

Fall Elective Set 1	
Course Name	Course Description
Turnaround, Restructuring & Distressed Investments	<p>This course provides turnaround, restructuring, and distressed investing skills that will expose you to, and prepare you for, careers in the industry. The focus is primarily on corporate reorganizations ranging from small/mid-size businesses to large corporations, including real estate and municipal turnarounds. Topics will include the identification of distressed opportunities; distressed research analysis; and the sourcing of distressed opportunities in the US, Europe, Latin America and Asia. We will also discuss workout strategies; the fundamentals of bankruptcy and the bankruptcy-reorganization process; and career opportunities in the distressed investment business. The class will culminate with students selecting a turnaround investment idea and presenting it to the class for consideration.</p> <p>Instructor: Joseph Sarachek</p>
Decision Models and Analytics	<p>This course introduces the basic principles and techniques of applied mathematical modeling for managerial decision making. Students learn to use some of the more important analytic methods (e.g., spreadsheet modeling, optimization, Monte Carlo simulation) to recognize their assumptions and limitations and to employ them in decision making. Students learn to: develop mathematical models that can be used to improve decision making within an organization, sharpen their ability to structure problems and to perform logical analyses, translate descriptions of decision problems into formal models and investigate those models in an organized fashion, identify settings in which models can be used effectively, and apply modeling concepts in practical situations. Students also strengthen their computer skills, focusing on how to use the computer to support decision making. The emphasis is on model formulation and interpretation of results, not on mathematical theory. This course is aimed at students with little prior exposure to modeling and quantitative analysis, but it is appropriate for all students who wish to strengthen their quantitative skills. The emphasis is on models that are widely used in diverse industries and functional areas, including finance, operations, and marketing.</p> <p>Instructor: Ilan Lobel</p>
Managing Change	<p>Contemporary business environments contain challenges that demand an increasing pace, volume and complexity of organizational changes. Most organizations, whether they are entrepreneurial start-ups or long-established Fortune 500 firms, find that they must change or lose competitive advantage. Additionally, senior executives are increasingly responsible for leading large scale change efforts. This course is geared toward deepening students' understanding of the challenges, techniques and opportunities associated with initiating and implementing major changes in an organization. The objective is to prepare managers and leaders, or their consultants and advisers, to meet the challenges of organizational change successfully. We work through a series of cases and class exercises focused on diagnosing change issues effectively, the perspective of recipients of change, the role of leadership in different change situations and finally, key elements of sustaining change. The course is applicable across a wide range of industries and career choices.</p> <p>Instructor: Lynn Gonsor</p>
Business Start-Up Practicum	<p>This course seeks to provide an understanding of business planning techniques that transform ideas into viable commercial businesses. Students will conduct the market, organizational, operational, strategic and financial analyses that are required to produce a venture concept and an actionable business plan. Participants will study firms' business planning efforts as well as create a business plan during the practicum. The course focuses on these principal themes:</p> <ol style="list-style-type: none"> (1) How do entrepreneurs create business concepts and solve challenges? (2) How does one qualify ideas and strategies in order to effectively select a course of action? (3) How are action-oriented plans structured in order to capture opportunity and mitigate risks? <p>Instructor: Glenn Okun</p>

