

A UNIVERSITY OF OREGON DEGREE  
IN PARTNERSHIP WITH  
OREGON STATE UNIVERSITY AND  
PORTLAND STATE UNIVERSITY

## Curriculum Overview

The first year of the Oregon Executive MBA curriculum focuses on the core knowledge and skills that executives need to effectively lead their organizations. Through a variety of dynamic learning formats, students are challenged to apply what they have learned to real world situations.

The second year curriculum offers advanced courses on core subjects, with a special focus on strategy, global business, corporate entrepreneurship, and innovation. The second year is built around the Business Capstone Project. The Capstone gives students the opportunity to pursue a project of special interest to his or her organization. For students interested in a hands-on global business experience, an optional international trip is offered.

Leadership, teamwork and personal growth are emphasized throughout the program. Students receive coaching and feedback on their performance as individuals, leaders, and team members.

## First Year Curriculum —35 Credits

### ❖ **Oregon Executive MBA Experience**

This Residency Workshop includes an overview of the program, alumni presentations, team building activities, and the first two class sessions of the year. The residency session provides a foundation for success in the program and accelerates the formation of a supportive, positive learning environment.

*(BA 708, 2 credits)*

### ❖ **Managerial Economics**

This course examines economic concepts for solving major managerial problems of the organization. It covers concepts of cost, demand, rivalry, and competitive advantage and includes an overview of monetary and fiscal policy impacts on organizations. Typical project: student learning teams compete in a business simulation.

*(BA 715, 4 credits)*

### ❖ **Legal Environment of Business**

This course explores the effects of law, government policy, and social forces upon business strategy formulation and decision-making. Encourages the practice of strategic prevention by business managers. Typical project: anchoring paper on a legal issue affecting a student's work environment.

*(BA 711, 4 credits)*

### ❖ **Negotiation**

Explores the major theories and concepts of the field. Gives students the chance to practice deal making and conflict resolution while gaining insights into their own, and others' styles. Encourages improvement in communication and persuasion. Typical project: students participate in negotiation simulations.

*(BA 729, 3 credits)*

### ❖ **Business Ethics**

Studies the derivation of values and the application of those values to individual choices. Emphasizes the conflict managers experience when choosing between two alternatives. Typical project: student teams address one current dilemma facing managers. *(BA 730, 1 credit)*

### ❖ **Financial Accounting & Reporting**

This course is an introduction to the reporting system used by businesses to convey financial information to external parties. Primary emphasis is placed on understanding the financial reports that are the end product of this system; what they do and do not tell the user about a business enterprise. Students will learn to prepare, read, comprehend, and perform basic analysis of financial statements. Typical project: analysis of the financial statements of the student's organization. *(BA 712, 4 credits)*

### ❖ **Leadership & Motivation**

This course will focus on essential elements of motivation and leadership as they affect management decision-making and problem-solving. Students will explore competency-based models and participate in self-assessments designed to develop individual motivation and leadership growth plans. Typical project: students create their own Leadership Development Plan. *(BA 722, 2 credits)*

### ❖ **Managerial Accounting**

This course covers the development, presentation, and interpretation of cost information for management decision-making, planning, and control. Typical project: analyze and evaluate a costing system in the student's company and make recommendations for improvement. *(BA 714, 3 credits)*

### ❖ **Statistics for Managers**

This course integrates statistical tools useful in analyzing business data and covers process analysis, data collection, regression, statistical control, and forecasting. Typical project: identify opportunities and application of statistical tools in student's business unit. *(BA 713, 3 credits)*

### ❖ **Financial Analysis**

This course focuses on theories, concepts, and principles of financial analysis. Includes the analysis of policy problems involved in financing the business corporation, the time value of money, asset valuation models, risk management, financial statement analysis, management of working capital, earnings and dividend determination, business combinations, and business reorganizations. Typical project: students apply financial tools and frameworks to real world situations *(BA 718, 4 credits)*

### ❖ **Marketing Management**

This course studies the marketing process from the perspective of the general manager. We will discuss fundamental marketing concepts and develop a framework for analyzing complex marketing opportunities and challenges. Specific topics include market segmentation, targeting, positioning, differentiation, products, brands, pricing, distribution, promotion and global marketing. Typical project: students compete in a marketing simulation and prepare a critique of their organization's marketing program. *(BA 717, 4 credits)*

### ❖ **Oregon Executive MBA Workshops**

A total of two one-credit workshops will be offered during the program. Students are required to take both during their two years in the program – *or* – participate in the two-credit global study trip. The workshops focus on key topics of interest such as: Sports Marketing, Global Entrepreneurship, Sustainability, Board Governance, Product Design, Mergers and Acquisitions, and Quant Bootcamp. *(BA 708, 1 credit each)*

## ❖ **Oregon Executive MBA Experience – Year 2**

This Residency Workshop includes sessions on entrepreneurship, sustainability, or leadership. Entrepreneurship within established firms and start-ups will be discussed. Best practice sessions will be led by guest speakers and personal leadership plans will be more fully developed. Other activities include networking with the first-year class and meeting with Capstone project advisors.

