considered full time students.

**BUSINESS ADMINISTRATION (M. B. A.)**

**Common Body of Knowledge – 0 - 15 Credits**

1. Consult Associate Dean for credits from:

ACTG	210-701	Accounting Foundations
ECON	230-703	Statistics Foundations
	230-704	Economics Foundations
FINC	240-718	Financial Management
	240-721	The Legal Environment of Business
MGNT	250-719	Operations Management
MKTG	260-716	Marketing

(Students must demonstrate proficiency in each area through successful completion of undergraduate or graduate coursework, work experience, or company seminars. Students must demonstrate computer proficiency through successful completion of undergraduate or graduate coursework, work experience, company seminars, or by completing computer application training modules.)

**Breadth Requirement – 0 - 12 credits**

1. 210-725 Profit Planning and Control
2. 220-740 Professional & Business Communication
3. 230-736 Business Conditions Analysis or  
230-737 Managerial Economics
4. 250-721 Organizational Behavior or  
250-745 Building Effective Organizations
5. 250-759 Social Responsibility of Business
6. 260-731 Advanced Statistical Methods

**Global Management Module – 3 - 6 credits**

1. 230-758 Advanced International Economics
2. 240-755 Multinational Business Finance
3. 250-763 Global Operations Management or  
250-777 International Management

## **II. Relationship to mission and strategic plan of institution, and/or College/Department goals and objectives**

The mission statement of the University of Wisconsin-Whitewater emphasizes that the university will "offer graduate education built clearly upon its undergraduate emphases and strengths with particular emphasis in the fields of business and education."

Requiring these changes will strengthen graduate business program at UW-Whitewater, a program that continues the excellent instruction offered at the undergraduate level. These changes also are in alignment with College/Department goals and objectives which in part are to meet AACSB accreditation standards.

## **III. Rationale**

The desire to offer a degree that will meet the needs of MBA graduates in the 21st century prompted the College Graduate Studies Committee to undertake this revision. Their efforts were provided encouragement by the AACSB Peer Review Team's report statement directing the College to "develop and implement a plan to enhance the College's market competitiveness at the masters level."

The Committee followed a systematic approach to update the MBA curriculum. First, foundation and MBA requirements from competing institutions were reviewed. These institutions included UW-Madison, UW-Milwaukee, Marquette, Keller, Cardinal Stritch, and Edgewood. Specific attention was given to the number of credits and courses required at the Foundation/Common Body of Knowledge level and how the credits were distributed within the various M. B. A. degree programs. Second, exit surveys of graduating MBA students were conducted over the past four years to provide insight into how to make the M.B.A. Program more contemporary. Finally, the revised MBA as constructed by the Graduate Studies Committee was presented to the MBA Advisory Committee for confirmation and/or suggestions for further improvement. The MBA Advisory Committee has endorsed this proposal.

Three consistent issues surfaced across this review process. First, foundation requirements were extremely high and created barriers to entry into the program. Second, given the nature of the M.B.A. Degree, more strategic coverage was needed. Third, international topics and managing technology topics needed greater coverage in the program.

Two areas of our current MBA are being changed based on the Committee's study:

- The number of courses in the Common Body of Knowledge has been reduced and the courses retained have been changed from three credit courses to two credit courses. (230-703 Statistics Foundations remains at three credits.) This change will reduce the total number of credits required of someone in the M. B. A. who did not study business in their undergraduate program. This change is expected to help us attract and enroll more M. B. A. students who did not study business in their undergraduate program