Executive MBA
Business of health care concentration

The W. P. Carey Executive MBA (EMBA) is designed for executives with 10 to 15 years of management experience. Classes meet twice monthly on Fridays and Saturdays at ASU’s Tempe campus, convenient for travel within Arizona and from surrounding states.

With six distinct courses that examine the health care industry as it evolves through technological advances, more sophisticated supply chain and management solutions, and a changing public policy environment, the EMBA concentration in the business of health care can help you deliver immediate impact for your organization.

I definitely use what I learned in the EMBA program in my role at Phoenix Children’s Hospital. Clearly the course work prepared me to understand and think about healthcare and medical group management differently. What surprised me most was how much I have benefited from all the discussions and interactions with so many talented classmates from diverse industries."

Jared Muenzer, MD, MBA
Senior Vice President and Chief Operating Officer, Phoenix Children’s Medical Group
Executive MBA 2014

Develop your strategic thinking for a fast-paced global economy.

No. 13
EMBA program in the world
– The Wall Street Journal

88%
of companies are looking to hire MBA graduates.
– GMAC 2016 Corporate Recruiters Survey

Alumni confirm the value of an MBA

82%increased earnings power
86%better prepared for leadership positions
75%accelerated opportunities for career advancement
– GMAC 2017 Alumni Perspectives Survey

wpcarey.asu.edu/emba
Graduate Programs
480-965-3332
wpcareymasters@asu.edu
Business of health care concentration curriculum

The EMBA concentration in the business of health care offers six distinct courses in the second year of the program that deliver a wide-ranging view of the health care industry. Additionally, a one-day extension to the existing Business Strategy and Public Policy course in Washington, D.C. will focus exclusively on health policy issues.

Core courses

**Financial Performance Reporting**
Discover how economic events and transactions are communicated through the financial reporting process and learn how to read, analyze, and interpret financial reports.

**Organizational Theory and Behavior**
Identify how individual and group behavior and organizational processes influence outcomes.

**Decision Statistics**
Examine quantitative information, decision-driven use of information and data, and decision modeling processes.

**Managerial Economics**
Apply microeconomic analysis in areas of supply and demand, production, cost, and pricing.

**Managerial Accounting**
Focus on the use of accounting information for internal planning, decision-making, and performance evaluation.

**Leadership I**
Learn to deal with uncertainty and ambiguity, to use power and persuasion, to use different decision styles in different circumstances, and to lead organizational transitions through changing environmental circumstances.

**Managerial Finance**
Examine risk analysis, valuation, capital, budgeting, cost of capital, and working capital management.

**Marketing Management**
Explore how the marketing function is managed and how to develop strong marketing strategy, with emphasis on how to understand a superior value proposition, articulate independent influences, and comprehend biases.

**Negotiations**
Improve your skills in the art of negotiation through simulations involving multi-party, multi-issue negotiations.

**Business Strategy and Public Policy**
Travel to the Arizona Capitol and Washington, D.C. to see how businesses participate in the public policy process.

**Ethical Issues for Managers**
Address real-world ethical dilemmas by examining ethics and social responsibility for the individual, the organization, and its stakeholders.

Strategic Management
Learn the tools of strategy and policy formulation, emphasizing the integration of decisions in the functional areas to help your organization gain and sustain competitive advantage. Continued in quarter seven and quarter eight.

Entrepreneurship
Identify, evaluate, value, and create entrepreneurial opportunities through a series of cases and discussions on topics covering various phases of venture development.

Leadership II
Build on lessons covered in Leadership I.

Concentration courses

**The Economics of Health Care**
Focus on health insurance, insurance markets, and reform, including health care delivery, reorganization, payment, and alternative payment models.

**Health Care Supply Chain Issues**
Consider how hospitals apply lean-sigma principles to improve supply chain practices and how emerging technological advancements (3-D printing, blockchain, etc.) impact health care supply chains.

**Health Care Informatics and Artificial Intelligence**
Analyze the role of recent advances — including Electronic Medical Records (EMR), patient portals, mobile applications, embedded sensor devices, IoT, and wearables — in modern health care systems.

**Managing Health Care Organizations**
Define and resolve operational challenges associated with the management of health care organizations.

**Health Care Systems: Policies, Practices, and Outcomes**
Compare health systems in advanced nations to better understand the drivers of health outcomes.

**International Health Care Practicum**
Analyze health care systems in one or more advanced nations, including research on provision, costs, and outcomes. An in-country visit allows you to examine the health care system firsthand.

Electives

An elective course is required in quarter three and is optional in quarter seven. Designed exclusively for Executive MBA students, elective content is dynamic and may change based on student and alumni feedback, changing trends in the workplace, and employer and industry needs.

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Arizona State University