

Fall Elective Set 1

Course Name	Course Description
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.</p> <p>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>
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>

Fall Elective Set 2

Course Name	Course Description
<p>Collaboration, Conflict, and Negotiation</p>	<p>This course 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: Gavin Kilduff</p>
<p>Cases in Corporate Finance</p>	<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: Tony Marciano</p>

Fall Elective Set 3

Course Name	Course Description
<p>Data Driven Decision Making</p>	<p>In every aspect of our daily lives, from the way we work, shop, communicate, or socialize; we are both consuming and creating vast amounts of information. These daily activities create a trail of digitized data that is being stored, mined, and analyzed by firms hoping to create valuable business intelligence.</p> <p>The objective of this course is to train you with conceptual and practical tools needed to translate data into actionable strategies. Extracting useful insights from the vast amount of information involves a combination of analytical skills and intuition. It is both an art and science. The pedagogic philosophy embraced in the class is learning-by-doing. Each concept has a software implementation with emphasis on applications and interpretation of the results for decision making. Our ultimate goal is to develop a broad analytical intuition to analyze and comprehend large databases, and translate conceptual understandings into specific operational plans</p> <p>Instructor: Vishal Singh</p>
<p>Global Strategy</p>	<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>

Fall Elective Set 4

Course Name	Course Description
<p>Analytics and Machine Learning for Managers</p>	<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>
<p>Advanced Strategy</p>	<p>This course is designed to help pull together learning from marketing, finance, management, accounting, operations, and elsewhere in the curriculum. View this class as a lab in which to explore and understand how the different functional classes that you have been taking during your MBA fit together. We do this by exploring big strategic decisions that organizations encounter and shape organizational performance, specifically those that fall into three broad categories: decisions on dealing with other firms, partners, competitors, etc.; decisions on significant resource allocations and decisions on dealing with success and failure of prior actions. Our discussions will use a variety of approaches to in-class interaction including case discussions, small group work, simulations, experiential exercises, and more traditional readings and minimal lectures.</p> <p>Instructor: Sonia Marciano</p>

Spring Elective Set 1

Course Name	Course Description
<p>The Strategist</p>	<p>Business success requires being different. To succeed, a business needs to stand out from the competition. This is what business strategy courses teach, and they are right. But finding a way to be different is harder than just knowing that it is important to be different. This is the fundamental challenge facing the business strategist. It is the challenge of looking at an existing organization and coming up with ways to make its position in the marketplace more distinctive. Or, it is the challenge of looking at the potential of a new business and creating a distinct position for it. The strategist is equally important in the worlds of existing enterprise and of entrepreneurship. The challenge of being different is considerable. Much of the time, everyone has access to more or less the same knowledge base. This is likely even more the case today, in a globally interconnected world, relative to the past. In this environment, the key to being different becomes one's ability to think differently. Of course, one has to think both differently and better, and come up with not just a different but a superior business proposition. Out-thinking others in this way is the job of the business strategist.</p> <p>In this course, we will develop a four-way framework to help us think differently and better and become better business strategists. The four components of the framework (4 Cs) are: Strategy from Contrast; Strategy from Combination; Strategy from Constraint; and Strategy from Context. We will examine many examples of great business strategies of each of these four types, and we will also use this framework to help us generate entirely new strategies.</p> <p>Instructor: Adam Brandenburger</p>
<p>Leadership Training for High Potentials</p>	<p>A student's ability to analyze behavior in collective settings, and willingness to skillfully ACT within them, help answer a number of questions: Why do some talented EMBA students succeed, while others, equally talented, flounder? Why do some people in leadership positions prove effective, while others do not? Why do some high potential people become leaders and others do not? This course tackles these questions. This course is based on the premise that, regardless of your position within an organization, leadership opportunities and challenges present themselves every day and that it is to your advantage to recognize and make the most of these opportunities. Leadership is a behavior (verb), NOT a position (noun). You have to ACT in order to learn and grow, and this class and your time as an EMBA student is the opportunity to do that – leaders are not made by passive observation! It is also based on the premise that effective leadership requires an in-depth understanding of both yourself and how organizations work, and an in-depth understanding of how to work with and through other people. By the end, I expect that you will be more conscious of others, yourself, and the impact of your own (in)actions.</p> <p>Instructor: Nate Pettit</p>

