Thank you for your interest in learning more about National University’s Online Executive Master in Business Administration.

Here is the information you need to take the next step and enroll:

**Prepare for Executive-Level Decision-Making**
The Executive Master in Business Administration (EMBA) provides you with a comprehensive theoretical orientation and the skills needed for executive decision-making and negotiation.

The focus of this program is on multidisciplinary approaches, such as economic, political, and cultural analyses in strategic planning and development in national and international businesses. Moreover, the ethical application for executives in organizations is emphasized.

Courses emphasize the theories and skills needed for executive decision-making:
- Electronic business
- Quantitative business methods
- Financial accounting
- Executive issues in marketing and ethics
- Leadership and negotiation
- And a research project supervised by full-time, associate and select core adjunct faculty

**EMBA Core Requirements:**
(8 courses, 36 quarter units)

```
EB 620 Principles of Electronic Business
QMT601 Quantitative Business Methods
EMB682 Financial Accounting
EMB683 International Economic Strategies
EMB684 Executive Issues in Marketing and Ethics
MGT670 Seminar in Executive Topics
EMB689 Leadership and Negotiation
EMB696 EMBA Project (Prerequisite: completion of all other core courses)
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**The National University Advantage: Choose from Two Professional Tracks:**
- A General EMBA
- An EMBA with an area of specialization in International Business Relations, E-Business or Marketing.

These two tracks provide working executives with the theories, skills, and abilities to improve their performance in the workplace. For students wishing to complete a General EMBA, four electives are required. These electives may be chosen from the following courses:

**General EMBA Electives:**
(4 courses, 18 quarter units)

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EB 621 E-Strategies and Business Models
EB 622 E-Business Systems Development
EB 623 Advanced Web Design
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EB 624 Internet Marketing
EB 625 Electronic Business Systems and Internet Security
EB 635 E-Logistics and Supply Chain Management
EB 638 E-Business Information and Knowledge Systems
EB 640 Emerging Communication Technologies in E-Business
ECO 607 Economics for Managerial Decision-Making
FIN 609A Seminar in Financial Management
FIN 631 Security Analysis and Portfolio Management
FIN 632 Managing Financial Resources
FIN 633 Financing Capital Requirements
FIN 635 International Finance
HRM 630 Legal Aspects of Human Resources Management
HRM 632 Compensation, Incentive and Benefit Programs
HRM 640 Managing Human Resources in Multi-Cultural Environments
MKT620 Consumer Behavior
MKT631 Global Marketing
MKT633 Sales Management
MKT634 Market Research
MKT635 Advertising Management & Marketing Communications

**EMBA Areas of Specialization**

**International Business Relations:**
(4 courses, 18 quarter units)

- EMB 621 Global Business Simulation
- EMB 672 International Risk Management
- EMB 673 International Strategic Alliances
- EMB 674 Global Competitive Strategies

**Electronic Business:**
(4 courses, 18 quarter units)

- EB 621 E-Strategies and Business Models
- EB 624 Internet Marketing
- EB 625 Electronic Business Systems and Internet Security
- EB 638 E-Business Information and Knowledge Systems

**Marketing:**
(4 courses, 18 quarter units)

- MKT634 Market Research
- MGT 600 Ethical Concerns in Business and Management

Select two from the following:

- MKT620 Consumer Behavior
- MKT631 Global Marketing
- MKT633 Sales Management
- MKT635 Advertising Management & Marketing Communications
- MKT 670 Special Topics in Marketing

Are you ready to apply?
Apply online: www.nu.edu
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