BUSINESS ADMINISTRATION, MBA: BUSINESS ANALYTICS

Designed especially for students who need scheduling options, the Lubar School's Flexible Format MBA can accommodate career and personal priorities.

MBA students following the Flexible format may choose one of the career-focused concentrations to enhance their program. Each concentration requires the completion of fifteen elective credits, and the concentration will be noted on the transcript upon graduation.

Students complete the Business Analytics concentration courses online, while having the option to complete the remaining MBA course requirements face-to-face or online.

Admission Requirements

Application Deadlines

Application deadlines vary by program, please review the application deadline chart (http://uwm.edu/graduateschool/program-deadlines/) for specific programs. Other important dates and deadlines can be found by using the One Stop calendars (https://uwm.edu/onestop/dates-and-deadlines/).

Admission

An applicant must meet Graduate School requirements (http://uwm.edu/graduateschool/admission/) plus the following program requirements to be considered for admission:

1. Submission of score on the Graduate Management Admission Test (GMAT) (http://uwm.edu/graduateschool/admission/#gmat) or Graduate Record Examination (GRE) (http://uwm.edu/graduateschool/admission/#gre).
2. Review by the MBA Program Committee to assess academic achievement and the ability to do intensive graduate-level work.

MBA foundation coursework provides the basis for the theory and practice of business. The MBA Program requires BUS ADM 701, and BUS ADM 703. BUS ADM 701 is waived for individuals who have completed an appropriate academic course in their background, or have earned an appropriate Quantitative sub-score on the GMAT (http://uwm.edu/graduateschool/admission/#gmat) or GRE (http://uwm.edu/graduateschool/admission/#gre), or have passed the proficiency exam. BUS ADM 703 is waived for individuals who have completed an appropriate course in their background, or have passed the proficiency exam. BUS ADM 701 and BUS ADM 703 do not count toward the degree. Students are also assumed to have basic proficiency in information technology (IT), including the use of word processing, spreadsheets, presentation software, and web browsers. Online resources are available for BUS ADM 701, BUS ADM 703, and IT.

Credits and Courses

The degree requirements for the Master of Business Administration degree are 33-39 credits. Students with a BBA degree and a major in accounting, finance, marketing, information technology management, or supply chain and operations management will be waived from the 3-credit Core course that corresponds to their major field of study. Students with an undergraduate double major in business, **from an AACSB accredited institution**, may be waived from two Core courses.

Code	Title	Credits
Core		**18-24**
BUSMGMT 704	Accounting Analysis and Control	
BUSMGMT 705	Corporate Finance	
BUSMGMT 706	Managing in a Dynamic Environment	
BUSMGMT 707	Information Technology Management in International Businesses	
BUSMGMT 708	Marketing Strategy: Concepts and Practice	
BUSMGMT 709	Predictive Analytics for Managers	
BUSMGMT 711	Global Supply Chain Strategies & Competitive Operations	
BUSMGMT 712	Strategic Management [1]	
Electives		
Select 15 elective credits [2]		15
Total Credits		33-39

[1] Integrating course

[2] Students in the MBA program have two options for completion of elective credits. The first route is to complete any approved Bus Adm or BusMgmt elective course. The second option is to choose a Career-Focused Concentration, completion of which will be documented on the transcript.

See http://uwm.edu/business/academics/graduate/mba-programs/flexible-mba/ for additional details.

Business Analytics Concentration

Code	Title	Credits
Choose five courses from the list below:		**15**
BUS ADM 713	Business Forecasting Methods	
BUS ADM 741	Web Mining and Analytics	
BUS ADM 763	Marketing Analytics	
BUS ADM 769	Database Marketing	
BUS ADM 795	Seminar-in-Management: (Ideas & Applications of Data Science in Different Fields)	
BUS ADM 816	Business Intelligence Technologies & Solutions	
BUSMGMT 744	R Programming for Business Analytics [*]	
SOC WRK 718	Introduction to SAS Programming [*]	

[*] Student may complete no more than one programming course.

Additional Requirements

Major Professor as Advisor

The student in the MBA program is not assigned an advisor or major professor. Questions about the student's program of study, courses or regulations should be directed to Lubar School Graduate Program Services Office, Lubar N251, (414) 229-5403.