EXECUTIVE MBA  
EMB PROGRAM  

The Eli Broad College of Business  
Eli Broad College of Business and The Eli Broad Graduate School of Management  

801 Business: A Strategic Perspective  
Fall. 2(2-0) R: Open only to students in the Executive M.B.A. Program. SA: MGT 808  
Institutional goals and control of the business enterprise. Positioning of the firm in the marketplace. Ethical foundations of business.  

802 Accounting and Financial Concepts  
Fall. 2(2-0) R: Open only to students in the Executive M.B.A. Program. SA: ACC 802 C: EMB 812 concurrently.  

811 Organization Design and the Management of Change  
Fall. 2(2-0) R: EMB 801 R: Open only to students in the Executive M.B.A. Program. SA: EMB 812  
Alternative methods of organization. Dividing tasks and coordinating divided parts. Strategies for implementing new organizational forms and for changing strategies in general.  

812 Managerial Accounting  
Fall. 3(3-0) P:M: EMB 802 or concurrently R: Open only to students in the Executive M.B.A. Program. SA: ACC 812  

820 Marketing Management  
Spring. 2(2-0) R: EMB 802 R: Open only to students in the Executive M.B.A. Program. SA: MGT 810  
Concepts, methods, and applications of decision-making to address marketing issues such as market segmentation and positioning, new product development, promotional and distribution strategies. Techniques to model and analyze marketing decision problems to ensure optimal performance results.  

821 Financial Management  
Spring. 3(3-0) R: EMB 802 R: Open only to students in the Executive M.B.A. Program. SA: FI 821  

822 Supply Chain Management  
Fall, Spring. 3(3-0) R: Open only to students in the Executive MBA Program. SA: MSC 822, MSC 823, MSC 820  
Integrative approach to product design, development, and delivery. Flow of products from concept development through delivery to the final user. Product and process development, managing information and product flows. Total quality management. Resource and capacity management.  

828 Strategic Marketing  
Fall. 2(2-0) R: Open only to students in the Executive M.B.A. Program. SA: ML 818, MTA 818, MSC 818  

831 Law and Business  
Fall. 2(2-0) R: Open only to students in the Executive M.B.A. Program. SA: GBL 859  

836 Management in the Global Marketplace  
Summer. 3(3-0) R: Open only to students in the Executive M.B.A. Program. SA: MGT 836, MSC 836  

842 Managerial Economics and Public Policy  
Spring. 2(2-0) R: Open only to students in the Executive M.B.A. Program. SA: EC 842  
Analysis of the firm. Demand and revenues, optimal production, cost minimization, supply, profitability, and pricing. Competitive forces and public policies in the firm's regional and international markets.  

844 Leadership: An Executive Challenge  
Fall. 2(2-0) R: Open only to students in the Executive M.B.A. Program. SA: MGT 839  
Motivating others toward a shared vision. Classic and popular theories of leadership. Fundamental practices of exemplary leadership. Examination of personal leadership styles and development of a personal plan for leadership development.  

845 New Technology and Products Management  
Fall. 2(2-0) R: Open only to students in the Executive M.B.A. Program. SA: MGT 832  

847 Managerial Decision Support Models  
Fall. 3(3-0) R: Open only to students in the Executive M.B.A. Program. SA: MGT 847, MSC 847  
Development and application of analytical models to support decision making. Topics include data analysis and multiple regression, linear optimization, decisions under uncertainty, forecasting, risk and decision analysis.  

852 Macroeconomics in a Global Economy  
Spring. 2 to 3 credits. R: Open only to students in the Executive M.B.A. Program. SA: EC 852  
Measurement, determinants, and forecasting of national income, employment, interest rates, and inflation. Analysis of business fluctuations, fiscal and monetary policy, international trade, and capital flows.  

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855 Labor and Management Relations  
Spring. 2(2-0) Interdepartmental with Labor and Industrial Relations. Administered by Executive MBA Program. R: Open only to students in the Executive M.B.A. Program. SA: MGT 855  

856 Organizational Behavior and Human Resources Management  
Summer. 2 to 3 credits. R: Open only to students in the Executive M.B.A. Program. SA: MGT 846  
Management of human resources. Organizational culture, motivation, communications, employee perceptions, individual and organizational learning. Staffing, interviewing, training, development, appraisal, terminating, and legal issues.  

858 Financial Strategies  
Spring. 2(2-0) R: Open only to students in the Executive M.B.A. Program. SA: FI 858  
Formulation and analysis of corporate strategies aimed at the creation and transfer of shareholder value. Relationship of corporate activities to overall firm performance and valuation.  

861 Strategic Management of Information Technologies  
Spring. 2 to 3 credits. R: Open only to students in the Executive M.B.A Program.  
Impact of advances in information technology on business models, organization structures and processes, and methods for sustaining innovation. Estimation and realization of the business value of information technologies.  

863 Strategic Management  
Spring. 2 to 3 credits. R: Open only to students in the Executive M.B.A Program.  
Determination of the strategic direction of the firm and management of strategic processes in the firm. Integration of environmental factors, industry dynamics, organizational resources, and management functions in the analysis and solution of strategic issues. Business-level strategy. Strategic management of firms with diversified product and global operations.  

865 Business Ethics and Professional Responsibility  
Spring. 2(2-0) R: Open only to students in the Executive M.B.A Program.  
Alternative ethical prescriptions for business and for enterprise managers and their evolution with globalization of the markets. Societal expectations of what constitutes responsible and irresponsible business behavior. Government regulation and changes in corporate governance as alternatives to conformity to ethical prescriptions. Negotiation and reconciliation of conflicting ethical prescriptions, governance procedures, and the regulatory environment.  

891 Special Topics in Executive Management  
Fall, Spring. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open only to students in the Executive M.B.A. program. Faculty-supervised study in special topics relevant to business executives.