Spring Elective Set 2

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.</p> <p>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>
Artificial Intelligence, Automation, and the Platform Revolution	<p>The rapid evolution of artificial intelligence (AI), machine learning, and robotics technologies, coupled with the emergence of platform-based digital business models, are transforming companies across industries and nations as we enter a new automation age. This course introduces students to this digital future of work, helping executives grasp the immediate and long-term implications of digital platforms and AI within both Fortune 500 companies and emerging industries. Students will also learn how to capitalize their potential to change business, make effective business decisions about digital change while separating the hype from what might generate genuine value, address key societal and policy issues ranging from employee reskilling, and change management to algorithmic bias and platform governance.</p> <p>Instructor: Arun Sundararajan</p>

Spring Elective Set 3

Course Name	Course Description
<p>Managing Change</p>	<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: Anat Lechner</p>
<p>Financial Statement Analysis</p>	<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, Principles of Accounting, and 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>

Spring Elective Set 4

Course Name	Course Description
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. This 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. More details about the course are available at http://www.dangode.com/drivers/</p> <p>Instructor: Dan Gode</p>
Managerial Decision Making	<p>This course attempts to help you become a better decision maker when asked about their ability to make decisions, previous students expressed concerns, and several said they lacked self confidence in making decisions. Others indicated that the process of making decisions may be painful especially if one must make an important decision. This may stem from the deliberation process one goes through that may be stressful. Others added that at times they second guess their decisions and some acknowledged that they suffer from regret when a decision they have made led to an undesired outcome. A few mentioned that having gone through such a process made them indecisive and unclear about how to go about making decisions. The above concerns are described regarding personal as well as business decisions. Making decisions at work may be easier when one can solicit the help from colleagues but at the same time the consequences may loom even larger when making decisions at work. This course takes a systematic approach to improve your decision-making skills. Requirements include several exercises knowledge of statistics is required, but the course is not about quantitative calculation of alternatives but about the processes underlying the making of decisions.</p> <p>Instructor: Zur Shapira</p>

Summer Elective Set 1

Course Name	Course Description
<p>Game Theory</p>	<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: Rob Seamans</p>
<p>Brand Strategy and Planning</p>	<p>This course focuses on planning the brand strategy to choose, provide, and communicate the brand value. Broadly, the course has four themes: (1) understanding the consumers, the 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: Stew Krentzman</p>

Summer Elective Set 2

Course Name	Course Description
<p>Social Media and Mobile Technology</p>	<p>This course is designed to provide business leaders with a framework for a company to evaluate social media and enhance their integrated marketing campaigns. You will be provided with the tools to understand the current mobile technology landscape. This course covers important issues that leaders must have a POV on, including: data privacy, marketing technology, mobile video, and top mobile advertising companies. This course strikes a balanced approach of covering the pressing issues of today and timeless foundational marketing principles.</p> <p>This is a fast-paced course that is designed for you to learn the basic concepts, terms, and principles that apply to the social media industry. To become familiar with key strategic issues across the sector, you will analyze the activities of the leading social media companies and applications through articles, case studies, and lectures. By the conclusion of the course, as a senior executive you will have gained an understanding of the opportunities and challenges your organization must consider as it manages its social media and mobile technology platforms.</p> <p>Instructors: Stew Krentzman and Brett Prescott</p>
<p>Investments</p>	<p>This course is about financial markets and how financial assets (securities) are valued, used, and traded. The three main types of financial assets are considered in turn: equity (with a focus on portfolio management); debt (both Treasury and corporate); and derivatives (call and put options and forward and futures contracts).</p> <p>For each type of financial asset, the course answers four questions: What is the payoff from holding the asset? Where and how is the asset traded? How is the asset valued? How is the asset used? The course introduces and expands upon several important theories for valuing assets: the CAPM and Intertemporal-CAPM for equity and corporate debt (including the Fama-French 3-factor asset pricing model); no-arbitrage pricing for Treasury debt instruments; the Black-Scholes option pricing model; forward-spot parity for forward contracts; and covered interest parity for foreign exchange forward contracts. Important finance researchers (Fama, Markowitz, Merton, Scholes, and Sharpe) have won Nobel prizes for developing many of the models that the course examines.</p> <p>Instructor: Alexi Savov</p>

Instructors and course availability are subject to change.