Fall Elective Set 2

Course Name	Course Description
Digital Currency, Blockchains and the Future of Financial Services	<p>This course covers digital currencies, blockchains, and related topics in the FinTech area, perhaps the most significant innovation in the financial world since the advent of double entry bookkeeping centuries ago. The technology appears to represent an existential challenge for major parts of the finance industry. It is now commonly suggested by experts such as McKinsey that commercial banks and stock exchanges may no longer exist, or may become much smaller, within the next 10 to 20 years, with increasing volumes of payments and exchange taking place on a peer to peer basis.</p> <p>We will study the emergence of stateless, cloud-based digital currency systems since 2009. Further lectures will explore threats that blockchain technology poses to incumbent firms and their resulting attempts to co-opt the technology into existing business models. We survey related issues including hacking, “smart contracts,” governance, and emerging regulation.</p> <p>Instructor: David Yermack</p>
Emerging Technology and Business Innovation	<p>This course provides a thorough examination of several key technologies that enable major advances in e-business and other high-tech industries, and explores the new business opportunities that these technologies create. For each of these technologies, it provides an overview of the space corresponding to this class, examines who the major players are, and how they use these technologies. Students then study the underlying technologies; examine the business problems to which they can be applied; and discuss how these problems are solved. Key companies in the spaces created by these technologies are also studied: what these companies do; which technologies they use; how these technologies support their critical applications; and how these companies compete and collaborate among themselves. Moreover, the course examines possible future directions and trends for the technologies being studied; novel applications that they enable; and how high-tech companies can leverage applications of these technologies. This is an advanced course, and it is intended for the students who have already acquired basic knowledge of technical concepts and who want to advance their knowledge of technologies beyond the basics and to further develop an understanding of the dynamics of the spaces associated with these technologies.</p> <p>Instructor: Alexander Tuzhilin</p>
Power and Politics	<p>This course considers the way political processes and power structures influence decisions and choices made within and by organizations. It analyzes the sources, distribution and use of influence in relation to resource allocation, organizational change and performance, management succession, procedural justice, policy formulation, and social movements within organizations. It develops skills in diagnosing and using power and politics in organizational settings. A basic assumption underlying the course is that managers need well-developed skills in acquiring and exercising power to be effective. The course is designed to:</p> <ol style="list-style-type: none"> (1) improve students' capacity to diagnose organizational issues in terms of their political dimensions, and (2) enhance their effectiveness in their jobs and careers as a result of that improved capacity. <p>Instructor: R. Kabaliswaran ('Kabi')</p>
Customer Insights for Decision Making	<p>Marketing begins and ends with the consumer. The purpose of this course is to introduce students to the study of consumer behavior, and provide customer insights for better decision-making. We will take the perspective of a marketing manager who needs knowledge of consumers in order to develop, implement and evaluate effective marketing strategies. We will examine many concepts and theories from the behavioral sciences and analyze their usefulness for marketing strategies and evaluate specific segmentation, product, branding, pricing, and promotion decisions. In addition, we will examine the data collection methods that a company can employ to collect first-hand information, and discuss traditional and new methods (each with their distinct advantages and drawbacks) with a framework to guide which method is best suited to which situation. Students will learn to address different marketing problems and how to translate the information gathered or theories they know into actionable managerial decisions.</p> <p>Instructor: Geeta Menon</p>

Fall Elective Set 3

Course Name	Course Description
The Architecture of Global Finance	<p>This course is about the evolution, structure, and performance of the global financial system: the network of services, geographies and institutions that constitutes the world's financial architecture and plays a major role in determining global economic growth and prosperity. The course has three parts –</p> <ol style="list-style-type: none"> (1) a historical perspective on how the system has evolved to create what we now have (2) an overview of the principal global financial functions it encompasses, and (3) a description of the different conditions that exist in key markets –the US, Europe, Asia, and Emerging Markets. Throughout, there is a focus on the competitive performance of global banks and other financial intermediaries, as well as the risks to which they are exposed. <p>This course is not specifically aimed at finance professionals. It will be useful to all business executives seeking a better understanding of how the enormously large and complex global financial system works and how it might affect their businesses and opportunities. In that sense, it is big-picture course that draws upon the long experience as practitioners, advisers, and scholars in the global finance arena of the instructors. It integrates what we know and have learned about modern finance, economics, politics and markets, and how these interact. The course is essentially presented in a lecture format, but it covers a number of case studies and strives to develop a high level of class discussion and interactivity.</p> <p>Instructors: Roy Smith and Ingo Walter</p>
High-Tech Entrepreneurial Strategy	<p>High-Tech Entrepreneurship is no exact science. Identifying a genuine market need, building a product to address that need, and finding a business model to tie it all together profitably can't be automated. That said, entrepreneurship is no Voodoo art either. While there's no process that guarantees success, savvy entrepreneurs and intrapreneurs employ market-tested best practices to maximize their chances. Techniques for evaluating market demand on the cheap, patterns for maximizing value capture, models for creating growth from network effects, and protocols for the early identification of symptoms of startup failure are just of some of the tools that this course will equip you with.</p> <p>Instructor: Thanos Papadimitriou</p>
Crisis Management	<p>Effective crisis management is a competitive advantage and a critical attribute of leadership. It isn't the nature of the underlying crisis that determines whether a company emerges with its operations, reputation, and financial condition intact, but rather the nature of the response. This seven-session elective focuses on the business decisions, management processes, and leadership skills necessary to anticipate, plan for, manage through, communicate about, and recover from crises. A key focus of the course is organizational behavior, especially the ways companies in distress and the stakeholders who matter to those companies predictably behave when things go wrong. Another important focus is leadership: how those who lead organizations can maintain the confidence and trust of internal and external stakeholders. The third is strategy: how to navigate a crisis in such a way as to protect long-term business interests and deliver on critical business strategies. The course examines examples of effective and ineffective crisis management, from BP, HP, Home Depot, Netflix, Toyota, and many others. Topics covered include:</p> <ul style="list-style-type: none"> ▪ Defining crises and mobilizing resources in a crisis ▪ Predictable corporate mis-steps in a crisis ▪ How to be forgiven when people have been hurt ▪ Maintaining public support in an era of mistrust ▪ Corporate governance and corporate responsibility ▪ Vulnerability analysis, strategic crisis planning, and crisis prevention ▪ Avoiding mistake chains ▪ Communicating bad news to investors, employees, customers, and regulators ▪ Case studies in effective and ineffective crisis management <p>Instructor: Helio Fred Garcia</p>

