

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (EMBA)

Background

The Executive MBA Program is crafted to provide top-notch business education to mid and senior-level managers in both private and public sectors. This intensive program empowers participants to gain conceptual knowledge and enhance decision-making skills, thereby improving their on-the-job performance in a complex business environment. Through case analyses and simulations, participants experience a seamless transfer of skills and knowledge from the classroom to the workplace, with a particular focus on the current and future needs of Saudi and international firms throughout the Kingdom. Consequently, participants can swiftly reap personal and professional rewards, with their contributions acknowledged through increased responsibilities, promotions, and personal satisfaction.

Program Objectives

FBSU's EMBA program will strive to:

- Enhance the general managerial capabilities of participants by building upon the core functions and disciplines of business administration.
- Develop leaders and entrepreneurs with a clear strategic vision, strong critical analytical skills, a problem-solving orientation and a broad sensitivity to global issues.
- Strengthen the leadership, creative and teamwork skills that would sharpen the participants' competitive edge, and add value to their organizations.

Program Admission Requirements

In addition to satisfying the Deanship of Graduate Studies and Research admission requirements, the applicant must satisfy the following conditions:

- Hold a Bachelor's degree in any field from a KSA-accredited university
- Have at least three years of work experience in a middle or upper management position.
- Achieve a score of at least 5 in the IELTS exam or Pass the FBSU English Entrance Exam.

Program Structure

The program is composed of a total of 42 credits divided over 8 semesters. This excludes the pre-requisite foundation module that covers Math and Computer skills, that are given at the beginning of studies. Lectures are scheduled on weekends twice per month. The degree requirements can be met in 21 months of study. The program uses both Arabic and English languages for instruction.

EMBA Program Structure & Plan of Study

Term	Module No.	Course No.	Module & Courses	Course Credits	Module Credits	Term Credits	
			Pre-requisite: Basic Math & I.T. Skills	3 + 0			
1	1	Module 1. Foundation & Business Environment				10	10
		1	EMBA 500 – Graduate Studies in Business	1			
			EMBA 505 – Contemporary Business Environment	2			
		2	EMBA 510 – Business Mathematics	2			
			EMBA 515 – Data Analysis	1			
		3	EMBA 525 – Managerial Economic Decisions	1			
			EMBA 520 – Financial Economics	1			
		4	EMBA 530 – Financial Accounting Decisions	1			
EMBA 535 – Managerial Accounting Decisions	1						
2	2	Module 2. Business Communication				4	11
		5	EMBA 555 – Information and Communication Technologies	1			
			EMBA 560 – Managerial Communication	1			
		6	EMBA 565 – Business Negotiations	1			
	7	EMBA 550 – Business- Government Relations	1				
	3	Module 3. Functional Competency				7	
		8	EMBA 600 – Organizational Behavior &	1			
			EMBA 620 – Change Management	1			
		9	EMBA 605 – Strategic Marketing	1			
		10	EMBA 610 – Corporate Finance	1.5			
	11	EMBA 615 – Operations and Production Management	1				
EMBA 660 – Project Management		1.5					
3	4	Module 4. Leadership & Entrepreneurship				10	10
		12	EMBA 670 – Management Skills Development	1.5			
		13	EMBA 675 – Leadership Development	1.5			
		14	EMBA 655 – Global Corporate Financial Decisions	1			
		15	EMBA 680 – Leadership and Entrepreneurship Lecture Series	1.5			
			EMBA 685 – Entrepreneurship Development	1.5			
16	EMBA 690 – Global Entrepreneurship Project	3					
4	5	Module 5. Strategic Thrust & Application				11	11
		17	EMBA 650 – International Business Decisions	1.5			
			EMBA 699 – Current Business Challenges	1.5			
		18	EMBA 700 – Strategic Management Decisions	3			
		19	EMBA 665 – Business Research Methods	1.5			
			EMBA 695 – Management Consulting	1			
EMBA 698 – Business Consulting Project	3						

Course Descriptions

EMBA 500 Graduate Studies in Business

(1 Credit)

