



SCHOOL OF BUSINESS & TECHNOLOGY

University of Wisconsin-Parkside



M B A PROGRAM

WELCOME TO THE UW-PARKSIDE MBA PROGRAM

Located in Wisconsin's business corridor between Milwaukee and Chicago, the MBA program at UW-Parkside provides the opportunity for you to receive an excellent business education. Accreditation of the program by the Association to Advance Collegiate Schools of Business (AACSB International) confirms the quality of a UW-Parkside MBA. AACSB accreditation represents the highest standard of achievement for business schools worldwide. Institutions that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. AACSB accreditation demands a superior faculty, supporting high-caliber teaching and meaningful interaction between students and faculty. Less than one-third of U.S. business schools and only 15% of business schools worldwide meet the rigorous standards of AACSB accreditation. The UW-Parkside MBA is distinguished through the use of live projects, simulations, and case studies. Students can enroll part-time or full time. Classes are offered at the UW-Parkside campus and online.



SELECTING AN MBA PROGRAM

When deciding where to get your MBA, consider the following:

- Programs (How long will it take to earn the degree? Will you find classes that interest you?)
- Scheduling (How are you going to fit this into your already busy life?)
- Accreditation (Is the program accredited by AACSB?)
- Faculty (Who will be instructing you, full-time faculty or part-time adjuncts? How easy will it be to contact your professor?)
- Location (How far will you have to travel? How hard is it to find parking?)
- Cost (How much is tuition?)
- Admission process (What are the hurdles? What are the criteria?)

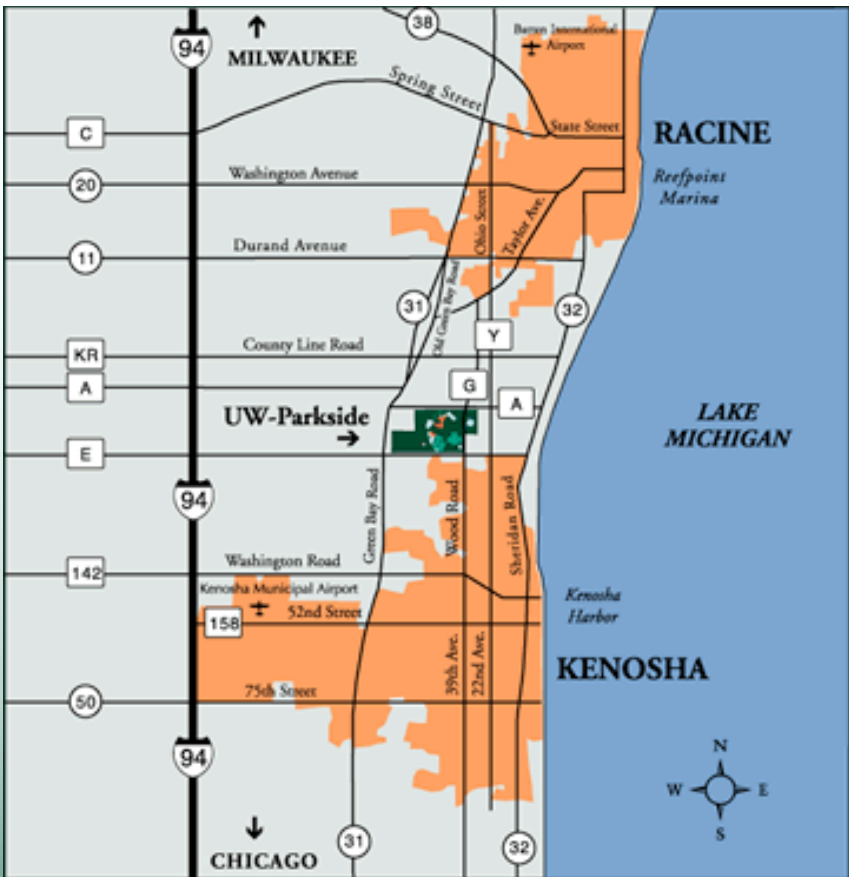
CULTURE OF THE UW-PARKSIDE MBA PROGRAM

UW-Parkside MBA courses are typically taught by full-time faculty with Ph.D. degrees in their areas of expertise from universities like Wisconsin-Madison, Southern California, Indiana, Illinois, Texas Tech, DePaul, Alabama, and Iowa State. You will also learn from your classmates and the wealth of experience they bring to the classroom from their jobs with companies like Abbott Laboratories, CNH, Chrysler, Jockey, JohnsonDiversey, Modine Manufacturing, SC Johnson, Walgreens, United Hospital System, Hospira, and Snap-on, Inc.

The UW-Parkside MBA focuses on the needs of mature students who have the educational background, experience, and degree of intellectual curiosity essential to graduate-level study. The program is typically completed in one and a half to four years. Matriculating undergraduate coursework to waive some foundation requirements helps decrease the length of the program. To accommodate adults who are employed, MBA courses are offered in the evenings, in an eight-week format, during the academic year and summer. Online instruction is also available to UW-Parkside students through the University of Wisconsin MBA Consortium. Online courses are taught by faculty from member universities: UW-Parkside, UW-Eau Claire, UW-La Crosse, and UW-Oshkosh, all of which are AACSB accredited.

LOCATION

UW-Parkside is conveniently located between the cities of Racine and Kenosha, with easy access from Interstate 94 and Highways 31 (Green Bay Road) and 32 (Sheridan Road). The 700 acre campus is adjacent to Petrifying Springs State Park and only one mile from the Lake Michigan shoreline.



