The course 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.
Prereq: 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.
Prereq: EMBA 522

EMBA 534 Leading Strategic Change
1 credit
This course prepares the student to lead strategic change within his or her 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 536 Business Income Taxation and Internal Controls
1 credit
This course introduces the concepts of business income taxation and the implications of taxation issues on business decisions. Topics include determination of income and deductions and taxation of the different forms of business entities (sole proprietorships, partnerships, limited liability companies, S corporations, and C corporations). This course also examines management’s responsibility to design, implement, and evaluate effectiveness of internal controls over financial reporting, misappropriation of assets, and compliance with regulations.
Prereq: EMBA 514
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.
Prereq: 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.
Prereq: 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 548 Strategic Financial Decisions
3 credits
This course examines the tools used by managers to make financial decisions that support the firm's strategic goals and explores the role of global markets as a backdrop for those decisions. Topics include foreign exchange risk, capital expenditures, and strategic acquisitions.
Prereq: EMBA 514

EMBA 599 (s) Non-thesis Master's Research
1-3 credits, max 6
Research not directly related to a thesis or dissertation.
Prereq: Permission