MASTER OF EXECUTIVE SALES LEADERSHIP (E.M.S.L.)

NO LONGER ACCEPTING APPLICATIONS AT THIS TIME

The Master of Executive Sales Leadership (E.M.S.L.) program is designed for sales and sales leadership professionals with a minimum of three to five years of professional sales or business development experience. The following documents are required for admission to the program:

1. Official transcripts from each post-secondary institution attended.
2. A current resume to allow the Admissions Committee the opportunity to assess the individual’s work experience.
4. Two letters of recommendation from individuals who know the applicant in a professional capacity.

All applicants to the E.M.S.L. program are also required to interview with the Admissions Committee. The interview will take place once the application for admission has been completed. Final admissions decisions will be withheld until the application for admission is complete. No materials submitted to the University will be returned to the applicant.

Applications for admission are considered on a rolling basis. However, students are encouraged to submit their applications by the following dates:

Domestic:

- Fall Semester: July 15
- Spring Semester: November 15
- Summer Semester: April 15

International:

- Fall Semester: May 1
- Spring Semester: October 1
- Summer Semester: March 1

The E.M.S.L. curriculum is designed to address the skills and competencies needed for sales leaders to address the challenges of today’s sales landscape. The focus is on preparing sales leaders to strategically plan, lead and motivate, leverage sales technologies, build the salesforce, manage performance, and understand the industry and key customers for which they compete.

The E.M.S.L. curriculum will be completed in lockstep with a cohort of students who begin and end the program at the same time. This will enable participants to get to know, interact, and work with the same group of individuals consistently throughout the duration of the program. The courses will be offered in the same sequence for all students in the cohort and the curriculum is designated to completed within 15 months. In order to accommodate the needs and work schedules of the students, the courses will be delivered primarily online with 1 weekend (per semester) designated for the cohort to meet live for an ‘experiential learning capstone residency’. Experiential learning will be emphasized and capitalize on the most current pedagogical advancements and learning technologies.

Six (4 hour) core courses will be completed over a 3 semester period (12 months). Three (2-hour) integrated independent learning project courses will be complete in the final semester (3 months). The outcomes of this final integrated learning project will provide each individual with a unique hands-on and integrated learning opportunity to apply and demonstrate the knowledge and skills acquired throughout the program.

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EMSL 6000 Sales Leadership
[4 credit hours (0, 0, 4)]
Course will develop a context-specific in depth conceptual and applied understanding of both the strategic and interpersonal processes required to develop a successful proactive sales culture within diverse types of businesses. The sales planning, problem solving, interpersonal and communication skills, goal setting and accountability used by successful sales leaders will be researched, discussed and evaluated. Developmental recommendations for sales leadership improvement will be made, monitored, and revised throughout the program.

EMSL 6100 Sales Planning and Processes
[4 credit hours (0, 0, 4)]
The course positions the sales leader as a business owner or entrepreneur required to manage multiple and complex issues with minimal corporate support. This course will require interaction with a variety of internal and external contacts. Participants will assess, research, and report on real world issues including organizational structure and policies, ethical conflicts, cultural ethnic diversity, legal issues, and multi-national topics.

EMSL 6200 Finance, Business Acumen and Data Analytics
[4 credit hours (0, 0, 4)]
This course prepares participants to effectively analyze and interpret client financial data, business trends, operating results, industry norms and a wide range of metrics and business intelligence in order to strengthen the financial impact of sales proposals and business propositions, and to effectively manage the sales organization.
EMSL 6300 Sales Force Automation and Technology
[4 credit hours (0, 0, 4)]
This course focuses on the impact of the wide range of sales force automation technology, the increasingly pervasive influence of the internet, social media, and emerging information management technologies on sales management, policies and procedures. Participants will study sales technology implementation and the management of prospects and clients throughout the sales cycles utilizing key technology based analytical sales metrics and report tools for sales management decision making case studies.

EMSL 6400 Sales Talent Acquisition, Development, and Management
[4 credit hours (0, 0, 4)]
This course focuses on the comprehensive and critical sequence of tasks required to build an effective sales force including determining staffing levels, defining sales position requirements, targeting and creatively approaching candidate sources, attracting best sales talent, developing professional interviewing skills to help assure candidates fit job requirements and culture of the organization.

EMSL 6500 Sales Force Motivation and Evaluation of Performance
[4 credit hours (0, 0, 4)]
This course focuses on the psychological basis and practical application of motivation as well as the specific influences that motivation has on performance including rewards systems, sales control systems, personal factors, organizational factors, and environmental factors. Specific salesforce and salesperson performance evaluation and appraisal methods and techniques will be discussed and applied within various salesforce settings and contexts.

EMSL 6701 Industry Analysis - A Sales Management Perspective
[2 credit hours (0, 0, 2)]
In this integrated learning project, students will select, contact, meet with, and interview executives from within their employers industry and conduct guided research on the state of the industry. In depth project research requirements are designed to further students learning while also furthering the goals of the sponsoring organization.

EMSL 6702 Corporate Sales Assessment and Strategy Development
[2 credit hours (0, 0, 2)]
In this integrated learning project, students will conduct extensive research on their company and demonstrate advanced comprehension of sales, marketing, client requirements, financial data and sales operational strategies, concepts and metrics. Students will prepare a written analysis and deliver a graded, board room level presentation to faculty and business assessors on emerging issues and potential sales opportunities for their employer.

EMSL 6703 Leading Major, National and Key Account Sales Forces
[2 credit hours (0, 0, 2)]
Through industry research and personal interaction with contacts in their employers key accounts and major clients, students will learn keystone buyer and purchasing decision criteria as well as unique business issues, trends and competitive nuances confronting key accounts. Students will develop insights into customer business plans, priorities, and projects that represent the best opportunities for a key account sales force to deliver value.