Fall Elective Set 3 (Continued)

Game Theory	<p>Game theory studies competitive and cooperative behavior in strategic environments, where the fortunes of several players are intertwined. It provides methods for identifying optimal strategies and predicting the outcome of strategic interactions. The field of game theory began around 1900 when mathematicians began asking whether there were optimal strategies for parlor games such as chess and poker, and, if so, what these strategies might look like. The first comprehensive formulation of the subject came in 1944, with the publication of the book <i>Theory of Games and Economic Behavior</i> by famous mathematician John von Neumann and eminent economist Oskar Morgenstern. As its title indicates, this book also marked the beginning of the application of game theory to economics. Since then, game theory has been applied to many other fields, including political science, military strategy, law, computer science, and biology, among other areas. In 1994, three pioneers in game theory were awarded a Nobel Prize, marking the 'arrival' of the field. In 2005, two other prominent researchers in game theory were awarded a Nobel Prize. Among the other applications, game theory today is finding its way into the world of business. (Pick up a business magazine or book and there is a good chance that it will use some game-theory jargon such as zero-sum game, Prisoner's Dilemma, win-win game, etc.). As well as learning the underlying theory in the course, we'll be looking at how game theory can indeed be applied to business.</p> <p>Instructor: Robert Seamans</p>
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Fall Elective Set 4

Course Name	Course Description
Real Estate Primary Markets	<p>This accelerated course focuses on institutional real estate investment, primarily within the U.S. market. It covers real estate property level valuation and risk analysis in the context of four group cases spanning industrial, office, retail and multi-family development. These projects allow graduated skill development over the span of the course, an opportunity to apply financial and property market analysis, hone investment presentation skills, and develop skills and techniques to be an effective investment committee decision-maker. Depending on the level of prior student experience, the presenting “deal team” groups can focus on topics ranging from core market supply / demand forecasting, return sensitivity analysis, debt/equity optimization and/or sponsor/investor deal structuring features. While primarily relevant to those in the real estate equity and debt investment arena, skills and concepts are relevant across investment sectors. Prior real estate investment experience is not required.</p> <p>Instructor: James Stolpestad</p>
Leadership Models	<p>This course is meant for those who wish to better understand and further develop their innate potential and propensity to lead others. As you rise in your career, you will need multiple and often conflicting constituencies on board to follow your vision. But if you don’t lead, others will not follow. This course will help you toward honing some of the essential self-reflective skills you need to give form and substance to such vision. It will also be of value to those who wish to have a broad intellectual understanding of the context of leading and the content of leadership.</p> <p>Instructor: R. Kabaliswaran (‘Kabi’)</p>
Innovation and Design	<p>Many firms that have experienced dramatic gains in shareholder value over the last few years (e.g., Google, Apple, Motorola) register innovation as a central driver of their progress. One can argue that innovation, and a culture that inspires and supports innovation, is the only sustainable competitive advantage. A frequent manifestation of recent innovation has been breakthrough design. Design represents a powerful alternative to the dominant management approaches of the last few decades and is an important perspective for leadership to embrace.</p> <p>Instructor: Luke Williams</p>
Operations Strategy	<p>This course serves as an introduction to Operations Strategy and focuses on the role of Operations as a source of competitive advantage. The coverage of the discipline is very selective: We concentrate on a small number of powerful themes that have emerged recently as the central building blocks of world-class operations including:</p> <ol style="list-style-type: none"> 1) capacity planning and efficient resource allocation, 2) strategic process design for quick-response, flexibility & customization, or total quality management & continuous improvement, 3) global supply chain management and sourcing, 4) revenue management, among others. <p>We also present a sample of operations management tools and techniques that have been proved extremely useful over the years. The topics are equally relevant in the manufacturing and service sectors. We approach operations from the perspective of the general manager, rather than from that of the operations specialist. This class is for anyone interested in:</p> <ol style="list-style-type: none"> 1) operations and supply chain management, 2) general management, and 3) management consulting. The course is also suitable for student’s interested in 4) entrepreneurship and 5) private equity management given that operations typically employs the greatest number of employees and manages the largest investments in physical assets. <p>Instructor: Lucius Riccio</p>

