

EXECUTIVE BUSINESS (XBUS)

XBUS 6100 - Executive MBA Leadership (3 Credits)

Personal and organizational assessments for success in changing business environments. Includes strengths assessment and training on how to leverage these styles and strengths to maximum potential. A second focus on organizational issues and succession planning. Partnership with Center For Creative Leadership. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits. Grading Basis: Letter Grade
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XBUS 6110 - Preparing and Interpreting Financial Reports (3 Credits)

Examines the accounting and reporting procedures underlying financial statements issued by business enterprises. This examination is based primarily on the various rules and guidelines defined as generally accepted accounting principles (GAAP) as established by the Financial Accounting Standards Board (FASB). Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits. Grading Basis: Letter Grade
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XBUS 6140 - Executive MBA Accounting (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
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XBUS 6200 - Executive MBA Business Law and Ethics (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
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XBUS 6240 - Executive MBA Data Analytics (3 Credits)

Focuses on applying inferential statistics (estimation and hypothesis testing) and using statistical models for decision-making. Emphasizes the application of statistical tools to identify systematic pattern in large data sets. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits. Grading Basis: Letter Grade
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XBUS 6300 - Executive MBA Economics (3 Credits)

Addresses profit-maximization, supply and demand, demand elasticity, the estimation of production and cost, and pricing and output decisions for making effective business decisions. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits. Grading Basis: Letter Grade
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XBUS 6340 - Executive MBA Operations (3 Credits)

Examines use of productivity, quality, timeliness, and flexibility to improve efficiency and operating performance; examines the importance of integrating the marketing and operations functions. Emphasizes supply chain management, lean operations, innovation, product design to improve competitiveness, performance, efficiency. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits. Grading Basis: Letter Grade
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XBUS 6400 - Executive MBA Negotiation (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. Max hours: 3 Credits. Grading Basis: Letter Grade
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XBUS 6440 - Executive MBA Information Systems (3 Credits)

Focus is on management of information as a resource and on the identification of opportunities to exploit its potential for competitive advantage. Examines current issues/trends surrounding management of information/related technologies and addresses why and how these new technologies can be used to shape and support strategic initiatives. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits. Grading Basis: Letter Grade
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XBUS 6500 - Executive MBA International Course (3 Credits)

This 3-credit course offers students the opportunity to learn about and participate in global business through intensive classroom sessions and first-hand experiences abroad. The course overlays multiple experiential-learning models to offer students unique exposure to global teams, international business, and executive-level insights. Dependent on University risk and safety assessments, students will travel for approximately two weeks during this course. Outcomes: Understand key dimensions of the international environment and how they impact business decisions and operations through classroom sessions and executive presentations in country; Understand key cultural dimensions and how they impact business operations, interpersonal relationships, and leadership effectiveness through classroom sessions and by engaging with local experts in-country; Learn how to use leadership and management tools to enhance personal and team effectiveness during practice opportunities pre-departure and in-country; Work in teams to produce a valuable consulting project to a client firm in the country to be visited. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits. Grading Basis: Letter Grade
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XBUS 6530 - Interpreting the Economic Environment (3 Credits)

Studies the general structure and operation of the national economy from the aggregative point of view. Gives an introduction to macro-economic theory together with an examination of national income accounting concepts, the level of national income, employment, inflation, and rate of economic growth. The application of monetary and fiscal policies in solving economic stabilization problems is considered in-depth. A major part of the course is the development of a forecast for the economy. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.

Grading Basis: Letter Grade

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XBUS 6600 - Executive MBA Marketing (3 Credits)

This course addresses how to design and implement marketing strategies to meet the complex marketing challenges and opportunities facing organizations going to market in today's hyper-competitive environment. A major focus of the course is on using marketing to help develop, communicate, and deliver value to the customer. Specific topics include market research, segmentation, targeting, positioning, differentiation, value propositions, brands, pricing, distribution channels, and marketing communications. The capstone assignment in this course is the creation and presentation of a professional marketing plan. Restricted to students in the Executive MBA Program. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.

Grading Basis: Letter Grade

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XBUS 6630 - Executive MBA Finance (3 Credits)

Develops the skills to understand the financial implications of major business decisions. Provides an overview of corporate finance, analysis of financial statements, financial planning, valuation, capital-investment decisions, capital structure policy, and cost-of-capital considerations. Case methodology is utilized to apply and understand financial decisions and strategy. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to students in the Executive MBA Program.

Typically Offered: Fall, Spring, Summer.

XBUS 6700 - Executive MBA Strategy (3 Credits)

This course is about the issues and challenges of leading a firm in a competitive environment from the perspective of a top executive. Coverage includes pursuing sustainable competitive advantage, making corporate investment decisions, and addressing uncertainty and execution challenges surrounding strategic choices. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.

Grading Basis: Letter Grade

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XBUS 6740 - Executive MBA Digital Technologies (3 Credits)

Executives from the areas' top business organizations lead discussions on current challenges and trends in business as they pertain to digital technologies. Topics include IT, marketing, operations, and supply chain, but vary each semester. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.

Grading Basis: Letter Grade

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XBUS 6800 - Executive MBA Sustainable Value Creation (3 Credits)

The goal for this course is to understand the purpose of the for-profit firm. In particular, we will explore how the firm creates value, broadly defined, by investigating the concept of strategic corporate social responsibility (strategic CSR). Strategic CSR draws on what we know about economic exchange and human psychology to explain how markets work (or don't) and how value is added (or subtracted) across the firm's stakeholders. Understanding these effects allows managers to build a sustainable competitive advantage for the firm, which places strategic CSR at the center of business success in the twenty-first century. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.

Grading Basis: Letter Grade

Restriction: Restricted to students in the Executive MBA Program.

Typically Offered: Fall, Spring, Summer.

XBUS 6830 - Executive MBA Business Model Innovation (3 Credits)

Covers planning a business from inception; includes financial planning/product planning/market definition/creating a team/organizing/the elevator pitch/the investor presentation, and so on. Explores funding sources and the techniques and skills needed to obtain funding. Teams create/present business plan as an investor presentation. Restriction: Restricted to students in the Executive MBA Program. Max hours: 3 Credits.

Grading Basis: Letter Grade

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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