

Master of Business Administration

[At UW-Eau Claire]

The master of business administration program gives students a broad, practical understanding of business and the dynamic, global government environment in which it operates. Students develop the skills and entrepreneurial spirit needed to manage change and recognize the opportunities it creates. They also develop their leadership skills and learn guidelines for confronting situations in an ethical and socially responsible manner. Students can complete their MBA by taking all their courses on campus at UW-Eau Claire. On-campus courses are offered in the evening to accommodate the needs of working adults. Students can also combine on-campus MBA courses with online ones offered by UW-Eau Claire and its University of Wisconsin MBA Consortium partners - UW-La Crosse, UW-Oshkosh, and UW-Parkside.

The 30-credit MBA program consists of the following:

- Four, four-credit MBA modules.
- Two, one-credit courses focusing on leadership and diversity in the workplace.
- 12 credits of electives.

The Modules

The MBA modules reflect situations managers face as their organizations move through the business cycle. Each module is taught by a team of business faculty members. Modules 1 and 3 are offered in fall semester while Modules 2 and 4 are offered in the spring. Students may take one module per semester.

In Module 1, students examine the essential issues involved in the day-to-day operations of an existing business. Module 2 focuses on the complexities involved in launching new products, business ventures, subsidiaries or divisions. In Module 3, students learn how to position a firm for long-term competitive advantage by developing strategies that capitalize on worldwide competition and globalization,



UW-Eau Claire MBA program and Plank Enterprises class project

and reorganization and restructuring. Module 4 builds on previous modules by preparing students to consider present conditions and analyze possible future events.

Electives

Elective courses permit students to have brief explorations into topics that are relevant to their particular needs and interests. Elective offerings have included:

- Business and Ethics
- Employee Training and Development
- Mentoring
- Project Management
- Strategies and Tactics of Pricing
- Work-Family Issues in Contemporary Times

A list of electives can be found at www.uwec.edu/cob/academics/mba/oncampus/programs/elective_courses.htm

Commitment

Getting a graduate degree is demanding. This is especially true for the person who is attempting to coordinate school with work, family or other important obligations. The MBA program allows students with multiple commitments to make reasonably paced progress toward their degree. Students can complete the MBA program in as little as two years after completing MBA program course prerequisites.

UW-Eau Claire graduate students registered for 9 to 12 credits during a semester are considered full-time students. However, most MBA students take four to six credits per semester because they

are employed full-time. During the eight-week Summer Session, graduate students who register for five to six credits are considered full-time students. Most MBA students register for a reduced load due to work commitments.

Who should apply

The UW-Eau Claire MBA program is designed primarily to meet the needs of working adults. The program also welcomes international students. An applicant's undergraduate degree need not be in a business area. However, individuals without baccalaureate business degrees must satisfy MBA program course prerequisites. Refer to www.uwec.edu/cob/academics/mba/oncampus/admission/prerequisites.htm. Students should meet with the MBA program director prior to submitting their application to discuss strategies for satisfying MBA course prerequisites.

When should you apply

Individuals should apply to the MBA program as soon as they are serious about pursuing an MBA degree. In some cases, this may be before an individual has completed all program course prerequisites and/or taken the GMAT or GRE.

Early application enables the MBA director to help students develop an individualized course schedule based on their education backgrounds. It also allows the MBA office to send students advanced registration materials.

[Application requirements]

To be admitted to the MBA program in full standing, students must meet the following requirements:

- Baccalaureate degree from a regionally accredited college or university
- Cumulative undergraduate grade point average of at least 2.75 (on a 4.0 scale)
- Satisfactory completion of MBA program course prerequisites
- Acceptable Graduate Management Admission Test (GMAT) or Graduate Record Examination (GRE) score.

Contact the MBA program director for more information.

Students who do not meet the MBA full standing admission requirements may be admitted conditionally to the MBA program. "Conditional admission" to the MBA program is very common. An individual who is conditionally admitted has a cumulative undergraduate grade point average of at least 2.75 (on a 4.0 scale), but has not met one or more of the other MBA admission requirements. These students should contact the MBA director as soon as possible to discuss how they can achieve full standing.

Send materials to:

Graduate Admissions
UW-Eau Claire, Schofield Hall 112
Eau Claire WI 54702-4004

For more information about the UW-Eau Claire MBA program, contact: Dr. Robert C. Erffmeyer
Program Director
College of Business - 715-836-6019

note:

- The College of Business is AACSB accredited. All programs are accredited by the Association to Advance Collegiate Schools of Business.
- Our faculty members have strong academic credentials. They are professionally active in applied research, consulting, and serve on boards of corporate and nonprofit organizations.
- Our MBA program has been recognized as both innovative and creative by AACSB International. Our graduate curriculum is based on integrated, theme-based modules rather than traditional stand-alone courses.
- We offer an online graduate business certificate, MBA Foundation program and MBA degree program, through the University of Wisconsin MBA Consortium. Visit our website at www.wisconsinonlinemba.org/.

For more information

For more information about the MBA program:

COLLEGE OF BUSINESS

Dr. Robert C. Erffmeyer, Program Director
UW-Eau Claire, Schneider Social Science 300B
Eau Claire, WI 54702-4004 • 715-836-6019

For more information about graduate programs:

GRADUATE STUDIES

UW-Eau Claire, Schofield 210
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715-836-2721 • www.uwec.edu/graduate