Spring Elective Set 1

Course Name	Course Description
Global Study Tour	<p>As part of the Executive MBA Program, students may participate in up to two for-credit Global Study Tours including the required first-year Global Study Tour and an optional second-year Global Study Tour. Recent study tours have taken students to a number of economically diverse regions. This intensive, rigorous program enables students to gain an understanding of doing business in a given global region through exposure to various organizations, business leaders and local institutions. Participants conduct study group work regarding the countries involved, generate post-trip projects, and actively participate in meetings and academic sessions during the program. In recent years, Executive MBA classes have traveled to Vietnam, China, Europe, India, Japan, Korea, Argentina, Brazil and Chile. With each destination, students gain valuable insight into today's global business environment.</p> <p>Instructor: TBA</p>
Conquering High Stakes Communications	<p>As a business leader you are expected to give direction, establish vision and manage events with well-honed, clear messages and constant communication clarity. Achieving and maintaining this level of excellence is easier said than done. Conquering High Stakes Communications focuses on the tactics and skills you need not only to manage critical conversations but also to identify them in advance with the objective of maneuvering the ultimate outcome to your advantage. This course quickly reinforces core communication skills and teaches advance communication techniques through intensive drills and immersive scenario role playing sessions. It also personalizes the experience by having students bring "real life" managerial and communication challenges they may currently be facing to the course. This approach allows students to take what they are learning and immediately put these skills, strategies and techniques into action at work.</p> <p>Instructors: Steve Mellas and Jim Donofrio</p>
Collaboration, Conflict and Negotiation	<p>Collaboration, Conflict and Negotiation explores the management of conflicts that arise from differences in interests such as goals, priorities or competition for limited resources. It focuses on negotiation as a primary process for settling disputes between individuals and within and between organizations. The course examines and interrelates the key variables in a negotiation, including stakes, power, interdependence, trust, coalitions, communication, time, personal negotiation style and the consistency of a settlement with the firm's business strategy. Simulations are used extensively throughout.</p> <p>Instructors: Steve Blader or Elizabeth Morrison</p>

Spring Elective Set 2

Course Name	Course Description
Fin Tech Risk Management	<p>This class explores how FinTech businesses should conduct their risk management operations and how FinTech changes the practice of risk management in financial firms. Risk management requires understanding, measuring, and managing market risk, credit risk, liquidity risk, and operational risk. The class presents the technology behind enterprise risk systems and shows how to manage risk using quantitative models. We consider how recent FinTech innovations such as Blockchains, mobile technologies, etc., can change the way these risk systems operate, and create a new demand for talents in risk departments. We also study the specific risk management and regulatory challenges faced by FinTech firms.</p> <p>The class has two main objectives. The first objective is to introduce the principles of risk management that anyone working for a financial firm needs to understand. The second objective is to discuss specific opportunities and challenges created by the use of new technologies in finance. Here are some examples:</p> <ul style="list-style-type: none"> • FinTech customers expect real-time responses to their requests (for a loan, etc.) which means risk management must be able to assess risks automatically • Cyber security risks will become more important • New algorithms can be used for underwriting, monitoring and fraud detection <p>Financial technology has gone through three major stages. In 1960s and '70s, back office paper based processes migrated to mainframe computers, using standard CUSIP's and equity clearing houses and depositories. The second stage used PCs, communications networks to address the front office, FIX standards brought online banking, trading and electronic markets. The third, and the subject of our class, is "fin-tech", where innovative use of technology disrupts existing financial processes and businesses.</p> <p>Entrepreneurs create new business models with relatively modest capital investment using new technologies: broadband internet, Wi-Fi, mobile computing, cloud storage and "free" platforms such as Python and Linux. Major banks, securities and insurance firms research these same opportunities looking to protect their own revenue by creating competing products or acquiring interesting startups.</p> <p>Instructor: Thomas Philippon</p>
Social Media and Digital Marketing	<p>Social and digital media have had a huge impact on core business activities such as new product design, advertising, marketing and sales, and customer service. Some traditional marketing strategies are now completely outdated, others have been deeply transformed, and new digital marketing strategies are continuously emerging based on the unprecedented access to vast amounts of information about products, firms, and consumer behavior. From Twitter to Facebook to Google to Twitter to Apple, the shared infrastructure of IT-enabled platforms are playing a transformational role in today's digital age. Traditional marketing has always been about the 4Ps. This course will focus on how the digital revolution has transformed the 4Ps, and augmented them with the 5th P of Participation (by consumers). We will examine best-practices related to the business use of social media and digital marketing. While there will be sufficient attention given to top level strategy used by companies adopting social media and digital marketing, the course will also focus on analytics: how to make organizations more intelligent in how they conduct business in the digital age. Measurement plays a big role in this space. The course will draw examples from a wide range of business transformations over the last few years, including the impact of digital advertising, mobile marketing, social media, user-generated content, crowdfunding, big data analytics, and social networks. The course is complemented by cutting-edge projects and various business consulting assignments that the Professor has been involved in with various companies over the last few years. The objective is to end up with a framework that one will find useful in generalizing across contexts in which these technologies are changing the nature of business.</p> <p>Instructor: Anindya Ghose</p>

