

EXECUTIVE MASTER IN BUSINESS ADMINISTRATION (EMBA)

EMBA 501 (s) Seminar (1-16 credits)

Credit arranged. Seminar.

EMBA 502 (s) Directed Study (1-16 credits)

Credit arranged. Directed Study.

EMBA 509 Team Building & Group Dynamics (1 credit)

Design and development of work groups and teams; influences, issues, and problems affecting team productivity.

EMBA 512 The External Context of Business (2 credits)

This course examines the economic, social, technological, legal, and competitive environments in which organizations operate, with emphasis on the interfaces between business, society, and the natural environment. Frameworks and tools for analyzing this complex organizational context will be introduced, with special attention given to how this context creates opportunities and risks for today's organizations.

EMBA 514 Financial Reporting and Financial Management (4 credits)

Introduction to financial accounting, financial statement analysis, and capital budgeting. Employs the tools of accounting and finance to help managers make short-term and long-term decisions. Topics include the role of financial reporting, analysis and auditing in the capital markets, long-term financing through capital structure management, and working capital management.

EMBA 516 Strategic Business Communication (1 credit)

The ability to communicate well is an essential component of effective leadership. This course develops the student's ability to communicate important organizational messages effectively to both internal and external audiences with the goal of becoming a better leader.

EMBA 517 Ethical Leadership (1 credit)

Examines the foundations of business ethics, and the challenges of ethical decision making and leadership in an environment of globalization and change.

EMBA 521 Strategy Formulation and Execution (2 credits)

This course explores concepts, tools and frameworks that the student can use to develop and implement effective business level strategies. The course examines what strategy is and considers in detail how an organization builds a sustainable competitive advantage. The course also examines the keys to successfully implementing strategy in an integrated fashion across the entire organization.

Prereqs: EMBA 512

EMBA 522 Marketing Management and Innovation (2 credits)

Explores the market orientation framework that needs to be created in order to promote innovation, including aspects of marketing and innovation capabilities, marketing strategy and processes, as well as specific marketing programs and decisions.

EMBA 524 Strategic Cost and Process Management (3 credits)

This course examines the concepts and tools needed for systematically designing, evaluating, and improving business processes to better achieve organizational objectives and for understanding and managing the costs associated with these processes and the products and services resulting from them.

EMBA 525 Managing Relationships to Influence Behavior (2 credits)

Principles of developing and maintaining exchange relationships. Application of the principles to the practice of managing relationships between the organization and two key stakeholder groups: employees and customers.

EMBA 531 Crisis Communication (1 credit)

Crises are a part of organizational life that require effective communication to internal and external stakeholders. This course addresses the elements of crisis communication planning and management as well as developing communication tactics for a range of audiences.

Prereqs: EMBA 516

EMBA 533 Lean Startup & Product Launch (2 credits)

Provides insight into the key tools and steps needed to build a successful startup. The key idea in this course is learning how to rapidly develop and test ideas by gathering customer and marketplace feedback.

Prereqs: EMBA 522

EMBA 534 Leading Strategic Change (1 credit)

This course prepares the student to lead strategic change within their organization by examining both the processes needed to bring about effective strategic change as well as the individual leadership abilities needed to lead these change efforts. The course also examines how to build adaptable and agile organizations that are predisposed to embrace (rather than resist) change. The course considers change primarily from the perspective of the organization's executive leadership team, but also explores how mid-level managers can lead strategic change initiatives within an organization.

EMBA 535 Decision Analytics (3 credits)

Managers need to make timely and effective decisions, and data drives decisions. This course examines the behavioral and strategic aspects of decision making under uncertainty and risk, and under conditions of small and large data flows. Students will develop a multi-disciplinary toolkit that will help to manage the risk in decision making, improve an organization's effectiveness, and gain competitive advantage.

EMBA 542 Negotiation and Conflict Management (2 credits)

This course examines the concepts and theories that underpin effective negotiation and conflict resolution. It emphasizes practical application of theory through selected readings and a series of simulations. The course will develop students' negotiation and conflict resolution skills so that they can more effectively negotiate positive outcomes for themselves and their organizations.

Prereqs: EMBA 535

EMBA 543 Assessing to Improve Firm Performance (1 credit)

Identifying, measuring, and evaluating performance criteria throughout the organization from multiple perspectives using quantitative and qualitative methods.

EMBA 545 Capstone Integrative Analysis (1-3 credits, max 3)

Students, working in consultation with a faculty mentor, design and complete a customized project that applies and integrates concepts from across multiple EMBA courses to achieve advanced learning in an area of particular interest or need of the student. Projects can be related to the student's organizational responsibilities, but do not have to be.

Prereqs: EMBA 509, EMBA 512, EMBA 514, EMBA 516, EMBA 517, EMBA 521, EMBA 524, EMBA 525, and EMBA 522

EMBA 546 Managing for Your Future (1 credit)

A personal perspective on the lessons learned in the EMBA program that pivots to a future-oriented examination of several sets of ideas about developing personal and professional effectiveness.

EMBA 599 (s) Non-thesis Master's Research (1-3 credits, max 6)

Research not directly related to a thesis or dissertation.

Prereqs: Permission