



EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

REVOLUTIONIZING EXECUTIVE EDUCATION: THE HYBRID EMBA EXPERIENCE





Excelsior University

Students - 27,000

Programs - 38

Certificates - 9

8-Week Courses

Designed by SME, ID, Chair

Fully Online

6 Starts a Year



School of Business+

Students - 3615

Programs - 13

Certificates - 6

Concentrations - 20





EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

FORWARD-THINKING LEADERSHIP FOR A RESILIENT TOMORROW.

Our one-year, hybrid Executive MBA offers a unique blend of industry-involved and location-informed experiences, emphasizing resilient, entrepreneurial, and forward-thinking business practices. With a tight-knit cohort model, you'll emerge as a leader with a comprehensive view of leadership in a dynamic, socially conscious business environment. Join us for a year of industry projects, experiential opportunities, the chance to explore major metropolitan cities, and network building that can be leveraged for a lifetime.



OUR EXECUTIVE MASTER OF BUSINESS ADMINISTRATION IS MADE UP OF...

IMMERSIVE LEARNING EXPERIENCES

- 3 On-Location
- 3 Online

SITUATIONAL ONLINE EDUCATION

- Case Studies
- Mock Experiences

EXECUTIVE-LEVEL ASSESSMENT

- Verbal Competency Sessions
- Presentation Symposiums

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

WE RETHOUGHT ONLINE EDUCATION

TERM				
IMMERSIVES BLOCKS	IMMERSIVES BLOCKS	COURSES	VERBAL COMPETENCY SESSIONS	PRESENTATION SYMPOSIUMS
ONLINE COURSE	Immersives are live, guided experiential learning opportunities, on-location and online that develop skillsets, facilitate industry exposure, and forge live connections between students, faculty, and industry experts.	Online courses provide students with expert insights, foundational business theories, and practices in an asynchronous, active format. Additionally, they facilitate sharing and discussing learnings among students and faculty.	Students verbally present the knowledge, ideas, and skills from term immersives and coursework. They have 20 minutes to address a prompt related to their term's work, followed by 3 faculty questions.	Students have a chance to present their immersive project-based work and findings in a virtual symposium to fellow students and faculty.
ONLINE COURSE				
VERBAL COMPETENCY SESSION				
PRESENTATION SYMPOSIUM				

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

WHAT ARE IMMERSIVE LEARNING EXPERIENCES?

WORKSHOPS

FIELD STUDIES

PANELS

**DISCOVERY
PROGRAMS**

**PITCH
COMPETITIONS**

**LIVE CASE
ANALYSES**



IMMERSIVES ON-LOCATION AND ONLINE

Immersives are live, guided experiential learning opportunities, on-location (terms 1,3,5) and online (terms 2,4,6).



EXPLORE TAMPA, CHICAGO, AND ALBANY (2024-2025)

Explore three major metropolitan cities with diverse populations, vibrant cultural scenes, and significant economic importance. Tour organizations and meet experts.



VIRTUAL EXPERIENTIAL LEARNING

Real companies with real challenges give you unique experiences. This project-based program will have you consult on real business issues.

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

WHERE WE STARTED: SKILLS AND COMPETENCIES

SPECIALIZED SKILLS

1. Finance (32%)
2. Project Management (29%)
3. Marketing (23%)
4. Accounting (23%)
5. Data Analysis (15%)
6. Auditing (13%)
7. Computer Science (12%)
8. Process Improvement (12%)
9. Business Development (11%)
10. Economics (10%)

COMMON SKILLS

1. Communications (58%)
2. Management (57%)
3. Leadership (51%)
4. Operations (38%)
5. Planning (31%)
6. Problem Solving (27%)
7. Presentations (25%)
8. Sales (25%)
9. Writing (24%)
10. Microsoft Excel (23%)