Spring Elective Set 2 (Continued)

<p>The Business of Health & Medical Care</p>	<p>This course is designed to give the student a general understanding of applied economics of healthcare. In particular, it provides an advanced critical analysis of the delivery of healthcare services and how it is constantly changing. It evaluates the responses of major players including hospitals, physicians, payers, life sciences and new entrants to the market. As expectations for a unified, efficient, cost effective, and high quality global system continue to be desired, the entire ecosystem is trying to adapt. At the end of the course the student will understand why economics in Healthcare is constantly changing and the major drivers impacting the system. Healthcare is the perfect industry to see how market failures occur and why innovation, government regulation, and other interventions may be necessary. While this course is an economics course, it is focused on the application of principles in real life settings and uses current events to highlight their impact. We also try to touch upon regulatory reform and understand how each constituent has an impact on the others within the system. In order to bring in other perspectives, c-suite level executives are brought in as guests. While individuals change at each class, every effort is made to bring individuals from multiple industries. Because guests bring their own experiences, points of view, and topics which they like to discuss, the class has a tendency to be less structured and formal and more interactive. Guests will be added to syllabus as they are confirmed.</p> <p>Instructor: Clifford Bleustein</p>
<p>China's Economic Rise & Its Global Implications</p>	<p>China's meteoric rise from impoverished backwater to the world's second biggest economy has been the most disruptive global economic event of the past three decades. China has enabled a profitable reorganization of international production chains and created the world's largest emerging cohort of middle-class consumers. Competition from and outsourcing to China has also subjected advanced economies to enormous pressure, which is now expressed in a wave of political populism that threatens to undermine the elite consensus in favor of globalization. And China is trying to convert its economic strength into political power, through its ambitious Belt-and-Road international infrastructure initiative, and a more assertive foreign policy in Asia. Using a political-economic analytic framework, this course will provide a rigorous understanding of the causes of China's economic rise, constraints on the rate and structure of future growth, the impact of its economic development on the advanced economies and its Asian neighbors, China's probable role in global innovation and technological change, and the geopolitical challenges posed by a shifting power balance in the Asia Pacific.</p> <p>Instructor: Arthur Kroeber</p>

Spring Elective Set 3

Course Name	Course Description
Global Wealth Management and Private Banking	<p>This is a case-based course intended to provide an in-depth conceptual and practical guide to domestic and international wealth management for high net worth individuals and families. The global market for wealth management has grown rapidly in recent decades and is likely to continue to be one of the most dynamic dimensions of the financial services sector, even as growth shifts location to new areas of wealth accumulation, notably Asia-Pacific, parts of Latin America, Russia and the Middle East. Besides growth, private banking remains one of the most valuable franchises of the global financial services industry, based on key client relationships, creativity in product development, and earnings stability. The course provides valuable frameworks from three distinct perspectives: the wealthy individual, the private banker/client advisor and the wealth management firm.</p> <p>Instructors: Alan Rappaport, Ingo Walter and Alexander Zaharoff</p>
Analytics & Machine Learning for Managers	<p>There are a variety of statistical methods, old and new, that are used nowadays to analyze datasets, which can range in size from the small to the enormous. This course gives an introduction to, an overview of and a comparison between these various methods and the attendant terminology and the different kinds of questions they can help answer. Methods that will be discussed include Regression, the Lasso, Discriminant Analysis, Logistic regression, Regression and Classification Trees, etc. This course is not meant for the people doing the analysis but will be geared more towards helping managers understand the material and aid them in having meaningful conversations with the analytics groups in their firms. However, due to its very nature, there will be a mathematical aspect to the course (i.e there will be formulae), though the aim is to try to understand the intuition behind them.</p> <p>Instructor: Rohit Deo</p>
Brand Strategy & Planning	<p>This marketing elective focuses on planning the brand strategy to choose, provide and communicate the brand value. Broadly, the course has four themes: (1) understanding the consumers and competitors and the brand; (2) crafting the brand; (3) measuring the brand; (4) managing the brand. The course takes a customer-centric approach to branding. Questions such as how brands can create differentiated brand experiences, engage and/or inspire their customers will be explored. The course framework is centered around the three major activities common to the brand management and planning process across firms and industries to build and manage brand value: (1) analysis of market information; (2) development of brand strategy; (3) programming of the strategy and implementation of the brand programs.</p> <p>Instructor: Tulin Erdem</p>
Creativity	<p>Successful business people approach their problems creatively and happy people live their lives as works of art. In this course we explore the many dimensions of creativity that are important in business and in our own lives. Creativity isn't a mystical quality with which only a special few are endowed. Practical methods to become more flexible, imaginative, and productive thinkers can be learned by anyone, nurtured in others, and harnessed to create new products, uses, designs, theories, strategies, structures, and other solutions of all kinds. We will define creativity, review the science, and develop our own creative skill set by learning about, experiencing, and experimenting with a wide variety of approaches.</p> <p>Instructor: Kim Corfman</p>

