EMBA Elective Offerings

Business Process Management

This course in Business Process Management (BPM) is designed for MBA students who have an interest in understanding how to analyze the manner in which organizations operate and how to improve and reengineer the business processes of the organization. Group discussion, visual presentation, group and individual exercises, and real-world case studies will be tailored to a range of topics. Unique value of the course include: 1) actionable insight into BPM and its contribution to improving organizational performance; 2) students learn how to be process thinkers; 3) BPM is widely recognized as a core skill set in industry.

Corporate Entrepreneurship

In 1930, the average lifespan of a corporation was 71 years. In 2021 it is 14 years. Corporations are now under the "entrepreneurial imperative," They must continually transform themselves with new business models, products, and services and most are ill prepared to do so. They need innovative and creative entrepreneurial thinkers and doers who can help them recognize, assess and act on new products and models and lead the processes necessary to make them sustainable. This course is designed to help corporate employees and executives be better equipped for professional success and to understand how to manage the process of product, service and business model renewal inside the corporation. It is the practice of seeking innovative uses, markets, or owners of the organizations existing products, services, and technologies and understanding how to manage the constant transformation 21st century companies require.

Robotic Process Automation - Automating the routine

This introduction to Robotic Process Automation for Business course is intended provide a basic understanding of Robotic Process Automation (RPA) and demonstrate how to identify automation opportunities in an organization. The course will explore different business models for successful RPA implementation, perform a deep dives into the different stages of the automation journey and demonstrate how RPA can be used to improve productivity and efficiency. It built on business process redesign concepts to gauge the success of automation implementation in an organization. The course will include applying RPA to business skills and develop new processes that would not have been possible without RPA. Students will learn how to build RPA bots to perform task such as, data scrapping, reading and writing to excel files and email automation. Windows based computer is required for this course. Note: This class is a hands-on class where you will be building bots with 60 – 70% working on individual lab exercises.

Persuasion and Influence

No matter your career stage, job title or industry, the ability to persuade others is critical for success. This course will provide you with practical tools that you can utilize immediately in your career. This workshop combines social psychology research and marketing insights to build time- tested principles that deliver practical application to your real-world challenges. This interactive course is designed to teach you to communicate more effectively, thereby making your contributions more influential and impactful. Utilizing exercises and in-class evaluations, you will receive first-hand experience practicing persuasive communication and customizing the approaches to your individual personality style. Throughout the course you are provided with frameworks, based on both fundamental ideas in social psychology and cutting- edge research, that will allow you to apply these techniques to your daily business goals.

Predictive Analytics with SAP

This course introduces the concepts of predictive analytics as well as its applications to the business environment. Predictive analytics is the practice of extracting information from existing data sets with data visualization software in order to determine patterns and predict future outcomes and trends. As a result, patterns, trends and correlations that might go undetected in text-based data can be exposed and recognized easier. Whereas predictive analytics does not guarantee what will happen in the future, it enables organizations to take advantage of big data (both stored and real-time) to move from a historical view to a forwardlooking perspective of the businesses. The course will employ a "learning-by-doing" approach to teach students how to utilize the latest SAP analytics applications to analyze real-world Big Data sets (e.g., SAM's Club data from Walmart) to anticipate future behavior. In particular, students will practice the three major areas that comprise predictive analytics (i.e., reporting, visualization, and prediction) through guided exercises and case studies. The software employed for this course include: SAP Predictive Analytics, SAP Business Warehouse, SAP BusinessObjects, etc.

Influencer Marketing

Explore the lucrative, dynamic, and growing marketing phenomenon—Influencer Marketing. Students will dive into the marketing strategies, the agency ecosystem, and business measures that comprise influencer marketing. Students will evaluate case studies and work through various technologies, engagement metrics, and growth trends relevant to "influence." Branding and advertising considerations will be addressed, as well as direct engagement with influencer guests. The course will also have an industry client for whom student teams will offer strategy, all of which will be informed by relevant readings, media, and lectures.