

Core Course Descriptions



Executive MBA Program

ACCOUNTING (1)

Principles of Accounting

Principles of Accounting focuses on the development, analysis and use of accounting reports. It provides an understanding of what these reports contain, what assumptions and concepts accountants use to prepare them and why they use those assumptions and concepts. It stresses the ability to apply accounting concepts to real world cases, which by their very nature are complex and ambiguous. In addition to traditional introductory topics, other topics may include mergers and acquisitions accounting, free cash flow and financial statement analysis.

BUSINESS ETHICS/LAW (1)

Professional Responsibility

Professional Responsibility encourages students to think critically about the broader context and consequences of the decisions they make as managers. It first develops the argument that ethical considerations are important in the decision-making process and then develops analytical reasoning skills that enable students to identify and weigh competing ethical concerns in that process. The course also examines the importance of understanding the interdependence of markets, ethics and law in a democratic, free market society.

FINANCE/QUANTITATIVE SKILLS (2)

Principles of Finance

Principles of Finance introduces the fundamental principles of asset valuation and corporate finance. The key analytical concepts are present value, option value, risk/diversification, and arbitrage. Principles of Finance teaches students how to make investment and financing decisions. Specific topics include evaluation techniques (the net present value rule and a discussion of the many shortcomings of the popular internal rate of return rule), real options, extracting cash flows from accounting data, estimating a project's or firm's cost of capital, the choice between debt and equity, and the effect of financing decisions on investment decisions (using the popular "WACC" method).

Statistics & Data Analysis

Statistics and Data Analysis surveys probability concepts and statistical methodology necessary for decision making in a business environment. The course, which stresses application, covers: data collection and analysis; probability and probability distributions; statistical inference, including estimation and sample size determination; and regression and correlation analysis. The course is data based, with great emphasis on statistical inference, including applications to total quality management, polling, employee attitude surveys, market research, operations and finance.

ECONOMICS (2)

Firms & Markets

Firms and Markets presents the major tools and concepts of economic analysis and their application to both the making of business decisions and the formulation of policies. The course also covers determinants of product demand, decision making with different industry structures, network economics, cost-benefit analysis and government policies that affect firms and markets.

The Global Economy

Global Economy studies two related topics. The first is trade and direct investment, in which students learn to understand the structural economic factors that affect business decisions and the complications caused by government policies and trends in world development. The second topic is international macroeconomics and finance. Students learn to understand the linkages among national economies through exchange rates, the balance of payments and the fundamental forces that determine the growth of nations, and the effects of policy making in a global environment.

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INTERDISCIPLINARY (3)

Global Study Tour	As part of the Executive MBA Program, students participate in a for-credit Global Study Tour. Recent study tours have taken students to a number of economically diverse regions. This intensive, rigorous program enables students to interact with industry, financial institution, and government leaders from around the world. Participants conduct study group work regarding the countries involved, generate post-trip projects, and actively participate in meetings during the program.
Speaker Series I & II	The Speaker Series I & II courses are designed to foster deeper, interdisciplinary understanding and broader perspective of current issues, opportunities, and challenges leaders face in today's dynamic business environment. These courses will consist of a series of lecture-based talks with distinguished leaders from a variety of industries sharing their insights and struggles, successes and failures. In addition to the lecture-based format, students will have the opportunity to engage with the speakers to further synthesize the ideas, stories, and anecdotes presented during the talks.
Capstone	The Capstone project is an integrative team-based exercise that gives you the opportunity to demonstrate an understanding of the core concepts taught throughout the program, and apply them to the case of a real life strategic opportunity, all while potentially changing your life significantly in the process.

MANAGEMENT (3)

Communication for Teams and Leaders	Communication for Teams and Leaders helps students to engage in productive team relationships and develop the ability to lead through strategic communication. Course activities are designed to help students to become aware of how they personally work in group settings; to develop specific strategies to foster peak team performance; and to enhance their communication and collaborative problem solving skills.
Leadership in Organizations	Leadership in Organizations focuses on the design of organizations and on how managers can make organizations more effective by maximizing the performance of their members. Part of the course focuses on organizational-level problems such as how an organization should be designed, what strategy it should follow and how the conflict and politics endemic to organizational life can be managed. Another part of the course focuses on individual and group-level problems such as how to evaluate and reward employees, design jobs that motivate people and supervise employees. The course teaches students how to analyze individual performance issues in the context of complex organizations and how to manage change processes.
Strategy	Strategy studies two related issues. The first is how to gain advantage against competitors in the complex and dynamic global marketplace. Core business strategy themes include how to analyze the business environment, assess resources and capabilities and choose competitive strategies. The second issue is how to create corporate value through configuring and coordinating multi-business activities. Core corporate strategy themes include analyzing scale and scope, evaluating corporate competencies, managing the multi-business corporation and choosing corporate strategies.

MARKETING (1)

Marketing	Marketing provides a working knowledge of the marketing of goods and services. Areas of study include capturing value, identifying and segmenting target audiences, consumer behavior, product positioning for competitive advantage, distribution, advertising, promotion, pricing, new product development and marketing research. Study groups prepare and present a marketing plan for a product or service of their choosing.
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