

# Executive Master of Business Administration (EMBA)

## COURSE DESCRIPTIONS

Course Code	Title	Course Descriptions
EMMG 510	Leadership and Managing People	This course provides an in-depth study of concepts relating to leadership and people management within organizations. The work integrates theory, research and applications, with an emphasis on context-driven learning. Students apply principles of leadership and people management to their own occupational situations and will investigate topical case studies. The material is delivered from the perspective of people-management practice in both the UAE/GCC and internationally.
EMAC 512	Managerial and Financial Accounting	The course deals with managerial and financial accounting techniques and practices. The course examines the impact of cost and cost allocation on business performance analysis, using a variety of costing schemes. It presents accounting as an information system construct, and looks at methods for recording, presenting and analyzing accounting information. The course also looks at budgeting, ratio analysis and other fiscal management measures. The course discusses the impact, on Management and Financial Accounting, of contemporary management philosophies and techniques including JIT practices, quality assurance and performance measurement.
EMFN 514	Managerial Finance	The course provides detailed critical treatment of the theory and practice of financial management within organizations. Topics covered include financial modeling, breakeven analysis, investment decision-making (NPV, IRR, etc.), capital budgeting and structure, working capital management, analysis of financial statements, and risk analysis. There is additional treatment of managerial economics.
EMMG 515	Strategic Management	The course deals with the formulation, implementation and evaluation of strategies designed to give organizations a competitive edge. Corporate, business and operational – level strategy types are treated, and the use of various strategy analysis frameworks and models are discussed. Additional emphasis is placed on strategy formulation in the context of business practice in the UAE/GCC.
EMMK 518	Marketing Management	This course emphasizes managerial aspects of marketing, including developing marketing strategies and plans, and integrating specific elements of the marketing process. The course additionally places stress on case analysis, as a means for learning the material and for students to develop problem-solving, group work, judgement and decision-making skills.
EMMI 520	Managing Information Systems Performance	The course studies techniques and practices for analyzing business information systems performance with emphasis on support for business processes. The course gives a strategic and integrated view of the exploitation of information and communication technology, with particular emphasis on e-business for improving business performance and business efficiency. The course discusses IT-driven business strategy, and reviews IT-related factors that are necessary for enhancing the performance of organizations in the current competitive global business environment

EMIB 524	International Business	The course looks in-depth at salient aspects of managing in a globalized environment, including consideration of theoretical concepts. It offers a practical treatment of political-economic aspects of international trade. The course discusses foreign direct investment, global monetary systems, and strategy formulation for international business practice. The course additionally places stress on international business case analysis, within the UAE/GCC context.
EMGN 525	Research Methods for Business	This course provides the necessary underpinning support for the EMBA dissertation and general business domain research. It allows candidates to make informed decisions and appropriate choices pertaining to research methodology. A range of business research tools, approaches and analytical techniques are discussed, and guidance is given on optimal structuring of business research documents and EMBA dissertations.
EMGN 555	Investigative Thesis or Project	This course follows completion of all other courses, serving to integrate the various specialist and generalist strands studied in the School of Business graduate programs (EMBA). Students undertake a 15,000-20,000 word work-based study that focuses on a chosen business/management topic. The outcome is a dissertation, an extended piece of work necessitating investigation of secondary data and empirical fieldwork, through collection of primary data, pertaining to an organization and/ or a business domain problem. Analysis of collected data is expected to generate critical commentary and recommendations.
EMFN 560	International Corporate Finance	This course focuses on corporate finance at a global environment context. It explores advanced concepts and practices applicable to multinational company's financing and investment decision-makings. Topics covered include financial analysis for investment decisions in an international setting, international money operations and capital markets, management of foreign exchange risk, direct foreign investment, funding of international projects, political risk analysis, currency derivatives and swap markets.
EMFN 562	Investment Planning & Management	The course deals with the advanced analysis of equity securities and investment portfolios, predicated on relevant market hypothesis and capital market theory. The course looks at investment risk-return trade-off, asset pricing models, and stock price behavior. The course adds emphasis on stocks, bonds, and financial futures and options.
EMFN 564	Financial Markets	The course deals with financial markets, primarily global equity markets. It looks at markets for handling government debt instruments, and exchange-traded and over-the-counter financial derivative instruments such as futures, options, swaps, and asset-backed securities. There is detailed treatment of derivatives theories, derivatives exchanges, and valuation of derivatives, including standard and other non-standard options on a variety of underlying assets, in relation to relevant financial markets. The course also discusses emerging financial markets, and the effective management of risks emanating from these markets

EMHR 590	Applied and Strategic Human Resources Management	The course deals with key areas of applied and strategic human resource management, essential for providing supervisors and human resource specialists with a thorough understanding of the strategic role of human resource management and the techniques available to management for making effective use of the human resources of an organization. The material is delivered from the perspective of strategic and applied HRM practice in both the UAE/GCC and internationally.
EMHR 592	Managing Change and Innovation	This course discusses issues related to the management of change in organizations. The different types of change typically encountered in organizations are characterized using well- defined analysis frameworks. The effective management of corporate innovation is also considered, looking in details at the ideas generation, development and diffusion phases.
EMHR 594	Employee Relations and Compensation Management	This course deals with legal and regulatory issues pertaining to employee relations from a number of perspectives. The compensation management aspect focuses on the theories underlying direct compensation and reward systems in organizations, and the practical administrative practices used to implement such systems, with particular reference to the UAE/GCC sub-region. Compensation management practices, including the analysis and evaluation of jobs, criteria and procedures for determining wage levels, individual wage determination, forms of pay, and incentive systems will be covered.