EXECUTIVE MBA (EMBA)

Program Overview
The Executive MBA is a 46.5-credit, 14-month program taught in an integrated group setting. While there are many students with undergraduate business degrees in the EMBA program, it is especially appropriate for individuals who have non-business educational backgrounds and those who are transitioning to positions requiring higher levels of business, management, and leadership skills. A key goal of the program is to emphasize application of the information and skills being taught; therefore, students will find this emphasis throughout all aspects of the program.

The program consists of two parts: the first part sets expectations concerning what it means to operate at an executive level and then delivers a solid foundation in business concepts and basic leadership and team skills; the second part provides “advanced executive sessions” on a variety of current business topics of relevance to the business executive.

The EMBA program also has multiple coaches who work with students individually throughout the 14-month program to develop essential management, leadership, time management, stress management, and personal career development skills.

Waiver of Program Coursework
There are no course waivers granted for the EMBA program.

Executive-in-Residence Program
Successful business executives, each with their own specialization, are brought in to work alongside Rider faculty to lend their personal insight to classroom discussion during several of the courses in the “advanced executive session” portion of the program.

International Experience
The international experience includes up to two weeks traveling in one or more countries around the world. The actual location for each integrated group is partially dependent upon the interests and needs of the group. Through a series of site visits, the group will meet with business leaders, develop relationships with overseas firms, and get a up-close look at how business is handled in some of the world’s most dynamic markets.

Cost
The cost of the program is all-inclusive, covering tuition, food, fees, and the international study experience. Students have the option of purchasing their own textbooks or paying the College of Business Administration to purchase all books on their behalf.

Application Procedures
To apply for admission to the Executive MBA program, the procedures are:

• Obtain and complete an application for admission from the Office of Graduate Admission or online at www.rider.edu/gradadmission (http://www.rider.edu/gradadmission).
• Return or submit electronically the application with your resume, statement of aims and objectives, and the nonrefundable $50 application fee to the Office of Graduate Admission.
• Submit two work-related recommendations (employer or another business-related resource) to the Office of Graduation Admission.
• Arrange to have an official transcript(s) sent to the Office of Graduate Admission from every institution of higher learning attended (including Rider University). A transcript should be sent even if only one course was taken at the institution. Only official transcripts will be accepted. Transcripts sent to the student are not acceptable unless they are sealed in the original envelope when received by the Office of Graduate Admission.
• International students are asked to have their transcripts evaluated (and translated, if necessary) for program equivalency by a recognized credential evaluation service. World Education Services in New York City is suggested for this evaluation.
• For international students, a notarized financial resource statement or notarized bank statement is required to demonstrate the student’s ability to pay the total cost of attendance.
• Upon submission of all application materials, applicants will be asked to take part in an admissions interview with the Director of the Executive MBA Program.

Application Deadlines
The application deadline for application to the EMBA program is July 1. Applications received after the official deadlines may be given consideration at the discretion of the College of Business Administration.

Contact
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Program Requirements
(46.5 credits)

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<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tr>
<td>EMBA 9001</td>
<td>Top Management Perspective</td>
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<td>EMBA 9220</td>
<td>Financial Accounting</td>
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<td>EMBA 9230</td>
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<td>EMBA 9231</td>
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<td>EMBA 9240</td>
<td>Corporate Finance</td>
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<td>EMBA 9250</td>
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<td>EMBA 9251</td>
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<td>EMBA 9260</td>
<td>Strategic Marketing</td>
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<td>EMBA 9270</td>
<td>Management/Team Skills</td>
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<td>EMBA 9301</td>
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<td>EMBA 9302</td>
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<td>EMBA 9880</td>
<td>Strategic Management: a Capstone Course</td>
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Total Credits 46.5

Note: There are no course waivers granted for the EMBA program.
**EMBA 9001 Top Management Perspective 3 Credits**
This team-taught course will serve as the initial course of the EMBA program. The course will take place over three weekends. Top managers will also attend and provide their perspectives to students and faculty in attendance. This course will explore the “art” of case study analysis. Students will focus on identifying, analyzing, and resolving issues from a top management perspective. This course will consider various issues confronted by top managers and heavily emphasizes contemporary cases that illustrate a wide range of management issues. By having the course team-taught by a faculty member and an Executive-in-Residence, both the academic and applied aspects of business will be represented in the classroom. This sets the tone for the approach and philosophy of the entire program - a blending of business theory with real world application. Another of the course’s purposes is to allow the students to get to know one another, become acquainted with the faculty who will be teaching in the program, and receive an overview of the material that will be covered.

