

MBA WITH CONCENTRATION IN INFORMATION SYSTEMS

BIU University

Mode

Online

Language

Spanish

Duration

18 months

Course Descriptions

- **BUS611 Finance (3 Credits)** This course covers many financial concepts, including a study of the financial structure of a company, its demand for funds to finance the acquisition of assets and the resources available to meet this demand. It also analyses the capital structure of a company and alternative sources and techniques of financing. Special attention is given to a firm's capital budgeting, investment and dividend decisions. This course also studies the structure of the financial system, with emphasis on the supply and demand of loanable funds and the term structure of interest rates.
- **BUS612 Management Accounting (3 Credits)** This course studies the use of accounting information in planning, control and special decision making. It includes the internal uses of accounting data by managers to manage the affairs of business and non-business organizations. It focuses on the manager's needs for timely financial information and reports on business operations in order to make sound management decisions.
- **BUS621 Organizational Behaviour and Leadership (3 Credits)** This course focuses on how managers become effective leaders. It addresses the human side of business. Students will analyze teams, individuals, and networks in the context of: the determinants of group culture, managing the performance of individual subordinates, and establishing productive relationships with peers and superiors over whom the manager has no formal authority. In addition, students will observe successful leaders in action who will develop a vision for the future, guide the organization to follow it, motivate people to achieve it, and design effective organizations with appropriate changes to achieve higher performance.
- **BUS622 Marketing (3 Credits)** The objectives of this course are to understand the role of marketing, explore the relationship between marketing and other functions, and show how effective marketing relies on understanding buyer behavior to create value for customers. Students learn how to make marketing decisions within the framework of general management, how to control the elements of the marketing mix (product policy, distribution channels, communication and pricing) to meet customer needs profitably, and how to use this knowledge in a brand management simulation. The course culminates with the evolution of marketing, with a particular focus on the opportunities presented by the Internet for marketing.

- **BIS631 Relational Database Management Systems (3 Credits)** This course is planned to address the importance of database administrative practices and procedures, the duties and responsibilities of database administrators, and the implications of database management on day-to-day business operations and long-term planning. This course is also designed to provide students with the fundamental theory behind today's relational model based database engine/system, develop the practical skills necessary to design and manage table structures to store data while maintaining and applying specific Data Relationships. Through this course, students also explore additional database concepts, including record and field structures, object-oriented programming, different types of JOINS used to join multiple tables, queries as a tool for manipulating data for query and reporting purposes, forms as tools for creating interfaces to insert, update, delete, and retrieve data in and from existing tables, and reports as tools for presenting data in an organized manner. In addition, students are introduced to the three relational database management systems (Oracle, MySQL and MS SQL). Discussions through forums and assignments are used to focus students' attention on the challenges intrinsically related to the development, use and management of database systems in data-oriented organizations.
- **BIS632 Concepts and applications of data communications and networks (3 Credits)** This course is designed to introduce students to the dynamic fields of data communications and computer network management. It focuses on the fundamental concepts of data communication, including the identification of the different components associated with communication systems and their respective functions, the evaluation of the effectiveness, reliability and profitability of the technologies selected to establish communication links and the data transmission mechanisms. In addition, it also teaches the design, installation and management of computer network architectures, including the Internet, the technical issues and technologies related to local area network (LAN) and wide area network (WAN) infrastructures, as well as the aspects related to network security and the actions that could be carried out to apply the corresponding security protocols.
- **BIS641 Strategic planning of information systems (3 Credits)** This course is designed to address all aspects related to the evaluation of the goals, objectives and strategies of organizations, as well as existing technology and information systems. Emphasis is also placed on the implementation of communication channels between managers, information systems users, information technology professionals, and information systems planners, to create a collaborative information systems planning strategy that is aligned with an organization's overall business strategy. In this course, students will also evaluate the potential impact that information systems implementation can have on the performance and decision-making process of organizations and their ability to address strategic needs, gain competitive advantage, and look for new business opportunities. This course also addresses the development/provision, management, maintenance, and projection of future expansion of information systems that profitably enhance an organization's ability to support growth and innovation.

- **BIS642 Network and Systems Security Management (3 Credits)** This course is designed to provide a non-technical overview of the main aspects involved in information and network security management. Special emphasis is placed on the analysis and evaluation of network risks, such as authentication methods, operating system weaknesses, and potential security threats linked to the use of the Internet and the organization's network; also in the evaluation, selection and management of the implementation of appropriate defense technologies, such as firewalls, data encryption (symmetric and asymmetric), and user and host authentication mechanisms to adequately protect information and systems against hacker attacks IT; the guarantee of privacy when interacting with external connections; and the implementation of an appropriate network and systems security policy.
- **BUS651 Information systems and technological management (3 Credits)** In this course students will gain a solid understanding of the basic foundations of today's information systems (IS). They will explore the key principles of IS with a captivating overview of the discipline they entail and the rapidly changing role of today's IS professional. The focus of this course is to present the latest IS topics and examples at the forefront, while new opening bullets, cases and special interest features clearly show the emphasis organizations place on innovation and speed. In this course students gain an understanding of cloud computing, forecasting, and some of the latest developments affecting virtual communities, virtual teams, and work structures. It provides the concise overview that students today need to function more effectively as business workers, managers, decision makers, and organizational leaders.
- **BUS652 Research Methodology (3 Credits)** In this course, students will develop a scientific research project that will serve as the basis for the completion of a Master's Thesis. To do this, students must rigorously follow the applicable steps of the scientific method, which includes the part of the research process related to conceptualization and ethics, as well as the description of the qualitative, quantitative or mixed scientific method to follow. Specifically, students will identify and define a problem of interest that warrants the search for a solution and/or answers to questions related to the problem, which have been formulated to improve their understanding; address the problem and/or related questions by conducting background research to gather information to become familiar with what is known about the problem so far and/or the proposed related questions, including their possible answers; They will establish the parameters that will be used to study and understand the selected problem and/or the questions asked. They will conceptualize and design the scientific method that will be applied to carry out the study. They will plan and present a precise and complete research proposal that includes all of the above elements and, in addition, a detailed description of the procedures that will be followed during the execution of the field work, as well as the population that is expected to participate and/or the sampling to be collected for future analysis, and the description of the evaluation method of the information obtained. Students should follow the most up-to-date version of APA guidelines to write their research project. The student must successfully complete this requirement with a grade of B or higher to graduate.

- **BUS661 Operations and Project Management (3 Credits)** This course enables students to develop the skills and concepts necessary to ensure the continuous contribution of a company's operations to its competitive position. It helps them understand the complex processes underlying the development and manufacturing of products, as well as the creation and delivery of services.
- **BUS662 Thesis (3 Credits)** In this course students are expected to continue and complete their Master's Thesis. For this purpose, 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 execute the approved procedure to execute the field work, which could be repeated as necessary to ensure that the data collected is accurate and reliable at the time of collection. Compile information obtained from experimentation and/or observation. Carefully record all collected data (observations, measurements, survey information, among other predetermined data) based on the variables evaluated. Analyze the recorded data applying the appropriate methodology; Interpret the results, focusing mainly on providing a solution to the selected problem and/or answering the related questions that have been proposed, without ruling out opportunities to address other aspects of the problem posed that have not been previously identified as objectives, but that are derived of the interpretation of the data obtained. Establish the conclusions inferred from the experimental results and present recommendations that suggest new relevant scientific research. Students must follow the most up-to-date version of APA standards to write their Master's Thesis, and coordinate a final oral presentation, which should 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.