This course defines the frontiers of graduate studies in business administration with an emphasis placed on analyzing and developing business cases, performing secondary research using business databases such as Proquest, digesting scholarly papers published in journals such as Journal of Finance, importance of reading business magazines such as Harvard Business Review, and Economist, importance of reading business newspapers such as Financial Times, Wall Street Journal etc., and the use of American Psychological Association (APA) guidelines for the preparation of research projects. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 505 Contemporary Business Environment

(1 Credit)

This course provides background information related to the field of business administration. Being a survey course, emphasis is placed to introduce the students to all functional areas of business with an emphasis on Saudi economy, and the Saudi corporate sector. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 510 Business Mathematics

(2 Credits)

The analytical nature of EMBA course work requires that all candidates have a mathematical background in linear algebra, calculus, and general business mathematics. This course will be offered through a series of modules delivered through a combination of advanced web-based self-learning tools as well as classroom instruction in order to prepare participants for the mathematical components of the EMBA program. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 515 Data Analysis

(2 Credits)

This course will provide an introduction to statistical data analysis for problem solving and decision-making using data. Participants will apply univariate and bivariate methods to various datasets, utilize software to analyze data and interpret statistical output. Statistical models and tools will be introduced to assist participants in collecting, organizing, understanding, analyzing, presenting and communicating data. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 520 Financial Economics

(1 Credit)

This course covers fundamental economic principles, theories and models (both micro and macro); that business executives ought to know for managing firm's resources and for ensuring firm's economic security. Participants will acquire the skills to understand their economic environment and be able to predict how changes in global trends and government policy impact their sectors and particular businesses. EMBA participants will acquire the necessary conceptual skills to analyze the economic consequences of their decisions. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 525 Managerial Economic Decisions

(1 Credit)

This course will provide participants with an interpretation and understanding of a broad range of economic concepts such as the Market Model, elasticity and pricing decisions, market structures and optimal managerial decisions, strategy and tactics in Game Theory, role of intellectual capital and Modern Growth Theory, Theory of Outsourcing, Aggregate Demand and Supply Models, IS-LM- BP model, international regulations' constraints as well as the theories of productivity. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 530 Financial Accounting Decisions

(1 Credit)

This course will focus on the role of the accounting function external to the organization. It will take a broad view of financial accounting, encompassing a wide range of external financial and economic

information, both national and international. Financial statement ratios and other analytical tools will be introduced and applied in real-world corporate analyses. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 535 Managerial Accounting Decisions (1 Credit)

This course focuses on the role of the accounting function internal to the organization. It takes a broad view of managerial accounting, introducing participants to costing systems, cost behavior patterns, cost structures and the evaluation of product, managerial and divisional performance with accounting. The course emphasizes the strategic importance of aligning accounting systems with firm technologies and goals highlighting what accounting can do for decision-makers and how accounting choices affect decisions. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 550 Business-Government Relations (1 Credit)

The course is a primer on how business executives and other leaders can most effectively manage their organization's dealings with governments and the threats and opportunities presented by domestic and foreign, federal, provincial or local government legislation, regulation, policies or programs. It includes an examination of the various assumptions, considerations, strategies, tactics, analytical, advocacy and communications tools used by public-policy advocates; and the ethical and systemic issues associated with lobbying across Saudi Arabia and abroad. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 555 Information and Communication Technologies (1 Credit)

Executives are confronted with an information technology function that presents strategic opportunities and threats. This course will aim at better understanding the "management" aspects of information and communication technologies (ICTs). Participants will be introduced to information and communication technology foundations, systems development, database systems, enterprise resource planning, customer relationship management, decision support systems of IT management, social issues and learning and knowledge management, as well as IT and globalization to consider the impact of ICTs on business processes. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 560 Managerial Communication (1 Credit)

The course focuses on oral and written communication abilities of students. It allows them to respond to complete inter-personal and inter-group scenarios. The students will also learn about the techniques of structuring and delivering business-related contents in a logical and effective manner. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 565 Business Negotiations (1 Credit)

This course will aim to develop the aptitudes, intuitions and understandings of the strategies essential to successful business negotiations. A thorough analysis of the nature of negotiation, distributive and integrative bargaining, planning and preparation, intercultural differences, bargaining style and personality will be considered. The role of power, strategy and tactics will also be considered, including coalition behavior, communication, persuasion, conflict resolution and multi-party negotiation.

