

Mode

Online

Language

Spanish

Duration

18 months

Modules

- **BUS611 Finance (3 Credits)** This course covers many financial concepts, including a survey of the financial structure of a firm, its demand for funds to finance the acquisition of assets, and the sources available to satisfy this demand. Analysis of a firm's capital structure and alternative financing sources and techniques will also be covered. Major attention will be on the capital budgeting, the investment, and dividend decisions of a corporation. The course also studies the structure of the financial system, with emphasis on the supply and demand for lendable funds and the term structure of interest rates.
- **BUS612 Managerial Accounting (3 Credits)** This course is a study of the use of accounting information in planning, control, and special decision-making. It involves the uses of accounting data internally by managers in directing the affairs of business and non-business organizations. It focuses on the needs of the manager for financial information and timely reports on the firm's operations to make sound managerial decisions.
- **BUS621 Leadership and Organizational Behavior (3 Credits)** This course focuses on how managers become effective leaders. It addresses the human side of enterprise. Students will examine teams, individuals, and networks in the context of: the determinants of group culture, managing the performance of individual subordinates, and establishing productive relationships with peers and seniors over whom the manager has no formal authority. Also, students will look at successful leaders in action to see how they develop a vision of the future, align the organization behind a vision, motivates people to achieve the vision, and design effective organizations and change them to achieve superior performance.
- **BUS622 Marketing (3 Credits)** The objectives of this course are to understand the role of marketing, explore the relationship between marketing and other functions, and to show how effective marketing builds upon an understanding of buyer behavior to create value for customers. Students learn how to make marketing decisions in the context of general management, how to control the elements of the marketing mix (product policy, channels of distribution, communication, and pricing) to satisfy customer needs profitably, and how to use this knowledge in a brand management simulation. The course culminates with the evolution of marketing, particularly focusing on opportunities presented by the Internet.

- **BIB631 Management and Innovation of International Companies (3 Credits)** This course examines the factors that allow companies to achieve and maintain competitive advantages in the international environment, through the identification of opportunities, the creation of capacities and the development of new technologies and forms of organization. Strategic analysis is an important part of the class, and you will explore and apply various analytical techniques to effectively position your company or business unit in a competitive environment. The course will also cover the various combinations of organizational structures and people needed to execute a given strategy.
- **BIB632 International Economics (3 Credits)** In this Global Economics course, the skills of analyzing markets and economic systems will be explained, while at the same time economic policies will be delved into. In this course, the importance of trade relations at the global level, and the problems that arise in global economic transactions will be understood, analyzing in detail their effects on the factors of each country and on the well-being of its population.
- **BIB641 Cross-Cultural Management (3 Credits)** The course is designed to develop global business leaders. As such, the course aims to develop global leadership competencies. We are going to cover the main management issues that companies have when doing business internationally. Topics include the cultural dimension of international management, diversity management, communication and leadership in the global context, and cultural impacts and ethical dilemmas in global management. This course is oriented around the application of skills, as well as case analysis and teaching and learning methods.
- **BIB642 Global E-Business Strategies (3 Credits)** This course offers an overview of electronic business management in a globalized world economy. Topics covered include technologies that support electronic commerce; the different models of electronic commerce and their applications; security issues; electronic payment systems; legal and ethical issues; global issues in digital management; design and implementation issues and the strategy for the application of an e-business.
- **BUS651 Information Systems and Technology Manager (3 Credits)** Students will gain a solid understanding of the core fundamentals of information systems (IS) today in this course. They will explore the key principles of IS with a captivating overview of the IS discipline and the rapidly changing role of today's IS professional. The focus of this course is to bring the latest IS topics and examples to the forefront, while new opening vignettes, cases, and special interest features clearly demonstrate the emphasis today's organizations place on innovation and speed. Students gain an understanding of cloud computing, forecasting, and some of the most recent developments affecting virtual communities, virtual teams, and work structures. It is the concise IS overview students need to function more effectively as workers, managers, decision makers, and organizational leaders in business today.

- **BUS652 Research Methodology (3 Credits)** This course involves students initiating a scientific research project to serve as the foundation for their Master's Thesis. They must strictly adhere to the scientific method, which encompasses the conceptualization and ethical aspects of the research process. Students will identify a significant problem, conduct background research to gather relevant information, define study parameters, design the scientific method, and propose a detailed research plan. The course also requires them to prepare a comprehensive research proposal, including details of fieldwork procedures, participant population or sampling, and the method for evaluating collected information. Adherence to the latest APA guidelines is mandatory for the research proposal. Successful completion with a minimum grade of B is necessary for graduation
- **BUS661 Operations and Project Management (3 Credits)** This course enables students to develop the skills and concepts needed to ensure the ongoing contribution of a firm's operations to its competitive position. It helps them to understand the complex processes underlying the development and manufacture of products, as well as the creation and delivery of services.
- **BUS662 Thesis (3 Credits)** In this course, students are expected to continue and ultimately complete their Master's Thesis. They must meticulously follow the scientific method outlined in their previously approved research proposal. During this final phase, students will execute the approved fieldwork procedures, potentially repeating them for data accuracy. They'll compile information from experiments and observations, record it meticulously, and analyze the data using the appropriate methodology. The focus is on providing solutions to identified problems and answering related questions, while remaining open to addressing new aspects emerging from the data. The process includes drawing conclusions and presenting recommendations for further scientific research. Students must adhere to the latest APA guidelines for their Master's Thesis and deliver a final oral presentation as an integral part of their research project. A grade of B or higher is required for successful completion and graduation.