Spring Elective Set 4

Course Name	Course Description
Foundations of FinTech	<p>“FinTech” is the label for increasingly technological approaches to the main financial intermediation functions: payments, capital raising, remittances, managing uncertainty and risk, market price discovery, and mediating information asymmetry and incentives. In today’s FinTech businesses, consumers bank via mobile apps integrated into social media, institutions trade electronically, and robo-advisers make decisions about investment portfolios. This inter-departmental course provides an introduction to the emerging FinTech discipline. It is a good starting point for Stern students who may take additional electives in the FinTech area, while also providing an overview of the area for students who intend to take only one FinTech course.</p> <p>Instructor: Kathleen DeRose</p>
Behavioral Finance	<p>The field of Finance has traditionally made assumptions of human rationality in decision making in order to facilitate modeling. However, there remain many anomalies that traditional models struggle to explain; such as, various anomalies in the price of assets (e.g., why low P/E firms outperform the high ones), the wide swings in stock prices – say relative to the more stable dividends shareholders receive, and why managers attempt to keep earnings stable through Earnings Per Share (EPS) manipulation. The field of Behavioral Finance has put forth explanations for these anomalies and others by relaxing the assumption of the completely rational and selfish human. In this course, we will recognize three traits assumed in the traditional economic modes about humans: (1) we are only interested in maximizing our own welfare; (2) models for determining one's utility as a function of one's actions follow perfect mathematical logic; and (3) the cool, calm and collected decision-maker takes actions without emotional bias. We will find that there are substantial violations of each of these – what behavioral economists call bounded self-interest, bounded rationality and bounded will-power. Thus, humans being aware of them can help themselves in their everyday life as well as in finance, and that they might shed light on some of the anomalies (violations of the hypothesis of market efficiency) that Traditional Finance has had a hard time explaining. Overall, we will highlight the implications of behavioral economics regarding the efficient market hypothesis (EMH), investment strategies and performance, and various corporate finance decisions such as acquisitions, IPO's, capital structure, etc.</p> <p>Instructor: Anthony Marciano</p>
Advanced Topics in Management Communications	<p>The Wall Street Journal once reported that corporate MBA recruiters ranked communication skills as the most important attribute they considered when evaluating applicants. No longer can executives rely on strong technical and analytical skills alone to get them through the day and ensure career advancement. Leaders must not only be able to effectively communicate financial models, analytic results, strategic plans and business forecasts, but be able to do so in a variety of settings, situations and communication channels, while addressing a variety of internal and external audiences. Management Communications is designed for students who seek to improve upon existing communication skills by blending theoretical models for effective persuasion with a practical application of course material in a simulated business environment. The course’s “career life cycle” concept encompasses a number of individual and group situations that an employee would face over the course of their career. Students working in any number of fields will find this highly interactive course to be challenging and entertaining as they navigate numerous communication events where assessments of the environment, communication modes, team dynamics and “what’s at stake” play a role to a successful outcome. Most importantly, these exercises and lessons will provide students with communication and situation analysis skills they can put into action immediately as they go about their various business and academic related pursuits.</p> <p>Instructors: Steve Mellas and Jim Donofrio</p>
Foundations of Entrepreneurship	<p>This course seeks to explore the many dimensions of new venture creation and growth and to foster innovation and new business formation in independent and corporate settings. The course will integrate both an academic and practitioner view of the challenges facing entrepreneurs and investors involved in entrepreneurial, venture capital and private equity investment activities. The course draws on a variety of disciplines, including management and finance, to develop frameworks and techniques that are needed to plan, start, evaluate and successfully operate ventures.</p> <p>Instructor: Glenn Okun</p>

