



University of New Haven

POMPEA COLLEGE OF BUSINESS

EXECUTIVE MICRO MBA PROGRAM

PROFESSIONAL ONLINE LEARNING TO TRANSFORM YOUR LIFE



Unlock your business potential with the University of New Haven

Gain insight to the key areas of business, build your professional skillset, and prepare yourself for new career opportunities. Dive into business fundamentals and the challenges of today's evolving global environment. Accomplish all of this and more at University of New Haven.

Study online, at your own pace

Create a schedule that works for you and complete the course at your convenience – in under 32 hours!

Taught by industry leaders

Benefit from the guidance of world-renowned educational experts and professionals in business with extensive experience and advanced degrees in their fields.

Learn relevant techniques to apply to your own projects

During the 7-module program, you work on your own projects and use best practices developed by top companies. Enjoy mentoring by professional instructors as they guide you through each step. Develop your personal skills and experience portfolio to always stay relevant and valuable. Unlock new opportunities to achieve personal and professional success.

Professional growth benefits

- Strengthen your foundation in the fundamentals in business.
- Develop and apply critical-thinking and problem-solving skills.
- Analyze and break down business issues relevant to your organization.
- Advance your career, start your own venture, or simply gain a competitive edge.

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203.883.0044

IN COLLABORATION
WITH ZSCHOOL





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1

Leadership & Teambuilding – Leadership in today’s business climate is essential to organizational success. Leaders must constantly exercise “Emotional Intelligence” and “Professional Performance Management” to keep their employees focused, fully engaged, and inspired. Discover how to accelerate your team’s development, create “high performing teams”, and diagnose and repair any team dysfunctions that may arise.

2

Marketing for Executives – Learn to define credible brand identity and value to drive revenue and gain market share. Align marketing strategies for your business to create powerful marketing campaigns that are sustainable and relevant.

3

Economics for Executives – This module is about using economics concepts to solve practical business problems. You will apply those concepts to real-world business situations and develop an understanding of how to increase the value of your business.

4

Accounting for Executives – Expand your knowledge of accounting concepts and identify the contents of the Balance Sheet, Income Statement, Statement of Owner’s Equity, and Statement of Cash Flow. Learn how to navigate the various sections of a company’s 10-K annual report. Analyze the firm’s financial statements by calculating and interpreting key accounting ratios. Interpret and analyze financial statements, in terms of the goals of the firm, and articulate how financial performance relates to the overall strategy of the firm.

5

Finance for Executives – Understand the fundamentals of corporate finance and develop skills to calculate discounted cash flows and basic valuation techniques. Generate models using concepts of time value money and how this framework applies in a corporate setting.

6

Business Analytics for Executives – Explore the analytics methodologies that can enable your organization to reach performance, operational, and efficiency goals. Develop technical skills with programming software, such as R, to run these analyses yourself and translate your findings into valuable business strategies.

7

Strategic Management – Strategic Management requires leaders to know all aspects of their competitive environment to set a strategy that will achieve “competitive advantage.” Learn how to assess a company’s investment into the “factors of competition” that allow one to differentiate their “value proposition” and thrive in today’s marketplace.

8

Capstone: Your Actionable Strategies – This course wrap-up contains what you need to propel your business forward, including formulating your own SMART goals and objectives and customizing an Organizational Strategic Plan for your company. It’s a great way to capture what you’ve learned in very real, actionable frameworks that drive success throughout your organization.