EMBA 600 Organizational Behavior (1 Credit)

This course will review the strategic advantage of understanding and integrating organizational behavior (OB) frameworks in designing and implementing effective human resources (HR) activities (namely recruitment, development, maintenance and retention of employees), in measuring performance and in achieving high-performance outcomes in Saudi organizational contexts. OB topics covered will include motivation, rewards, leadership, group dynamics, organizational politics, organizational design and corporate culture. Students will be exposed to relevant and latest simulations

and software in the field.

EMBA 605 Strategic Marketing (1 Credit)

This course will provide an overview of the marketing process, including key concepts, tools and procedures, in the context of a technology-intensive Saudi economy. Participants will analyze market opportunities, set performance goals and formulate marketing and implementation plans to meet those goals. Consideration will be given to trends and techniques like experience-based marketing, relationship marketing, and e-marketing. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 610 Corporate Finance (1.5 Credits)

The fundamental concepts of corporate financial management will be examined to emphasize that a realistic general management perspective requires supportive data and numerical calculations. Participants will be required to demonstrate their ability to analyze and think critically. Course content will cover both sides of the balance sheet with the analysis of both investment and financial decisions. Participants will consider the cost of capital, capital budgeting, cash flow analysis, capital structure decisions including common shares and long-term debt, financial planning and control, short-term financing, working capital management, treasury management, options, derivatives and hybrid financing. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 615 Operations and Production Management (1 Credit)

This course will examine framework for analyzing the behavior of complex supply chain networks, that exhibit a strategic understanding of the value of information and techniques to avoid the bullwhip effect, will examine the impact of supply chain strategic alliances and global sourcing as well as technologies and approaches used to reduce supply chain lead times. The course will also introduce the use of performance management tools and Business Intelligence Tools through the application of Business Intelligence software to specific cases. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 620 Change Management (1 Credit)

The purpose of this course will be to develop skills in the effective conceptualization, planning, implementation and evaluation of change interventions in human systems. Behavioral science frameworks will be introduced to explain and guide the practice of change in the organization. The systemic nature of change and intervention practice, including the generation and management of resistance to change, will be analyzed. Organizational change processes at the individual, team and organizational level and human system intervention efforts will be considered. The importance of context will be emphasized with cases of cross-cultural change, knowledge-based organizations, socio-technical change processes and system vs. cultural change analyses. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 650 International Business Decisions (1.5 Credits)

This course looks into the business activities aimed at directing the flow of a company's products to foreign markets. International business should be viewed as an integrated discipline that combines several other disciplines such as economics, management, marketing, finance, anthropology, cultural studies, history, demographics, languages, law, statistics, geography, and international trade. This course will stimulate intellectual curiosity on various critical issues and provide analytical frameworks that are necessary for understanding different cultural environments in global markets and assessing global business opportunities. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 655 Global Corporate Financial Decisions (1 Credit)

Participants will be introduced to the management of foreign exchange risk by corporate treasurers;

financial management of multinational firms; determination of a corporation's transaction and operating exposures; use of foreign exchange derivatives such as currency futures, options and swaps, to hedge foreign exchange risk; international portfolio and direct investments; international capital structure and cost of capital of multinational firms and capital budgeting techniques used for foreign operations. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 660 Project Management (1.5 Credits)

This course examines project management roles and environments, the project life cycle and various techniques of work planning, and control and evaluation to achieve project objectives. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 665 Business Research Methods (1.5 Credits)

The objective of this course is for participants to acquire and improve knowledge and understanding regarding how different fields of business theory relate to business administrative research methods. The course begins with a discussion of the knowledge-acquiring process where the creating of knowledge is emphasized. Frames of reference, scientific ideals and the choice of perspective are regarded as important bricks in the research process. This subject area will be followed by a thorough discussion regarding the choice of subject and the research question, where the importance of an extensive problem background is made clear. The chosen research question has methodological implications, and the possibilities and limitations of both quantitative and qualitative methods for the research question are discussed and exemplified. Participants will be exposed to statistical packages such as SPSS-X, LIZER and AMOS.