*(BA 708, 2 credits)*

## ❖ **Global Business Seminar (optional)**

The Global Business Seminar provides students with the opportunity to learn about global business through a combination of readings, discussions, and international travel. Students will study a country's business, political and cultural environment, and then take a 9-11 day trip to that destination. During the trip, students will meet with academic and business leaders, visit a variety of businesses, and learn about the local culture and doing business there. It is estimated that this optional trip will cost \$5000 per student. *(BA 708, 2 credits)*

## ❖ **Global Business Environment**

This course explores the strategic and operational issues confronting managers in firms engaged in global business. Fundamental concepts and issues will be integrated with guest executives along with events and issues currently emerging in the global economy. The course will develop the knowledge and skills needed to effectively manage in cross-cultural environments. Typical project: student teams analyze how companies respond to the complex challenges of global business. *(BA 726, 4 credits)*

## ❖ **Formulating Corporate Strategy**

This course examines how organizations formulate successful strategies in a variety of competitive environments and considers the different frameworks and analytical techniques for effective strategic decision-making. Students apply their learning through case discussions, exercises, simulations, and in-depth strategic analysis of their own organization or a startup venture. Live case studies and guest speakers form a major part of this course. Typical project: prepare a strategic plan for your business unit or organization. *(BA 723, 4 credits)*

## ❖ **Corporate Financial Strategy**

Advanced topics in firm valuation (e.g., acquisitions, restructuring) and financial risk management (e.g., hedging, derivatives, foreign projects) as related to global and domestic corporate strategies. Typical project: prepare a strategic analysis of an important financial issue facing your organization.

*(BA 720, 4 credits)*

## ❖ **Managing and Leading Organizations**

This course examines management and leadership with emphasis on effective design of an organization to achieve strategic objectives. Emphasis is placed on creating alignment among people, culture, structure and reward systems of an organization to assure high performance. Typical project: analysis of student's organization, structure and culture as determinants of firm performance.

*(BA 716, 2 credits)*

## ❖ **Implementing Corporate Strategy**

This course examines how managers implement business strategy, including the portfolio management approach to select initiatives that drive an organization toward strategy fulfillment. Explores techniques to visualize and measure relationships between strategy and operational level actions. A significant focus of the course is to consider the art and practice of execution rather than the formulation of the plan. Typical project: prepare a critical linkage strategy map that shows implementation projects through the operational level. *(BA 725, 2 credits)*

## ❖ **Marketing Strategy**

This course focuses on how to develop and execute marketing strategies that create sustainable competitive advantage. Key topics include finding strategic market segments, differentiation through value networks, value propositions, channel innovation, global branding, and marketing organization. Examines difference between marketing strategy and tactics, and discusses how a leader can motivate his or her organization to rally behind the firm's marketing strategy. Typical project: student will apply marketing strategy models to their own firm and a variety of other firms.

*(BA 719, 2 credits)*

❖ **Supply Chain Management**

Studies from a managerial perspective the tactical and strategic issues involved in establishing and maintaining a global supply chain. Key topics include capacity planning, make/buy decisions, production, procurement and logistics planning. Typical projects: Participation in a supply chain management simulation and analysis of supply chain case studies. *(BA 710, 3 credits)*

❖ **Information Systems**

This course will help students better understand how to use Information Systems effectively for the progressive growth of their organizations. The lectures, readings and discussions will focus on a number of key concepts and timely issues related to the selection and deployment of IS applications within their organization. Typical project: students analyze the impact of IS issues and trends on their organizational units. *BA 710, 2 credits)*

❖ **New Venture Planning**

In this course students learn how to prepare a comprehensive strategy for launching a new business inside a corporation or as a start-up. Students are encouraged to use their entire business education and experience in developing this strategy. Working in small teams, students will research the market for the product or service, prepare a detailed plan, and present it to the class or a panel of experts. Typical project: Preparation and presentation of a new venture business plan. *(BA 710, 4 credits)*

❖ **The Oregon Executive MBA Business Capstone Project**

The capstone project completes the Oregon Executive MBA experience. Students have the opportunity to individually develop, research and analyze a new business opportunity for their firms. It serves as an integrative, hands-on learning experience that can take the form of a business plan or a feasibility study, and covers both strategy formulation and strategic implementation issues. The project serves as an important return on investment opportunity for sponsors. The Business Project is developed throughout the second year of the program and is supported by an individual faculty advisor. *(BA 740, 7 credits).*