

# MBA WITH CONCENTRATION IN PROJECT MANAGEMENT

BIU University

## Mode

Online

## Language

Spanish

## Duration

18 months

## Course Descriptions

- **BUS611 Finance (3 Credits)** This course covers many financial concepts, including a study of the financial structure of a company, its demand for funds to finance the acquisition of assets and the resources available to meet this demand. It also analyzes the capital structure of a company and alternative sources and techniques of financing. Special attention is given to a firm's capital budgeting, investment and dividend decisions. This course also studies the structure of the financial system, with emphasis on the supply and demand of loanable funds and the term structure of interest rates.
- **BUS612 Managerial Accounting (3 Credits)** This course studies the use of accounting information in planning, control and special decision making. It includes the internal uses of accounting data by managers to manage the affairs of business and non-business organizations. It focuses on the manager's needs for timely financial information and reports on business operations in order to make sound management 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 show how effective marketing relies on understanding buyer behavior to create value for customers. Students learn how to make marketing decisions within the framework of general management, how to control the elements of the marketing mix (product policy, distribution channels, communication and pricing) to meet customer needs profitably, and how to use this knowledge in a brand management simulation. The course culminates with the evolution of marketing, with a particular focus on the opportunities presented by the Internet for marketing.

- **BPM631 Strategic Project and Business Management (3 Credits)** This course allows the student to learn about the different organizational styles, as well as the concepts of organizational culture and to specialize in the knowledge of the different documents where the organization manifests itself as a cultural expression, with special attention to the project management department.
- **BPM632 Project Scope and Financing Management (3 Credits)** This course focuses on providing students with practical knowledge to understand the implications of project scope and financial management. Topics include the meaning of project management language, communicating with project stakeholders to clarify project scope, validating consistency between project stakeholder expectations of project scope and what the project scope management plan (SMP) defines as scope, project objectives, defining and sequencing work/tasks to be performed to achieve project objectives, managing estimated time and resources, tracking and evaluating progress and completion of scheduled tasks. In addition, this course also covers the financial aspects of project management, including, but not limited to, budget and schedule, revenue and profit, cost and investment.
- **BPM641 The Human Factor and Change Management in Projects (3 Credits)** This course provides students with a comprehensive analysis of the importance and role of the human factor in the successful completion of projects. Team management, interpersonal skills and project leadership, as well as key conflict resolution techniques are covered in depth. In addition, this course also addresses issues related to change management, including, among others, how changes in projects lead to changes in the main phases of project management (planning, execution, monitoring and control, and closure), change management in the workforce, and change management in the organization.
- **BPM642 Application of Agile Methodologies (3 Credits)** This course provides students with the key theoretical and practical knowledge necessary to choose the most appropriate Project Management methodology consistent with the context of the selected project type. Specifically, this course provides a comprehensive overview of agile methodologies and how they help teams complete work faster, adapt to changing project requirements and improve the efficiency of their workflow.

- **BUS651 Information Systems and Technology Management (3 Credits)** In this course students will gain a solid understanding of the basic fundamentals of today's information systems (IS). They will explore the key principles of IS with a captivating overview of the discipline involved and the rapidly changing role of today's IS professional. The focus of this course is to present the latest IS topics and examples at the cutting edge, while new opening vignettes, cases and special interest features clearly show the emphasis organizations place on innovation and speed. In this course students gain an understanding of cloud computing, forecasting and some of the latest developments affecting virtual communities, virtual teams and work structures. It provides the concise overview that students need today to function more effectively as workers, managers, decision-makers and organizational leaders in business.
- **BUS652 Research Methodology (3 Credits)** In this course students will develop a scientific research project that will serve as the basis for the completion of a Master's Thesis. To do so, students will rigorously follow the applicable steps of the scientific method, which includes the part of the research process related to conceptualisation and ethics, as well as the description of the qualitative, quantitative or mixed scientific method to be followed. Specifically, students will identify and define a problem of interest that merits the search for a solution and/or answers to questions related to the problem, which have been formulated to improve the understanding of the problem; address the problem and/or related questions by conducting background research to gather information to become familiar with what is known about the problem so far and/or the proposed related questions, including their possible answers; establish the parameters to be used to study and understand the selected problem and/or the formulated questions. Conceptualise and design the scientific method to be applied to carry out the study. They will plan and present a precise and complete research proposal including all the above elements and, in addition, a detailed description of the procedures to be followed during the execution of the fieldwork, as well as the population expected to participate and/or the sampling to be collected for future analysis, and the description of the method of evaluation of the information obtained. Students must follow the most current version of APA guidelines for writing their research project. The student must successfully complete this requirement with a grade of B or higher to graduate.
- **BUS661 Operations and Project Management (3 Credits)** This course enables students to develop the skills and concepts necessary to ensure the continuous contribution of a company's operations to its competitive position. It helps them to understand the complex processes that underlie 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 complete their Master's Thesis. For this purpose, students must systematically follow the scientific method described as part of their previously completed and approved research project. During this final phase, the student must execute the approved procedure for conducting fieldwork, which could be repeated as necessary to ensure that the data collected is accurate and reliable at the time of collection. Collect information obtained from experimentation and/or observation. Carefully record all collected data (observations, measurements, survey information, among other predetermined data) according to the variables assessed. Interpret the results focusing mainly on providing a solution to the selected problem and/or answering the related questions that have been proposed, without discarding opportunities to address other aspects of the problem that have not been previously identified as objectives, but that are derived from the interpretation of the data obtained. Draw conclusions inferred from the experimental results and present recommendations suggesting further relevant scientific investigations. Students must follow the most current version of APA standards for writing their Master's Thesis, and coordinate a final oral presentation, which should be considered an integral part of a research project. The student must successfully complete this requirement with a grade of B or higher to graduate.