

EXECUTIVE MBA PROGRAM **EMB**

**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.
Financial statement relationships and analysis. Cash flow and working capital measurement and analysis. Contemporary financial reporting issues.

811 Organization Design and the Management of Change
Fall. 2(2-0) RB: EMB 801 R: Open only to students in the Executive M.B.A. Program. SA: MGT 819
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
Use of accounting data for planning, performance evaluation, and control. Costing and pricing. Relevant revenue and cost-based decision making. Information systems in business operations.

820 Marketing Management
Spring. 2(2-0) SA: MSC 822, MSC 823, MSC 820
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) RB: EMB 802 R: Open only to students in the Executive M.B.A. Program. SA: FI 821
Managerial finance covering short-, intermediate- and long-term problems. Financial planning and control using financial theory and management techniques. Applications in domestic and international settings.

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
Models and methods of business planning. Relationship of strategic intent, business missions and planning hierarchies. Linking marketing, financial, and human resource strategic plans.

831 Law and Business
Fall. 2(2-0) R: Open only to students in the Executive M.B.A. Program. SA: GBL 859
Critical analysis of government regulation of business from legal, political, and social perspectives. Moral concepts and social policy underlying government regulation.

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
Global, comparative, and cross-cultural aspects of business. Drivers of global markets and consequences for management. International travel required.

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: MSC 832
Strategic management of new product development processes. Planning, analytical, and decision-making concepts and tools available to market and brand managers. Global new product management best practices, product strategy and policy, introductions, product portfolio management, and organizational implications.

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.

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, Summer. 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.