

Master of Business Administration (MBA)

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To meet the growing demand in today's business world for highly trained, graduate-level professionals across a wide range of specialties, Broward International University offers multiple concentrations within its MBA program. These options allow students to choose from different sets of elective courses to customize their studies and align the program with their specific career goals.

The available academic concentrations have been selected based on current workforce demand and are designed to prepare students to take on specialized responsibilities within each area. The MBA program includes 24 semester credits of foundational business coursework (core courses), plus 12 semester credits of specialized courses that uniquely define the chosen concentration. Please note, however, that concentrations are not listed on the awarded diploma, but they will appear clearly on the student's academic transcript. The standard MBA and the MBA concentrations currently available are described below.

Program Objective

The objective of the Master of Business Administration (MBA) program, administered by the School of Business, is to offer a well-balanced blend of broad, theory-based preparation in core business areas and practical instruction drawn from our faculty's real-world business experience—helping students better understand the challenges organizations face in an increasingly globalized environment. Together, this approach equips students with the essential business skills needed to lead and manage organizations successfully.

Program Description

The MBA program is a graduate-level business program designed for students with diverse academic backgrounds and professional experience. It is built for working professionals seeking a comprehensive business education through a core curriculum focused on developing both conceptual and practical skills across key business disciplines, including Accounting, Finance, Marketing, Leadership, and Management.

Course Methodology

Our learning methodology is flexible, adaptable to all learning styles, fully online, and delivered through a blend of synchronous sessions and


Asynchronous group and individual activities, heavily grounded in case studies. All live sessions are recorded and remain available for students to replay (even if they couldn't attend a session), giving the program a high degree of flexibility.

Our faculty—each holding a doctoral degree and deeply connected to industry—teach the theory through real-world case studies from companies and institutions, where students apply what they've learned. By pairing asynchronous discussion forums with live chats, the program not only builds a problem-solving mindset, but also brings situated learning to life in the volatile, uncertain, complex, and ambiguous environments of the Fourth Industrial Revolution that we're navigating as a society.

These spaces for dialogue and exchange foster an active-learning approach and strong collaboration among classmates, which in turn builds essential soft skills—especially the ability to create meaningful professional connections (networking) that are truly invaluable. They also strengthen our professional profile by expanding our community to include peers with master's degrees with whom we've built trusted, long-term professional relationships. As a result, our master's students learn through real-world cases, grounded in solid theoretical frameworks, within a flexible online environment—developing soft skills while becoming part of a professional network that will support them throughout their entire careers.

	Nombre del curso	Código	Créditos
1º Período Académico	Marketing	BUS6011	3
	Managerial Accounting	BUS6012	3
2º Período Académico	Leadership and Organizational Behavior	BUS6021	3
	Finance	BUS6022	3
3º Período Académico	Business, Government, International Economy, Business Policy, and Strategy (*)	BUS6031	3
	Management (*)	BUS6032	3
4º Período Académico	The Entrepreneurial Manager (*)	BUS6042	3
	Human Resources Management (*)	BUS6043	3
5º Período Académico	Information Systems and Technology Management	BUS6051	3
	Research Methodology	BUS6052	3
6º Período Académico	Operations and Project Management	BUS6061	3
	Thesis	BUS6062	3

(*) Cursos a ser sustituidos por el conjunto de cursos electivos relacionados con la concentración elegida.



BUS6011 - Marketing: The goals of this course are to understand the role of marketing, examine how marketing connects with other business functions, and demonstrate how effective marketing is grounded in understanding buyer behavior to create customer value. Students learn to make marketing decisions within the broader context of general management, to manage the elements of the marketing mix (product policy, distribution channels, communications, and pricing) to meet customer needs profitably, and to apply these skills in a brand-management simulation. The course concludes with an overview of how marketing has evolved, with particular attention to the opportunities the Internet has created.

BUS6012 - Managerial Accounting: This course examines how accounting information is used for planning, control, and special decision-making. It covers how managers use accounting data internally to run both business and nonprofit organizations. The course emphasizes managers' need for timely financial information and operational reports to support sound management decisions.

BUS6021 - Leadership and Organizational Behavior: This course focuses on how managers become effective leaders and explores the human side of business. Students analyze teams, individuals, and networks in terms of: the drivers of group culture, managing the performance of individual direct reports, and building productive relationships with peers and supervisors over whom the manager has no formal authority. Students also observe successful leaders in action—leaders who shape a future vision, guide the organization to pursue it, motivate people to achieve it, and design effective organizations while making the right changes to drive stronger performance.

BUS6022 - Finance: This course covers a wide range of financial concepts, including an examination of a firm's financial structure, its need for funds to finance asset purchases, and the resources available to meet that need. It also analyzes a company's capital structure, along with alternative sources and methods of financing. Special attention is given to capital budgeting, investment decisions, and corporate dividend policy. The course also explores the structure of the financial system, emphasizing the supply and demand for loanable funds and the term structure of interest rates.

