Extended Learning Courses are a diverse offering of academic business, for-credit, MBA-level courses available through Goizueta Business School to Emory Executive Education participants, where you will learn alongside Evening MBA and Executive MBA students. You must apply and be accepted into these courses, as these credits can be applied towards a Goizueta Business School MBA degree (if you apply and are admitted to a Goizueta MBA in the future). As a participant in these courses, you will be active in the learning environment through contributions to the class discussions, case studies, group projects and presentations, assignments, and exams — earning a grade and an official university transcript.

**THIS COURSE IS IDEAL FOR...**
Professionals interested in obtaining MBA level skills, knowledge, and experience who do not have the time to invest in a full degree currently but may plan to later, or who already have an MBA and just need a refresher

**OUTCOMES**
Build your capacity as a business leader, expand your depth and breadth of business knowledge, gain real-world skills you can use in the workplace, and widen your network of business professionals

**ENVIRONMENT**
Collaborate with MBA students from a range of industries who are working professionals like yourself in an intensive but accessible classroom experience

**NUMBER OF COURSES** 7
**TYPICAL CLASS SIZE** 45
**COURSE INVESTMENT** $6.2K
**APPLICATION DEADLINE** JULY 28, 2023

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**Extended Learning Courses Eligibility**

- A bachelor’s degree and a strong undergraduate academic record
- Mid to senior-level professionals ready to move into a more strategic role
- Managerial or project management experience preferred
- Willingness to fully engage and contribute in the classroom
- Awareness and appreciation of the value of a room full of diverse perspectives

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**International Applicant Eligibility**

- If you live in the country and can provide your visa or permanent resident information in the application, you can enroll for an Extended Learning Course(s) offered in-person, online, or hybrid. If you live outside the US, you can only enroll for an Extended Learning Course(s) offered online.
FINANCE COURSES

EVENING MBA

Mergers & Acquisitions
Gain an understanding of the drivers of value creation and destruction in mergers and acquisitions (M&A) and develop skills in the design and evaluation of these transactions. The focus of the course will be primarily to analyze M&A from the perspective of a financial advisor, integrating issues from economics, accounting, law, strategy and organizational behavior where appropriate.

Ideal for: Future financial advisors, shareholders, investors, managers, and directors who wish to enhance their ability to evaluate the strategic and financial decisions of firms

Number of Credits: 3
Format: In-Person
Cost: $6,200
Time: 6:30 p.m. - 9:30 p.m. every Monday
Faculty: Rohan Ganduri

Investment Banking
Learn all about the work conducted by investment banks. This course will analyze debt financing, equity underwriting, merger & acquisition advisory assignments, and trading activity. Special emphasis will be placed on the methods commonly applied when conducting valuation, debt capacity, and transaction analysis. In addition, there will be summary of investment banking history and of the peripheral players (private equity and hedge funds) that interact with banks.

Ideal for: Executives that might want to break into the investment banking industry or are expected to do similar work; business development manager (at corporation); treasurer (at corporation); commercial banker (loan officer, credit analyst, or any vice president level banker); investment advisor or financial consultant

EXECUTIVE MBA

Global Macroeconomic Perspectives
Broaden your awareness of the impact of global economic, financial, geopolitical, and demographic trends on business. The course provides conceptual frameworks and tools for analysis critical to conducting business in the international environment. It will also explore the evolution of macroeconomic policy and events, including COVID-19 and its substantial global macroeconomic impacts.

Ideal for: Professionals interested in the global economic, financial, political, and demographic trends on business

Number of Credits: 3
Format: In-person & Live Online
Cost: $6,200
Time: 5:00 p.m. - 9:10 p.m. every Friday
Faculty: Jeff Rosensweig

Alternative Investments
Learn about alternative investments and why they represent the largest and fastest growing asset class in the world. This course will discuss (i) organization and strategy of the alternative investments industry, (ii) valuation, capital structure and term sheets, (iii) new venture financing, and (iv) deal structuring. It will also provide an actionable framework to improve your investment acumen and become a business owner, including raising capital if you have little or none, identifying a business to buy, and structuring a transaction.