Spring Elective Set 5

Course Name	Course Description
Valuation	<p>This course covers a broad range of issues in corporate financial management. We analyze the core financial decisions made by firms, the investment decision and the financing decision, and examine their impact on the value of the firm in the financial market. Topics that will be covered are: financial planning and forecasting, project analysis and evaluation, resource allocation within firms, valuing flexibility in investment projects, capital structure policy and cost of capital, payout policy, corporate restructurings and firm valuation. A large emphasis will be placed on the application of the concepts and tools developed in the course to financial decisions made by firms through case analysis and real-world examples. By the end of the course, participants should feel comfortable performing a sound analysis of a variety of corporate decisions, and should have developed a thorough understanding of how analyzing strategic and financial decisions from the perspective of value creation can improve managerial decision-making.</p> <p>Instructor: Anjolein Schmeits</p>
Sustainability for Competitive Advantage	<p>In this course, students will develop an understanding of how leading companies in many sectors are embedding sustainability in their core business strategy and using it to drive innovation; operational efficiency; employee, supplier and customer loyalty; competitive advantage and value to society. They will 1) become familiar with the key environmental and social issues affecting business today, 2) explore the innovations developed by corporate leaders in pursuit of sustainability, 3) become familiar with the latest consumer insight research on sustainability and 4) begin to develop some of the skills required for leading in this new social and political environment (e.g. multi-stakeholder management). This course is multi-disciplinary, and seeks to integrate across the functions of the firm to arrive at an effective firm-wide leadership sensibility.</p> <p>Instructors: Tensie Whelan</p>
Judgment and Decision Making- Management	<p>In this class we will explore standards for high-quality judgment and decision making, how people may fall short of these standards in systematic ways, and how decision making can be improved. This course has two objectives. First, it will help you better understand the science of how humans make judgments and decisions. Note while this topic is often referred to by a variety of labels including behavioral decision theory, behavioral economics, and judgment and decision making, research conducted under all these labels explores how people make judgments and decisions and all draw from multiple disciplines. We will therefore review research on human thinking from social psychology, cognitive psychology, economics, decision science, political science, and organizational behavior. The second objective is to improve the quality of your own judgments and decisions in both business and everyday life. People are poor intuitive statisticians, meaning that when they “just think” about situations for which some data or casual observations exist, they tend to make serious inferential errors, in turn leading to systematically biased decisions. We will study some errors that are particularly important for real world problems and look for easy-to-implement solutions. Our focus will be on how business management and decision making can be improved by an understanding of the psychology of judgment and decision making. Other applications covered in this course include policy design and analysis, negotiation, risk management, financial markets, human resource management, and organization of teams, among others. The course is designed around both lecture materials and applied in class exercises. In a given class session, you can expect any combination of lecture, class discussion, experiential activity, and/or video.</p> <p>Instructor: Vicki Morwitz</p>
Business Drivers	<p>This course covers business drivers of a wide range of industries. Having a perspective about how various industries make money is critical whether you analyze a company for investment, advise its managers, manage its operations, market its products, or choose its capital structure. The course will involve case presentations of various industries and will require active class participation. The course will provide a framework to analyze financial and strategic performance and to identify business drivers. Some EMBA students have taken the course in the past and found the perspective and the framework quite useful. More details about the course are available at http://www.dangode.com/drivers/</p> <p>Instructor: Dan Gode</p>

Summer Elective Set 6

Course Name	Course Description
Global Study Tour	<p>As part of the Executive MBA Program, students may participate in up to two for-credit Global Study Tours including the required first-year Global Study Tour and an optional second-year Global Study Tour. Recent study tours have taken students to a number of economically diverse regions. This intensive, rigorous program enables students to gain an understanding of doing business in a given global region through exposure to various organizations, business leaders and local institutions. Participants conduct study group work regarding the countries involved, generate post-trip projects, and actively participate in meetings and academic sessions during the program. In recent years, Executive MBA classes have traveled to Vietnam, China, Europe, India, Japan, Korea, Argentina, Brazil and Chile. With each destination, students gain valuable insight into today's global business environment.</p> <p>Instructor: TBA</p>
Global Strategy	<p>This course provides an understanding of the cultural, political, competitive, technological, legal, and ethical environment in which multinational firms operate. It surveys a range of tools and techniques of environmental analysis for use in assessing foreign and global conditions, opportunities, and threats. It also focuses on multinational corporate strategy, organization, and management. Students examine the building of strategic capabilities, collaborating across boundaries, developing coordination and control, and managing activities and tasks, as well as challenges of worldwide functional management, geographic subsidiary management, and top-level headquarters management.</p> <p>Instructor: Robert Salomon</p>
Collaboration, Conflict and Negotiation	<p>Collaboration, Conflict and Negotiation explores the management of conflicts that arise from differences in interests such as goals, priorities or competition for limited resources. It focuses on negotiation as a primary process for settling disputes between individuals and within and between organizations. The course examines and interrelates the key variables in a negotiation, including stakes, power, interdependence, trust, coalitions, communication, time, personal negotiation style and the consistency of a settlement with the firm's business strategy. Simulations are used extensively throughout.</p> <p>Instructor: Steve Blader or Zur Shapira</p>