SOFTWARE SKILLS

1. Microsoft Excel (23%)
2. Microsoft PowerPoint (17%)
3. Microsoft Office (15%)
4. SQL (8%)
5. Microsoft Outlook (6%)
6. Tableau (6%)
7. SAP Applications (5%)
8. Dashboard (5%)
9. Python (5%)
10. Power BI (4%)

EXCELSIOR SKILLS

1. Sustainability
2. Risk Management
3. Ethics
4. Compliance
5. Systems Thinking
6. Innovation
7. Brand Management
8. Human-Computer Interaction

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THE CURRICULUM

NEW

RESILIENT
LEADERSHIP &
ORGANIZATIONAL
BEHAVIOR

NEW

ETHICAL RISK
MANAGEMENT
& COMPLIANCE

NEW

CORPORATE
FINANCE &
ACCOUNTING

REVISE

STRATEGIC
BRAND
MARKETING

REVISE

INFORMATION
TECHNOLOGY

NEW

OPERATIONS &
PROJECT
MANAGEMENT

NEW

SYSTEMS &
SUSTAINABILITY

NEW

STRATEGY &
ENTREPRENEURIAL
INNOVATION

REVISE

MANAGERIAL
ECONOMICS

REVISE

BUSINESS
STRATEGY
CAPSTONE



EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

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OUR EXECUTIVE MASTER OF BUSINESS ADMINISTRATION IS...

LOCATION-INFORMED.
INDUSTRY-IMMERSED.
PROXIMITY-LEVERAGED.



EXECUTIVE MASTER OF BUSINESS ADMINISTRATION BENEFITS

WHY CHOOSE EXCELSIOR UNIVERSITY SCHOOL OF BUSINESS FOR AN EXECUTIVE MASTER IN BUSINESS ADMINISTRATION?

Program Length:

1 year

The difference: The EMBA includes intentionally built, live immersive experiences with fellow students, faculty, and partner experts - the kind you can't find in a traditional online MBA.

Affordability:

Under \$X

Ideal for: Mid-career professionals seeking to enhance their leadership skills and advance their careers. It is ideal for mid-career professionals committed to corporate social responsibility, inclusion, and innovation.

LOCATION-INFORMED

3 metropolitan cities and organizations shape on-location immersion experiences, allowing students to build their network through intentional interactions with fellow students, faculty, and partner experts.

INDUSTRY-IMMERSED

Unique metropolitan lenses and partner organizations contribute to collaborative consultant projects, allowing leaders to graduate with a comprehensive view of leadership in a dynamic, socially conscious business environment.

PROXIMITY-LEVERAGED

Leveraging the law of proximity, our EMBA does what a traditional online degree cannot: bring people together to ideate, collaborate, and discover, live and in-person.

ON-LOCATION ADVANTAGES

UNIQUE CITY LENSES THAT INFORM PROGRAM EXPERIENCES.



EXPLORE TAMPA, CHICAGO, AND ALBANY (2024-2025)

Explore three major metropolitan cities with diverse populations, vibrant cultural scenes, and significant economic importance.



TEAM-BASED LEARNING

Contribute to your network and stay supported throughout your program experience. Collaborate on industry-involved projects in tightly-knit teams.



INDUSTRY-IMMERSED PROJECTS

Real companies with real challenges give you unique experiences. This project-based program will have you consult on real business issues.

PROGRAM COMPONENTS

- ① Program Learning Outcomes
- ② Skills and Competencies
- ③ Courses
- ④ Immersive Learning Experiences
- ⑤ Topics
- ⑥ Term-by-Term Schedule
- ⑦ EMBA-MBA Transformation Side-By-Side

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

PROGRAM LEARNING OUTCOMES

- 1** Graduates will develop innovative strategies for leading resilient, entrepreneurial, and forward-thinking business practices in organizations.
- 2** Graduates will implement technology-driven solutions for organizational efficiency, competitiveness, and success.
- 3** Graduates will evaluate the impact of strategic decisions using business acumen.
- 4** Graduates will implement initiatives to enhance team inclusivity and performance in diverse contexts.
- 5** Graduates will develop effective communication strategies using multiple channels to align organizational vision with diverse stakeholders.
- 6** Graduates will develop long-term sustainability plans for organizations in dynamic environments and with a forward-looking approach.
- 7** Graduates will initiate collaborative projects to generate new ideas and enhance their business networks.

