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

EXECUTIVE MBA PROGRAM

801 Business Unit Strategy
Fall, Summer. 1 to 2 credits. Fall: Australia and
MSU Management Education Center, Troy. Summer:
Australia and MSU Management Education Center,
Troy. R: Open to Executive MBA students.
Positioning the firm for competitive advantage.
Institutional and corporate control. Organizational
design.

802 Financial Accounting Concepts
Fall, Summer. 2(2-0) Fall: Australia and
MSU Management Education Center, Troy. Summer:
Australia and MSU Management Education Center,
Troy. R: Open to Executive MBA students.
Financial statement relationships and analysis. Role
of accounting in capital markets. Contemporary
financial reporting issues.

811 Corporate and Global Strategies, Design
and Governance
Fall, Summer. 2(2-0) Fall: Australia and
MSU Management Education Center, Troy. Summer:
Australia and MSU Management Education Center,
Troy. R: Open to Executive MBA students.
Strategies for multi-business firms.

812 Accounting for Decision Making and
Control
Fall. 2(2-0) Fall: Australia and MSU
Management Education Center, Troy. P: EMB 801 R:
Open to Executive MBA students. SA: ACC 812
Use of financial and non-financial data for decision
making, planning, performance evaluation, control,
and strategy implementation.

820 Marketing Operations and Innovation
Spring. 2(2-0) Spring: Australia and MSU
Management Education Center, Troy. Summer:
Australia and MSU Management Education Center,
Troy. R: Open to Executive MBA students. 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 devel-
opment, promotional and distribution strategies.
Techniques to model and analyze marketing deci-
sion problems to ensure optimal performance re-
sults.

821 Corporate Finance
Fall, Spring. 3(3-0) Fall: Australia and MSU
Management Education Center, Troy. Spring:
Australia and MSU Management Education Center,
Troy. R: Open to Executive MBA students. 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 interna-
tional settings.

822 Managing Supply Chains and Lean
Operations
Fall, Spring. 2 to 3 credits. Fall: Australia and
MSU Management Education Center, Troy. Spring:
Australia and MSU Management Education Center,
Troy. R: Open to Executive MBA students.
Integrative approach to product design, develop-
ment, and delivery. Flow of products from concept
development through delivery to the final user. Product
and process development, managing inform-
tion and product flows. Total quality manage-
ment. Resource and capacity management.

824 Global Supply Chain Strategy
Summer. 1(1-0) Summer: Australia and
MSU Management Education Center, Troy.
Developing and implementing supply chain strategy.
Matching of competitive priorities with operational
investments and decisions. Process choice, capabil-
ity development, technology management, process
simulation, linking supply chain with product type
and inventory management decisions. Recent de-
velopments such as radical innovation and the
supply chain, transformation management, and sustainability

828 Strategic and International Marketing
Fall, Summer. 1 to 2 credits. Fall: Australia and
MSU Management Education Center, Troy. Summer:
Australia and MSU Management Education Center,
Troy. R: Open to Executive MBA students.
Models and methods of business planning. Rela-
tionship of strategic intent, business missions and
planning hierarchies, Linking marketing, financial,
and human resource strategic plans.

831 Law and Business
Spring, Summer. 1(1-0) Spring: Australia and
MSU Management Education Center, Troy. Summer:
Australia and MSU Management Education Center,
Troy. R: Open to Executive MBA students. SA: GBL 859
Critical analysis of government regulation of busi-
ness from legal, political, and social perspectives.
Moral concepts and social policy underlying gov-
ernment 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 conse-
quences for management. International travel re-
quired.

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, Change Management and
Ethics
Fall, 1 to 2 credits. Fall: Australia and MSU
Management Education Center, Troy. R: Open to Executive MBA students.
Ethically grounding a shared vision. Fundamental
practices of exemplary leadership: vision, courage,
and integrity. Motivating others toward a shared vision.

845 Entrepreneurship
Fall, Summer. 1(1-0) Fall: Australia and
MSU Management Education Center, Troy.
Summer: Australia and MSU Management Education Center, Troy. R: Open to Execu-
tive MBA students.
Process of planning, starting, and positioning new
businesses which link directly to customer require-
ments. Understanding unmet market opportunity
due to competitive gaps or customer needs for both
consumer and industrial products and services.