BUS6031 - Business, Government, International Economy, Business Policy, and Strategy: This course provides tools for analyzing the economic environment and helps managers understand how their decisions affect their organizations. Students will learn about the impact of national income accounting and the balance of payments, exchange-rate theory, and political regimes. The course examines both the advantages and the challenges of regional and global integration, covering international trade, foreign direct investment, portfolio capital flows, and global environmental issues.

BUS6032 - Management: This course focuses on the study of organizational theories, emphasizing how goals are set, assessed, achieved, and revised over time. Topics include the relationship of

authority, role accountability, organizational structure, design, and culture. Students will diagnose organizational functions, analyze gaps, and determine how to adapt the organizational structure to achieve a company's goals.

BUS6042 - The Entrepreneurial Manager: This course examines the challenges managers face when turning an opportunity into a viable, value-creating organization, and equips students to develop their own approaches, guidelines, and skills as entrepreneurial leaders. Students learn how to spot potentially valuable opportunities, secure the resources needed to pursue them, build a business organization, manage it once established, grow it into a sustainable enterprise, and create and capture value for the organization's shareholders.

BUS6043 - Human Resources Management: This course is designed to teach the core concepts needed to understand the critical role Human Resources Management plays in ensuring employees' knowledge, experience, competencies, and skills are used effectively—so the organization can maximize revenue generation and successfully achieve its vision, mission, goals, and objectives.

Emphasis is placed on the key organizational activities involved in managing all aspects of the workforce in the workplace, as well as workplace culture and environment, including staffing (developing a strategic staffing plan, posting job openings, recruiting, interviewing, selection, negotiating compensation packages, hiring, etc.).

Instruction focuses especially on how to build fair, competitive compensation and benefits packages aligned with industry standards; develop workplace policies and procedures that ensure a safe, positive employee experience; and design and deliver training and development programs that boost organizational productivity. These programs are framed with internal and external factors and trends in mind, including globalization and multicultural considerations, workforce diversity, remote work, and evolving technologies, among others. Students also learn to plan and implement effective retention strategies; ensure compliance with applicable state and federal labor laws; enforce worker-protection requirements under state and federal safety standards and other regulatory bodies; and apply effective communication practices to ensure relevant information is shared accurately and in a timely manner.

BUS6051 - Information Systems and Technology Management: In this course, students gain a strong grasp of the core fundamentals of today's information systems (IS). They explore key IS principles through an engaging overview of the field and the rapidly evolving role of the modern IS professional. The course emphasizes the latest leading-edge IS topics and real-world examples, while new opening vignettes, cases, and special-interest features clearly highlight how strongly organizations prioritize innovation and speed.

In this course, students build an understanding of cloud computing, forecasting, and some of the latest developments shaping virtual communities, virtual teams, and modern work structures. It provides the concise overview students need today to perform more effectively as employees, managers, decision-makers, and organizational leaders in business.

BUS6052 - Research Methodology : In this course, students will develop a scientific research project that will serve as the foundation for completing a master's thesis. To do so, students must rigorously follow the applicable steps of the scientific method, including the research-process components related to conceptualization and ethics, as well as a description of the qualitative, quantitative, or mixed scientific approach to be used. Specifically, students will identify and define a problem of interest that warrants seeking a solution and/or answers to problem-related questions designed to deepen understanding; they will address the problem and/or related questions by conducting background research to gather information and become familiar with what is currently known about the issue and/or the proposed questions, including potential answers; and they will establish the parameters that will be used to study and better understand the selected problem and/or the questions posed.

Students will conceptualize and design the scientific method to be used to conduct the study. They will plan and present a clear, complete research proposal that includes all of the elements above, along with a detailed description of the procedures to be followed during fieldwork, the expected participant population and/or the sample to be collected for future analyses, and the method for evaluating the information obtained. Students must use the most current APA guidelines when writing their research project. To graduate, the student must successfully complete this requirement with a grade of B or higher.

BUS6061 - Operations and Project Management : This course enables students to build the skills and concepts needed to ensure that an organization's operations continue to support its competitive position. It also helps them understand the complex processes behind product development and manufacturing, as well as the design and delivery of services.

BUS6062 - Thesis: In this course, students are expected to continue and complete their Master's Thesis. To do so, they must systematically follow the scientific method described in their previously completed and approved research proposal. During this final phase, the student must carry out the approved procedure for conducting the fieldwork, which may be repeated as needed to ensure the data collected are accurate and reliable at the time they are gathered.

Gather the information obtained through experimentation and/or observation. Carefully record all collected data (observations, measurements, survey information, and other predetermined data) based on the variables being evaluated. Analyze the recorded data using the appropriate methodology; interpret the results by focusing

primarily by providing a solution to the selected problem and/or addressing the related questions that have been posed, while still leaving room to explore other facets of the issue that were not previously defined as objectives, but that emerge from interpreting the data collected.

Draw conclusions based on the experimental results and offer recommendations that point to relevant directions for further scientific research. Students must follow the most current edition of APA guidelines when writing their Master's Thesis and arrange a final oral presentation, which should be considered an integral part of the research project. The student must successfully complete this requirement with a grade of B or higher in order to graduate.