

Mode

Online

Language

Spanish

Duration

18 months

Modules

- **BUS611 Finance (3 Credits)** This course covers many financial concepts, including a survey of the financial structure of a firm, its demand for funds to finance the acquisition of assets, and the sources available to satisfy this demand. Analysis of a firm's capital structure and alternative financing sources and techniques will also be covered. Major attention will be on the capital budgeting, the investment, and dividend decisions of a corporation. The course also studies the structure of the financial system, with emphasis on the supply and demand for lendable 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, control, and special decision-making. It involves the use of accounting data internally by managers in directing the affairs of business and non-business organizations. It focuses on the needs of the manager for financial information and timely reports on the firm's 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 enterprise. Students will examine 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 seniors over whom the manager has no formal authority. Also, students will look at successful leaders in action to see how they develop a vision of the future, align the organization behind a vision, motivates people to achieve the vision, and design effective organizations and change them to achieve 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 to show how effective marketing builds upon 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 the elements of the marketing mix (product policy, channels of distribution, communication, and pricing) to satisfy customer needs profitably, and how to use this knowledge in a brand management simulation. The course culminates with the evolution of marketing, particularly focusing on opportunities presented by the Internet.

- **BSP631 Organization and Management of a Sporting Event (3 Credits)** Worldwide, some 150,000 relevant sporting events are held annually. In each country, city or municipality, other multiple sporting events of an amateur, semi-professional or professional nature are added. The organization of these events is in the hands of professionals whose challenge is to optimize the management of resources through rigorous planning of the event, and at least time to have the necessary flexibility to respond to unforeseen events. This course provide a comprehensive overview of these aspects.
- **BSP632 Licenses and Merchandising (3 Credits)** This course provides students with the theoretical and practical knowledge needed to elevate the intellectual property, design, or trademark (TM) to the highest level of exploitation. Students will also learn to develop and prepare high-quality licenses for the international market.
- **BSP641 Sponsorship Approach (3 Credits)** This course designed to provide a comprehensive review about sponsorship starting from the moment a company considers sponsoring or intends to attract sponsors, until the formalization of an agreement and its activation. In addition, this course will review the importance of setting and measuring compliance with KPIs into business decision making process involve in sponsorship.
- **BSP642 Digitalization of the World of Sports (3 Credits)** Modern sports entities need to constantly adapt to the digital revolution. The digital transformation offers immediate solutions that allow their resources to be increased, getting "more for less" and increasing their competitiveness by providing significantly improved sport experiences for the fans globally. This course provides a comprehensive review of the digitalization of sports including, but not limited to, the importance of adapting to changes, using digitalization to move from the concept of local sport markets to the concept of global sport markets, revenue opportunities, and the potential change of the nature of sports.
- **BUS651 Information Systems and Technology Manager (3 Credits)** Students will gain a solid understanding of the core fundamentals of information systems (IS) today in this course. They will explore the key principles of IS with a captivating overview of the IS discipline and the rapidly changing role of today's IS professional. The focus of this course is to bring the latest IS topics and examples to the forefront, while new opening vignettes, cases, and special interest features clearly demonstrate the emphasis today's organizations place on innovation and speed. Students gain an understanding of cloud computing, forecasting, and some of the most recent developments affecting virtual communities, virtual teams, and work structures. It is the concise IS overview students need to function more effectively as workers, managers, decision makers, and organizational leaders in business today.

- **BUS652 Research Methodology (3 Credits)** In this course, students will initiate a scientific research project, forming the foundation for their Master's Thesis. They must meticulously adhere to the scientific method, encompassing conceptualization, ethics, and the choice of qualitative, quantitative, or mixed research methods. Specifically, students will identify and define an issue of interest, formulate questions to enhance understanding, and conduct background research to acquaint themselves with the existing knowledge about the problem and proposed questions. They will establish study parameters and design the scientific method for the investigation. Additionally, they will present a comprehensive research proposal outlining procedures for fieldwork, the anticipated participant population, sampling methods, and data evaluation. Students are required to follow the latest APA guidelines for their research proposal, and a minimum grade of B is necessary for graduation.
- **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 complete their Master's Thesis. They must rigorously follow the scientific method outlined in their previously approved research proposal. During this final phase, students will execute the approved fieldwork procedures, potentially repeating them for data accuracy. They'll compile information from experiments and observations, record it meticulously, and analyze the data using the appropriate methodology. The focus is on providing solutions to identified problems and answering related questions. They should also be open to addressing new aspects emerging from the data. The process includes drawing conclusions and presenting recommendations for further scientific research. Students must adhere to the latest APA guidelines for their Master's Thesis and deliver a final oral presentation as an integral part of their research project. A grade of B or higher is required for successful completion and graduation.