
EMBA Executive Master of Business Administration

EMBA 601 MANAGING PEOPLE. (2)

This course will address the central question of how to manage and motivate individuals and teams for high performance in today's organizations including the underlying fundamental and powerful concepts in organizations as open systems, individual behavior, group and social processes, and control and leadership. Prereq: Admission to joint EMBA program.

EMBA 602 BUSINESS MODELS FOR QUANTITATIVE ANALYSIS. (2)

This course introduces students to quantitative techniques commonly used to make effective business decisions. It introduces tools and techniques illustrating the application of the techniques for managerial decision making. Prereq: Admission to the joint EMBA program.

EMBA 603 ECONOMICS I. (2)

This course will apply economic theory to managerial decision making and analysis. Traditional tools of microeconomics will be employed to see how they can be used to evaluation practical business problems. Prereq: Admission to the joint EMBA program.

EMBA 604 STRATEGIC ANALYSIS. (2)

This course provides a framework of competitive analysis and competitive advantage upon which functionally oriented courses in the program may build. It provides an overall picture of the analysis activities and decision-making situations facing a company's top management team (i.e., CEOs, general managers, division managers) focusing on top management decisions relating to the external environment and internal issues. It presents practical experience in recognizing what information is important, sifting it for relevance, and employing the knowledge for the competitive benefit of the firm. Prereq: Admission to the joint EMBA program.

EMBA 605 ECONOMICS II. (2)

This course will apply economic theory to managerial decision making and analysis. It will employ many of the traditional tools of microeconomics to see how they can be used to evaluate practical business problems. Markets and market structures will be studied including competitive markets, monopoly and pricing with market power, and oligopoly, rivalry, and strategic behavior. Particular attention will be paid to the strategy of firms in the marketplace. Prereq: Admission to the joint EMBA program.

EMBA 606 FINANCIAL ACCOUNTING. (2)

This course provides an overview of financial accounting information and the role of that information in the economy. It focuses on the recognition and measurement concepts underlying financial accounting, but also covers the mechanics of recording and reporting accounting information to outside parties. The first portion of the course presents an overview of the accrual accounting model, how information is presented and the mechanics of keeping track of financial accounting information. Prereq: Admission to the joint EMBA program.

EMBA 607 BUSINESS INTELLIGENCE. (2)

This course is an introduction to the field of Business Intelligence (BI), a field that encompasses the use of business performance monitoring, querying/reporting, online analytical processing (OLAP), and business analytics, with particular emphasis on the latter. Prereq: Admission to the EMBA program.

EMBA 608 MANAGERIAL ACCOUNTING. (2)

This course reviews the tools needed by managers to plan and control (evaluate) personnel and operations of the firm. It provides a framework for understanding when and why managers need specific types of accounting information to both facilitate their decision making and influence the decisions of their employees. Techniques covered include: product costing, activity-based costing, planning and controlling costs, budgeting, standard cost systems, new production philosophies and analytical techniques for decision making. Prereq: Admission to the EMBA program.

EMBA 609 FINANCIAL MANAGEMENT I. (2)

The goal of this course is to provide an overview of modern corporate financial methods with an emphasis on practical financial decision that financial managers in the real world need to make on a regular basis. Emphasis will be placed on the investment decision (how firms should spend money). This course takes the perspective of a corporate financial manager attempting to pursue strategies that increase shareholder wealth. Prereq: Admission to the EMBA program.

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EMBA 610 MARKETING MANAGEMENT I. (2)

This course will help develop the skills, knowledge and experience required to critically solve marketing problems. It will rely on a mixture of lectures, applications, and cases to add well-established and proven marketing concepts and frameworks to your managerial arsenal. The course is intended to be practical and is focused on developing your ability to be an effective manager and decision maker. Prereq: Admission to the EMBA program.

EMBA 611 FINANCIAL MANAGEMENT II. (2)

This course provides an overview of modern corporate financial methods with an emphasis on practical financial decisions that financial managers in the real world need to make on a regular basis. It will emphasize the financing decision (how firms optimally raise money). Topics will include cost of capital, capital structure, valuation, and issuing securities. The course will take the perspective of a corporate financial manager attempting to pursue strategies that increase shareholder wealth. Prereq: Admission to EMBA program.

