EXECUTIVE BUSINESS (XBUS)

XBUS 6000 - CU Executive MBA Transition to Learning (0 Credits)
This course is designed to facilitate the transition into the University of Colorado Executive MBA Program. Incoming students are provided with a range of resources and content to help them succeed within the program. Max hours: 0 Credits.
Grading Basis: Pass/Fail Only

XBUS 6470 - Legal and Ethical Environment of Business (3 Credits)
Students develop a working knowledge of legal and ethical parameters for business decision making. The course addresses the legal system and mechanisms for resolving disputes. Topics include constitutional law, torts, product liability, contracts, property law, consumer protection, intellectual property, business entities and employment law. It stresses the influence of legal issues on organizational decision making.
Restriction: Restricted to students admitted to the Executive MBA program.
Max hours: 3 Credits.
Grading Basis: Letter Grade

XBUS 6550 - Analyzing and Interpreting Accounting Information (3 Credits)
Emphasizes the use of accounting statements and data in making business decisions. External financial accounting information and concepts are used for investment and credit decisions. Internal managerial accounting information and concepts are used for product costing, cost analysis and management control.
Restriction: Restricted to students in the Executive MBA Program.
Max hours: 3 Credits.
Grading Basis: Letter Grade

XBUS 6775 - Digital Marketing Strategies (3 Credits)
This course gives executives the tools required to leverage digital media to best-identify, reach, persuade, and satisfy customers in an increasingly digital world. By the end of this course, you will be able to confidently establish a digital marketing strategy, and track its effectiveness against key performance indicators. The course will cover the what, why, and how of major current tactics (including online listening, website analytics, search engine optimization, online advertising, social media, and email) using applied methods.
Max hours: 3 Credits.
Grading Basis: Letter Grade

XBUS 6804 - Negotiation for Executives (3 Credits)
Negotiation is the art and science of creating good agreements. This course expands managerial negotiation and conflict management skills by mixing lecture and practice, using hands on cases and exercises in which students negotiate with each other. The cases cover a range of negotiation contexts and provide the opportunity to discuss and develop effective strategies to attain better outcomes.
Restriction: Restricted to students accepted into the Executive MBA program.
Repeatable. Max hours: 6 Credits.
Grading Basis: Letter Grade with IP

XBUS 6850 - Business Analytics (1.5 Credits)
Business Analytics. To compete in the global economy, businesses are collecting huge volumes of data about their customers, operations, and performance. But harnessing this data to deliver a competitive advantage is challenging without understanding how to use the data and what strategic opportunities are presented by the explosion in data. This course will explore practical strategies for implementing data-focused initiatives that create and capture more value. We will discuss what a business needs to build an internal analytics team and the decision-making processes that create competitive advantage.
Max hours: 1.5 Credits.
Grading Basis: Letter Grade

XBUS 6890 - Mergers and Acquisitions and Corporate Development (1.5 Credits)
In this course, we will focus on some of the key aspects of M&A deal-making and implementation, and we will adopt an integrative approach that emphasizes strategic management issues in corporate development. Through a combination of case studies and readings covering concepts and frameworks, course participants will be exposed to a range of M&A issues that can be grouped into four main pillars: M&A within Corporate Strategy, Advisory Inputs, Corporate Development Tools, Deal Implementation.
Max hours: 1.5 Credits.
Grading Basis: Letter Grade