

BUSINESS MANAGEMENT (BUSMGMT)

Business Management Courses

BUSMGMT 704 Accounting Analysis and Control

3 cr. Graduate.

Prepares managers to critically analyze, interpret and use financial statements, cost reports, and other financial information provided by accountants and accounting systems.

Prerequisites: grad st & Bus Adm 703(P).

Last Taught: Spring 2025, Fall 2024, Summer 2024, Spring 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 705 Corporate Finance

3 cr. Graduate.

Analysis of financial statements; ratio analysis; Excel functions for bond price, yield to maturity, and yield to call; beta estimation and capital asset pricing model; capital budgeting; capital structure decisions; Excel models for financial forecasting.

Prerequisites: graduate standing, BUS ADM 703(P) and BUSMGMT 709(C).

Last Taught: Spring 2025, Fall 2024, Spring 2024, Fall 2023.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 706 Managing in a Dynamic Environment

3 cr. Graduate.

Provides frameworks and techniques for managing people and improving organizations. Topics include group dynamics, leadership, performance management, structure, innovation, power, change, and corporate cultures.

Prerequisites: grad st

Last Taught: Summer 2025, Spring 2025, Fall 2024, Summer 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 707 Information Technology Management in International Businesses

3 cr. Graduate.

Management of information technology including the role of enterprise systems; business intelligence, mining, & analytics; virtual teams and offshoring; security; and ethical/privacy issues including sustainability and green IT in the globally connected world.

Prerequisites: grad st.

Last Taught: Summer 2025, Spring 2025, Fall 2024, Summer 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 708 Marketing Strategy: Concepts and Practice

3 cr. Graduate.

Builds key concepts in marketing strategy, develops knowledge of current issues and provides hands-on experience in developing and executing marketing strategies for today's managers.

Prerequisites: grad st

Last Taught: Summer 2025, Spring 2025, Fall 2024, Summer 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 709 Predictive Analytics for Managers

3 cr. Graduate.

Covers exploratory data analysis and foundations of statistical inference. With a focus on predictive analytics, coverage is given to classical and logistic regression modeling along with other techniques that may include trees and neural nets.

Prerequisites: graduate standing.

Last Taught: Summer 2025, Spring 2025, Fall 2024, Summer 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 711 Global Supply Chain Strategies & Competitive Operations

3 cr. Graduate.

Addresses the contribution of the operations function in enhancing the competitiveness and effectiveness of service and manufacturing organizations. Topics include operations tactics and strategy, cross-functional and cross-firm integration, process analysis, and global supply chains.

Prerequisites: graduate standing.

Last Taught: Summer 2025, Spring 2025, Fall 2024, Summer 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 712 Strategic Management

3 cr. Graduate.

Integrative course focused on strategic thinking and decision making at the general management level. Implementing business planning and strategy in a field-based interdisciplinary action project.

Prerequisites: admis to MBA Program and BusMgmt 704(P), 705(P), 706(P), 707(P), 708(P), 709(P), & 711(P); one prereq course may be completed concurrently with BusMgmt 712.

Course Rules: Not open for credit for students who have completed BusMgmt 720.

Last Taught: Summer 2025, Spring 2025, Fall 2024, Summer 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 713 Entrepreneurship: Venture Creation and Management

3 cr. Graduate.

Study of creation, growth or acquisition of a business through entrepreneurial efforts. Process of identifying and quantifying opportunities, then conceptualizing, planning and starting a new enterprise.

Prerequisites: grad st; Bus Adm 703(P) & BusMgmt 708(P).

Last Taught: Summer 2025, Summer 2024, Spring 2024, Summer 2023.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 714 Managing People and the Role of General Managers

3 cr. Graduate.

Provides framework for understanding organizational behavior and roles of general managers, as distinct from functional specialists. Develops managerial skills through cases, exercises, and industry projects.

Prerequisites: grad st.

Last Taught: Fall 2020, Fall 2019, Fall 2018, Fall 2017.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 715 Leadership, Team Building, and Effective Management

3 cr. Graduate.

Provides a working knowledge of team building, managing change, and effective business communication methods, and an understanding of leadership tools.

Prerequisites: grad st.

Last Taught: Summer 2025, UWinterIM 2025, Fall 2024, Summer 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 716 International Business Management

3 cr. Graduate.

Theories and research pertaining to international business, including foreign investment, marketing, personnel, strategy development, and control of multinational operations.

Prerequisites: grad st.

