Master of Business Administration

The University of Wisconsin-Green Bay's executive Impact MBA program in the Cofrin School of Business is designed for leaders who recognize the rapid changes facing businesses today and who seek to prepare themselves and their organizations for success in this era of disruption. Program coursework is anything but traditional, forgoing the repeat of the undergraduate topics covered in traditional MBA programs for an array of forward-looking courses designed to prepare leaders to navigate the organizational changes needed to capitalize on the technological advances changing the way business operates. To promote a rich diversity of professional backgrounds, entry into the Impact MBA intentionally forwent the standard requirement of a traditional business undergraduate degree. Rather, an initial assessment by our faculty determines pre-requisite disciplinary gaps, with learners upskilled in these basics through a short, online boot camp offered prior to the start of formal program.

The Impact MBA accommodates the busy lives of today's leaders who balance a full slate of professional and personal commitments, with curricula delivered over six, ten-week sessions, with two courses completed in each session. Each session contains four in-person Saturday meetings focused on high engagement experiences complimented by six interspersed weeks of online learning. To build strong and lasting relationships among students and faculty the Impact MBA adopts learner groups of 20 to 30 students. New learners begin the program every fall. In this way, the program allows both the flexibility needed by today's professionals, and the high engagement and peer-to-peer interactions that remain a critical component of all successful MBA programs. Sessions are spread across the academic calendar, allowing learners to capitalize on our Wisconsin summer. The entire 36-credit Impact MBA program is completed in less than two years.

Admission Requirements

The Executive Impact MBA is designed for experienced professionals eager to expand their leadership potential and drive impactful change in their organizations. We welcome leaders from all professional backgrounds.
Here is a quick overview:

- **Degree**: A bachelors degree (*in any discipline*).
- **GPA**: A 3.0 grade point average (measured on a 4.0 scale) or higher. *Students with a GPA less than 3.0 will be considered for admission on a case by case basis.*
- **Experience**: This program is designed for individuals with documented professional experience.
- Please note: Fortunately, *no* entrance exams are required (e.g.. GRE, GMAT).

How to Apply

Submit the following to the UW-Green Bay Graduate Studies Office (https://www.uwgb.edu/graduate/):

- **UW System Application & Fee**: Complete and submit the UW System application (https://apply.wisconsin.edu/), which will be forwarded to UW-Green Bay Graduate Studies. When you submit your online application, you will be asked to pay the $56 application fee.
- **Resume**: Submit your current resume outlining your academic achievements and professional experience. Your resume may be uploaded as part of your application or can be emailed to the Office of Graduate Studies at gradstu@uwgb.edu
- **Impact Statement**: In approximately 500 words (~1 page single-spaced), please respond to the following questions: (1) Why do you want to enroll in the Executive Impact MBA? and (2) What impact you hope to make for both (a) yourself and (b) your organization by completing this program? Space for the impact statement is included in the online application.
- **Official Transcripts***:
  - Official transcripts from all postsecondary institutions of higher learning from which 9 or more credits have been attempted are required. If you attended less than 9 credits you do not have to send an official transcript unless the courses completed were pre-requisites for the program. Study abroad transcripts are not required if a student attended an international University for one or fewer semesters. NOTE: If you attended UW-Green Bay you do not have to send UW-Green Bay transcripts.
  - **For college and universities attended outside the United States**, you must provide the a course-by-course transcript evaluation from a professional evaluation service currently recognized by NACES (www.naces.org (https://nam01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.naces.org%2F&data=02%7C01%7Clangere%40uwgb.edu%7C8f980c1350fa403ad81d08d7abf9665b%7C7fc34f9d1f754f96b5b33cdcaab03aea%7C0%7C0%7C637166959953631620&sdata=AZUP4CI%2FXXJwoF76cq1Q7sWs8kcLpkfKq6FGeOMoG%2Fw%3D&reserved=0)). UW-Green Bay recommends one of the following evaluation services:
    - Educational Credential Evaluators (ECE) http://www.ece.org/ (https://nam01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.ece.org%2F&data=02%7C01%7Clangere%40uwgb.edu%7C8f980c1350fa403ad81d08d7abf9665b%7C7fc34f9d1f754f96b5b33cdcaab03aea%7C0%7C0%7C637166959953641616&sdata=%2FuxHlMwUEM7bk4KPcSYmnbVa5qe9hzbISxw73fqyOyg%3D&reserved=0)
    - World Education Services (WES) http://www.wes.org/ (https://nam01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.wes.org%2F&data=02%7C01%7Clangere%40uwgb.edu%7C8f980c1350fa403ad81d08d7abf9665b%7C7fc34f9d1f754f96b5b33cdcaab03aea%7C0%7C0%7C637166959953641616&sdata=cPImlp17Tk95aCEkOvB4144YpjbLFLV9udbMHy39LxA%3D&reserved=0)

