



Executive MBA

Course Descriptions

ACCT 750: Financial Accounting

2 credit hours

The course introduces the basic principles and concepts of financial accounting and reporting with an emphasis on financial statement presentation, disclosure, and analysis.

ACCT 751: Managerial Accounting

2 credit hours

This course provides an introduction to product and service costing and the use of accounting information to enhance value across a supply chain. In addition, the role of accounting information in support of management decision making and the evaluation of business units is considered

BLAW 750: Viewing Business Through a Legal Lens

1.5 credit hours

The course will explore the relationship between business and legal/regulatory issues (i.e. affirmative action, insider trading, products liability).

BLAW 751: Viewing Business Through an Ethical Lens

1.5 credit hours

The course will build on the legal case study technique developed in the “Legal Lens” course, and develop critical thinking skills for managers using Harvard Business Cases.

BUAD 750: Immersion Phase 1

1.5 credit hours

Personal Leadership Development, Personal and Interpersonal Effectiveness and Leadership, Reading, analyzing and discussing case studies, Team Building

BUAD 751: Integrative Project Capstone Phase 2

2.5 credit hours

Entrepreneurial behavior is integral to sustaining a company’s competitive advantage. As a capstone course to the EMBA program, the integrative project is designed to give students senior-management level hands-on experience to research, design, develop, and implement a new strategic innovative initiative for a chosen organization. Therefore, the objective of this course is to allow students to apply the concepts that they have learned in previous EMBA and use that material to develop, design, and lead a new strategic entrepreneurial initiative for enhanced organizational performance.

BUAD 752: Integrative Project Capstone Phase 3**2.5 credit hours**

Entrepreneurial behavior is integral to sustaining a company's competitive advantage. As a capstone course to the EMBA program, the integrative project is designed to give students senior-management level hands-on experience to research, design, develop, and implement a new strategic innovative initiative for a chosen organization. Therefore, the objective of this course is to allow students to apply the concepts that they have learned in previous EMBA and use that material to develop, design, and lead a new strategic entrepreneurial initiative for enhanced organizational performance.

BUAD 754: Integrative Project Capstone Phase 4**3.5 credit hours**

Entrepreneurial behavior is integral to sustaining a company's competitive advantage. As a capstone course to the EMBA program, the integrative project is designed to give students senior-management level hands-on experience to research, design, develop, and implement a new strategic innovative initiative for a chosen organization. Therefore, the objective of this course is to allow students to apply the concepts that they have learned in previous EMBA and use that material to develop, design, and lead a new strategic entrepreneurial initiative for enhanced organizational performance.

BUAD 780: International Residency**6 credit hours**

The International Residency will provide students with an in-depth knowledge of how business is conducted in the emerging markets. The objective of this residency is to provide the students an opportunity to apply the concepts they have learned in their previous EMBA course modules to understanding the opportunities and challenges in doing business in the hottest markets of the 21st century. The international residency is designed to provide a foundation for understanding how the competitive position of a firm is devised based on analyzing the external environment, industry structure, country-based sources of advantage and distinctive competencies of the firm. An integrative approach is used to help students learn to effectively deal with the competitive consequences of constant change in the global marketing environment.

BUAD 790: Corporate Governance**1.5 credit hours**

Students will learn essential concepts of corporate governance as they apply to publicly held corporations, privately owned corporations and nonprofit organizations. The course emphasizes the development, implementation, monitoring, and evaluation of effective governance strategies.

ECON 750: Managerial Economics**2.5 credit hours**

The overall objective of the managerial economics rely on the microeconomic analysis for concepts such as demand, pricing strategies, profit, competition, and compensation strategies as well as their applications. It attempts to bridge the gap between the pure economic theory that intrigues many economists and the day-to-day decisions that managers must face; hence, prepares managers to become efficient decision makers.

