

# Master of Science in Management

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The University of Wisconsin-Green Bay's Master of Science in 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 track, General Management, is well-suited for students desiring a well-rounded management education but does not require a prior business degree. The General Management track has a variety of electives students may choose from to customize their degree based on their professional and educational goals. The second track, Sports Management, is geared toward organizational management and leadership in athletics.

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 are 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 of Science in 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 of Science in 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 have the ability to 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 may enter the program with an understanding of and an undergraduate competency level in management, marketing, finance, accounting, and statistics. Although not required, 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 of Science in 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. Full admission to the graduate school requires one of the following test scores:
  - Test of English as a Foreign Language (<https://www.ets.org/toefl/>) (TOEFL) - minimum score of 79 iBT (or 550 on the PBT).
  - International English Language Testing System (<https://www.ielts.org/>) (IELTS) - minimum composite score of 6.5
  - Duolingo English Test (<https://englishtest.duolingo.com/>) - minimum score of 110
- 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](mailto: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](mailto:uwgb@uwgb.edu) ([uwgb@uwgb.edu](mailto: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, IELTS, or Duolingo English Test)
  - b. Course-by-course transcript evaluation from a professional evaluation service currently recognized by NACES ([www.naces.org](http://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](mailto: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 of Science in 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 of Science in 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.

## General Emphasis Degree Requirements

The 31-credit curriculum consists of a graduate core of five required courses (15 credits) and then a choice between two tracks- Track A is a general management track better suited for students without a business background. Track B is a sports management track, geared toward organizational management and leadership in athletics. A four-credit, hands-on professional project is the capstone of the program's academic experience for both tracks

Code	Title	Credits
<b>Management Core</b>		<b>15</b>
HRM 700	Strategic Human Resource Management	
MGMT 730	Leading the Self	
MGMT 759	Sustainable Management	
MKTG 745	Business and Marketing Strategy	
SCM 780	Advanced Project Management	
<b>Capstone Experience</b>		<b>4</b>
MGMT 796	Professional Project	
<b>Elective Credits</b>		<b>12</b>
BUSAN 570	Data Science for Managers	
BUSAN 635	Foundations of Strategic Information Management	

FIN 646	Advanced Corporation Finance	
MKTG 624	Research Methods	
<b>Total Credits</b>		<b>31</b>

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
<b>Management Core</b>		<b>16</b>
BUSAN 570	Data Science for Managers	
BUSAN 635	Foundations of Strategic Information Management	
MGMT 730	Leading the Self	
MGMT 759	Sustainable Management	
MGMT 798	Independent Study	
MKTG 745	Business and Marketing Strategy	
<b>Complete one of the following at KEDGE BS Bordeaux Campus: <sup>1</sup></b>		<b>15</b>
Finance Track		
Global Management Track		
Marketing Track		
Purchasing & Supply Chain Track		
<b>Total Credits</b>		<b>31</b>

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

## Sports Management Emphasis Degree Requirements

Code	Title	Credits
<b>Management Core</b>		<b>15</b>
HRM 700	Strategic Human Resource Management	
MGMT 730	Leading the Self	
MGMT 759	Sustainable Management	
MKTG 745	Business and Marketing Strategy	
SCM 780	Advanced Project Management	
<b>Capstone Experience</b>		<b>4</b>
MGMT 796	Professional Project	
<b>Elective Credits</b>		<b>12</b>
General MGMT Electives (Select 1)		
BUSAN 570	Data Science for Managers	
BUSAN 636	Analysis & Design of Business Information Systems	
FIN 646	Advanced Corporation Finance	
MKTG 624	Research Methods	
Sports MGMT Electives (Select 3)		
AT 651	Clinical Exercise Sciences	
AT 750	Athletic Training Administration	
AT 789	Athletic Training Research Seminar	
EDUC 616	Principles of Coaching	
EDUC 617	Philosophy of Athletics and Coaching	
EDUC 618	Organization and Administration of Athletics	
EDUC 619	Field Experience in Coaching	
NUT SCI 670	Advanced Nutrition for Sport and Fitness	
PSYCH 621	Theories of Sport, Exercise, and Performance Psychology	

## 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.

**Carr, Tara**: Teaching Professor of Management and Entrepreneurship. B.S. Business Administration (HR and Labor Relations), Bowling Green State University (1999); MBA, Saginaw Valley State University (2004).

*Interests:* Leadership, strategic planning, small business management

**Chandna, Vallari**, Associate Professor of Management. 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**, Associate 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

**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 in Marketing, Texas Tech University

**Pangarkar, Aniruddha**, Assistant Professor of Marketing, MBA from Thunderbird School of Global Management, Ph.D. in Marketing from the Texas Tech University

*Interests:* Firms facing a product-harm crisis, the antecedents of minimalistic consumption and a typology of these consumers along with how firms can engage and target such diverse consumer groups, and luxury brands

**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.

**Kumar, Sampath**, Professor of Marketing and Chair, Masters of Management Program. M.B.A. (1996) at Bharathiar University; M.Phil (2011) at Alagappa University; and Ph.D. in Marketing (2008) at the University of Memphis.

*Interests:* Teaching interests include Marketing, Marketing research, Advertising, and Services marketing. Research interests include consumer behavior, advertising, services marketing, and non-profit 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; Ph.D. 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. Bachelor's 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