

Master of Science in Management

The University of Wisconsin-Green Bay's Master's of Management program is an innovative, advanced study of the management process and its outcomes. The program, offered through UW-Green Bay's Austin E. Cofrin School of Business, prepares effective leaders and strategic decision-makers for the region's businesses, nonprofit organizations, and government agencies.

The program has two tracks – the first is specifically geared towards students in the undergraduate accounting program at University of Wisconsin-Green Bay with a quantitative focus. This "Analytics for Accountants" track allows accounting students to begin taking graduate classes while in the undergraduate program. The second "General" track is well-suited for students desiring a well-rounded management education but does not require a prior business degree.

Students in the program are managers from a variety of organizations, both large and small, as well as individuals who wish to enter the management profession. This program provides students, with the knowledge and critical thinking skills needed to lead and succeed in complex and dynamic organizations. Students who have experienced success in the workplace find that additional education enhances their professional profile and affords new professional opportunities. The program develops leaders who will take on new management challenges and make a positive difference in their workplace and community.

Leadership, innovation, strategic thinking, sustainable stewardship, global thinking and effective communication are the program's cornerstones. Students experience an exciting array of courses in marketing strategy, data science and decision making, leadership, managing sustainable and responsible organizations and human resources practices. Critical thinking and problem-solving is emphasized through the program's content and pedagogy, which incorporates both theoretical and applied approaches to developing the skills for life-long learning.

The Master's of Management is created with students' needs in mind. Students have the convenience of small classes and the opportunity to work closely with dedicated faculty who will challenge students to perform at the highest levels. All instructors are experienced teachers with doctorate degrees or industry experts with decades of experience. They also have wide-ranging community involvement and professional and international experience.

Convenient scheduling is one of the program's key features. Many graduate students work full time and pursue their graduate studies on a part-time basis. Master's of Management courses are offered in the evening or online. While the program is structured to accommodate part-time students, those seeking full-time education are also served.

Students can complete the program within 12-18 months.

Admission Requirements

All courses are taught under the assumption that students have the necessary background and preparation to succeed in the program. A well-prepared student enters the program with an understanding of and an undergraduate competency level in management, marketing, finance, accounting, and statistics. Students can demonstrate their competency by completing undergraduate or foundation courses in the five areas or by passing competency exams. The program adviser will review these options with prospective students to ascertain the student's level of competency.

Admission requirements for the Master's of Management program closely follow the University-wide policy for admission to graduate programs. These requirements include:

- A bachelor's degree from an accredited institution.
- A 3.0 grade point average on a 4.0 scale.
- International applicants (<https://www.uwgb.edu/graduate/international-students/overview/>) must be prepared to provide evidence of English Proficiency. A minimum score of 79 iBT (or 550 on the PBT) on the Test of English as a Foreign Language (TOEFL) is required. For a complete list of alternatives to the TOEFL exam, please contact the Office of Graduate Studies. International applicants must also provide a course by course Evaluation of Foreign Credentials from Educational Credential Evaluators (ECE) for an application to be considered. International applicants who meet English Proficiency and academic admission requirements will be admitted, but must also show evidence of financial resources adequate to provide for their educational expenses before an I-20 will be provided.

Applicants who do not meet the 3.0 grade point average requirement or who have other deficiencies may be admitted on a provisional basis.

Required Application Material

- A completed application form (<https://apply.wisconsin.edu/>) and the current fee.
- A 200-300 word statement describing principal areas of academic interest, capabilities, experience, and reasons for pursuing the M.S. degree.
- Resume: your resume may be uploaded as part of your application or can be emailed to gradstu@uwgb.edu
- Official undergraduate and graduate 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.

- Electronic transcripts can be sent to: uwgb@uwgb.edu (uwgb@uwgb.edu)
- Hard copy transcripts can be mailed to:
UW-Green Bay

Office of Graduate Studies
2420 Nicolet Drive
Green Bay, WI 54311

- International students will also need to provide the following documentation:
 - a. A test of English proficiency (TOEFL or IELTS)
 - b. Course-by-course transcript evaluation from a professional evaluation service currently recognized by NACES (www.naces.org (<http://www.naces.org/>)). UW-Green Bay recommends one of the following evaluation services:
 - World Education Services (WES) <http://www.wes.org/>
 - Educational Credential Evaluators (ECE) <http://www.ece.org/>
- Two letters of evaluation (<https://www.uwgb.edu/UWGBCMS/media/management/files/Letter-of-Evaluation-MS-in-Management.pdf>) from persons who can assess the prospective student's academic potential. Applicants must fill out the first two sections of the form, save, and send to each evaluator. Each evaluator must fill out the remaining sections and send directly to the Office of Graduate Studies email gradstu@uwgb.edu or mail to:

UW-Green Bay

Office of Graduate Studies
2420 Nicolet Drive
Green Bay, WI 54311

Special Track for Accounting Undergraduate Students

The Analytics for Accountants track follows the admission procedures and guidelines for Accounting undergraduate admissions as well as for the Master's of Management program.

Special Students

Persons holding a bachelor's or higher-level degree who wish to enroll in courses but do not want to pursue a Master's of Management degree may enroll as special students. Graduate credit will be awarded provided that the student registers in graduate-level courses as a graduate special student and pays appropriate fees.