EMBA 612 MARKETING MANAGEMENT II. (2)

This course provides students with insight into how profitable branding strategies can be created by addressing three important questions: (1) How do you build brand equity? (2) How do you capitalize on brand equity to expand your business? (3) How can brand equity be measured? Prereq: Admission to the EMBA program.

EMBA 613 LEADING ORGANIZATIONS. (2)

In this course, you will discuss theories, empirical studies, and strategies for improving your effectiveness as a leader, all within a framework designed to enhance your learning experience. Experiential learning, projects, case discussion and critical analysis will be used to help you develop an entirely unique viewpoint on what leadership is, how to be a leader. It will help you begin the process of practicing new leadership skills and how to make them habitual. As a result, you will increase your positive impact now and in the future. Prereq: Admission to the EMBA program.

EMBA 614 MANAGING GLOBAL CHALLENGES. (2)

This course will familiarize students with the foundations of the global economy, current trends in the global business environment, and issues facing countries and individual firms (e.g., foreign market entry modes, global supply chain configurations, global new product development, international joint venture formation, and global competitive rivalry). It will introduce the fundamental principles of international economics, discuss positive and negative impacts of globalization on the domestic economy, labor and product markets. Prereq: Admission to the EMBA program.

EMBA 615 OPERATIONS MANAGEMENT. (2)

This course addresses how to design and operate a manufacturing or service company. The underlying fundamental and powerful concepts include (1) design of a system, (2) operations of a system, and (3) measuring and controlling the performance of a system from effectiveness (e.g., quality of a product) and efficiency (e.g., cost of producing a product) viewpoints. Prereq: Admission to the EMBA program.

EMBA 616 CORPORATE ENTREPRENEURSHIP. (2)

This course introduces entrepreneurship in the corporate setting. The difference between individual entrepreneurial activities and corporate entrepreneurial activities is examined. Models of entrepreneurial activities in established organizations are presented. Prereq: Admission to the EMBA program.

EMBA 617 BUSINESS STRATEGY AND PUBLIC POLICY. (2)

This course will examine how public policy decisions are made at the federal and state level and how they influence business decision making. A managerial perspective is used to examine the interface between business and the external political environments in which they operate. Public policies, from tax or trade policies to regulatory policies affecting the environment, intellectual property, human resources and tort liability are discussed. Prereq: Admission to the EMBA program.

EMBA 618 COMPLEX ORGANIZATIONAL CHANGE. (2)

This course examines both the content and process of complex organizational change. The first part of the course is dedicated to content issues, including an introduction to a systems view of organizations and organization structure, an examination of the role of organizational structure in creating competitive advantage, and understanding how structure and strategy need to be aligned within various environmental constraints. The second part of the course focuses on the complexity and intricacies of the change process, including working with internal and external change agents. Prereq: Admission to the EMBA program.

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EMBA 619 NEGOTIATIONS AND CONFLICT RESOLUTION. (2)

This course focuses on negotiation skills and making the student a more confident and judicious negotiator. By the conclusion of this course, you will have improved your daily ability to diagnose negotiation situations, strategize and plan upcoming negotiations, and engage in more fruitful negotiations when you are dealing with difficult negotiation partners. Prereq: Admission to the EMBA program.

EMBA 620 STRATEGIC MANAGEMENT. (2)

This course is an integrative capstone course – the only course that challenges students to study and experience sets of multifunctional problems that confront top management. The course requires students to bring together all of their learned functional skills (i.e., accounting, finance, marketing, etc.) and use them to study organizational problems within the context of hands-on-exercises/stimulations, real-world business case studies, and open discussion forums. Prereq: Admission to the EMBA program.

EMBA 650 SPECIAL TOPICS IN BUSINESS ADMINISTRATION (Subtitle required). (2)

This course is designed to illuminate current topics of special interest to executives in today's organizations. May be repeated a maximum of 6 credit hours when taken under separate subtitles. Prereq: Admission to the joint EMBA program.