

## **Master of Business Administration (MBA) with a Concentration in Project Management**

### **Master of Business Administration (MBA)**

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, allowing students to choose from different sets of elective courses to tailor their studies and support their specific career goals.

The available academic concentrations have been selected based on current workforce demand and 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. Please note that concentrations are not listed on the diploma awarded, but they will appear clearly on the student's academic transcript. Below is a description of the standard MBA and the MBA concentrations currently available.

### **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 the real-world business experience of our faculty, to help support an understanding of the challenges businesses face in an increasingly globalized environment. This blend 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 serve students with a strong academic background and professional experience. The MBA is built for working professionals seeking a rigorous, well-rounded business education through a core curriculum focused on developing a set of conceptual and practical skills across essential business areas, including Accounting, Finance, Marketing, Leadership, and Management.

### **MBA with a Concentration in Project Management**

The Project Management concentration, an option within the Master of Business Administration (MBA) program, has been thoughtfully designed to further enhance

core business training already built into the MBA, equipping students with essential skills and knowledge, along with the best practices needed to effectively carry out the strategic leadership role Project Directors play in the successful performance of national and international organizations.

It explores key topics in greater depth, including scope management, cost estimating and control, scheduling, organizational culture, expectations management, staffing to build capable, well-aligned teams, managing change in organizations as well as in individuals and groups, planning and implementing the project management methodologies best suited to the specific project assigned, and other areas that, overall, are essential for project leaders to set goals, plan accordingly, track the progress of projects, and strengthen their ability to run projects smoothly once they're implemented.

In light of the above, this concentration is designed for students whose interests and career goals focus on pursuing leadership opportunities in public or private organizations that need leaders who can oversee large-scale, project-based initiatives and keep them moving forward efficiently.

### **Course Methodology**

Our learning methodology is flexible, adaptable to all learning styles, fully online, and delivered through a blend of live sessions and asynchronous group and individual activities grounded in case studies. All live sessions are recorded and made available for students to replay (even if they were unable to attend), giving the system a high degree of flexibility.

Our faculty—all holding doctoral degrees and deeply connected to industry—approach the theory through case studies drawn from real companies and institutions, where the concepts learned are put into practice. The combination 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 within the volatile, uncertain, complex, and ambiguous environments characteristic of the fourth industrial revolution our society is navigating.

These spaces for dialogue and exchange foster an active-learning approach and synergy with fellow class participants that leads to the development of soft skills through building professional connections (networking) that are invaluable, strengthening our professional profile with a network of peers holding master's degrees with whom we have built a trusted professional bond. As a result, our master's students build their learning through real-world cases, with strong theoretical foundations, in a flexible online environment—developing soft skills and integrating a network of professionals who will support them throughout their entire career.

|                         |                                                        |               |                 |
|-------------------------|--------------------------------------------------------|---------------|-----------------|
| 1º<br>Período Académico | <b>Nombre del curso</b>                                | <b>Código</b> | <b>Créditos</b> |
|                         | Advanced Management Theory and Practice                | BUS6032       | 3               |
|                         | Managerial Accounting                                  | BUS6012       | 3               |
| 2º<br>Período Académico | Leadership and Organizational Behavior                 | BUS6021       | 3               |
|                         | Managerial Finance                                     | BUS6022       | 3               |
| 3º<br>Período Académico | Strategic Project and Organizational Management (*)    | BPM6031       | 3               |
|                         | Project Scope and Financing Management (*)             | BPM6032       | 3               |
| 4º<br>Período Académico | The Human Factor and Change Management in Projects (*) | BPM6041       | 3               |
|                         | Research Methodology                                   | BUS6052       | 3               |
| 5º<br>Período Académico | Information Systems and Technology Manager             | BUS6051       | 3               |
|                         | Application of Agile Methodologies (*)                 | BPM6042       | 3               |
| 6º<br>Período Académico | Operations and Project Management                      | BUS6061       | 3               |
|                         | Thesis                                                 | BUS6062       | 3               |

(\*) Courses replacing the set of Concentration courses related to the standard MBA.



**BUS6032 - Advanced Management Theory and Practice:** This course builds advanced competencies in business management, strengthening students' ability to assess organizational situations, make strategic decisions, and apply management principles across a range of settings. It covers the core functions of management and how they connect to value creation, efficiency and the achievement of organizational objectives. In addition, students use management concepts and tools to address business scenarios and meet the challenges of a global, digital environment.

