

## 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.

- **BDT631 Business Intelligence (3 Credits)** Businesses are facing a paradigm shift. Globalization, new technologies, the drive of emerging economies and new social trends are changing the competitive environment. In response, organizations are forced to adapt if they want to survive, and change is necessary. In this context, this course will address topics such as new economic paradigms, leadership in the context of change and new forms of organization, among others.
- **BDT632 Agile Methodologies (3 credits)** Due to the nature of digital business, innovative project methodologies are required. These projects have a lot of uncertainty and demand fast development times, which are achieved with incremental iterations to meet the established "time to market". This course provides students with the criteria for selecting the most appropriate project management approach for each project based on the circumstances of the project and its stakeholders, as well as its absolute and relative complexity.
- **BDT641 Design methodology and new business models (3 credits)** We live in a society of excess, where supply far exceeds demand. Differentiating oneself from the competition through proposals with high added value will be essential in order to last over time in a sustainable way. Establishing solid foundations from the moment we begin to conceive our business model will offer us the keys to success in order to embark on this path towards differentiation with guarantees. This course provides the student with an exhaustive analysis of the current environment and the challenges it presents, how companies must approach and adapt their business model strategy always according to their challenges and objectives, and the role played by the end consumer, new technologies and the virtual environment in relation to the generation of the offer.
- **BDT642 Business Development (3 Credits)** This course is designed to provide students with the theoretical and practical knowledge necessary for business development. Topics include, among others, the functions and skills of the Business Development Manager, the critical aspects of sales channel strategies and new business development, and the strategy of open innovation.
- **BUS651 Information Systems and Technology Management (3 Credits)** In this course students will gain a solid understanding of the basic fundamentals of today's information systems (IS). They will explore the key principles of IS with a captivating overview of the discipline involved 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 cutting edge, while new opening vignettes, 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 need today to function more effectively as workers, managers, decision-makers and organizational leaders in business

- **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 so, students will rigorously follow the applicable steps of the scientific method, which includes the part of the research process related to conceptualisation and ethics, as well as the description of the qualitative, quantitative or mixed scientific method to be followed. Specifically, students will identify and define a problem of interest that merits the search for a solution and/or answers to questions related to the problem, which have been formulated to improve the understanding of the problem; 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; establish the parameters to be used to study and understand the selected problem and/or the formulated questions. Conceptualise and design the scientific method to be applied to carry out the study. They will plan and present a precise and complete research proposal including all the above elements and, in addition, a detailed description of the procedures to be followed during the execution of the fieldwork, as well as the population expected to participate and/or the sampling to be collected for future analysis, and the description of the method of evaluation of the information obtained. Students must follow the most current version of APA guidelines for writing their research project. Students 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 ongoing contribution of a company's operations to its competitive position. It helps them understand the complex processes that underlie 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 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 for conducting fieldwork, which could be repeated as necessary to ensure that the data collected is accurate and reliable at the time of collection. Collect information obtained from experimentation and/or observation. Carefully record all collected data (observations, measurements, survey information, among other predetermined data) according to the variables assessed. Interpret the results focusing mainly on providing a solution to the selected problem and/or answering the related questions that have been proposed, without discarding opportunities to address other aspects of the problem that have not been previously identified as objectives, but that are derived from the interpretation of the data obtained. Draw conclusions inferred from the experimental results and present recommendations suggesting further relevant scientific investigations. Students must follow the most current version of APA standards for writing 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.