

# BLOCH Executive MBA



## Director's Summary

Disruption is the new normal of business. Across every industry, agents and companies are assuming the role of disruptor or disrupted. Our work at the Henry W. Bloch School is to prepare individuals to be successful in current and future business environments. The ability to navigate disruptive environments demands a core set of problem solving skills adaptable to constantly shifting dynamics. Graduate business education, like the industries of our students, is facing a variety of disruptive forces. To grow our relevance to prospective students and our corporate community, we retooled our curriculum to empower graduates with a knowledge base that increases their ability to innovate and solve problems.

The new curriculum adds courses and content you will not find at other area business schools – like business analytics and visualization for executives, an entire semester on negotiations, and a course that forces our executive students to confront and solve problems associated with the encroachment of technology into management. The new Executive MBA also went through a deliberate design process. The development of the student was central to the new course sequence and addition of elective options.

Semester 1 Fundamentals of Management	Semester 2 Fundamentals of Management	Semester 3 Strategic Integration	Semester 4 Strategic Implementation
Business Analytics for Decision Making	Negotiation and Conflict Management	Strategic Management Residency	Strategy and New Venture Creation
Fundamentals of Leadership	Marketing Management	Product and Service Innovation	Current Issues in Management with Technology
Financial Reporting Systems	Organizational Finance	Talent Management	Operations Management or Elective
Leadership and Organizations	Public Policy and Industry Washington, D.C. Residency	Advanced Topics in Finance or Elective	Global Initiatives in Management International Residency

The first year of the Executive MBA builds foundational management knowledge. Students will master competencies in financial management, leadership, public policy engagement, business analytics and marketing. With this knowledge base, students will be prepared to hone decision making in the second year of the program.

In year two, students are embedded in strategic management. The second year begins with a strategic management immersion that sets the stage for integrative thinking across areas of their companies. Courses on human management, innovation, and international business, place students in the position to develop analytical frameworks – frameworks that improve the flexibility and precision of their decision-making. At the conclusion of the program, all students complete an entrepreneurship course, where they will build a business plan for a new entity or an intreprenurial idea. This new model ensures every student leaves the program with the ability to think strategically about business growth.

## Year One, Fall Semester

### **DSOM 5509 Business Analytics for Strategic Decision Making** 3 credit hours

Business analytics has become a key component in accomplishing strategic and operational goals. Students will become familiar with the concepts and principles of analytics. Utilizing real world cases, students will apply current analytical concepts to help solve managerial problems and support decision processes.

### **MGT 5503 Fundamentals of Leadership** 2 credit hours

Fundamentals of Leadership exposes to foundational frameworks of business and effective leadership. Using a business simulation, students learn the fundamentals of collaborative teamwork and basic concepts in the program's leadership curriculum. Additionally, the simulation introduces students to the core management areas of financial management and decision making, providing an overview of management strategy rooted in financial modeling and analysis.

### **ACTG 5580 Financial Reporting Systems** 3 credit hours

Executive decision making and leadership requires financial fluency. Using a blended format, develop the necessary capacities to manage financial reporting systems. Case materials offer students the opportunity to build on their analytical skill in regards to financial statements.

### **MGT 5557 Leadership and Organizations** 3 credit hours

Leadership and Organizations provides tools and tactics for assessing organizations' needs and constraints through multiple lenses, and assessing one's own leadership strengths and weaknesses for development and alignment with organization needs. Additionally, students will be introduced to a framework for ethical decision making, and how ethics is important to the strategic outcomes of an organization.

## Year One, Spring Semester

### **MGT 5523 Negotiation, Conflict Management, and Influence Skills** 2 credit hours

Opportunities for negotiation, conflict management, and influence are everywhere. Effective negotiators use analytical skills, interpersonal sensitivity, and communication acumen to resolve conflicts, influence others, and reach agreements that serve their interests and preserve or enhance their reputations. Students will develop deep familiarity with fundamental negotiation concepts. Students will also develop their practical knowledge and skills from pre-negotiation planning to post-negotiation evaluation.

### **MKT 5565 Marketing Management** 2 credit hours

Marketing management examines the role of marketing in driving profitable revenue growth in companies. The focus is placed on tools and approaches to analyzing and understanding customer needs- including the roles of market research and brand equity- and the development of integrated marketing plans to deliver to those needs.