**EMBA 9220 Financial Accounting 3 Credits**
This course provides a managerially-oriented focus on the aspects of financial accounting most relevant to business decision makers. Students will develop the ability to read, analyze, and interpret financial information for decisions regarding operating, investing, and financing activities as well as serving as a foundation for more advanced analysis in areas such as credit and equity decisions.

**EMBA 9230 Economics Principles 1.5 Credits**
This course focuses on how markets work in different settings (structures). The course begins by establishing basic relationships between consumer behavior and demand, and production costs and supply. The remainder of the course focuses on profit-maximizing strategies in different market structures (perfect competition, monopoly, and imperfect competition). Also, this course provides an introduction to the basic economic concepts to prepare students for EMBA 9231, Economic Analysis and Decision Making.

**EMBA 9231 Economic Analysis and Decision Making 3 Credits**
This course focuses on using economic methods for making managerial decisions affecting the value of the firm. Topics include demand analysis, production and costs, employment decisions, project evaluation, profit-volume analysis and pricing strategies under a variety of settings. The course emphasizes integration between economics, accounting, and finance.

**EMBA 9240 Corporate Finance 3 Credits**
This course introduces modern corporate finance principles that today’s managers should know. Its purpose is to give students a thorough introduction to the theory and practice of financial management. The course reviews the principles executives need to acquire to manage for value creation. Topics covered include valuation of securities, capital budgeting, cost of capital, capital structure, and value-creating decisions in a global environment.

**EMBA 9250 Statistical Analysis for Bus 3 Credits**
This course introduces students to basic concepts and methodologies in probability theory and statistics. Emphasis is on real-world application of reasoning techniques used for interpreting data for decision criteria of managerial decision making. Topics include probability, variables, estimation, hypothesis, regression, and sampling. Concepts of learning are facilitated through real-world practices.

**EMBA 9251 Service/Product Management 3 Credits**
This course focuses on the issues, concepts, skills, and techniques related to the management of operations of organizations. Students are introduced to various techniques of operations research and management science as they are applied to decision making in the management of operations. Topics include productivity, supply chain management, manufacturing strategies, and competitiveness.

**EMBA 9260 Strategic Marketing 3 Credits**
The focus of this course is to provide students with the analytical skills required to understand and assess complex marketing situations in order to develop and implement appropriate marketing strategies. Identifying individual case factors and understanding the relationship between developments of strategies is emphasized. Students will apply the material using real-world cases faced by organizations.

**EMBA 9270 Management/Team Skills 3 Credits**
This course is based on the assumption that management and team skills can be learned. To learn skills requires active involvement in the classroom exercises and many learning opportunities come from group activities. To develop these skills, students will need to set personal goals and experiment with new behavior. This course will involve a variety of in-class exercises including self-assessments, interpersonal activities, and a team project.

**EMBA 9271 Leadership 3 Credits**
This course has been designed to provide students with an understanding of leadership from both a scholarly and a practitioner perspective. The purpose is to help students understand what it means to be a leader in general and in the current business environment specifically. Students will be encouraged to consider their own leadership aspirations, to observe others in leadership roles, and to test their own leadership acumen.

**EMBA 9301 Corp Goverance Legal Ethical Issues 3 Credits**
This team-taught course provides an overview of corporate governance. The governance structure specifies the distribution of rights and responsibilities among different participants in the corporation, such as the board of directors, managers, shareholders, and other stakeholders. In this course, students will discuss the importance of corporate governance and the roles of various stakeholders in the governance structure. Conflicts of interest that arise between the stakeholders and approaches to mitigate those conflicts will be a central focus of the course. Because corporate governance plays an integral role in creating a culture in which ethical behavior is the norm, this course will also focus on identifying, analyzing, and resolving ethical dilemmas in business. The course will consider ethical issues confronted by managers and heavily emphasizes contemporary cases that illustrate a wide range of ethical issues.

