

Master of Business Administration (MBA)

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To respond to the growing demand in the business world for highly trained graduate-level professionals across a wide range of specializations, Broward International University offers multiple concentrations within its MBA program, allowing students to choose from different sets of elective courses to customize their studies and meet 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 those areas. The MBA program includes 24 semester credits of foundational business coursework (core courses) plus 12 semester credits of specialized courses that uniquely define the selected concentration. It's important to note, however, that concentrations are not listed on the diploma awarded, but they will appear clearly on the student's academic transcript. Below, the standard MBA and the MBA with currently available concentrations are described.

Program Objective

The objective of the Master of Business Administration (MBA) program, under the administrative oversight of the School of Business, is to deliver a well-balanced blend of broad theoretical preparation in core business areas and practical instruction drawn from our faculty's real-world business experience, to support an understanding of the challenges companies face in a globalized environment. This combination equips students with the essential business skills needed to lead and manage organizations successfully.

Program Description

The MBA program is a graduate-level business academic program designed to meet the needs of students with diverse academic backgrounds and professional experience. The MBA is built for working professionals seeking a rigorous, well-rounded business education through a core curriculum focused on developing both conceptual and practical skills across essential business areas, including Accounting, Finance, Marketing, Leadership, and Management.

Course Methodology

Our learning methodology is flexible, adaptable to all learning styles, entirely online and is delivered through the combination of synchronous sessions and

Strongly case-based asynchronous group and individual activities. All live sessions are recorded and made available for students to replay even if they weren't able to attend, giving the program a high degree of flexibility.

Our faculty—all PhD-trained and deeply connected to industry—teach theory through real-world case studies from actual companies and institutions, where you put what you've learned into practice. The blend of asynchronous discussion forums and live chats makes it possible not only to build a problem-solving mindset, but also to bring learning to life in the volatile, uncertain, complex, and ambiguous environments that define the Fourth Industrial Revolution our society is navigating today.

These spaces for dialogue and exchange foster an active-learning approach and create synergy with classmates in our program that leads to the development of soft skills through building networking connections that are truly invaluable, strengthening our professional profile with a community of peers holding a master's degree with whom we've built a trusted professional relationship. As a result, our master's students shape their learning through real-world cases, grounded in solid theoretical frameworks and delivered in a flexible online environment—developing soft skills while joining a network of professionals who will support them throughout their entire career.

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

(*) Courses to be replaced by the set of Concentration courses related to the chosen concentration.



BUS6011 - Strategic Marketing Management: This course aims to help students 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, manage the elements of the marketing mix (product strategy, distribution channels, communications, and pricing) to meet customer needs profitably, and apply these skills in a brand-management simulation. The course concludes by looking at the evolution of marketing, with particular focus on the opportunities the Internet brings.

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 non-business organizations. It focuses on what managers need to have access to timely financial information and operational reports so they can make sound management decisions.

BUS6021 - Leadership and Organizational Behavior: This course focuses on how managers become effective leaders. It examines the human side of business. Students will analyze teams, individuals, and networks in the context 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. In addition, students will observe successful leaders in action as they develop a forward-looking vision, guide the organization to pursue it, motivate people to achieve it, and design effective organizations—making the right changes to deliver stronger performance.

BUS6022 - Managerial Finance: This course covers a wide range of financial concepts, including an examination of a company's financial structure, its need for funds to finance asset acquisitions, and the resources available to meet that need. It also analyzes a firm's capital structure, along with alternative funding sources and financing techniques. 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 - Global Business Policy and Strategy: This course provides tools for analyzing the economic environment and helps managers understand what their decisions mean for their organizations. Students will learn about the effects of national income accounting and the balance of payments, exchange-rate theory, and political systems. The course also examines both the advantages and the challenges that come with regional and global integration, including international trade, foreign direct investment, portfolio capital, and global environmental issues.

BUS6032 - Advanced Management Theory and Practice: 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 ways to adapt the organizational structure to achieve a company's goals.

BUS6052 - Research Methodology : In this course, students will develop a scientific research project that will serve as the foundation for a Master's thesis. To do so, students must rigorously follow the applicable steps of the scientific method, which covers the portion of the research process related to conceptualization and ethics, as well as a description of the qualitative, quantitative, or mixed scientific method 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 formulated 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 problem and/or the proposed related questions, including possible answers; and they will establish the parameters that will be used to study and understand the selected problem and/or the questions posed.

They will conceptualize and design the scientific method to be used to carry out the study. They will plan and present a clear and complete research proposal that includes all of the elements above and, in addition, a detailed description of the procedures to be followed during the execution of field work, as well as the population expected to participate and/or the sample to be collected for future analyses, and a description of the method used to evaluate the information obtained. Students must follow the most up-to-date version of APA guidelines when writing their research project. The student must successfully complete this requirement with a grade of B or higher to graduate.

BUS6042 - The Entrepreneurial Management and Innovation: This course examines the challenges faced by managers who want to turn an opportunity into a viable, value-creating organization, and it equips students to develop their own approaches, guidelines, and skills to become entrepreneurial leaders. The course teaches students how to identify potentially valuable opportunities, secure the resources needed to pursue an opportunity, and create a business organization, manage it once it has been established, grow the business into a sustainable enterprise, and create and capture value for the organization's shareholders.

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

BUS6043 - Strategic Human Resources Management: This course is designed to teach the fundamentals that help students understand the critical role that is played by Human Resources Management in

Human Resources ensures employees' knowledge, experience, competencies, and skills are used effectively to maximize revenue generation and successfully achieve the organization's vision, mission, goals, and objectives.

Emphasis is placed on the core organizational activities required to manage everything related to people in the workplace, as well as workplace culture and the work environment, including staffing (building a strategic staffing plan, posting job openings, recruiting, interviewing, selecting candidates, negotiating compensation packages, hiring, etc.).

Special focus is given to developing fair, competitive compensation and benefits packages aligned with industry standards; creating workplace policies and procedures that ensure a safe and positive employee experience; planning and delivering training and development programs to boost organizational productivity—designed with internal and external factors and trends in mind, including globalization and multicultural considerations, workforce diversity, remote work, and changes in technology, among others; planning and implementing effective retention strategies; ensuring compliance with applicable state and federal labor laws; enforcing worker-protection requirements under state, federal, and other regulatory safety standards; and using effective communication processes to ensure relevant information is shared accurately and appropriately.

BUS6061 - Operations and Project Management : This course helps students build the skills and understanding needed to ensure a company's operations continue to strengthen its competitive position. It also supports students in understanding 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, 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 carry out the approved procedure to conduct the fieldwork, which may be repeated as needed to ensure the data collected are accurate and reliable at the time of collection.

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 with a primary focus on proposing a solution to the selected problem and/or answering the related questions that were posed, while remaining open to addressing other aspects of the stated problem that were not previously identified as objectives but emerge from interpreting the data obtained.

Draw conclusions based on the experimental results and present recommendations that point to relevant new scientific research. Students must follow the version

the most up-to-date APA guidelines for writing your Master's Thesis, and to coordinate a final oral presentation, which must 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.