Ideal for: Participants interested in (i) how to start their own business, (ii) how to buy an existing business, (iii) how to invest in real estate, and (iv) how to optimize your personal investment portfolio and participants who have significant interaction with alternative asset managers

Number of Credits: 3
Format: Live Online
Cost: $6,200
Time: 8:00 p.m. - 10:30 p.m. every Tuesday
Faculty: Klaas Baks

CERTIFICATES THESE COURSES WILL HELP YOU EARN:

+ Finance
+ Excellence in Business
EVENING MBA

Product and Brand Management
Gain a greater understanding of product development. This course exposes participants to the contemporary challenges faced by a broad variety of firms in developing and launching new products, creating and maintaining brand equity, and managing products and product lines.

Ideal for: Early-career professionals with experience as a product or brand manager or in a related support role looking to build on or formalize their training; professionals making a lateral career move from an adjacent field such as engineering, user/customer experience/support, project/program management, marketing, or business development

Customer Lifetime Valuation
Explore the importance and impact of customer lifetime value. Using real-world applications from various industries, this course will familiarize participants with tools and methods used for measuring and managing the value of current and future customers effectively.

Ideal for: Managers assessing marketing decisions, such as a new customer acquisition campaign; executives and investors assessing the health of customer-based businesses

Pricing Strategy Analytics
This course will equip you with an integrated framework to make pricing decisions and will provide you with the latest thinking on pricing issues. You will learn how to integrate pricing decisions vis-à-vis synthesizing big data, accounting, financial information and consider market conditions, legal and corporate agreements.

Ideal for: Executives responsible for profitability of a firm; mid-senior level executives responsible for developing marketing strategies; entrepreneurs looking to monetize their product or service; and managers responsible for pricing decisions

Number of Credits: 3
Format: In-person
Cost: $6,200
Time: 6:30 p.m. - 9:30 p.m. every Tuesday
Faculty: Doug Bowman

Number of Credits: 3
Format: Online
Cost: $6,200
Time: 6:30 p.m. - 9:30 p.m. every Monday
Faculty: Saloni Firasta-Vastani

CERTIFICATES THESE COURSES WILL HELP YOU EARN:
+ Marketing
+ Excellence in Business
For Credit Withdrawal Policy

These courses are only offered for university credit. You will receive an Emory University transcript as a result of completing one or more courses. To withdraw from a course, you must meet designated university deadlines to avoid receiving a W on your transcript for the for-credit course. No refunds will be extended once the course begins.

Certificate Eligibility

The Extended Learning Courses are eligible for our Emory Executive Education certificates. For more information, please reach out to Learning Advisor, Tammie Long at tammie.long@emory.edu.

Special Pricing

*Emory Executive Education offers special pricing for select constituents:
Goizueta Business School Alumni/Faculty/Staff
Emory University Alumni/Faculty/Staff
Government, Nonprofit and Veteran
Group/Multiple
Custom Clients
Please contact us for more information about our special pricing or to receive your code before you register.

The Courtesy Scholarship is a grant that covers tuition exclusively (not textbooks, fees or other miscellaneous charges), available to Emory employees and their family members who apply and are admitted for enrollment in academic programs at Emory University. The percentage of tuition covered depends on your years of service. Learn more about the scholarship policy, how to enroll, etc. here: https://hr.emory.edu/eu/benefits/faculty-staff/courtesy-scholarship/index.html

Course and Certificate Registration

There are three ways to register:

- **Register:** Register online on the Emory Executive Education website: https://goizueta.emory.edu/executive-education/extended-learning-courses
- **Send an email to:** executiveeducation@emory.edu
- **Call Emory Executive Education:** 404-727-2200

EXPLORE MORE CAREER-ENHANCING COURSES: EMORY.BIZ/EXECD