

Master of Science in Management

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

Two tracks comprise the program: the first, General Management, is ideal for students seeking a broad management education and does not require a prior business degree. The General Management track offers a variety of electives, allowing students to customize their degree based on their professional and educational goals. The second track, Sports Management, focuses on organizational management and leadership in athletics.

Students in the program include managers from organizations of all sizes, as well as individuals aspiring to enter the management profession. This program provides students with the knowledge and critical thinking skills needed to lead and succeed in complex, dynamic organizations. Experienced professionals find that further education enhances their profiles and opens new opportunities. The program develops leaders prepared to address new management challenges and contribute meaningfully to their workplaces and communities.

Leadership, innovation, strategic thinking, sustainable stewardship, global thinking, and effective communication are the program's cornerstones. Students experience a diverse array of courses in marketing strategy, data science and decision-making, leadership, entrepreneurship, finance, managing sustainable and responsible organizations, and human resources practices. The program's curriculum and teaching methods emphasize critical thinking and problem-solving, integrating theoretical and applied approaches to foster lifelong learning.

The Master of Science in Management is designed with students' needs in mind. Students benefit from small classes and the opportunity to work closely with dedicated faculty who challenge them to perform at the highest levels. These instructors have extensive community, professional, and international experience, and hold doctorate degrees or possess decades of industry expertise.

Convenient scheduling is a key feature of the program. Many graduate students work full-time and pursue their studies part-time. Master of Science in Management courses are offered in the evening or online. While the program is structured to accommodate part-time students, it also serves those seeking full-time education.

Students can complete the program within 12–18 months.

Accelerated Track for Undergraduate Students

Undergraduate students in the Cofrin School of Business, in majors such as Accounting, Finance, Management, and Marketing, can take up to nine graduate credits at the undergraduate level from general emphasis degree electives as part of our accelerated track. The courses available include ENTRP 573, ENTRP 686, FIN 646, BUS ADM 635, BUS ADM 570, and MKTG 624. Please consult your undergraduate advisor and the Graduate Studies Office before choosing this option.

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
- 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, 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/>)). 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 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
Management Core		15
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	
Capstone Experience		4
MGMT 796	Professional Project	

Elective Credits (choose 12 credits): 12

BUSAN 570	Data Science for Managers
BUSAN 635	Foundations of Strategic Information Management
ENTRP 573	Entrepreneurial Finance
ENTRP 686	Design Thinking and Developing Business Models
FIN 646	Advanced Corporation Finance
MKTG 624	Research Methods

Total Credits 31

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/about/study-abroad-france/>

Dual Degree with KEDGE BS

Code	Title	Credits
Management Core		16
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	
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/>)

Sports Management Emphasis Degree Requirements

Code	Title	Credits
Management Core		15
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	
Capstone Experience		4
MGMT 796	Professional Project	
Elective Credits		12
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 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
PSYCH 730	Sport Sociology

Total Credits**31**

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