Executive Master of Business

Program Director: Dr. John Cotton, Ph.D.
EMBA website (http://www.marquette.edu/executive-mba)

Degree Offered
Master of Business Administration, Plan B Non-Thesis option only.

Program Description
The Executive M.B.A. program is designed for participants whose increasing career responsibilities require the development of broad business knowledge and skills. This is accomplished during a relatively condensed schedule while allowing participants to fulfill the demands of their current job. The Executive M.B.A. is designed so that students finish their degree in less than 18 months. After a five-day introductory session, the program meets all day on Saturday of every other week. There are two additional residencies required. There is a 10-12 day international experience in the spring or summer term. The final semester begins with a mini-immersion session (Thursday-Saturday). Classes meet 7:45 a.m. – 5:00 p.m.

Marquette’s program is both global and technological. The global focus includes courses on global finance and economics and international management and marketing, culminating with an international experience to examine the similarities and differences of international companies. The tuition includes the international trip and a tablet.

Prerequisites for Admission
Applicants are expected to have a four-year bachelor’s degree in any field and at least five years of managerial experience.

Application Deadline
Applications are accepted throughout the year and reviewed as they are received. Applicants will be accepted as they qualify until the class has been filled. Classes start each August.

Application Requirements
The Executive M.B.A. program has prepared an admissions packet for applicants. Copies may be obtained by contacting the Executive M.B.A. office by phone at (414) 288-7145, by fax at (414) 288-8078, by mail at Executive M.B.A. Program, Straz Hall, Marquette University, P.O. Box 1881, Milwaukee, WI 53201-1881, or by email at MBA@marquette.edu. Also visit the GSM website (http://business.marquette.edu/academics/gsm).

Applicants must submit, directly to the Graduate School of Management:

1. A completed application form and fee.
2. Specific information including a recent resume, career goals, professional/community activities, honors and other special circumstances.
3. Official transcripts from all current and previous colleges/universities except Marquette.
4. Two letters of recommendation (using the form in the application packet).
5. Official test scores from the Graduate Management Admission Test (GMAT) or Graduate Records Exam (GRE). The GMAT or GRE may be waived for qualified EMBA applicants based on one or more of the following situations:
   earned a terminal degree (i.e. Ph.D., M.D. or J.D.)
   have a Master’s degree in a quantitative field
   have an undergraduate or graduate degree from an accredited institution with a grade point average (GPA) of 3.000 or higher and 5 or more years of progressive managerial work experience with some evidence of quantitative ability
   have 10 or more years of progressive managerial work experience with some evidence of quantitative ability
6. Additional information, which may be requested on an individual basis.
7. A personal interview is required of all applicants. It will typically be scheduled after all pieces of the application are received.

Executive Business Administration
The curriculum ensures that participants will have the theoretical and practical knowledge as well as the skills necessary to be a leader.

Specializations
A specialization in International Business is earned by all students in the Executive M.B.A. program who successfully complete all International Business courses with the grade of B or above. These courses are part of the Executive M.B.A. curriculum. Additional courses are not required.
Students wishing to pursue a second specialization in Economics, Finance, Human Resources, Management Information Systems, Marketing or Operations and Supply Chain Management must complete a separate set of 12 credits specific to that specialization requirement. For a list of approved specializations and the requisite course work, contact the M.B.A. program director, or visit our website at marquette.edu/gsm. The students must earn a grade of B or above in each of the prescribed electives, and all electives must be taken at Marquette University. Specializations are noted on the students' official university transcript.

Graduates of the Executive M.B.A. program may pursue a specialization within five years of graduation. To obtain additional information regarding this opportunity, contact the M.B.A. office at (414) 288-7145 or email MBA@marquette.edu.

**Courses**

**EXBU 6191. Teams and Performance. 1 cr. hr.**
Concentrates on the issues of forming effective teams, group processes, and group development. Participants will be evaluated in terms of the overall team performance, as well as through peer evaluations by team members. Topics include: team building activities, developing group visions, group versus individual decision making, and strategies for improving team performance. S/U grade assessment. Prereq: Admitted to Executive M.B.A. program.

**EXBU 6500. Managerial Economics. 3 cr. hrs.**
Applied microeconomic analysis supplemented with selected econometric techniques. Examines the demand, production, and cost theories that are the core of micro-economics. Considers such topics as regression analysis, hypothesis testing, various approaches to time series data analysis, and forecasting. Focus is on how these forms of analysis provide useful input into the managerial decision-making process. Prereq: Admitted to Executive M.B.A. program.

**EXBU 6501. Macroeconomics for Managers. 2 cr. hrs.**
Explores the overall macroeconomic environment within which businesses operate. Focuses on the general state of the business cycle and the related economy wide problems of inflation and unemployment. Considers various measures used to track the business cycle, develops a simple model of the macro economy, and examines the role of fiscal and monetary policy in stabilizing the economy. Provides insight that contributes to intelligent firm or product level business decision making. Prereq: Admitted to Executive M.B.A. program.

**EXBU 6510. Accounting for Managerial Decisions. 4 cr. hrs.**
Emphasizes the role of accounting as a financial information system for managerial decisions. Since course participants will have had differing exposure to financial accounting, the basic financial accounting concepts and procedures will be covered first. Then, specific managerial accounting techniques and concepts will follow. Short cases, term projects and a computerized operational planning exercise will be used to learn the value of budgeting as a planning tool. Each of the major assignments will require written and oral reports. Prereq: Admitted to Executive M.B.A. program.