**EMBA 9302 Corporate Performance Evaluation 3 Credits**
This team-taught course emphasizes to executives that shareholder value creation should be an enduring focus of concern because value is the foundation of survival and prosperity for the enterprise. The course introduces multiple perspectives in evaluating the performance of the firm. Among them are management control systems, financial statement analysis, cash flow analysis, and the balanced score card (BSC) including Economic Value Added. The nature of these approaches to evaluation draws from the disciplines of accounting and finance. Structuring the course as a team-taught course in which instructors from both of these disciplines will be present helps to ensure that students will receive a comprehensive and integrated understanding of the course topics. Students will experience using real-world cases in evaluation.
EMBA 9303 Intl Bus Seminar W/ Travel Exp 3 Credits
The purpose of this course is to examine the intricacies of conducting business internationally. With each offering, the course will focus on parts of the world where emerging economies are becoming influential players in international business. Examples of these emerging economies include China, South America, Argentina and Chile in particular, and Eastern Europe or Southeast Asia. The influence of external forces resulting from the socio-cultural, economic, technological and political aspects of the macro-environment will be examined. The competitive environment will be examined from the perspective of both multinational and domestic corporations. Finally, consideration will be given to the corporate level strategies and the functional operation of these corporations as they compete for market share, financial investment and human resources.

EMBA 9309 Special Topics 3 Credits
The study of a timely topic that represents a dimension of business administration not covered in a regular course. Such a topic may be offered by any department of business administration. The nature of the course will be described in the appendix of the registration materials for the semester when the course will be offered.

EMBA 9310 Information Technology and Management 3 Credits
This course enables current and future senior executives to gain a strategic perspective of information technology resources within the organization. The focus is on opportunities and challenges associated with managing technological resources as well as how the effective management of information technology can improve competitive positioning and operational performance. Course format will be a combination of lectures, guest speakers, case studies, and hands-on exercises. Experiential learning opportunities will allow students to work with real-world case studies using relevant technologies.

EMBA 9362 Product Development and Commercialization 3 Credits
The purpose of this course is to provide an in-depth overview of the Product Development and Commercialization (PD&C) process. This will be done through the analysis of cases that describe actual PD&C as well as innovation problems faced by a variety of organizations (e.g. consumer, health care service). Topics covered include innovation funding, opportunity analysis, common PD&C challenges and issues, and the interface among various disciplines to achieve best-in-class PD&C strategies.

EMBA 9880 Strategic Management: a Capstone Course 3 Credits
The capstone course focuses on the elements required to make effective strategic decisions in organizations with reference to the impact these decisions have on all stakeholders. The purpose of this course is to provide students with an understanding of the strategy process through an analysis of how a firm develops a mission, vision, and establishes a sense of purpose while simultaneously monitoring the external environment for emerging opportunities and threats. Topics focus on real-world cases, the evolution of strategic management processes, and strategies for a global world.

EMBA 9900 Leadership Edge 0 Credits
This course is structured as pass/fail. It provides students at, or aspiring to, executive positions within their organization’s career, leadership and management development with a real-time, practical approach to leadership. This differentiator and developmental component is referred to as “The Leadership Edge.” Students will reflect on self-assessments completed as part of the program. They are then able to leverage the Leadership Edge experience by pursuing different methods of developing career, leadership, and management competencies to fill identified gaps. Opportunities for development are met through group sessions and student participation in individual (private) coaching or group seminars to discuss personal career and organizational situations. The choice of which avenue is taken (individual or group) is made on an integrated group basis.

EMBA 9906 Special Topics in Bus Adm 3 Credits
The study of a timely topic that represents a dimension of business administration not covered in a regular course. Such a topic may be offered by any department of business administration. The nature of the course will be described in the appendix of the registration materials for the semester when the course will be offered.

EMBA 9907 Special Topics in Bus Adm 3 Credits
The study of a timely topic that represents a dimension of business administration not covered in a regular course. Such a topic may be offered by any department of business administration. The nature of the course will be described in the appendix of the registration materials for the semester when the course will be offered.

EMBA 9908 Special Topics in Bus Adm 3 Credits
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EMBA 9909 Special Topics in Bus Adm 3 Credits
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