### **FIN 5568 Organizational Finance** 2 credit hours

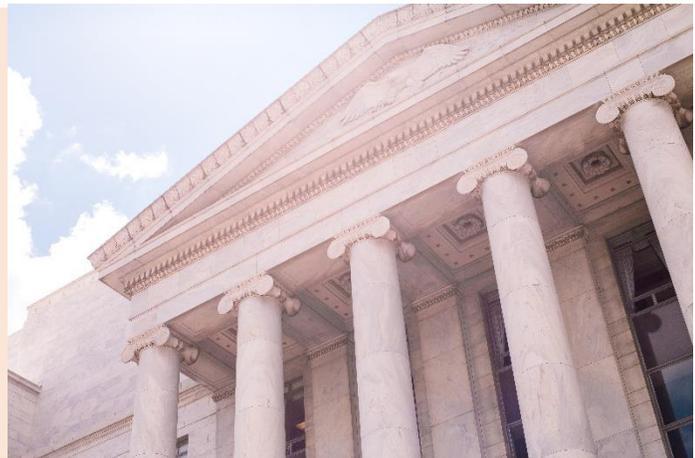
Organizational Finance covers the fundamentals of finance with an emphasis on learning how to critically think as a business leader with a financial mindset.

### **PA 5523 Public Policy and Industry** 3 credit hours

Private sector organizations are subject to the public policy process and decisions from executive agencies of the government. Public policy and industry enables students to build business acumen, cultivating an understanding of how public sector decisions impact strategic objectives. Specific attention will be devoted to the impact economic policies have on private sector organizations.

### **Immersion Residency in Washington D.C.**

The Public Policy and Industry course culminates in a week long intensive course (residency) in Washington D.C. During the residency students will meet with policy makers, lobbyists, and think tanks at the federal level and complete their semester long research project through interviews with experts in policy related to their chosen topic.



## Year Two, Fall Semester

### **MGT 5538 Strategic Management**

**3 credit hours**

Strategic Management sets the tone for year 2 of the Executive MBA. Students study the formulation and evaluation of strategy, including industry analysis, strategic positioning, and the boundaries of the firm. Students address the capacity of executive leadership to create and communicate a clear direction for a company's future. Additional focus areas include competition and innovation.

### **ENT 5561 Product and Service Innovation**

**2 credit hours**

Product and Service Innovation provides students with experience in new venture creation and product innovation management. Each learning team will be challenged to uncover opportunities in industry. In the process, students will explore customer preferences and translating preferences into the development process.

### **MGT 5568 Talent Management**

**2 credit hours**

Attraction, retention, motivation, and management of the organization's human resources is critical in our knowledge-based economy. This course will address strategic issues around sourcing, acquiring, motivation, retaining, and managing workers in domestic and global enterprises from a variety of industries.

### **FIN 5580 Organizational Valuation and Financial Modeling**

**3 credit hours**

**-- OR select an elective from an area of your interest --**

This course will cover the concept of risk and reward and that to eliminate risk is to eliminate reward. We will delve into how management considers the entity's risk appetite in evaluating strategic alternatives, setting related objectives and developing mechanisms to manage related risks.

### **Electives – Choose Your Own Adventure**

In the second year, students can take a finance or operations course, or choose two electives from the Bloch School graduate course catalog to deepen their learning in a specific area of interest. Subjects include data analytics, finance, marketing, accounting, real estate, entrepreneurship and more. Format and class composition varies on selection.



## Year Two, Spring Semester

### **ENT 5567 Strategy and New Venture Creation**

**3 credit hours**

Strategy and New Venture Creation provides a capstone experience for Executive MBA students. Students are exposed to and experience entrepreneurship topics relevant to high-growth potential new ventures including the various stages, processes, and issues involved with creation through to venture harvest / exit. Through completion of the course students will understand and undergo the process for new venture creation, developing specific skills of benefit in both entrepreneurial and corporate environments.

### **DSOM 5566 Supply Chain and Operations Management**

**3 credit hours**

**-- OR select an elective from an area of your interest --**

An examination of the basic principles and strategies used to manage the production and distribution of goods and services. This course positions operations management (OM) as an important tool for achieving strategic leadership through competitive advantage, and illustrates how the managerial integration of OM functions with corporate strategy improves business processes.

### **MGT 55XX Current Issues in Management with Technology**

**2 credit hours**

Technology is being incorporated in all aspects of management. The current issues course explores the strategic deployment of technology in operational areas like supply chain, marketing, human resources and accounting.

### **MGT 5547 Global Initiatives in Management**

**2 credit hours**

Global Initiatives in Management examines the complexity of management across national boundaries. The course explores the interrelationship and impact of political, economic, social, and technological factors when formulating and executing strategy internationally.

### **Global Residency**

The program culminates in a 10-day international immersion residency in a location that the students select as a cohort. During the residency, students tour companies and meet with business leaders, investors, and public and non-profit organizations to gain first-hand insight into doing business abroad.

