



General Graduation Requirements

The general requirements for the Master of Business Administration degree follow:

- A minimum of 33 graduate credits must be completed (see curriculum information that follows).
- All requirements for the degree must be completed within a seven-year period.
- The standard of work at the graduate level requires that the student earn at least a “B” (3.0 GPA) average on all work taken for the degree.
- Satisfactory completion of the capstone, MNGT 720 – Strategy and Organizational Performance, during the final semester of the student’s program.

Master of Business Administration – The Curriculum

The Master of Business Administration program at UW-River Falls developed its curriculum around five competencies associated with effective managers. These competencies – shared across private, public and non-profit sectors – were identified as essential by professional organizations in business, public administration, educational leadership, and non-profit management.

To earn the master’s degree at UW-River Falls, you will need to complete seven required courses plus four electives, for a total of 33 graduate-level credits. Required courses include:

- MNGT 700 – Organizational Theory and Behavior
- MKTG 702 – Strategic Marketing Management
- MNGT 705 – Operations Management
- ECON 730 – Managerial Statistics
- FINC 732 – Financial Management
- ACCT 734 – Managerial Accounting
- MNGT 720 – Strategy and Organizational Performance (Capstone; completed during final semester)

Elective courses include the following (choose four):

- MNGT 701 – Leadership & Ethics
- MNGT 703 – Human Resource Management
- MNGT 704 – Fundamentals of Business Law
- ECON 731 – Managerial Economics
- MNGT 733 – Leading Change
- MNGT 737 – Innovation and Design
- MNGT 738 – Practicum
- MNGT 739 – International Business
- MNGT 742 – Team Engagement

Course credit may be granted by demonstrating proficiency in the objectives associated with each of the required courses.



Course Descriptions

Required Courses, 21 credits, or 7 courses

MNGT 700 – Organizational Theory and Behavior (3 credits)

Organizational Theory and Behavior introduces students to the perspectives developed to understand and evaluate the functioning of complex organizations. Theories of organization from the early 20th Century to the present are presented and evaluated for their explanatory value. In addition, organizational dynamics such as employee motivation, the quality of working life, decision-making, organizational change, and development are discussed and explored.

MKTG 702 – Strategic Marketing Management (3 credits)

This course involves the development of competitive marketing strategy in a dynamic environment to enhance customer value and satisfaction. Case analysis and marketing models are used in the analysis of market opportunity, selection of target markets, and development of marketing plans. Financial, global, ethical and e-commerce perspectives are included.

MNGT 705 – Operations Management (3 credits)

This course introduces the concepts and tools that need to be understood in order to produce world-class goods and services. The course consists of three modules; one on general operations management principles (such as operations strategy, logistics, scheduling), one on project management, and one on quality.

ECON 730 – Managerial Statistics (3 credits)

This course will teach students to solve a variety of business problems using statistical techniques. Case studies will be used to model the application of statistics in evidenced based management. Upon successful completion of this course, students will be able to apply quantitative techniques in a variety of decision-making contexts.

FINC 732 – Financial Management (3 credits)

Using a case based approach, this course examines the problems faced by the corporate financial manager on the theoretical, analytical, and applied levels. It covers basic financial policies that are applied to management problems that include areas such as ratio analysis, risk management, mergers and acquisitions, bankruptcies, and new ventures.

ACCT 734 – Managerial Accounting (3 credits)

Managerial Accounting uses a case-based broad-stakeholder approach to familiarize students with decision-making using financial statement analysis, cost-volume-profit analysis, cost behavior, activity-based management, tactical decision-making, relevant costs, the balanced scorecard, budgeting, ethics, and triple-bottom-line sustainability.

MNGT 720 – Strategy and Organizational Performance (3 credits)

This course will examine the elements needed to formulate and implement business and corporate level strategies. The focus will be upon organizational performance and the primary and support activities needed for successful implementation to create a competitive advantage for the firm. Both corporate and small business strategies will be discussed. This is a capstone course and will require the student to synthesize material from previous courses.

Prerequisites; MNGT 700, MKTG 702, MNGT 705 and FINC 732 – Capstone; completed during final semester



Elective Courses, 12 credits minimum, or 4 courses

MNGT 701 – Leadership and Ethics (3 credits)

This course is designed to provide foundational information on leadership and to assist students to enhance leadership competencies in their professional life. The course explores conceptions and theories of leadership, both historical and current, and applies theories through case studies and simulations. Assessment of leadership competencies, practice in utilizing competencies, analyses of leadership challenges, and synthesis of experience and theory all serve to enhance the leadership abilities of students. The ethical aspects and obligations of leadership are emphasized throughout the course.

MNGT 703 – Human Resource Management (3 credits)

This course will cover the human resources functions in the modern business organization. It will emphasize the importance of the human resource department's role in the accomplishment of company objectives. It will provide an in-depth look at the major human resource functions, the strategies and tactics of how those functions are performed and the role and relationship of human resource managers and the rest of the organization. Emphasis will be on the application of the material to real situations that the student will encounter in the organization.

MNGT 704 – Fundamentals of Business Law (3 credits)

This course introduces the fundamentals of business law, particularly the areas of labor/employment law and contract law. Students will become familiar with basic concepts through a combination of lecture, case studies and individual and group presentations with an emphasis on class participation. The focus will be on applied learning for the non-lawyer business practitioner in multiple settings.

ECON 731 – Managerial Economics (3 credits)

This course will teach students to apply economic theory to a variety of business problems. It will focus on using knowledge of market structure, consumer behavior, business regulation and global condition to improve managerial decision-making. A case based approach will be used to emphasize application of economic analysis.

MNGT 733 – Leading Change (3 credits)

This course will provide students with the knowledge to successfully lead organizational change. The student will analyze change processes, learn concepts, best practices and leadership theories that will help students handle complex leader-follower-organizational relationships and become a better champion of organizational change.

MNGT 737 – Innovation and Design (3 credits)

MNGT 737 immerses students in the exploration and application of innovation processes. Principles of design thinking, integrative thinking and resilience thinking are incorporated to support the design and implementation of novel solutions to complex issues.



MNGT 738 – Practicum (3 credits)

The practicum provides students the opportunity to work with clients in the business and non-profit community on strategic, marketing and operational plans. Students will work with business professionals to apply their decision-making skills using financial statement analysis, marketing, strategy, innovation and change leadership.

MNGT 739 – International Business (3 credits)

The course addresses small business and how it competes in a global environment. Functional areas of business are examined within a context of international institutions and actors. Students examine components of international business within a framework of emerging global issues and views.

MNGT 742 – Team Engagement (3 credits)

The ability to work in productive groups is now seen as a critical competence for achieving organizational effectiveness. This course provides an understanding of group dynamics inherent in small group interaction. Students will get plenty of opportunities to reflect upon their learning and communication styles and the impact they may have on others. The course will also explore various aspects of group dynamics such as power, perception, motivation, conflict resolution, influence and decision-making. The goal is to acquire better judgment, understanding, and competence to be better facilitators of behavior in a variety of group situations.