BUSINESS MANAGEMENT (BUSMGMT)

BUSMGMT 704 Accounting Analysis and Control
3 cr. Graduate.
Prepares managers to critically analyze, interpret and use financial statements, cost reports, and other financial information provided by accountants and accounting systems.
Prerequisites: grad st & Bus Adm 703(P).
Current Offerings: https://catalog.uwm.edu/course-search/

BUSMGMT 705 Corporate Finance
3 cr. Graduate.
Analysis of financial statements; ratio analysis; Excel functions for bond price, yield to maturity, and yield to call; beta estimation and capital asset pricing model; capital budgeting; capital structure decisions; Excel models for financial forecasting.
Prerequisites: graduate standing, BUS ADM 703(P) and BUSMGMT 709(C).
Current Offerings: https://catalog.uwm.edu/course-search/

BUSMGMT 706 Managing in a Dynamic Environment
3 cr. Graduate.
Provides frameworks and techniques for managing people and improving organizations. Topics include group dynamics, leadership, performance management, structure, innovation, power, change, and corporate cultures.
Prerequisites: grad st
Current Offerings: https://catalog.uwm.edu/course-search/

BUSMGMT 707 Information Technology Management in International Businesses
3 cr. Graduate.
Management of information technology including the role of enterprise systems; business intelligence, mining, & analytics; virtual teams and offshoring; security; and ethical/privacy issues including sustainability and green IT in the globally connected world.
Prerequisites: grad st.
Current Offerings: https://catalog.uwm.edu/course-search/

BUSMGMT 708 Marketing Strategy: Concepts and Practice
3 cr. Graduate.
Builds key concepts in marketing strategy, develops knowledge of current issues and provides hands-on experience in developing and executing marketing strategies for today's managers.
Prerequisites: grad st
Current Offerings: https://catalog.uwm.edu/course-search/

BUSMGMT 709 Predictive Analytics for Managers
3 cr. Graduate.
Covers exploratory data analysis and foundations of statistical inference. With a focus on predictive analytics, coverage is given to classical and logistic regression modeling along with other techniques that may include trees and neural nets.
Prerequisites: graduate standing.
Current Offerings: https://catalog.uwm.edu/course-search/

BUSMGMT 711 Global Supply Chain Strategies & Competitive Operations
3 cr. Graduate.
Addresses the contribution of the operations function in enhancing the competitiveness and effectiveness of service and manufacturing organizations. Topics include operations tactics and strategy, cross-functional and cross-firm integration, process analysis, and global supply chains.
Prerequisites: graduate standing.
Current Offerings: https://catalog.uwm.edu/course-search/

BUSMGMT 712 Strategic Management
3 cr. Graduate.
Integrative course focused on strategic thinking and decision making at the general management level. Implementing business planning and strategy in a field-based interdisciplinary action project.
Prerequisites: admis to MBA Program and BusMgmt 704(P), 705(P), 706(P), 707(P), 708(P), 709(P), & 711(P); one prereq course may be completed concurrently with BusMgmt 712.
Course Rules: Not open for credit for students who have completed BusMgmt 720.
Current Offerings: https://catalog.uwm.edu/course-search/

BUSMGMT 713 Entrepreneurship: Venture Creation and Management
3 cr. Graduate.
Study of creation, growth or acquisition of a business through entrepreneurial efforts. Process of identifying and quantifying opportunities, then conceptualizing, planning and starting a new enterprise.
Prerequisites: grad st; Bus Adm 703(P) & BusMgmt 708(P).
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

BUSMGMT 714 Managing People and the Role of General Managers
3 cr. Graduate.
Provides framework for understanding organizational behavior and roles of general managers, as distinct from functional specialists. Develops managerial skills through cases, exercises, and industry projects.
Prerequisites: grad st.
Last Taught: Fall 2020, Fall 2019, Fall 2018, Fall 2017.
Current Offerings: https://catalog.uwm.edu/course-search/

