

Master of Business Administration in Digital Transformation and Business Development with Concentration in

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 program and achieve 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 concentrations. The MBA program consists of 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 with currently available concentrations.

Program Objective

The objective of the Master of Business Administration (MBA) program, administered by the School of Business, is to provide a well-balanced blend of broad theoretical preparation in essential business areas and practical instruction drawn from the real-world business experience of our faculty, helping students better understand the challenges organizations face in a globalized environment. This combination equips students with the core 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 strong academic backgrounds and professional experience. The MBA is built for working professionals seeking a comprehensive business education through a core curriculum focused on building a set of conceptual and practical skills across key business areas, including Accounting, Finance, Marketing, Leadership, and Management.

MBA with a concentration in Digital Transformation and Business Development

The concentration in Digital Transformation and Business Development, an option within the Master of Business Administration (MBA) program, has been conceptually designed

to further strengthen the core business foundation already provided in the MBA by offering a comprehensive view of current trends in digital business technologies, the impact they are having on how businesses are managed, and the current need to pursue digital transformation with the goal of redesigning all business processes that can be optimized and automated through today's digital technology applications. In addition, this concentration emphasizes that achieving true digital transformation requires changes in an organization's performance data, data processing, and the technologies currently in use. Since companies that pursue digital transformation will unlock new opportunities on a global scale, this concentration also covers topics related to developing new business opportunities and the implementation of new business models that can be adopted and adapted to make the most of the digital transformation process.

Based on the considerations described above, this concentration is designed for students whose interests and career goals are focused on the pursuit of management and leadership roles in organizations that need to hire technically skilled professionals—especially those who can guide companies through a digital transformation.

Course Methodology

Our learning methodology is flexible, adaptable to every learning style, fully online, and delivered through a blend of live synchronous sessions and asynchronous group and individual activities that are strongly grounded in case study work. All synchronous sessions are recorded and made available for students to replay (even if they were unable to attend), giving the program a high degree of flexibility.

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

These spaces for dialogue and exchange create an active-learning approach and strong synergy with fellow classmates that leads to the development of soft skills in building professional connections (networking) that are invaluable, strengthening our professional profile with a network of peers who hold master's degrees and with whom we've built a trusted professional bond. As a result, our master's students develop their learning through real-life cases, grounded in solid theoretical frameworks and delivered in a flexible online environment—building soft skills and integrating a network of professionals that will support them throughout their entire career.

1º Período Académico	Nombre del curso	Código	Créditos
	Advanced Management Theory and Practice	BUS6032	3
2º Período Académico	Managerial Accounting	BUS6012	3
	Leadership and Organizational Behavior	BUS6021	3
3º Período Académico	Managerial Finance	BUS6022	3
	Business Intelligence for Strategic Decision-Making (*)	BDT6031	3
4º Período Académico	Digital Project Management (*)	BDT6032	3
	Design Thinking and New Business Models (*)	BDT6041	3
5º Período Académico	Research Methodology	BUS6052	3
	Information Systems and Technology Manager	BUS6051	3
6º Período Académico	Strategic Business Development (*)	BDT6042	3
	Operations and Project Management	BUS6061	3
6º Período Académico	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 business management skills, 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 achieving organizational goals. Students also put management concepts and tools into practice to address business scenarios and navigate 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 manager's need 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 supervisors over whom a manager has no formal authority. In addition, students will observe successful leaders in action as they shape a forward-looking vision, align 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 purchases, and the resources available to meet that need. It also analyzes a firm's capital structure, along with alternative sources and methods of financing. Special emphasis is placed on capital budgeting, investment decisions, and corporate dividend policy. The course also explores the structure of the financial system, with a focus on the supply and demand for loanable funds and the term structure of interest rates.

BDT6031 - Business Intelligence for Strategic Decision-Making: Businesses are navigating a major shift in the way the world works. Globalization, new technologies, the rise of emerging economies, and evolving social trends are reshaping the competitive landscape. In response, organizations must adapt to stay viable—and that means embracing change. In this course, students explore topics such as new economic paradigms, leading through change, and emerging organizational models, among others.

BDT6032 - Digital Project Management: Because digital businesses move fast, they require innovative project methodologies. These projects often involve significant uncertainty and demand rapid development cycles, achieved through incremental iterations to meet the established "launch deadline" (time to market). This course gives students the criteria to choose the most appropriate project management approach for each initiative, based on project conditions and stakeholders, as well as its absolute and relative complexity.

BDT6041 - Design Thinking and New Business Models: We live in a world of abundance, where supply far outpaces demand. Standing out from the competition through high-value-added offerings is essential to thrive sustainably over time. Building a strong foundation from the moment we begin shaping our business model provides the keys to success and helps us pursue differentiation with confidence. This course provides students with a thorough analysis of today's environment and the challenges it presents; how companies should design and continually adapt their business-model strategy based on their specific challenges and goals; and the role the end consumer, new technologies, and the virtual environment play in creating and delivering the offering.

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, covering the research process components related to conceptualization and ethics, as well as an explanation of the qualitative, quantitative, or mixed scientific approach to be used. Specifically, students will identify and define a meaningful problem that warrants seeking a solution and/or answers to related questions designed to deepen understanding of the issue; they will address the problem and/or related questions by conducting a background review 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 applied to carry out the study. They will plan and present a clear, thorough research proposal that includes all of the elements above and, in addition, a detailed description of the procedures to be followed during the fieldwork phase, as well as the expected participant population and/or the sample to be collected for future analyses, and a description of the method for evaluating 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 build a strong understanding of the core foundations 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 the newest topics and real-world IS examples at the leading edge, while new opening vignettes, cases, and special-interest features clearly highlight how strongly organizations prioritize innovation and speed.

In this course, students develop an understanding of cloud computing, forecasting, and some of the latest developments affecting virtual communities, virtual teams, and workplace structures. It provides the concise overview students currently need to be more effective as employees, managers, decision-makers, and organizational leaders in business.

BDT6042 - Strategic Business Development: This course is designed to provide students with the theoretical and practical knowledge needed to develop and grow businesses. Topics include, among others, the roles and skills of a Business Development Director, the critical elements of sales-channel strategy and new business development, and open-innovation strategy.

BUS6061 - Operations and Project Management: This course enables students to build the skills and concepts needed to ensure the ongoing contribution of operations in

a company strengthen its competitive position. It 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, students must systematically follow the scientific method described in 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 they are gathered.

Gather the information obtained through experimentation and/or observation. Carefully record all collected data (observations, measurements, survey information, and other predefined 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 opportunities to address other aspects of the issue that were not previously identified as objectives but emerge from interpreting the data obtained.

Draw the conclusions inferred from the experimental results and present recommendations that point to relevant new scientific research. Students must follow the most current version of APA guidelines when writing their Master's Thesis, and 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.