847 Business Decision Making and Marginal
Analysis
Fall, Summer. 2 to 3 credits. Fall: Australia and
MSU Management Education Center, Troy. Summer:
Australia and MSU Management Education Center,
Troy. R: Open to Executive MBA students.
Application and interpretation of analytical models to
support decision making. Topics include under-
standing the selection of appropriate analytical tools
for a given problem, the interpretation of statistical
results, and decision analysis.

852 International Markets
Fall, Spring, Summer. 1 to 3 credits. Fall: Australia
and MSU Management Education Center, Troy. Spring:
Australia and MSU Management Education Center, Troy.
Summer: Australia and MSU Management Education Center, Troy. R: Open to Execu-
tive MBA students.
International trade, fiscal monetary policy, interna-
tional currency, and capital flows.

856 Human Resources and Critical
Organizational Transitions
Fall, Spring, Summer. 1 to 3 credits. Fall: Australia
and MSU Management Education Center, Troy. Spring:
Australia and MSU Management Education Center, Troy.
Summer: Australia and MSU Management Education Center, Troy. R: Open to Execu-
tive MBA students.
Managing human resources to support significant
changes in business configuration and strategy,
including mergers and acquisitions, outsourcing and
workforce reductions, and globalization. Evaluation
of the effectiveness of the human resource man-
gement function.

858 Financial Strategies and Value/Risk
Management
Fall, Summer. 2(2-0) Fall: Australia and
MSU Management Education Center, Troy. Summer:
Australia and MSU Management Education Center, Troy.
RB: EMB 821 R: Open to Executive MBA students.
Formulation and analysis of corporate strategies
aimed at the creation and growth of shareholder
value. Relationship of corporate activities to overall
firm performance and valuation.

861 Strategic Management of Information
Technology
Spring. 2(2-0) Spring: Australia and MSU
Management Education Center, Troy. R: Open to Executive MBA students.
Role of Information Technology (IT) in creating
organizational efficiency, competitive differentiation
and advantage. Examines various IT investment
types and effective strategies for leveraging IT val-
ue.
Executive MBA Program—EMB

863 Strategy Process: Generation and Implementation
Spring, Summer. 2(2-0) Spring: Australia and MSU Management Education Center, Troy. Summer: Australia and MSU Management Education Center, Troy. R: Open to Executive MBA students.
Managing strategic processes in the firm. Integration of environmental factors, industry dynamics, organizational resources, and management functions in the analysis and solution of strategic issues.

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.

866 Managing Teams and Negotiations
Fall, Summer. 1 to 2 credits. Fall: Australia and MSU Management Education Center, Troy. Summer: Australia and MSU Management Education Center, Troy. R: Open to Executive MBA students.
Development of team management and negotiation capabilities. Group decision making, conflict management, and resolution.

877 Leadership Development
Fall, Summer. 1(1-0) Fall: Australia and MSU Management Education Center, Troy. Summer: Australia and MSU Management Education Center, Troy. R: Open to Executive MBA students.
Identification of underlying competencies important for leadership success. Assessment of student's current leadership competencies and development of an improvement plan. Disclosure of how the student's leadership behaviors are perceived by multiple sources in the organization and use of this knowledge to further enhance leadership effectiveness.

887 Business Assessment and Operational Excellence
Fall, Spring, Summer. 2(2-0) Fall: Australia and MSU Management Education Center, Troy. Spring: Australia and MSU Management Education Center, Troy. Summer: Australia and MSU Management Education Center, Troy. A student may earn a maximum of 4 credits in all enrollments for this course. R: Open to graduate students in the Master of Business Administration in Business Administration. Approval of department.
Strategically assess the capabilities of an organization or business unit. Identify gaps in organizational capabilities and constraints to realizing value. Develop a solution and implementation plan to remove an existing constraint(s).

889 Global Business Growth and Transformation
Fall, Spring, Summer. 3(3-0) Fall: Australia and MSU Management Education Center, Troy. Spring: Australia and MSU Management Education Center, Troy. Summer: Australia and MSU Management Education Center, Troy. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to graduate students in the Master of Business Administration in Business Administration. Approval of department.
Within an existing business context, identify capabilities leading to organizational growth and transformation and competitive advantage in the marketplace. Development of a solution and implementation plan to capture the potential value of the project.

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.