BUSMGMT 715 Leadership, Team Building, and Effective Management
3 cr. Graduate.
Provides a working knowledge of team building, managing change, and effective business communication methods, and an understanding of leadership tools.
Prerequisites: grad st.
Last Taught: Spring 2021, UWinterM 2021, Fall 2020, Summer 2020.
Current Offerings: https://catalog.uwm.edu/course-search/
BUSMGMT 716 International Business Management  
3 cr. Graduate.  
Theories and research pertaining to international business, including foreign investment, marketing, personnel, strategy development, and control of multinational operations.  
**Prerequisites:** grad st.  
**Last Taught:** Fall 2020, Spring 2019, Summer 2018, Summer 2017.  
**Current Offerings:** [https://catalog.uwm.edu/course-search/](https://catalog.uwm.edu/course-search/)

BUSMGMT 718 Concepts and Practice of Nonprofit Management  
3 cr. Graduate.  
Characteristics and formation of nonprofit organizations; building effective boards of directors; board roles and responsibilities; conflicts of interest; evaluating nonprofit performance; grant writing, foundations, and fund-raising.  
**Prerequisites:** grad st.  
**Last Taught:** Fall 2020, Fall 2019, Fall 2018, Fall 2017.  
**Current Offerings:** [https://catalog.uwm.edu/course-search/](https://catalog.uwm.edu/course-search/)

BUSMGMT 720 Strategic Management in Health Care Organizations  
3 cr. Graduate.  
Application of strategic management tools and techniques to health care organizations. Analyzing external, competitive, and internal environment; developing objectives; understanding current strategy; formulating and implementing future directions.  
**Prerequisites:** grad st; Bus Adm 757(P); BusMgmt 708(P) or Bus Adm 766(P); BusMgmt 704(P), 705(P), 706(P), 707(P), & 711(P).  
**Course Rules:** Not open for credit to students who have completed BusMgmt 712.  
**Last Taught:** Spring 2020, Spring 2018, Spring 2016, Spring 2014.  
**Current Offerings:** [https://catalog.uwm.edu/course-search/](https://catalog.uwm.edu/course-search/)

BUSMGMT 721 Fundraising and Development for Nonprofit Organizations  
3 cr. Graduate.  
Philosophical thoughts on development; basics of fundraising; strategic planning and implementation.  
**Prerequisites:** grad st.  
**Last Taught:** Spring 2021, Spring 2020, Spring 2019, Spring 2018.  
**Current Offerings:** [https://catalog.uwm.edu/course-search/](https://catalog.uwm.edu/course-search/)

BUSMGMT 722 Global Information Technology Management  
3 cr. Graduate.  
Management issues surrounding the effective deployment of it and is in different regions of the world.  
**Prerequisites:** grad st.  
**Last Taught:** Summer 2013, Summer 2012.  
**Current Offerings:** [https://catalog.uwm.edu/course-search/](https://catalog.uwm.edu/course-search/)

BUSMGMT 723 Managing and Negotiating Across Cultures  
3 cr. Graduate.  
Role of culture in international management, including organization, strategy, human resource management, leadership, teams, business ethics, and negotiations.  
**Prerequisites:** grad st.  
**Last Taught:** Fall 2020, Fall 2019, Fall 2017, Fall 2016.  
**Current Offerings:** [https://catalog.uwm.edu/course-search/](https://catalog.uwm.edu/course-search/)

BUSMGMT 724 Accounting for Nonprofit Organizations  
3 cr. Graduate.  
Financial and managerial accounting topics for the nonprofit sector; relationship of these topics to finance, the legal environment of nonprofits, and mission of the organizations.  
**Prerequisites:** Grad st.  
**Last Taught:** Spring 2021, Fall 2019, Fall 2018, Fall 2017.  
**Current Offerings:** [https://catalog.uwm.edu/course-search/](https://catalog.uwm.edu/course-search/)

