



School of Business & Economics
College of Professional Studies
University of Wisconsin - Stevens Point

Applied Leadership and Decision Making, M.B.A

Consists of 36 credits: 24 credits required core classes, 9 credits of electives, research, or internship, and 3 professional development credits

Required: Applied Leadership Core 15 Credits

5 Required Courses:

- BUS 710** Financial Leadership Through Applied Decision-Making
- BUS 720** Marketing Leadership Through Applied Decision-Making
- BUS 730** Managerial Leadership Through Applied Decision-Making
- BUS 740** Effective Communication in Business Leadership
- BUS 750** Applied Data Analytics in Business Leadership

Required: Wisconsin-Specific Leadership Core 9 Credits

3 Required Courses:

- BUS 760** Analysis of Economic Conditions for Business in Wisconsin
- BUS 770** Analysis of Economic Development in Wisconsin
- BUS 780** Wisconsin Leadership Seminar

Required: Professional Leadership Development 3 Credits

3 Required Courses:

- BUS 701** Professional Leadership Development: Group and Individual Assessment
- BUS 702** Professional Leadership Development: Coaching and Influencing Stakeholders
- BUS 703** Professional Leadership Development: Leading Across Boundaries and Values

Electives: up to 9 Credits

Up To 3 Courses:

- BUS 731** Creative, Critical and Design Thinking
- BUS 732** NeuroLeadership: Mastering Resilience and High Performance
- BUS 751** Data Visualization for Decision-Making
- BUS 752** Data Mining Methods for Business Leaders

Electives: Special Topics, Internship, and Research up to 9 Credits

Up To 3 Courses:

- BUS 790** Special Topics in Business Administration
- BUS 795** Graduate Internship in Business Administration
- BUS 796** Graduate Research in Business Administration