Outcome	Skills/Competencies	ULOs	IACBE	Courses	Immersives Blocks	Topics	Live - Activities	Activity Type
PLO 1: Graduates will develop innovative strategies for leading resilient, entrepreneurial, and forward-thinking business practices in organizations.	Diversity, Equity, Social Justice Tech & Innovation Corporate Social Responsibility Ethics Sustainability Systems Thinking Resilience	2, 3.B, 3.C, 3.D, 5	5	NEW Forward-Thinking Leadership & Organizational Behavior, NEW Ethical Risk Management & Compliance, BUS573 Strategic Brand Marketing, BUS570 Information Technology, NEW Systems & Sustainability, NEW Strategy & Entrepreneurial Innovation, ECO508 Managerial Economics, BUS699 Business Strategy Capstone	Leadership & Operations Block, Ethics and Finance Block, Strategy and Management Block, Social Justice and Innovation Block, Business Strategy Block	Program Theme: Diversity, Equity, and Social Justice	Inclusive Entrepreneurial Leader Workshop	Workshop
						Program Theme: Technology & Innovation	Strategic Technology and Innovation Workshop	Workshop
						Program Theme: Corporate Social Responsibility	Corporate Social Responsibility Workshop	Workshop
						Ethics Theories	Ethics Panel Discussion and Real-World Scenarios with Experts	Panel Discussion
						Sustainability	Sustainability Project Challenge	Pitch Competition
						Systems Thinking	Systems Thinking Simulation	Simulation
PLO 2: Graduates will implement technology-driven solutions for organizational efficiency, competitiveness, and success.	Computer science Data analysis Dashboard Microsoft Excel Microsoft Office Microsoft Outlook Power BI Python SAP Applications SQL Tableau Human Computer Interaction Innovation	3.A, 3.E	6	NEW Corporate Finance & Accounting, BUS573 Strategic Brand Marketing, BUS570 Information Technology, NEW Operations & Project Management, NEW Systems & Sustainability, NEW Strategy & Entrepreneurial Innovation, BUS699 Business Strategy Capstone	Ethics and Finance Block, Marketing & Technology Block, Business Strategy Block	Computer Science Python SQL Data analysis Dashboard Power BI Tableau	Data Analysis and Visualization Project	Project
						SAP Applications Microsoft Excel Microsoft Office Microsoft Outlook	Enterprise Resource Planning (ERP) Analysis Project	Project
						Human Computer Interaction Innovation	Human-Computer Interaction and Innovation Panel and Discussion	Panel Discussion
PLO 3: Graduates will evaluate the impact of strategic decisions using business acumen.	Accounting Auditing Economics Finance Marketing Sales Problem Solving Risk Management	1, 3.A, 3.B	1, 4	NEW Forward-Thinking Leadership & Organizational Behavior, NEW Ethical Risk Management & Compliance, NEW Corporate Finance & Accounting, BUS573 Strategic Brand Marketing, NEW Systems & Sustainability, NEW Strategy & Entrepreneurial Innovation, ECO508 Managerial Economics, BUS699 Business Strategy Capstone	Ethics and Finance Block, Business Strategy Block	Accounting Auditing Finance	Financial Management Project	Project
						Sales	Strategic Sales Simulation	Simulation
PLO 4: Graduates will implement initiatives to enhance team inclusivity and performance in diverse contexts.	Diversity, equity, social justice Leadership Management Organizational behavior	4	2	NEW Forward-Thinking Leadership & Organizational Behavior, NEW Operations & Project Management, NEW Systems & Sustainability, NEW Strategy & Entrepreneurial Innovation, BUS699 Business Strategy Capstone	Leadership & Operations Block, Strategy and Management Block, Social Justice and Innovation Block	Leadership Theories	Leadership Theory Simulation	Simulation
