

# MBA WITH CONCENTRATION IN CORPORATE COMMUNICATIONS

BIU University

## Mode

Online

## Language

Spanish

## Duration

18 months

## Modules

- **BUS611 Finance (3 Credits):** This course covers various financial concepts, including an analysis of a company's financial structure, its demand for funds to finance asset acquisitions, and the sources available to meet this demand. It also addresses the analysis of a company's capital structure and alternative sources and techniques of financing. The primary focus will be on capital budgeting, investment decisions, and corporate dividend policies. The course also studies the structure of the financial system, with an emphasis on the supply and demand for loanable funds and the term structure of interest rates.
- **BUS612 Managerial Accounting (3 Credits):** This course is a study of the use of accounting information in planning, controlling, and making special decisions. It involves the internal use of accounting data by managers to direct the affairs of businesses and non-business organizations. It focuses on the manager's need for financial information and timely reports on company operations to make sound managerial decisions.
- **BUS621 Leadership and Organizational Behavior (3 Credits):** This course focuses on how managers become effective leaders. It addresses the human side of business. Students will examine teams, individuals, and networks in the context of determining group culture, managing the performance of individual subordinates, and establishing productive relationships with colleagues and superiors over whom the manager has no formal authority. Additionally, students will observe successful leaders in action to see how they develop a vision for the future, align the organization behind a vision, motivate people to achieve the vision, and design effective organizations and change them for superior 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 demonstrate how effective marketing is based on an understanding of buyer behavior to create value for customers. Students learn how to make marketing decisions in the context of general management, how to control 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 in the evolution of marketing, with a special focus on opportunities presented by the Internet.

- **BCC631 Press Office and Media Management (3 credits):** The relationship with the Media is one of the activities main of the Commercial Directors. This course will cover how to manage relations with journalists, their form of working, and the different aspects to consider in this complex interaction.
- **BCC632 Challenges of the Chief Communication (3 credits):** Socio-economic changes influence the business environment by modifying organizational stakeholder relationships. This course will review the main trends and how they affect the communication strategy of organizations.
- **BCC641 Digital Communication and Social Media (3 credits):** The new digital environment characterized by immediacy and difficulty in controlling messages is a challenge for the Commercial Director. This course will cover the characteristics of this new environment, its challenges, how to manage them and the main monitoring and measurement tools.
- **BCC642 Crisis Communication (3 credits):** These Organizations have never been so exposed to external scrutiny so an increase in crises affecting organizations is foreseeable. This course will cover the action plan to prevent and manage them.
- **BUS651 Information Systems and Technology Manager (3 Credits):** In this course, students will gain a solid understanding of the core fundamentals of information systems (IS) today. They will explore the key principles of IS with a captivating overview of the IS discipline and the ever-changing role of IS professionals today. The course focuses on bringing the latest IS topics and examples to the forefront, highlighting the emphasis that today's organizations place on innovation and speed. Students will gain an understanding of cloud computing, forecasting, and some of the latest developments affecting virtual communities, virtual teams, and work structures. It provides a concise overview of IS that students need to operate more effectively as workers, managers, decision-makers, and organizational leaders in today's business world.
- **BUS652 Research Methodology (3 Credits):** In this course students will begin conducting a scientific research project that will serve as the basis for the completion of a Master Thesis. To this effect, students must rigorously follow the applicable steps of the scientific method, which covers the portion of the research process that includes conceptualization and ethics, and the description of the qualitative, quantitative, or mixed scientific method to be followed. Specifically, students will identify and frame a problem of interest that is worthy of seeking a solution for and/or answers to related questions, which have been conceptualized to fundamentally improve the understanding of such problem; Address the problem and/or questions related to the problem by performing a background research conducive to gathering pertinent information aimed to become familiar with what is current known about the problem and/or the proposed related questions, including potential answers; Establish the parameters that will be used to probe and understand the selected problem and/or the proposed questions; Conceptualize and design the scientific method to be implemented for conducting the probe; Plan and propose a precise and complete research proposal that includes all the above elements and, in addition, a detailed description of the procedures to be followed during the execution of the field work as well as the population expected to participate and/or sampling to be collected for future analysis, and the description of the method of evaluating the information collected. Students must follow the most updated version of the APA guidelines to write their research proposal. The student must successfully complete this requirement with a B grade or higher to graduate.

- **BUS661 Operations and Project Management (3 Credits)** This course enables students to develop the skills and concepts needed to ensure the ongoing contribution of a firm's operations to its competitive position. It helps them to understand the complex processes underlying the development and manufacture of products, as well as the creation and delivery of services.
- **BUS662 Thesis (3 Credits)** In this course students are expected to continue and eventually complete their Master Thesis. To this effect, students must follow methodically the scientific method described as part of the research proposal previously completed and approved. During this final phase, student will execute the approved procedure to conduct the field work, which could be repeated as needed to ensure that the collected data is accurate and reliable at the time of gathering; Compile the information gathered from experimentation and/or observation; Carefully record all the compiled data (observations, measurements, information from surveys, among other predetermined data) as a functions of the variables tested; Analyze the recorded data applying the appropriate methodology; Interpret the results focusing primarily on providing a solution to the selected problem and/or providing answers to the proposed related questions, without disregarding opportunities for addressing other aspects of the propose problem not previously identified as objectives, but that transpired from the interpretation of the gathered data; Establish the conclusions inferred from the experimental results; and present recommendations suggesting further relevant scientific research. Students must follow the most updated version of the APA guidelines to write their Master 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 B grade or higher to graduate