Last Taught: Fall 2021, Fall 2020, Spring 2019, Summer 2018.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 718 Concepts and Practice of Nonprofit Management

3 cr. Graduate.

Characteristics and formation of nonprofit organizations; building effective boards of directors; board roles and responsibilities; conflicts of interest; evaluating nonprofit performance; grant writing, foundations, and fund-raising.

Prerequisites: grad st.

Last Taught: Fall 2024, Fall 2023, Fall 2022, Fall 2021.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 720 Strategic Management in Health Care Organizations

3 cr. Graduate.

Application of strategic management tools and techniques to health care organizations. Analyzing external, competitive, and internal environment; developing objectives; understanding current strategy; formulating and implementing future directions.

Prerequisites: grad st; Bus Adm 757(P); BusMgmt 708(P) or Bus Adm 766(P); BusMgmt 704(P), 705(P), 706(P), 707(P), & 711(P).

Course Rules: Not open for credit for students who have completed BusMgmt 712.

Last Taught: Fall 2024, Fall 2023, Fall 2022, Spring 2020.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 721 Fundraising and Development for Nonprofit Organizations

3 cr. Graduate.

Philosophical thoughts on development; basics of fundraising; strategic planning and implementation.

Prerequisites: grad st.

Last Taught: Spring 2025, Spring 2024, Spring 2023, Spring 2022.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 722 Global Information Technology Management

3 cr. Graduate.

Management issues surrounding the effective deployment of it and is in different regions of the world.

Prerequisites: grad st.

Last Taught: Summer 2013, Summer 2012.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 723 Managing and Negotiating Across Borders

3 cr. Graduate.

Examines the basic concepts, institutions, and practices of international business in context of such managerial decisions as negotiating entry into foreign markets, managing strategic alliances, and designing the structure of a multinational enterprise.

Prerequisites: graduate standing.

Last Taught: Spring 2025, Fall 2023, Fall 2022, Fall 2020.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 724 Accounting for Nonprofit Organizations

3 cr. Graduate.

Financial and managerial accounting topics for the nonprofit sector; relationship of these topics to finance, the legal environment of nonprofits, and mission of the organizations.

Prerequisites: Grad st.

Last Taught: Spring 2025, Spring 2024, Spring 2023, Spring 2022.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 726 Study Abroad: Business Topics:

1-3 cr. Graduate.

Immersion (including instruction at an international university) in the economic, cultural, and business practices of selected countries.

Prerequisites: graduate standing and acceptance for Study Abroad Program.

Course Rules: Repeatable to 3 cr max.

Last Taught: Summer 2025, Spring 2025, UWinteriM 2025, Fall 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 727 Health Care Accounting, Law and Ethics

3 cr. Graduate.

Critical examination of healthcare specific issues and differences from other industries: financial and accounting practice; legal requirements and constraints; ethical issues facing healthcare managers.

Prerequisites: grad st; BusMgmt 704(P) and 705(P).

Last Taught: Summer 2025, Summer 2024, Summer 2023, Summer 2022.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 728 Training and Development in Organizations

3 cr. Graduate.

Development and evaluation of training and career development programs in organizations. Skills-based approach to understanding needs assessments, learning principles, training development and evaluation.

Prerequisites: grad st.

Course Rules: Counts as repeat of Bus Adm 443 with similar subtitle.

Last Taught: Fall 2018, Fall 2016, Fall 2015, Fall 2014.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 729 MBA Internship

3 cr. Graduate.

A defined work experience with a for-profit, non-profit, international, or government organization, applying previous coursework to a workplace setting. Project paper required.

Prerequisites: grad st; completion of any 12 cr (4 courses) from MBA Core (BusMgmt 704-711); Masters GPA of 3.50 or better; writ cons of instr.

Last Taught: Summer 2025, Spring 2025, Summer 2024, Spring 2024.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 730 Strategic Management and Leadership for Nonprofit Organizations

3 cr. Graduate.

Concepts and methods of strategic thinking and applications of strategy in nonprofit organizational settings. Nonprofit governance and executive leadership roles in strategy formation and implementation.

Prerequisites: grad st; BusMgmt 718(P) or Pol Sci 789(P) or Pol Sci/Sociol/Urb Std 704(P); BusMgmt 721(P), 724(P), & 725(P); Bus Adm 766(P) or Pol Sci 705(P) or Pol Sci 791(P); Pol Sci 792(P) & 793(P)

Last Taught: Fall 2024, Fall 2022, Fall 2020, Fall 2019.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 731 Research Tools for Practitioners in Human Resources and Labor Relations

3 cr. Graduate.