ECON 751: International Macroeconomics**1.5 credit hours**

The international macroeconomic analysis introduces you to the behavior of the economy as a whole in a globalized economic environment. Topics include: national output and national income, aggregate demand and supply analysis, economic growth, unemployment, inflation, monetary and fiscal policies and international economics

FINC 750: Finance - Value Creation**3 credit hours**

The course introduces the basic principles, concepts and analytical tools of financial management with special emphasis on the corporation. Topics include the time value of money, risk and return, stock and bond valuation and yield, financial statements and cash flows, capital budgeting techniques (NPV, payback, IRR, MIRR) and what-if analysis, cash flow estimation, and financial environment/financial markets/rates.

FINC 751: Financial Strategy**2 credit hours**

In-depth study of finance. Topics include option pricing, capital structure, decision trees, agency conflicts, capital structure theory, dividend policy, working capital management, risk management and derivatives, and mergers and acquisitions.

INFO 750: Strategic Information Technology**2 credit hours**

This course educates business leaders to effectively manage, develop, and leverage IT resources to fulfill operational needs.

MGMT 750: Leading Organizations – Micro**2 credit hours**

This course is designed to introduce students to the key Management responsibilities and capabilities that are expected of a senior executive in today's business environment. As such, it covers a broad array of topics, including practices related to managing individuals, teams and the organization as a whole. Since the management role of a senior executive is substantially different from that of a senior-level manager; the topics in this course will be presented with this transition in mind. So that students gain a well-informed perspective on the nature of a senior executive's role in the organization, there will be numerous guest speakers invited to the course who are already in these types of roles.

MGMT 751: Leading Organizations – Macro**2 credit hours**

This course is designed to introduce students to the key Management responsibilities and capabilities that are expected of a senior executive in today's business environment. As such, it covers a broad array of topics, including practices related to strategically managing organization as a whole. Since the management role of a senior executive is substantially different from that of a senior-level manager; the topics in this course will be presented with this transition in mind. So that students gain a well-informed perspective on the nature of a senior executive's role in the organization, there will be numerous guest speakers invited to the course who are already in these types of roles.

MGMT 752: Operations and Supply Chain Management**3.5 credit hours**

Operations and supply chain management refers to the systematic design, direction, and control of business processes that transform raw inputs into services and products for external, as well as internal customers. In this EMBA core course, we will introduce various concepts and decision-making techniques related to issues such as operations and supply chain strategy, performance measurement, project planning, project control, process improvement, quality control, lean management, inventory, sourcing, logistics, and supply chain collaboration.

MGMT 753: Strategic Sustainability**2 credit hours**

This course will introduce students to the strategic application of the Triple Bottom Line Sustainability model for businesses, consisting of economic vitality, environmental stewardship and social responsibility. While sustainability principles can be utilized for operational efficiency and/or marketing purposes, this course emphasizes the identification of strategic opportunities so that organizations become more competitive through the design of initiatives that increase organizational resilience.

MKT 750: Marketing Foundations**2 credit hours**

This course will serve as an EMBA Phase 2 application-oriented primer to the marketing management function and role of marketing as a set of processes used by organizations for creating, communicating, and delivering customer value. Students will learn how market-driven companies guide their strategies based on a shared understanding of markets and competition. Also, students will have an opportunity to practice analytical skills by applying marketing concepts and frameworks to selected marketing cases.

MKTG 751 Marketing Strategy**2 credit hours**

Good marketing strategy is performance-based and the primary goal of marketing is to generate profits through products and services that satisfy customer needs. Performance-based marketing strategy is intuitively easy but deceptively difficult. While it is easy to describe in some detail the marketing strategies of companies, the analysis that is needed for sound marketing strategies is much more difficult. This Phase 3 course provides a senior management level analysis of the major issues in the marketing management function. Class discussions are used to provide an understanding how companies deliver superior customer value and profitability. Students will have an opportunity to develop strategy analysis and planning skills by applying concepts and methods in case analysis of a variety of U.S. and multinational companies.

STAT 750: Business Statistics**1 credit hour**

Regression based predictive models are presented using Microsoft Excel software with significant emphasis placed on the impact of central tendencies and variation.