**EXBU 6520. Marketing Management. 3 cr. hrs.**
An integrated study of the analysis, planning, implementation, and control of marketing programs from a managerial point of view. Topics include: application areas of strategic marketing, customer analysis, market segmentation and competitive positioning, product development, brand management, pricing strategy, marketing channels, marketing communications, social and ethical issues in marketing, among others. Highlighting the course are case studies applied in the above topical areas. Prereq: Admitted to Executive M.B.A. program.

**EXBU 6530. Corporate Finance. 3 cr. hrs.**
Focuses on the application of financial theory on managerial decision. Topics include: the areas of risk, valuation, capital structure, mergers and acquisitions, and investment decisions. These issues are addressed through case studies of successful and unsuccessful financial strategies. Prereq: Admitted to Executive M.B.A. program.

**EXBU 6542. Global Marketing and Management. 3 cr. hrs.**
Discussion of: 1) leveraging core competencies in intercountry market selection and production positioning; 2) formulating and implementing global marketing strategies; 3) achieving strategic and competitive advantage in managing value chain activities globally; 4) developing an organizational infrastructure to manage cross-cultural differences and achieve operational synergy; and 5) promoting a unified global marketing and management vision. Prereq: Admitted to Executive M.B.A. program.

**EXBU 6543. Global Issues in Economics and Finance 1. 1.5 cr. hr.**
Surveys modern approaches to macroeconomic concepts such as balance of payments, savings and investment, money and its impact on prices and employment sin open economies. Surveys microeconomic approaches to exchange rate determination and examines various foreign currency markets including spot, forward and derivative markets. Prereq: Admitted to the Executive M.B.A. program.

**EXBU 6544. Global Issues in Economics and Finance 2. 1.5 cr. hr.**
Surveys the relationships among inflation, interest rates and exchange rates. Covers foreign exchange pricing and arbitrage. Considers various sources of foreign exchange risk. Applications include exposure and hedging in these markets for corporate and portfolio managers. Prereq: Admitted to the Executive M.B.A. program.

**EXBU 6550. Information Technology. 3 cr. hrs.**
Examines various emerging information technologies, possibly including data communications and networking, object-oriented design, expert systems, and group computing software. Emphasis is placed on understanding how to assess the potential application of these technologies to business problems, and on the process of assimilating these technologies within the organizations. Prereq: Admitted to Executive M.B.A. program.
Introduces basic concepts and techniques in business analytics that support managerial decision-making. Topics include optimization, decision analysis, and simulation with examples from a variety of business areas like finance, marketing, accounting and supply chain management. Provides a structured way of tackling a wide range of business problems. Makes extensive use of Excel spreadsheets. Prereq: Admitted to Executive M.B.A. program.

EXBU 6571. Ethical and Societal Issues in Business 1. 1.5 cr. hr.
Examines the impact of business on society, and the impact of ethical and societal issues on business. Objectives include: improving the student's ability to recognize and identify ethical issues, placing ethical issues in an organizational context, and improving the student's ability to reason toward a satisfactory resolution. Prereq: Admitted to Executive M.B.A. program.

EXBU 6572. Ethical and Societal Issues in Business 2. 1.5 cr. hr.
Introduction to the descriptive, normative and prescriptive elements of moral theory and their application to business. Students will gain familiarity with classical theories of right and wrong, good and bad, distributive justice and rights. These frameworks will then be applied to moral dilemmas in business. Pedagogical approaches may include case studies and research of current and classical ethical issues in business. Particular attention will be paid to international and global aspects of current corporate practices. Prereq: Admitted to Executive M.B.A. program.

EXBU 6580. Managing People in Organizations. 3 cr. hrs.
Investigates the impact of human behavior on organizations and investigates how managers can predict and influence such behavior. Begins by focusing on the individual, then the group, and finally the organization as a whole. Topics include: interpersonal perception, motivation, conflict, leadership, corporate culture and organizational change. Prereq: Admitted to Executive M.B.A. program.

EXBU 6590. Supply Chain Strategy and Practice. 3 cr. hrs.
Examines issues critical to service and manufacturing operations. Topics include: just-in-time systems, total quality management, sourcing and logistics, technology transfer, and risk management. Emphasis will be given to globalization of operations. Prereq: Admitted to Executive M.B.A. program.

EXBU 6640. Strategic Management. 3 cr. hrs.
Examines the diagnostic, problem-formulating, and problem-solving strategies of top managers. The course serves as an integration of earlier courses, and also presents current ideas concerning appropriate strategies for firms of varying sizes in diverse environments. Prereq: Admitted to Executive M.B.A. program.

EXBU 6931. Topics in Executive Business. 1-3 cr. hrs.
Topics will vary. Prereq: Admitted to Executive M.B.A. program.

EXBU 6951. International Study in Business. 0-3 cr. hrs.
Consists primarily of a structured 10-12 day trip to compare and contrast international business practices with those of the United States. Preparation includes readings, case discussions of international firms and pre-departure presentations. After the trip, a written analysis of the differences and similarities of American companies and companies from region travelled is required. Prereq: Admitted to Executive M.B.A. program and student in good academic standing.

EXBU 6953. Seminar in Executive Business. 1-3 cr. hrs.
Topics will vary. Prereq: Admitted to Executive M.B.A. program.

EXBU 6995. Independent Study in Executive Business. 1-3 cr. hrs.
Prereq: Admitted to Executive M.B.A. program; and cons. of M.B.A. prog. dir.