

Course Descriptions

The Executive MBA Program
at the Illini Center

200 South Wacker Drive, 4th Floor
Chicago, IL 60606

tel: (312) 575-0900 fax: (312) 575-7909



Module 1

Executive Leadership

A practical review of the fundamentals of effective people management including: group decision-making, participative decision-making and delegation; coaching and motivating subordinates; negotiation and conflict management; working in groups and teams; organizational learning; and managing change.

Managerial Perspectives on Financial Accounting

Managerial Perspectives on Financial Accounting introduces the mechanics of financial accounting. It then considers what activity should be recorded in financial statements, how that activity should be recorded, and in what detail. The course covers both financial statements and footnotes from the perspective managers who plan, control, and evaluate a company's operations, or who divest or acquire divisions or subsidiaries. The course also considers recent financial reporting developments such as Sarbanes-Oxley and significant court cases.

Module 2

Statistics, Data Analysis and Decision Making

Life is uncertain. Managers must make decisions with only limited information about the consequences of their choices. The objectives of this course are:

- To provide a framework for analyzing decisions when there is uncertainty and limited information
- To introduce techniques for using data to make informed decisions
- To develop an appropriate foundation in statistics for subsequent courses in the EMBA program

The course uses mathematics as a language for defining decision situations and uncertainty along with computers (especially spreadsheets) to find solutions. However, this is neither a mathematics course nor a computer course. Rather, this course is about tools that you can use to solve problems.

Firm-Level Economics

A microeconomics course that includes an analysis of supply and demand functions, utility theory, cost analysis, market structure, competition, and decision economics of the firm.

Module 3

Country-Level Economics

A macroeconomics course that describes the function of the economy from an aggregate point of view and the role of government policy in the economic environment.

Module 3

Designing & Managing Organizations

Provides a framework for understanding how the design, structure, and management of organizations influences both individual behaviors and immediate and long-term success. Topics include developing organizational structures, assessing organizational effectiveness, initiating change, and hiring and developing people.

Module 4

Investment Finance

This course provides a thorough introduction to investments and the technical language of finance with a heavy emphasis on understanding portfolio management. Principles of understanding risk and return and the CAPM model (the most common model used in Corporate and Investment Finance today) are reviewed. An overview of the risk interest rates and bonds is provided as well as an introduction to derivative securities.

Managerial Accounting

This course examines managerial accounting issues such as cost theory, cost analysis, and performance evaluation. Established managerial costing models such as absorption, direct, actual, and standard costing as well as emerging issues including activity and strategic costing will be studied and applied to management decision problems in manufacturing and service industries. Issues will be presented using problems and cases in a practical context.

Module 5

Marketing Management

Introduces basic concepts and analytic tools useful for understanding the marketing mix, marketing value chains and buyer behavior in addition to developing skills in designing and executing marketing plans; the orientation is primarily managerial and uses examples from both business and non-business contexts.

Process Management

Any business can be viewed as a collection of processes of various types and this course will take a broad perspective of processes found in a variety of industries. The purpose of this course is to provide in-depth coverage of the decisions involved in designing, improving and managing processes to ensure that the revenue is enhanced and the cost is managed so as to maximize profit within a business process or supply chain.

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Module 6

Corporate Finance

Development of a framework for evaluating financial decisions made by corporate managers with an emphasis on working capital management, analysis of capital investment projects including real options, dividend and debt policies, capital structure, hedging or offsetting financial risks through interest rate hedging, interest rate swaps and credit default swaps. Applications to real world problems are emphasized.

Business Strategy

Strategic planning and implementation at the executive level are evaluated and discussed. Case studies of company-wide situations from the management point of view are carefully studied. Strategic management focuses on the theory of economic value and the theory of the distribution of this value. Contributions to economic value are studied at the industry level (e.g., 5 forces analysis), firm-level analysis (e.g., value chain analysis) and managerial-level analysis (e.g., judgment under uncertainty). A stakeholder theory of the firm is used to discuss distributional consequences. Both business-level and corporate level strategic management cases are selected that enable applications of fundamental theories, frameworks and tools.

Module 7

Advanced Topics in Marketing

Advanced topics in marketing covers several important areas of the marketing mix and related topics, including pricing strategy and tactics, brand building, business-to-business marketing, analytic modeling for B2C and B2B applications, new product development and channel strategy.

Quantitative Analysis of Decisions

This course provides quantitative tools for solution of management problems involving risk, competing objectives, and complex constraints. The course will provide hands-on experience with techniques for solving these problems, consider challenges that executives and organizations encounter when implementing these approaches, and demonstrate how mathematical decision models can improve on “seat of the pants” methods.

Module 8

Global Strategy

Cross cultural management and the relationship of a multinational organization to various host countries is becoming more and more critical in today's global economy. This course begins with the discussion of these relationships and delves into how international marketing can set a basis for developing an understanding of today's international marketplace.

Module 9

Strategic Technology Management

Strategic technology management deals with understanding how innovation affects the competitive dynamics of markets, how firms can strategically manage innovation, and how firms can create and implement strategies to maximize their likelihood of success. Upon completion of the course, you will be able to:

- Understand the foundation and implications of the dynamics of innovation
- Interpret the technological environment within which a firm operates and identify meaningful trends
- Craft a firm's strategic direction and formulate an innovation strategy, including project selection and collaboration strategies
- Understand IT portfolio, program and project management; complexity and risk management in IT initiatives; strategic outsourcing; lifecycle technology management

Module 8

Entrepreneurship & Corporate Renewal

This course provides an understanding of the process for creating new enterprises, whether a venture of one's own or within a larger organization. Students can partially customize the course content to fit their needs and interests. Several leading authors and “live cases” (entrepreneurs and intrapreneurs) help to make up the course content. Course participants will carry out a new venture feasibility project and will be able to judge their level of interest in entre/intrapreneurship.

Business Ethics and Corporate Responsibility

Examines business decision making and the role ethics plays in that process. Analysis of how managers behave and whether ethical choices are knowingly made or only realized thereafter.

Module 10

International Study

The International Study program is the capstone course of the Executive MBA Program. Students work with international faculty and executives of foreign companies on an issue of current and critical business importance to the sponsoring company. Critical business issues may address problems in international brand management, sourcing, logistics and supply chain management or workforce management issues in developing economies. Students spend considerable time during the preceding Advanced Topics in International Business course researching, analyzing and preparing solutions. While overseas, students present and defend their findings to senior executives from sponsoring companies.

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