EXECUTIVE MBA PROGRAM

EMBA —Executive MBA Program

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

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. SA: ACC 802

812 Accounting for Decision Making and Control
Fall. 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. SA: ACC 812

820 Marketing Operations and Innovation
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. 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 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 international 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, 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 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. Relationship of strategic intent, business missions and planning hierarchies. Linking marketing, financial, and human resource strategic plans.

831 Law and Business

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

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 Executive MBA students. SA: MSC 832

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 understanding the selection of appropriate analytical tools for a given problem, the interpretation of statistical results, and decision analysis.

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 Executive 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 management function.

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 value.

863 Strategy Process: Generation and Implementation
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. 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.
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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).

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.