- **Two Professional Recommendations:** Two letters of professional evaluation from persons who can assess your potential and motivation to use this program as a developmental accelerator for both personal and organizational impact. *Each reference letter must come directly from the reference and be **sent directly** to the Office of Graduate Studies* email, gradstu@uwgb.edu, or mailed to:
  UW-Green Bay
  Office of Graduate Studies
  2420 Nicolet Drive
  Green Bay, WI 54311

  * If requesting electronic transcripts, please have the institution send to uwgb@uwgb.edu. Paper transcripts sent directly from the institution that issued the transcript must be mailed to the address above.

Degree Requirements

Code	Title	Credits
Required Courses:		
MBA 701	Purpose Driven Leadership	3
MBA 702	Critical Thinking Beyond Business As Usual	3
MBA 703	The Learning Organization	3
MBA 704	The Exponential Enterprise & Abundance	3
MBA 705	Evidence-Based Decision Making	3
MBA 706	Creating Brand Value	3
MBA 707	Measuring and Managing Value	3
MBA 708	Disruptive Innovation	3
MBA 709	Artificial Intelligence & Technological Advances	3
MBA 710	The Path to Sustainability	3
MBA 711	Culture as a Competitive Advantage	3
MBA 712	Alternative Futures & Strategic Foresight	3
Total Credits		**36**

Progress to Degree

1. The candidate applies to the Executive Impact MBA program by submitting an application and all required application materials to the University of Wisconsin-Green Bay.
2. The candidate is admitted to the Executive Impact MBA program by the program admission committee.
3. The student fulfills the degree requirements for the program.
4. The student is awarded a Master of Business Administration degree from the University of Wisconsin-Green Bay.

Faculty

Faculty members in the Impact MBA Program (https://www.uwgb.edu/executive-impact-mba/faculty/) represent a wide range of teaching, practice, and research experiences.

Bansal, Gaurav **(**https://www.uwgb.edu/csb/faculty-staff/bansalg/**),** Professor, Business Administration (MIS/Statistics). B.E. (1996) University of Gorakhpur; M.B.A. (2002) Kent State University; Ph.D., MIS (2008) University of Wisconsin-Milwaukee.
Interests: Teaching interests include introduction to management information systems, e-commerce, business statistics, database management systems, and web development. Research interests include internet information privacy and security, internet trust, e-commerce, and data mining.

Chandna, Vallari **(**https://www.uwgb.edu/csb/faculty-staff/chandnav/**),** Associate Professor of Management and Chair, Master's of Management Program, B.A. LL.B-Honors (2007) RSTMN University, M.B.A in Organizational Behavior and Human Resources (2011) University of North Texas, Ph.D., Organizational theory (2016) University of North Texas.
Interests: Digital entrepreneurship, new organizational forms (temporary organizations), degrowth, sustainability, individual and organizational issues in start-ups, and inter-organizational relationships.