						Organizational Behavior, Talent Management, & Management Theories	Organizational Behavior Field Study	Field Study
						Personal Leadership Style	Leadership Discovery Workshop	Workshop
PLO 5: Graduates will develop effective communication strategies using multiple channels to align organizational vision with diverse stakeholders.	Communications Presenting Writing	3.F	3, 7	NEW Forward-Thinking Leadership & Organizational Behavior, NEW Ethical Risk Management & Compliance, BUS573 Strategic Brand Marketing, NEW Operations & Project Management, NEW Systems & Sustainability, ECO508 Managerial Economics, BUS699 Business Strategy Capstone	Social Justice and Innovation Block	Business Communications	Business Communication Live Case Analysis	Live Case Analysis
PLO 6: Graduates will develop long-term sustainability plans for organizations in dynamic environments and with a forward-looking approach.	Operations Planning Entrepreneurship Process Improvement Project Management Brand Management Compliance	4	5	NEW Forward-Thinking Leadership & Organizational Behavior, NEW Ethical Risk Management & Compliance, NEW Corporate Finance & Accounting, BUS573 Strategic Brand Marketing, NEW Operations & Project Management, NEW Systems & Sustainability, NEW Strategy & Entrepreneurial Innovation, ECO508 Managerial Economics, BUS699 Business Strategy Capstone	Leadership & Operations Block, Ethics and Finance Block, Strategy and Management Block, Marketing & Technology Block	Strategic Planning	Strategic Planning Consulting Project	Project
						Process Improvement	Kaizen Bootcamp	Botocamp
						Brand Management	Brand Audit and Strategic Analysis Consulting Project	Project
						Project Management	Agile Approaches Project	Project
						Compliance Topics in Business	Compliance Audit and Investigation Simulation	Simulation
PLO 7: Graduates will initiate collaborative projects to generate new ideas and enhance their business networks.	Business Development Networking Establish Connections Cultivation Proactivity Lifelong Learning Social Media Savviness	4	5	NEW Ethical Risk Management & Compliance, BUS573 Strategic Brand Marketing, NEW Systems & Sustainability, NEW Strategy & Entrepreneurial Innovation, BUS699 Business Strategy Capstone	Leadership & Operations Block, Strategy and Management Block, Social Justice and Innovation Block	Business Development	Business Development Case Analysis and Pitch Presentation	Pitch Competition
						Networking, Connection Building, Social Media	Networking and Social Media Analytics Bootcamp	Bootcamp
						Lifelong Learning	Ultralearning Program The Ultralearning Program is an immersive and self-directed journey designed to empower students with the skills and mindset for continuous personal and professional development. Through personalized learning plans, mentorship, and peer learning circles, participants will explore cutting-edge strategies and digital platforms to enhance their learning experiences. Engaging in skill development challenges and real-world applications, students will apply their newfound knowledge in diverse contexts. Reflective practices and a supportive community of learners will foster a growth mindset, ensuring that graduates emerge not only with a mastery of specific skills but also with the capability and enthusiasm for ongoing learning in an ever-evolving world.	Program

