

Mode

Online

Language

Spanish

Duration

33 months

Course Descriptions

- **BUS711 Doctoral Programme Orientation Seminar** This tailor-made introductory course serves as an introduction to the Doctorate programme. It also serves as an introduction to the academic process from the perspective of a researcher applying the scientific method. This course allows students to select their line of research and to clearly understand the process of writing a doctoral thesis.
- **BUS712 Financial Statement Analysis (3 Credits)** Financial statement analysis is an important step in business analysis. It is the process of evaluating the economic opportunities and risks of a company. This course includes the analysis of a company's business environment, strategies, financial position and performance. Business analysis is useful in a wide variety of business decisions, such as investing in equity or debt securities, extending credit through short or long-term loans, valuing a company in an initial public offering, and evaluating restructurings, including mergers, acquisitions and divestitures. Particular attention will be paid to especially how to integrate environmental aspects into financial statements to support the management function of the organization and to enable users to make economic decisions about the environmental and social impact on assets, liabilities, revenues and expenses.
- **BUS713 Managerial Economics (3 Credits)** This course provides a multifunctional framework for analyzing business problems, studying economic research, applying research inferences to decision making, and integrating issues of strategy and organizational architecture to address business and environmental management theory. The course also focuses on the investigation of corporate policy, finance, accounting, marketing, information systems, operations, compensation, and human resources, as well as the interrelationships and coordination necessary to do business. Finally, students will explore the theoretical basis of competition policy choices and evaluate the implications of business decisions and various regulations as they affect productivity and overall private sector performance.

- **BUS721 Research Methodology I (3 credits)** This research course provides students with the basic knowledge and skills for the design of qualitative research at the doctoral level, including the interpretation of data analysis. Students explore the nature of qualitative research, fieldwork strategies and the nature of observation, theoretical approaches to qualitative research, the importance of quality assurance and ethical and legal considerations as well as the social change implications of conducting qualitative research and producing knowledge.
- **BUS722 Organizational Development and Design (3 Credits)** This course addresses how to foster organizational growth, including the planning, diagnosis, implementation, and evaluation of development interventions within organizations. It outlines the processes, approaches and strategies at work in managing organizational structure change. It looks closely at the management of redundancies, divestitures, closures and mergers and acquisitions. From there, the course enables students to delve deeper into sustainability research through the development of business management strategies.
- **BUS731 Research Methodology II (3 Credits)** This research course provides students with the basic knowledge and skills for quantitative research design at the doctoral level, including an understanding of data analysis and the application of statistical concepts. Students discuss comprehensive quantitative research designs and appropriate statistical tests, the importance of quality assurance and ethical considerations as well as the social change implications of conducting quantitative research and producing knowledge. This course approaches statistics from a problem-solving perspective, which is focused on the selection of appropriate statistical tests for a research design. Students use statistical software to obtain related information and interpret and present the results. Students will apply and consolidate their knowledge and skills by developing a quantitative research plan.
- **BUS732 Leadership, Ethics and Corporate Governance (3 Credits)** This course emphasizes the analysis of the intrinsically linked concepts of ethics, business and leadership as key to ensuring competitive advantage and sustainability in contemporary organizations. Students will be required to critically engage with the literature on authentic and spiritual leadership and the study of corporate responsibility within the local and global context. This course addresses the difficult challenges facing contemporary leaders and how they successfully manage these complex situations within an ethical framework.
- **BUS741 Information Technology for Managers (3 Credits)** This course provides an up-to-date overview of how new technologies are changing the way organisations operate and compete. High-profile topics such as social networking, green IS and business intelligence are discussed, and global examples cover a wide range of topics. Students will explore IT governance, connectivity affecting public and private life, sustainability, enterprise social networks, and viral and social marketing.

- **BUS742 Consumer Behaviour (3 Credits)** This course studies the behavioral processes involved in the market exchange between buyers and sellers, with emphasis on managerial perspectives. It is intended to work with specific issues of consumer behavior in its applications to the marketplace. Up-to-date and relevant topics will be presented, as well as exercises applying the contents in a short study. In addition to these exercises, the application methods in this course include, after each topic, case work based on relevant companies and networks.
- **BUS751 Doctoral Seminar I (6 Credits)** This course has two objectives: firstly, to expose the student to a detailed reading of some works that have had a profound impact on the academic world; secondly, that their reading and discussion serve as a means to generate ideas that will help him/her to prepare the draft of his/her doctoral thesis.
- **BUS752 Finance and Management Control (3 Credits)** This course provides a comprehensive overview of how organizations manage financial resources through capital generation and asset management and planning. It will study the complex accounting standards used to analyze and create financial information in order to assess the economic condition of a company. Topics included in this course are budgetary planning and controls, financial and risk analysis, and management decision making. Students will understand the external users of financial information, such as investors, customers, analysts and the financial media.
- **BUS761 Doctoral Seminar II (6 Credits)** This course helps the student to advance quantitative and qualitative research methodologies, as well as to expand the literature review. The final product of this seminar will be a first rehearsal of research methodologies that will be expanded in the final thesis.
- **BUS762 Strategic Management of Global Business (3 Credits)** This course integrates the classical industrial organization model with a resource-based approach that serves to equip students with a comprehensive understanding of how firms use strategic management concepts to establish sustained competitive advantage. The course includes the latest trends in research and strategic management within a strong global focus, using examples from leading companies to prepare students for the myriad of critical situations facing entrepreneurs today.
- **BUS771 Doctoral Seminar III (6 Credits)** This course addresses both the theoretical and practical aspects of designing a dissertation research and successfully defending this design at an evaluation hearing. The purpose of the course is to assist students during the dissertation process. The thesis is expected to be an original piece of research that demonstrates the student's ability to conceive, plan and develop independent research under the guidance of their tutor and thesis committee. The various considerations related to topic and methodology are addressed by the full committee, but ultimately it is the sole responsibility of the student to produce and report on work that is considered a valid contribution to knowledge in the applicable field through a peer review process.

- **BUS772 Value management, organization and negotiation (3 Credits)** This course deals with value creation. It focuses on techniques to enhance the flexibility and originality of a manager's thinking and will study the approaches used by organizations to create and maintain high levels of innovation in negotiation. This course reinforces theory and research on effective negotiation strategies and provides a solid framework for creating value through the negotiation process with integrity. Students will also analyze the critical knowledge and skills that global business negotiators need to succeed.
- **BUS781 Coordination and management of supply chains (3 Credits)** This course is based on case analysis and delves into the problems and development of supply chains. The focus of this course is to gain an overview of managing the flow of materials and information across organizational boundaries and focuses on management challenges framed at both functional and business boundaries. This course takes a holistic approach to the design, development and delivery of products and information.
- **BUS782 Dissertation (6 Credits)** The doctoral thesis phase of the Doctorate programme allows its students the opportunity to become experts in a selected topic by making an original contribution to research