**BUS6012 - Managerial Accounting:** This course examines how accounting information is used for planning, control, and special decision-making. It covers how managers use internal accounting data to oversee the operations of both business and non-business organizations. It focuses on the needs of managers to have timely financial information and reports on company operations in order to make sound management decisions.

**BUS6021 - Leadership and Organizational Behavior:** This course focuses on how managers become effective leaders. It explores the human side of business. Students will examine 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 superiors over whom the manager has no formal authority. In addition, students will observe successful leaders in action as they develop a vision for the future, align the organization behind 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 firm's financial structure, its need for funds to finance asset acquisition, and the resources available to meet that need. It also analyzes a company's capital structure, along with alternative funding sources and financing techniques. Special emphasis is placed on capital budgeting, investment decisions, and corporate dividend policy. The course also explores the structure of the financial system, highlighting the supply and demand for loanable funds and the term structure of interest rates.

**BPM6031 - Strategic Project and Organizational Management:** This course helps students become familiar with different organizational styles, introduces key ideas in organizational culture, and builds expertise in the various documents where an organization is reflected as a cultural expression—placing special emphasis on the project management department.

**BPM6032 - Project Scope and Financing Management:** This course focuses on giving students practical knowledge to understand the implications of project scope and financial management. Topics include the meaning of project management terminology; communicating with project stakeholders to clarify scope; confirming alignment between stakeholders' scope expectations and what the Project Scope Management Plan (SMP) defines; project objectives; defining and sequencing the work/tasks needed to meet those objectives; managing estimated time and resources; tracking and evaluating progress; and completing scheduled tasks. In addition, the course covers the financial side of managing a project, including (but not limited to) the budget and planned completion date per the schedule, revenues and benefits, and cost and investment.

**BPM6041 - The Human Factor and Change Management in Projects:** This course gives students a thorough look at why the human factor matters—and the role it plays—in delivering projects successfully. It takes an in-depth approach to team management, interpersonal skills, and project leadership, along with core conflict-resolution techniques. In addition, the course covers change-management topics, including how changes within projects drive changes across the major phases of project management

(planning, execution, monitoring, control, and closeout), workforce change management, and organizational change management.

**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 focused on 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 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 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, comprehensive research proposal that includes all of the elements above and, in addition, a detailed description of the procedures to be followed during fieldwork, as well as the expected participant population and/or the sample to be collected for future analyses, and a description of the method that will be used to evaluate the information obtained. Students must use the most current version of APA guidelines when writing their research project. The student must successfully complete this requirement with a grade of B or higher in order to graduate.

**BUS6051 - Information Systems and Technology Manager:** In this course, students will gain a strong understanding 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 the modern IS professional. The focus of this course is to highlight the latest leading-edge IS topics and examples, while new opening vignettes, cases, and special-interest features clearly underscore organizations' emphasis on 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 workplace structures. It offers the concise overview students need today to perform more effectively as employees, managers, decision-makers, and organizational leaders in business.

**BPM6042 - Application of Agile Methodologies:** This course equips students with the essential theoretical and practical knowledge needed to select the Project Management methodology that best fits—and aligns with—the context of the chosen project type. Specifically, it provides a comprehensive overview of agile methodologies and how they help teams complete work faster, adapt to changes in project requirements, and improve the efficiency of their workflow.

**BUS6061 - Operations and Project Management:** This course enables students to build the skills and understanding needed to ensure that a company's operations continue to strengthen its competitive position. It also helps them grasp 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 outlined in their previously completed and approved research project. During this final stage, the student must carry out the approved procedure to conduct fieldwork, which may be repeated as needed to ensure the data collected is accurate and reliable at the time it is gathered.

Gather the information obtained through experimentation and/or observation. Carefully document all collected data (observations, measurements, survey responses, and other predefined data) according to 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 addressing the related questions posed, while remaining open to opportunities to examine other aspects of the issue that were not previously identified as objectives but that emerge from interpreting the data obtained.

Draw conclusions supported by the experimental results and present recommendations that point to relevant future 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. To graduate, the student must successfully meet this requirement with a grade of B or higher.