

Course Descriptions (New Courses)

Executive Master of Business Administration (EMBA) Required Courses	Credit Hours
<p>ACCT 6800: Accounting for Executives This course studies the basic concepts of financial reporting and analysis, including the preparation, analysis, and interpretation of annual financial reports. The focus is on interpreting financial information for decision making, including the key metrics presented in dashboards and scorecards. Other topics include the annual audit process, the impact of SOX, and ethical dilemmas that managers and accountants confront.</p>	3
<p>BUSA 6720: Strategic Marketing This course, designed for executive leadership, explores marketing management through an emphasis on current marketing strategies utilizing practical applications of marketing-related theories in order to weigh considerations behind each element of the marketing mix over a product's lifecycle. Topics are discussed in relation to the current business environment including developing an organizational focus on customers and markets; analyzing competition and consumer behavior; positioning; marketing communications; and decision making.</p>	3
<p>BUSA 6740: Strategic Financial Management A course designed to give executive decision makers useful current knowledge and analytical tools for understanding the financial aspects of the company and making important decisions. Key topics of discussion will include cash flow assessment; financial ratio analysis; the company's value chain and margin; capital structure and capital markets; capital budgeting and investments; and financial institutions.</p>	3
<p>BUSA 6760: Global Economics This course provides an overview of interconnected and interdependent economies and the challenges of globalization. The focus will be on the implications of global business and its impacts on the wellbeing of the residents in domestic and foreign countries. The course also examines the national differences that influence the international economic and business environment and the economics of international business strategies. This course applies analytical and critical-thinking skills to real-world situations.</p>	3
<p>BUSA 6770: The Analytical Edge The course provides insights into executive business decisions driven by analytical tools; focus is given to methodologies and subsequent decisions. Specific attention is given to risk and decision-making errors. Analytical tools utilized are Simple and Multiple Linear Regression Analysis, ANOVA, Decision Tree Analysis, as well as advanced statistical topics.</p>	3
<p>BUSA 6780: Global Enterprise Management A course designed to give executive leaders a solid understanding and appreciation of leading international business organizations as well as the global context in which firms operate today. Focus will be on: the various strategies and competitive advantages available to firms operating across borders, the challenges and opportunities present in global operations, and the skills necessary to lead enterprises seeking to operate internationally.</p>	3
<p>BUSA 6900: Organizational Strategy and Change A course designed to give executive leaders the tools and practice they need to implement effective strategies for building sustainable competitive advantage and organizational success. Emphasis will be on situational analysis, financial assessment, and recommending/implementing action to companies facing various challenges. The course will also focus on management actions for innovation, continuous improvement, and change in modern organizations.</p>	3
<p>BUSA 6910: Enterprise Value Chain This course explores the transformative processes of the enterprise's value chain with specific focus on continuous improvement strategies. This course also conducts an in-depth review of overall operational oversight and other key enterprise value chain components.</p>	3

<p>BUSA 6920: New Product Development and Innovation Innovation, through the development of new products and services, is a significant yet risky function within an organization. This course is designed to provide an understanding of the new product development process through a survey of issues related to opportunity selection, concept generation, and project evaluation, among others, from the marketing perspective. We will recognize in this course that there is no exact process that guarantees a new product's success however, we will examine the strategies, processes, tools, and techniques that will give a new product development team leader an upper hand in evaluating the situation they are presented with. While the primary focus is on physical products, much of the information can be applied to designing new services.</p>	3
<p>BUSA 6940: Executive Perspectives in Leadership A course designed to give executive leaders practical insights into the personal challenges to fully develop as a business leader. Focus will be on assessment of one's current leadership style as well as methods for personal improvement and development. The course will assess various approaches to understanding leadership effectiveness, with emphasis on current though on leadership development. Historic and current leaders will be assessed, emphasizing strategic vision and implementation; building company culture; and driving company success.</p>	3

**Georgia Southwestern State University
Executive Master of Business Administration (EMBA)
Program of Study for Cohort**

8-Week Course Session	Semester 1 – Spring	Semester 2 – Summer	Semester 3 – Fall
1	BUS A 6770 (3 hrs) BUS A 6780 (3 hrs) Total: 6 hours		
2	BUS A 6740 (3 hrs) BUS A 6920 (3 hrs) Total: 6 hours		
3		BUS A 6760 (3 hrs) BUS A 6900 (3 hrs) Total: 6 hours	
4			BUS A 6720 (3 hrs) BUS A 6940 (3 hrs) Total: 6 hours
5			ACCT 6800 (3 hrs) BUS A 6910 (3 hrs) Total: 6 hours