COURSEWORK

The MBA program offered by the School of Business and Technology educates students in general management competencies and prepares candidates for successful careers in administrative and policy-making positions. Students graduate with an education that enhances the knowledge, abilities and skills necessary to assume administrative responsibilities creatively and effectively. The program presumes that a manager must know how to obtain and evaluate relevant information; approach tasks logically, systematically and in teams; analyze problems; arrive at reasonable generalizations; and act to achieve concrete results. The curriculum includes examination of the impact of both domestic and global environments on a firm's operation.

The program is structured in three components: foundations, required core courses, and electives. The foundations include demonstrated knowledge in fundamentals (through examination or course work). Eight required courses make up the core of the MBA program. The elective courses are offered on a rotating basis, and each student's program must include a minimum of 16 credits of electives.

ELECTIVES

Elective courses cover a wide variety of topics such as: Cash Management, Investments, Security Analysis, Shareholder Value Management, Futures and Options, Value-Based Management, Strategic Human Resource Management, Staffing Organizations, Improving Employee Performance, Training and Development, Employment Law, Emotional Intelligence, Crisis Management, International Business,

International Marketing, Electronic Commerce, Business Process Redesign, Business-to-Business Marketing, and Decision Analysis

REQUIRED COURSES

The eight required two-credit courses offer a variety of learning opportunities, including team projects and real-life case studies. They also give the student many opportunities to develop their presentation skills. Required courses (and the semesters they are offered) include: Managerial Accounting (spring), Quantitative Methods (fall), Production/Operations Management (spring), Project Management (fall), Corporate Financial Management (fall), Organizational Theory (spring), Marketing Management (fall), and Advanced Strategic Management (spring).

FOUNDATION COURSES

All MBA students must have or obtain knowledge of fundamentals in the following areas: accounting, statistics, macro and micro economics, organizational behavior, computer systems, algebra, operations management, finance, and marketing. Foundation requirements may be fulfilled in any of the following ways: complete as part of undergraduate degree; complete the undergraduate equivalent at UW-Parkside; complete at another college or university; or complete at the graduate level via online courses through UW-Parkside. Students waived out of a foundation course are not required to take a course in its place.

WHAT IT COSTS

Application

\$56 non-refundable application fee.

GMAT

\$250 or higher. However, as described later in this brochure, waivers may be granted in certain circumstances.

Other information on:

- Parking
 - You may purchase day, semester or annual parking permits. ample parking is available on campus for evening classes.
- Tuition
- Fees
- Ranger Card

Please see:

<http://www.uwp.edu/departments/cashiers.office/>

For information on on-line courses, please see:

<http://www.uwp.edu/departments/business/mba/onlineCourseChangesFall2007.cfm>

APPLYING TO THE PROGRAM

The online application process is outlined in detail, and all required forms are available, on the web: <http://www.uwp.edu/> keyword: MBA Prospective Students link

To summarize, you will need to supply the following:

- application form & fee
- transcripts
- GMAT score
- letters of recommendation
- resume

All application materials can be submitted electronically or mailed to: UW-Parkside, MBA Program, 900 Wood Road, Box 2000, Kenosha, WI 53141-2000

Application deadlines: for Fall admission, August 1; for Spring admission, December 15; for Summer admission, April 15.

International students have additional requirements which are detailed on the web site.

ADMISSION CRITERIA

Students will be admitted to the UW-Parkside MBA program if they meet one of the following criteria:

- GMAT score + [200*undergraduate gpa] \geq 1000
- GMAT score + [200*last half of undergraduate gpa] \geq 1000

The MBA Admissions Committee will evaluate applications not meeting either of these criteria, considering all materials submitted for admissions by the applicant.

QUALIFYING FOR A GMAT WAIVER

The GMAT requirement may be waived under one or more of the following circumstances:

- The applicant has a cumulative undergraduate GPA ≥ 3.2 and evidence of quantitative skills.
- The applicant has completed an advanced degree (master's level or higher).
- The applicant has a cumulative undergraduate GPA ≥ 2.75 (or 2.90 in the last 60 credits) and has fulfilled at least 7 of the MBA foundation requirements with a GPA in those courses ≥ 3.2 .
- The applicant has a cumulative undergraduate GPA ≥ 2.75 (or 2.90 in the last 60 credits) and has a qualifying professional certification. Some examples are:
 - Certified Financial Analyst (CFA)
 - Certified Financial Planner (CFP)
 - Certified Management Accountant (CMA)
 - Certified Public Accountant (CPA)
 - Project Management Professional (PMP)

A written request for a waiver will be evaluated by the MBA Admissions Committee. This written request must accompany the application packet. Letters of recommendation, work history, evidence of quantitative skills, and professional certifications will be used by the committee in order to make the decision.

Additional Information:

Undergraduate and graduate degrees considered above are assumed to be from regionally accredited institutions.

Evidence of quantitative skills means satisfactory performance in at least one course each in algebra and statistics as determined by the MBA Admissions Committee.

Vendor or technical certifications (e.g., CISCO, Microsoft, A+) do not qualify. Meeting one or more of the criteria does not automatically result in a waiver. The MBA Admissions Committee will look at all materials before approving any waiver.

Still need to take the GMAT? For information on the GMAT or to schedule an exam time please visit <http://www.mba.com/mba/TaketheGMAT>. Have your official score report sent directly to UW-Parkside (School Code C7N-5Q-32).

FOR MORE INFORMATION

UW-Parkside MBA On the Web:

<http://www.uwp.edu/> keyword: MBA

UW-Parkside MBA Office:

Molinaro Hall 344

Phone: 262.595.2280

Fax: 262.595.2680