Summer Elective Set 7

Course Name	Course Description
Cases in Corporate Finance	<p>This course applies concepts and techniques of financial economics to actual situations in the world of corporate finance. This course covers financing decisions, investment decisions, M & A, and financial restructuring. Some of this is explored in international settings. For each class meeting, discussion questions are assigned concerning a case study. These questions and the material in the case are considered for most of the class period.</p> <p>Instructor: Anthony Marciano</p>
Managing Growing Companies	<p>This course seeks to provide an understanding of the knowledge and skills that are required to manage and grow small to mid-sized firms. Students study the typical problems and opportunities that confront such organizations and use a variety of disciplines including management, strategy and entrepreneurial finance in order to formulate courses of action based on incomplete information.</p> <p>Instructor: Glenn Okun</p>
New Media in Marketing	<p>This course will look to provide a framework for understanding the various technologies impacting the media in the marketplace today - using subjects both ripped from the headlines and grounded in near-term history - as well as provide a structure for assessing the opportunities and challenges of innovations in the 3-5 year time horizon. It is designed to help students become effective marketers in the 21st century. Topics covered will include the digital home, web 2.0, social media, online video, digital advertising, video-on-demand, mobile applications, gaming, sports technologies, and interactive TV.</p> <p>Instructor: Jamyn Edis</p>
Financial Statement Analysis	<p>This course is designed to prepare you to interpret and analyze financial statements effectively. It explores in greater depth financial reporting topics introduced in the core course in financial accounting and also examines additional topics not covered in that course. The viewpoint is that of the user of financial statements. However, we develop sufficient understanding of the concepts and recording procedures to enable you to interpret various disclosures in an informed manner. We discuss each financial reporting issue in terms of its effect on assessments of a firm's profitability and risk. We then apply the analytical tools and concepts in competitor analysis, credit decisions, bankruptcy prediction, and forecasting. This course is designed primarily for students who expect to be active users of financial statements as part of their professional responsibilities.</p> <p>Instructor: Josh Ronen</p>

Summer Elective Set 8

Course Name	Course Description
Mergers and Acquisitions	<p>This course is designed to take an interdisciplinary approach to understanding the problems of formulating and implementing successful acquisition strategies. Our major objectives are</p> <ul style="list-style-type: none"> (1) to enable you to act as a senior advisor to your CEO regarding strategic M&A and shareholder value issues your division or company might confront and (2) to assist you in becoming an informed consumer of just about anything written on M&A success (including pitches by professional services providers). <p>We will introduce a framework for thinking about acquisitions as a strategic investment where the bottom line is superior shareholder performance. The course will approach acquisitions as a multi-step strategic and organizational process drawing from the fields of strategy, negotiations, finance and organizational behavior.</p> <p>Instructor: Mark Sirower</p>
	<p>One Additional Course, TBA</p>
Business Start-Up Practicum	<p>This course seeks to provide an understanding of business planning techniques that transform ideas into viable commercial businesses. Students will conduct the market, organizational, operational, strategic and financial analyses that are required to produce a venture concept and an actionable business plan. Participants will study firms' business planning efforts as well as create a business plan during the practicum. The course focuses on these principal themes:</p> <ul style="list-style-type: none"> (1) How do entrepreneurs create business concepts and solve challenges? (2) How does one qualify ideas and strategies in order to effectively select a course of action? (3) How are action-oriented plans structured in order to capture opportunity and mitigate risks? <p>Instructor: Glenn Okun</p>
Consumer Behavior	<p>No business can succeed without understanding its customers. What do they need? How do they make decisions? What makes them happy? What makes them spread the word? In this class, we use recent insights from behavioral economics and consumer psychology to gain a better understanding of consumers' motivations and decision strategies. We then apply these insights to predict how consumers will react to typical firm initiatives (price changes, brand repositioning, new product introductions, etc...) as illustrated by case studies and recent examples.</p> <p>Instructor: Tom Meyvis</p>