BUSMGMT 726 Study Abroad: Business Topics  
1-3 cr. Graduate.  
Immersion (including instruction at an international university) in the economic, cultural, and business practices of selected countries.  
**Prerequisites:** grad st & acceptance for Study Abroad Prog.  
**Last Taught:** Summer 2019, UWinteriM 2019, Summer 2018, UWinteriM 2018.  
**Current Offerings:** [https://catalog.uwm.edu/course-search/](https://catalog.uwm.edu/course-search/)

BUSMGMT 727 Health Care Accounting, Law and Ethics  
3 cr. Graduate.  
Critical examination of healthcare specific issues and differences from other industries: financial and accounting practice; legal requirements and constraints; ethical issues facing healthcare managers.  
**Prerequisites:** grad st; BusMgmt 704(P) and 705(P).  
**Last Taught:** Fall 2019, Fall 2017, Fall 2015, Fall 2013.  
**Current Offerings:** [https://catalog.uwm.edu/course-search/](https://catalog.uwm.edu/course-search/)

BUSMGMT 728 Training and Development in Organizations  
3 cr. Graduate.  
Development and evaluation of training and career development programs in organizations. Skills-based approach to understanding needs assessments, learning principles, training development and evaluation.  
**Prerequisites:** grad st.  
**Course Rules:** Counts as repeat of Bus Adm 443 with similar subtitle.  
**Last Taught:** Fall 2018, Fall 2016, Fall 2015, Fall 2014.  
**Current Offerings:** [https://catalog.uwm.edu/course-search/](https://catalog.uwm.edu/course-search/)

BUSMGMT 729 MBA Internship  
3 cr. Graduate.  
A defined work experience with a for-profit, non-profit, international, or government organization, applying previous coursework to a workplace setting. Project paper required.  
**Prerequisites:** grad st; completion of any 12 cr (4 courses) from MBA Core (BusMgmt 704-711); Masters GPA of 3.50 or better; writ cons of instr.  
**Last Taught:** Spring 2021, Spring 2020, Summer 2018, Fall 2016.  
**Current Offerings:** [https://catalog.uwm.edu/course-search/](https://catalog.uwm.edu/course-search/)

BUSMGMT 730 Strategic Management and Leadership for Nonprofit Organizations  
3 cr. Graduate.  
Concepts and methods of strategic thinking and applications of strategy in nonprofit organizational settings. Nonprofit governance and executive leadership roles in strategy formation and implementation.  
**Prerequisites:** grad st; BusMgmt 718(P) or Pol Sci 789(P) or Pol Sci/Sociol/Urb Std 704(P); BusMgmt 721(P), 724(P), & 725(P); Bus Adm 766(P) or Pol Sci 705(P) or Pol Sci 791(P); Pol Sci 792(P) & 793(P).  
**Last Taught:** Fall 2020, Fall 2019, Fall 2018, Fall 2017.  
**Current Offerings:** [https://catalog.uwm.edu/course-search/](https://catalog.uwm.edu/course-search/)
BUSMGMT 731 Research Tools for Practitioners in Human Resources and Labor Relations  
3 cr. Graduate. 
Planning and carrying out simple surveys; evaluating policies, programs, and procedures in organizations; interpreting, evaluating and using research conducted by others. 
Prerequisites: grad st; Econ 210(P) or Bus Adm 210(P) or cons instr. 
Course Rules: Ind Rel 731 and BusMgmt 731 are jointly offered; they count as repeats of one another. 
Current Offerings: https://catalog.uwm.edu/course-search/ 

BUSMGMT 732 Enterprise Resource Planning  
3 cr. Graduate. 
Enterprise Resource Planning concepts, fundamental business processes, interaction of various functional areas, development tools for the implementation of web-based ERP applications. 
Prerequisites: grad st 
Last Taught: Fall 2020, Fall 2019, Fall 2018, Fall 2017. 
Current Offerings: https://catalog.uwm.edu/course-search/ 

