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 term 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 are 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 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:
   a. earned a terminal degree (i.e. Ph.D., M.D. or J.D.)
   b. have a Master's degree in a quantitative field
   c. 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
   d. 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 is typically scheduled after all pieces of the application are received.

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

Specialization
A specialization in International Business is earned by all students in the Executive M.B.A. program who successfully complete 12 credits of 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 who do not achieve the specialization earn the Executive M.B.A. degree without the specialization, pending successful completion of all degree requirements.
The following courses apply toward the International Business Specialization: EXBU 6525 Strategic International Marketing, EXBU 6545 Global Macroeconomics, EXBU 6590 Global Supply Chain, EXBU 6951 International Study in Business, EXBU 6997 Strategic Management Capstone. Students must earn a B or better in at least 12 credits of international course work.

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>EXBU 6191</td>
<td>Teams and Performance</td>
<td>1</td>
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<tr>
<td>EXBU 6500</td>
<td>Managerial Economics</td>
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<tr>
<td>EXBU 6505</td>
<td>Strategic Management Introduction</td>
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<tr>
<td>EXBU 6510</td>
<td>Accounting for Managerial Decisions</td>
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<tr>
<td>EXBU 6515</td>
<td>Business Law</td>
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<tr>
<td>EXBU 6525</td>
<td>Strategic International Marketing ¹</td>
<td>4</td>
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<tr>
<td>EXBU 6530</td>
<td>Corporate Finance</td>
<td>3</td>
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<tr>
<td>EXBU 6545</td>
<td>Global Macroeconomics ¹</td>
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<td>EXBU 6550</td>
<td>Information Technology</td>
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<td>Business Analytics</td>
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<td>EXBU 6571</td>
<td>Ethical and Societal Issues in Business</td>
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<td>EXBU 6572</td>
<td>Corporate Social Responsibility and Applied Ethics</td>
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<tr>
<td>EXBU 6580</td>
<td>Leading People and Change in Organizations</td>
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<td>EXBU 6590</td>
<td>Global Supply Chain ¹</td>
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<td>EXBU 6951</td>
<td>International Study in Business ¹</td>
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Total Credit Hours: 39.5-42.5

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**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 6505. Strategic Management Introduction. 3 cr. hrs.**
Presents frameworks and tools for formulating successful strategies. Focuses on identifying and analyzing the internal and external sources of competitive advantage available to the firm and on developing strategies to access these sources of profitability. Strategy is viewed as a link between the firm and its environment. Implies that there are two primary areas of analysis: the external industry environment of the firm and the internal environment of the firm (the resources and capabilities it possesses). 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 6515. Business Law. 2 cr. hrs.**
Law establishes the parameters within which business transactions must be conducted and the mechanisms and standards by which disputes must be resolved. Just as athletes cannot hope to win unless they know the rules, business managers must have a basic understanding of fundamental business law principles if they are to know how best to structure and to carry out transactions for the benefit of the organization. Just as importantly, business managers must be sufficiently sensitive to legal matters to know when to seek professional legal assistance. Prereq: Admitted to Executive M.B.A. program.

**EXBU 6525. Strategic International Marketing. 4 cr. hrs.**
An integrated approach to marketing from a managerial point of view. Makes use of economic, quantitative and behavior concepts in analyzing and developing a framework for the decision-making and implementation of the firm’s marketing program. Special emphasis is given to marketing across the globe. 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 6545. Global Macroeconomics. 3 cr. hrs.
Macroeconomics is one of the two major branches of economics, the other branch being microeconomics. Macroeconomics is concerned with the
behavior of key economic aggregates, total output (GDP) and its growth rate, the unemployment rate, and the inflation rate and the foreign exchange
rate. There are many other economic aggregates that are related to one or more of these key macroeconomic variables including income, wealth,
money, consumption, investment, wages, productivity, interest rates, trade balance and capital flows. These, too, are of concern in macroeconomics.
Explores the overall global macroeconomic environment within which businesses operate. Focuses on the general state of the business cycle and
the related economic issues of savings, investment, the balance of payments, and money and examines their impact on the problems of inflation
and unemployment. Considers various measures used to track the business cycle and build simple models of the macro economy, interest rates and
exchange rates. Uses these models to examine the role of fiscal and monetary policy in stabilizing the economy and how various global economic
measures (inflation, interest rates, exchange rates) are related. Provides insight that contributes to intelligent business decision making. Prereq:
Admitted to 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.

EXBU 6560. Business Analytics. 3 cr. hrs.
Examines quantitative aspects of managerial decision making. Introduces models and methods that are widely used for the analysis of a variety of
managerial problems. Topics may include: linear programming, transportation models, networks, project management, queuing and simulation. Prereq:
Admitted to Executive M.B.A. program.

EXBU 6571. Ethical and Societal Issues in Business. 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. Corporate Social Responsibility and Applied Ethics. 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. Leading People and Change 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. Global Supply Chain. 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 6931. Topics in Executive Business. 1-4 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.

EXBU 6997. Strategic Management Capstone. 1.5 cr. hr.
Project-based class that presents an opportunity to understand and comment on a firm's strategic management, including interviewing the president or
CEO. Project to include an appraisal on the firm's strategy and perspectives on what has been learned. Prereq: Admitted to Executive M.B.A. program.