EMBA 670 Management Skill Development (1.5 Credits)

This course is focused on the development of skills needed to be effective and successful managers. Participants explore interpersonal communication, problem solving, decision-making, team dynamics, conflict resolution and negotiation. The impact of diversity, personal and national culture and emotional intelligence are considered. Emphasis is placed on developing managerial skills in participants for success on jobs. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 675 Leadership Development (1.5 Credits)

A course designed to develop leadership skills of participants by emphasizing the application of behavioral concepts and theory in leading an organization. Besides examining relevant leadership theories in Saudi context, it examines a scientific way of integrating the employees' interests with the goals/profit intentions of the organization. The course is expected to improve participants' leadership styles, human skills and team work initiatives. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 680 Leadership and Entrepreneurship Lecture Series (1.5 Credits)

This seminar will consist of a series of lectures by eminent Saudi business leaders and entrepreneurs from the public, private and civic/ not-for-profit sectors, who have had an opportunity to play a key role in the governance of Saudi business organizations. Expert leaders will discuss their success, failures and leadership styles in regard to the issue, while examining the organization's interest and the interest of the Saudi public. Cumulatively, lectures will provide a 360-degree perspective of a topical leadership and entrepreneurship issue.

EMBA 685 Entrepreneurship Development (1.5 Credits)

Participants will critically analyze the launch of a venture, from pre-start-up to start-up and early growth, through seed, start-up, development and execution stage (preparation for exit strategies such as IPO). Participants will be required to develop a winning business plan that leads to an enticing Investors Package for venture financing. Students will be exposed to relevant and latest simulations

and software in the field.

EMBA 690 Global Entrepreneurship Project

(3 Credits)

This course will provide a thorough practical experience so that participants will develop a better understanding of global business and entrepreneurship abroad. During this field trip to a foreign destination, participants will be exposed to a series of expert presentations and company visits supporting the course objectives. The students will be required to present a report aiming at comparing various functional operations with that of the Saudi business environment and perhaps apply international business concepts to practical business situations solving. The field engagement will be completed through expert interviews at a foreign destination.

EMBA 695 Management Consulting

(1 Credit)

This course will provide an introduction to management consulting: the five-phase consulting process and business models associated with managing a consulting practice. The course will take a broad view of consulting both internal and external to the organization to solve management problems. The course will focus on the skills and processes involved within a consulting engagement, including project planning, project management; data gathering and analysis; generating findings; and reporting, presentation and feedback, to prepare participants for the project engagements of the curriculum. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 698 Business Consulting Project

(3 Credits)

The Business Consulting Project (BCP) **is an integral part of the EMBA curriculum.** This major independent consulting project will address a management issue on behalf of a client. Organizations are expected to be proven to be the source of career leaps and thriving new businesses. A faculty supervisor will be assigned to coach, mentor and assist the participant in the engagement. The scope and nature of the consulting assignment will be agreed upon with the client through a proposal process. The findings will be delivered to the client in terms of a presentation and a formal written report. Students will be exposed to relevant and latest simulations and software in the field.

EMBA 699 Current Business Challenges

(1 Credit)

The theme and focus of this course would change with the passage of time, interests of the students, and the challenges being confronted by the Saudi and global economies.

EMBA 700 Strategic Management Decisions

(3 Credits)

Providing an introduction to the concept of strategy and alternative models of strategic decision making, this course will require participants to understand the role of a leader in setting direction, creating competitive advantage, allocating resources, integrating operations and projects and framing the organizational infrastructure and its context. Students will be exposed to relevant and latest simulations and software in the field.