BUSMGMT 733 Enterprise Simulation Game  
3 cr. Graduate. 
Use ERP simulation game, develop understanding of ERP concepts, experience benefits of ERP develop technical skills using ERP software. 
Prerequisites: grad st 
Current Offerings: https://catalog.uwm.edu/course-search/ 

BUSMGMT 734 Enterprise Resource Planning Certification  
3 cr. Graduate. 
Understand interdependencies and integration of key business processes and power of technology-enabled ERP system to increase productivity and improve business performance. 
Prerequisites: graduate standing and BUS ADM 811(P). 
Current Offerings: https://catalog.uwm.edu/course-search/ 

BUSMGMT 735 Advanced Spreadsheet Tools  
1 cr. Graduate. 
Covers advanced spreadsheet decision making tools. Business problems from across the enterprise will be solved using EXCEL functions, pivot tables, scenario evaluation and others. 
Prerequisites: grad st; Bus Adm 701(C). 
Current Offerings: https://catalog.uwm.edu/course-search/ 

BUSMGMT 736 Understanding and Using Corporate Financial Reports  
2 cr. Graduate. 
Introduces corporate financial reporting practices, accounting terminology, and disclosure concepts. Develops skills in reading and analyzing annual reports. Emphasizes the impact of alternative accounting practices. 
Prerequisites: grad st; Bus Adm 701(C). 
Last Taught: Spring 2017, Fall 2016, Spring 2016, Fall 2015. 
Current Offerings: https://catalog.uwm.edu/course-search/ 

BUSMGMT 737 Business Strategy and Economics  
2 cr. Graduate. 
Economics analysis of applied problems in business. Includes behavioral economics, game theory, pricing in oligopolies, monopolies, price discrimination, and the psychology of pricing. 
Prerequisites: grad st; Bus Adm 701(C). 
Last Taught: Spring 2017, Fall 2016, Spring 2016, Fall 2015. 
Current Offerings: https://catalog.uwm.edu/course-search/ 

BUSMGMT 738 Critical and Analytical Thinking in Business  
2 cr. Graduate. 
Provides training, practice, and feedback in the construction, presentation, and evaluation of clear, well-reasoned arguments. Interactive sessions and structured assignments highlight business applications. 
Prerequisites: grad st; Bus Adm 701(C). 
Last Taught: Fall 2018, Fall 2017, Spring 2017, Fall 2016. 
Current Offerings: https://catalog.uwm.edu/course-search/ 

BUSMGMT 741 Management of Technology Ventures  
3 cr. Graduate. 
Development, launch, and management of technology ventures including venture growth management. Prepares students to lead and manage technology ventures. 
Prerequisites: grad st & admis to business or engineering program or admis to Tech Entrep Cert program. 
Last Taught: Fall 2015, Fall 2014. 
Current Offerings: https://catalog.uwm.edu/course-search/ 

BUSMGMT 742 Technology Innovation and Corporate Entrepreneurship  
3 cr. Graduate. 
Advanced concepts related to technology management, technological innovation, technology strategy, and corporate entrepreneurship. Prepares students to lead technology commercialization projects. 
Prerequisites: grad st & admis to business or engineering program or admis to Tech Entrep Cert program. 
Last Taught: Fall 2015, Fall 2014. 
Current Offerings: https://catalog.uwm.edu/course-search/ 

BUSMGMT 743 Technology Entrepreneurship Project  
3 cr. Graduate. 
Integration of key product/service innovation, commercialization, and entrepreneurship processes in the establishment of new (or corporate) technology ventures; trains students to lead new ventures. 
Prerequisites: grad st & admis to business or engineering program or admis to Tech Entrep Cert program; BusMgmt 741(P). 
Current Offerings: https://catalog.uwm.edu/course-search/ 

BUSMGMT 744 R Programming for Business Analytics  
3 cr. Graduate. 
Focus on basic data manipulation and statistical modeling in R. The objective is to develop R programming skills to investigate different types of business data to inform business decisions. 
Prerequisites: grad st; BusMgmt 709(P). 
Current Offerings: https://catalog.uwm.edu/course-search/