Planning and carrying out simple surveys; evaluating policies, programs, and procedures in organizations; interpreting, evaluating and using research conducted by others.

Prerequisites: grad st; Econ 210(P) or Bus Adm 210(P) or cons instr.

Course Rules: Ind Rel 731 and BusMgmt 731 are jointly offered; they count as repeats of one another.

Last Taught: Spring 2024, Spring 2023, Spring 2022, Spring 2021.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 732 Introduction to ERP

3 cr. Graduate.

Enterprise Resource Planning concepts, fundamental business processes, interaction of various functional areas, development tools for the implementation of web-based ERP applications.

Prerequisites: graduate standing.

Last Taught: Summer 2025, Fall 2024, Fall 2023, Fall 2022.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 733 Enterprise Simulation Game

3 cr. Graduate.

Use ERP simulation game, develop understanding of ERP concepts, experience benefits of ERP, develop technical skills using ERP software.

Prerequisites: grad st

Last Taught: Spring 2025, Spring 2024, Spring 2023, Spring 2022.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 734 Enterprise Resource Planning Certification

3 cr. Graduate.

Understand interdependencies and integration of key business processes and power of technology-enabled ERP system to increase productivity and improve business performance.

Prerequisites: graduate standing and BUS ADM 811(P).

Last Taught: Summer 2024, Summer 2022, Summer 2020, Summer 2018.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 735 Advanced Spreadsheet Tools

1 cr. Graduate.

Covers advanced spreadsheet decision making tools. Business problems from across the enterprise will be solved using EXCEL functions, pivot tables, scenario evaluation and others.

Prerequisites: grad st; Bus Adm 701(C).

Last Taught: Spring 2017, Fall 2016, Summer 2016, Spring 2016.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 736 Understanding and Using Corporate Financial Reports

2 cr. Graduate.

Introduces corporate financial reporting practices, accounting terminology, and disclosure concepts. Develops skills in reading and analyzing annual reports. Emphasizes the impact of alternative accounting practices.

Prerequisites: grad st; Bus Adm 701(C).

Last Taught: Spring 2017, Fall 2016, Spring 2016, Fall 2015.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 737 Business Strategy and Economics

2 cr. Graduate.

Economics analysis of applied problems in business. Includes behavioral economics, game theory, pricing in oligopolies, monopolies, price discrimination, and the psychology of pricing.

Prerequisites: grad st; Bus Adm 701(C).

Last Taught: Spring 2017, Fall 2016, Spring 2016, Fall 2015.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 738 Critical and Analytical Thinking in Business

2 cr. Graduate.

Provides training, practice, and feedback in the construction, presentation, and evaluation of clear, well-reasoned arguments. Interactive sessions and structured assignments highlight business applications.

Prerequisites: grad st; Bus Adm 701(C).

Last Taught: Fall 2018, Fall 2017, Spring 2017, Fall 2016.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 741 Management of Technology Ventures

3 cr. Graduate.

Development, launch, and management of technology ventures including venture growth management. Prepares students to lead and manage technology ventures.

Prerequisites: grad st & admis to business or engineering program or admis to Tech Entrep Cert program.

Last Taught: Fall 2015, Fall 2014.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 742 Technology Innovation and Corporate Entrepreneurship

3 cr. Graduate.

Advanced concepts related to technology management, technological innovation, technology strategy, and corporate entrepreneurship. Prepares students to lead technology commercialization projects.

Prerequisites: grad st & admis to business or engineering program or admis to Tech Enrep Cert program.

Last Taught: Fall 2015, Fall 2014.

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 743 Technology Entrepreneurship Project

3 cr. Graduate.

Integration of key product/service innovation, commercialization, and entrepreneurship processes in the establishment of new (or corporate) technology ventures; trains students to lead new ventures.

Prerequisites: grad st & admis to business or engineering program or admis to Tech Entrep Cert program; BusMgmt 741(P).

Current Offerings: <https://catalog.uwm.edu/course-search/>

BUSMGMT 744 R Programming for Business Analytics

3 cr. Graduate.

Focus on basic data manipulation and statistical modeling in R. The objective is to develop R programming skills to investigate different types of business data to inform business decisions.

Prerequisites: grad st; BusMgmt 709(P).

Last Taught: Spring 2025, Spring 2024, Spring 2023, Spring 2022.

Current Offerings: <https://catalog.uwm.edu/course-search/>