Degree Requirements

The 31-credit curriculum consists of a graduate core of six required courses (18 credits) and then a choice between two tracks- Track A is especially suited for accounting undergraduate students with a focus on the quantitative and analytics aspects of business and Track B is a general management track better suited for students without a business background. A four-credit, hands-on professional project is the capstone of the program's academic experience for both tracks

| Code | Title | Credits |
|---|---|-----------|
| Management Core | | 18 |
| HRM 669 | Performance Management and Job Analysis | |
| MGMT 570 | Data Science for Managers | |
| MGMT 730 | Leading the Self | |
| MGMT 759 | Sustainable Management | |
| MKTG 745 | Business and Marketing Strategy | |
| SCM 780 | Advanced Project Management | |
| Capstone Experience | | 4 |
| MGMT 796 | Professional Project | |
| Track A: Analytics for Accountants | | 9 |
| FIN 646 | Advanced Corporation Finance | |
| MKTG 624 | Research Methods | |
| BUS ADM 635 | Foundations of Strategic Information Management | |
| Track B: General | | 9 |
| BUS ADM 636 | Analysis & Design of Business Information Systems | |

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|-----------------------------------|---|----------|
| ENTRP 573 | Entrepreneurial Finance | |
| ENTRP 685 | New Venture Acceleration | |
| Track C: Sports Management | | 9 |
| MGMT 652 | Teams | |
| PSYCH 621 | Theories of Sport, Exercise, and Performance Psychology | |
| PSYCH 721 | Applied Sport and Performance Psychology | |

The Dual Degree program with Kedge, allows students to graduate from both UWGB and Kedge Business School in France. Detailed information can be found here: <https://www.uwgb.edu/management/study-abroad-france/bordeaux-degree-partnership/>

Dual Degree with KEDGE BS

| Code | Title | Credits |
|--|---|-----------|
| Management Core | | 16 |
| FIN 646 | Advanced Corporation Finance | |
| HRM 669 | Performance Management and Job Analysis | |
| MGMT 730 | Leading the Self | |
| MGMT 759 | Sustainable Management | |
| MGMT 798 | Independent Study | |
| SCM 780 | Advanced Project Management | |
| Complete one of the following at KEDGE BS Bordeaux Campus: ¹ | | 15 |
| Finance Track | | |
| Global Management Track | | |
| Marketing Track | | |
| Purchasing & Supply Chain Track | | |
| Total Credits | | 31 |

¹ Successful completion must include a Master Thesis and Grand Oral defense graded by KEDGE BS (<https://student.kedge.edu/>)

Progress to Degree

Steps Toward the Degree

Track A: Analytics for Accountants

- The candidate is admitted to the undergraduate Accounting program and graduate program.
- After at least 15 credits, the student registers for MGMT 796 (<http://catalog.uwgb.edu/archive/2022-2023/search/?P=MGMT%20796>).
- In consultation with the program adviser, an *Official Declaration of Master's Degree* (GR-1 Form) is filed by the student indicating they are completing Track A: Analytics for Accountants.
- The student files an *Application for Graduation* with the Registrar's Office through the Student Information System (SIS). The application must be completed and submitted to the Office of the Registrar prior to November 1 for fall semester graduates, and April 1 for spring and summer semester graduates.
- Upon successful completion of professional project course, the instructor will enter grade in SIS.
- Graduate receives diploma.

Track B: General

- The candidate is admitted to the graduate program.
- After at least 15 credits, the student registers for MGMT 796 (<http://catalog.uwgb.edu/archive/2022-2023/search/?P=MGMT%20796>).
- In consultation with the program adviser, an *Official Declaration of Master's Degree* (GR-1 Form) is filed by the student indicating they are completing Track B: General.
- The student files an *Application for Graduation* with the Registrar's Office through the Student Information System (SIS). The application must be completed and submitted to the Office of the Registrar prior to November 1 for fall semester graduates, and April 1 for spring and summer semester graduates.
- Upon successful completion of professional project course, the instructor will enter grade in SIS.
- Graduate receives diploma.

Faculty

Bansal, Gaurav, 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, Associate Professor of Management and Chair, Master's of Management Program. Law degree, BA.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

Clarke, Heather, Assistant Professor of Human Resources, Ph.D., Memorial University

Gurtu, Amulya, Associate Professor of Supply Chain Management, M.S in engineering (1995), Bhopal university; MBA (2007) Western University; PhD In Industrial engineering (2014) Ryerson University, Toronto (Canada)

Interests: Optimizing supply chains, global operations and offshore outsourcing

Kauth, Ryan, Lecturer, Entrepreneurship.

Murphy, Dianne, Assistant Professor, Organizational Behavior, B.S (1993) St.Norbert College; MBA (2008), University of Wisconsin-Milwaukee; PhD , Organizations and Strategic Management (2017), University of Wisconsin-Milwaukee

Interests: Diversity, Entrepreneurship, Culture, Mentoring, Identity, International Business

Newaz, Md. Tarique, 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, PhD (ABD) in Marketing, Texas Tech University

Radosevich, David, 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. Member: Society for Industrial/Organizational Psychology, and American Psychological Association.

Ranganathan, Sampath, 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, Associate Professor of finance, B.A. in Accounting (1999) University of Asmara, Eritrea; M.B.A. (2003) University of Illinois in Urbana-Champaign; PhD in 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

Tiwari, Praneet, Lecturer, Data Science. Bachelors Degree in Engineering- Computer Science (2006), RSTMN University, M.S. Computer Science with a specialization in Data Analysis and Management, (2010) University of North Texas