Coury, David **(**https://www.uwgb.edu/humanities/faculty-staff/couryd/**),** Frankenthal Professor of Humanities, German, and Global Studies. B.A. Biology and German (1986) Wittenberg University; M.A. University of Cincinnati (1992); Ph.D., Germanic Literatures and Languages, University of Cincinnati (1996).
Interests: International Business, Intercultural Communication, Globalization and cultural conflicts, U.S.-European political and economic relations.

Gurtu, Amulya **(**https://www.uwgb.edu/csb/faculty-staff/gurtua/**),** Associate Professor of Supply Chain Management, M.S in engineering (1995), Bhopal university; MBA (2007) Western University; Ph. D., Industrial engineering (2014), Ryerson University, Toronto (Canada)

Interests: Optimizing supply chains, global operations and offshore outsourcing.

Huffcutt, Allen, Professor of Human Resource Management, B.S. (1982) Mechanical Engineering, University of Wisconsin Madison; M.S. (1989) Industrial & Organizational Psychology, University of North Texas; Ph.D., Industrial & Organizational Psychology (1992), Texas A&M University.
Interests: Modern behavioral employment interviewing (theory and practice), personality testing, personality structure, culture and its effects on companies and employees, mental processing and decision-making.

Murphy, Dianne, Assistant Professor, Organizational Behavior, B.S (1993) St. Norbert College; MBA (2008), University of Wisconsin-Milwaukee; Ph. D., Organizations and Strategic Management (2017), University of Wisconsin-Milwaukee
Interests: Diversity, Entrepreneurship, Culture, Mentoring, Identity, International Business.

Newaz, Md. Tarique **(**https://www.uwgb.edu/csb/faculty-staff/md-tarique-newaz/**),** Assistant Professor of Marketing, M.A. in English Literature (2003), Jahangirnagar University, Bangladesh, MBA Marketing (2006), University of Dhaka, MS in Marketing Research (2015) Southern Illinois University, Ph. D., Marketing (2019), Texas Tech University
Interests: Marketing Strategy, Social Media Marketing, Branding, Marketing Research.

Pangarkar, Aniruddha **(**https://www.uwgb.edu/csb/faculty-staff/aniruddha-pangarkar/**),** Assistant Professor of Marketing. B. Com (1996), University of Pune; M.B.A in International Management (2002), Thunderbird School of Global Management; Ph. D., Marketing (2018), Texas Tech University
Interests: International Marketing, International Business, Marketing Strategy, Corporate Social Responsibility, Services Marketing, and Consumer Behavior.

Radosevich, David **(**https://www.uwgb.edu/csb/faculty-staff/radosevd/**),** Associate Professor, Business Administration (Management). B.A. (1994) Western Maryland College; Ph.D., Industrial/Organizational Psychology (1999) University at Albany, State University of New York.
Interests: Teaching interests include leadership development, human resource management, organizational behavior, and team building. Research interests include motivational processes, performance management, goal orientation, and the impact of technology on learning.

Kumar, Sampath **(**https://www.uwgb.edu/csb/faculty-staff/ranganas/**),** Professor of Marketing. B.Com. (1993), M.B.A. (1996) Bharathiar University; M. Phil (2011) Alagappa University; Ph.D., Marketing/Research Methods (2008) University of Memphis.
Interests: Teaching interests include Marketing, Marketing research, Advertising, and Services marketing. Research interests include consumer behavior, advertising, services marketing and social marketing.

Teclezion, Mussie **(**https://www.uwgb.edu/csb/faculty-staff/teclezim/**),** Associate Professor of finance, B.A. in Accounting (1999) University of Asmara, Eritrea; M.B.A. (2003) University of Illinois in Urbana-Champaign; Ph. D., Finance (2008) Southern Illinois University – Carbondale in 2008.
Interests: financial and investment policies of firms, geographic and industrial diversification strategies, mergers & acquisitions, and earnings management.