



TRINITY WESTERN UNIVERSITY

# Executive Master of Business Administration

Course Catalogue

## EXECUTIVE MBA CORE COURSES

EMBA core courses give you a solid foundation to become a well-rounded organizational leader.

MBA 501 | 3 SEM.HRS.

### MARKETING MANAGEMENT

Enhance manager's ability to formulate and implement marketing strategies that lead to organizational growth.

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MBA 521 | 3 SEM.HRS.

### MANAGERIAL ACCOUNTING

Gain knowledge of financial reporting, cost accounting and management control for strategic corporate planning and decision-making.

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MBA 525 | 3 SEM.HRS.

### MANAGERIAL ECONOMICS

Apply economic theories and quantitative methods to decision-making in the areas of product selection, pricing, investment, and organization design.

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MBA 542 | 3 SEM.HRS.

### MANAGERIAL FINANCE

Maximize stakeholder's value through optimal capital structure, measuring and managing risks, and planning long-term access to capital.

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MBA 552 | 3 SEM.HRS.

### HUMAN RESOURCE MANAGEMENT

Discuss the strategic use of human resource management and organizational behavior to reinforce and support the core capabilities of the organization.

MBA 570 | 3 SEM.HRS.

### INFORMATION & KNOWLEDGE MANAGEMENT SYSTEMS

Examine information systems and technologies and align them with strategic goals of an organization in the fast-changing business environment.

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MBA 571 | 3 SEM.HRS.

### OPERATIONS MANAGEMENT

Achieve the operational effectiveness and excellence through production/supply chain planning and execution, process management, and project management.

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MBA 593 | 3 SEM.HRS.

### CHRISTIAN LEADERSHIP & ETHICS

Explore organizational management by understanding team dynamics, communication process, conflict resolution and business ethics. Include a self-assessment of leadership skills.

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MBA 684 | 6 SEM.HRS.

### BUSINESS STRATEGY

Advance your business acumen by analyzing market and industry trends, form and execute business strategies and address the complexity in strategy development. A business simulation is included in this capstone course.

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**TOTAL SEMESTER HOURS  
FROM CORE COURSES: 30**

## EXECUTIVE MBA SPECIALIZATION COURSES

These courses will equip you with the skills needed to drive your business growth at the senior management level.

MBA 671 | 3 SEM.HRS.

### ENTERPRISE START-UP AND POSITIONING

Explore the process of creating a new venture, including opportunity recognition, feasibility analysis, business plan creation, and financing. Discuss factors that lead to entrepreneurial success with case studies and analyses.

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MBA 672 | 3 SEM.HRS.

### BUSINESS AND VENTURE FINANCING

This course focuses on the development of strategies for financing entrepreneurial ventures. It includes analysis of numerous funding sources including debt, venture capital, and private equity financing. The course also assists managers in understanding how to pragmatically structure and negotiate the financing deal.

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MBA 673 | 3 SEM.HRS.

### STRATEGIC ISSUES IN MARKETING THE GROWING ENTERPRISE

The rapidly evolving field of marketing requires extensive discussion around areas of emarketing, global marketing, internal marketing, and relationship marketing, particularly with respect to how each impacts the growing enterprise. This course will equip students with the ability to connect these seemingly disparate topics together within an integrated marketing framework.

MBA 674 | 3 SEM.HRS.

### LEADERSHIP, MANAGEMENT, AND SYSTEMS CHANGE

Growing enterprises often encounter leadership, management, and systems problems caused by their growth. To sustain growth, the activities of entrepreneurs usually have to change from innovation to delegation, with greater levels of communication and organization. This course is designed to identify the reasons for, and the tools to make critical leadership, management, and systems change as the enterprise grows.

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MBA 675 | 3 SEM.HRS.

### THE LEGAL ENVIRONMENT OF BUSINESS

This course provides students with an understanding of the legal environment in which Canadian businesses operate. Key areas of focus include contractual principles and issues, corporate formation and governance, partnerships, agency, employment issues, intellectual property considerations, and business torts.

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**TOTAL SEMESTER HOURS  
FROM SPECIALIZED PROGRAMS: 15**

**TOTAL SEMESTER HOURS: 45**