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WHAT ARE IMMERSIVE LEARNING EXPERIENCES?

WORKSHOPS

**PANEL
DISCUSSIONS**

**PITCH
COMPETITIONS**

SIMULATIONS

FIELD STUDIES

**DISCOVERY
PROGRAMS**

**LIVE CASE
ANALYSES**

PROJECTS

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TOPICS

CORPORATE SOCIAL RESPONSIBILITY	TECHNOLOGY & INNOVATION	DIVERSITY, EQUITY, AND SOCIAL JUSTICE	ETHICS	SUSTAINABILITY
SYSTEMS THINKING	COMPUTER SCIENCE & DATA ANALYTICS	BUSINESS APPLICATIONS	HCI & INNOVATION	ACCOUNTING & FINANCE
SALES	MARKETING	LEADERSHIP THEORIES	ORGANIZATIONAL BEHAVIOR	COMMUNICATIONS
COMPLIANCE	STRATEGIC PLANNING	PROCESS IMPROVEMENT	BRAND MANAGEMENT	PROJECT MANAGEMENT
	BUSINESS DEVELOPMENT	NETWORKING	LIFELONG LEARNING	

THEMES POSITIVE IMPACT BUSINESS TECHNOLOGY
BUSINESS ACUMEN LEADERSHIP COMMUNICATIONS
OPERATIONS CULTIVATING NETWORKS

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DELIVERY

IMMERSIVES BLOCKS

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COURSES

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VERBAL COMPETENCY SESSIONS

Students verbally present the knowledge, ideas, and skills from term immersives and coursework. They have 20 minutes to address a prompt related to their term's work, followed by 3 faculty questions.

PRESENTATION SYMPOSIUMS

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TERM-BY-TERM SCHEDULE – PT. 1

TERM I	WEEK	TERM II	WEEK	TERM III	WEEK
LEADERSHIP & OPERATIONS IMMERSIVES BLOCK	1	ETHICS AND FINANCE IMMERSIVES BLOCK	1	MARKETING & TECHNOLOGY IMMERSIVES BLOCK	1
COURSE: ETHICAL LEADERSHIP & ORGANIZATIONAL BEHAVIOR	2-6	COURSE: BUSINESS ETHICS & COMPLIANCE	2-6	COURSE: STRATEGIC BRAND MARKETING	2-6
COURSE: OPERATIONS & PROJECT MANAGEMENT	2-6	COURSE: CORPORATE FINANCE & ACCOUNTING	2-6	COURSE: INFORMATION TECHNOLOGY	2-6
VERBAL COMPETENCY SESSION	7	VERBAL COMPETENCY SESSION	7	VERBAL COMPETENCY SESSION	7
PRESENTATION SYMPOSIUM	8	PRESENTATION SYMPOSIUM	8	PRESENTATION SYMPOSIUM	8

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TERM-BY-TERM SCHEDULE – PT. 2

TERM IV	WEEK	TERM V	WEEK	TERM VI	WEEK
STRATEGY AND MANAGEMENT IMMERSIVES BLOCK	1	SOCIAL JUSTICE AND INNOVATION IMMERSIVES BLOCK	1	BUSINESS STRATEGY IMMERSIVES BLOCK	1
COURSE: SYSTEMS & SUSTAINABILITY	2-6	COURSE: STRATEGY & INNOVATION	2-6	COURSE: BUSINESS STRATEGY CAPSTONE	2-6
COURSE: MANAGERIAL ECONOMICS	2-6				
VERBAL COMPETENCY SESSION	7	VERBAL COMPETENCY SESSION	7	FACULTY FEEDBACK SESSION	7
PRESENTATION SYMPOSIUM	8	PRESENTATION SYMPOSIUM	8	PRESENTATION SYMPOSIUM	8

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EMBA – MBA TRANSFORMATION SIDE-BY-SIDE

ACTIVITY	EMBA WKS	EMBA MODALITY	EMBA FORMAT	MBA WKS	MBA MODALITY	MBA FORMAT
IMMERSIVES BLOCKS	1	IN- PERSON	LED	1-3	ONLINE	ASYNC
COURSES	2-6	ONLINE	ASYNC	2-6	ONLINE	ASYNC
COMPETENCY OR FEEDBACK SESSIONS	7	ONLINE	SYNC	7	ONLINE	SYNC
PRESENTATION SYMPOSIUMS	8	ONLINE	SYNC	8	ONLINE	SYNC



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THANK YOU.

