

## Mode

Online

## Language

English &  
Spanish

## Duration

18 months

## Modules

- **BUS611 Financing (3 Credits)** This course studies 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 supply this demand. It also analyzes the capital structure of a company and alternative financing sources and techniques. Special focus is given to capital budgeting, investment, and dividend decisions of a firm. This course also studies the structure of the financial system, with emphasis on the supply and demand of loanable funds and the time 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 to make sound management decisions.
- **BUS621 Organizational Behavior 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.
- **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 in a cost-effective way, and to use this knowledge in a brand management simulation. The course culminates with the evolution of marketing, with special focus on the opportunities offered by the Internet.

- **BUS631 Business, Governance, International Economics, Corporate Policies, and Strategy (3 Credits)** This course provides tools to study the economic environment and help managers to understand the implications of decision making for their companies. Students will learn the impact of national income and balance of payments accounting, exchange rate theory, and political regimes. It includes analysis of both the benefits and problems arising from global and regional integration, covering international trade, foreign direct investment, portfolio capital and global environmental issues.
- **BUS632 Management (3 Credits)** This course focuses on the study of organizational theories, with emphasis on objectives setting, evaluation, achievement, and displacement. Topics include authority relationship, role responsibility, organizational structure, design, and culture. Students will diagnose organizational functions, analyze deficiencies, and determine appropriate ways of adapting the organizational structure to achieve a company's objectives.
- **BUS642 Entrepreneurial Management (3 Credits)** This course addresses the issues facing managers who want to turn an opportunity into a viable, value-generating organization and enables students to develop their own approaches, guidelines and skills to be entrepreneurial managers. The course enables students to identify potentially valuable opportunities, obtain the resources necessary to pursue and create an entrepreneurial opportunity and build an entrepreneurial organization, manage it once it is established, turning the business into a sustainable enterprise, and create and reap value for the organization's shareholders.
- **BUS643 Human Resources Management (3 Credits)** This course is designed to provide the fundamentals to understand the important role that Human Resources Management plays in ensuring the proper use of knowledge, experience, competencies and skills of personnel, in order to optimize revenue generation and to successfully achieve the vision, mission, goals and objectives of the organization. Its emphasis is placed on key organizational activities to manage everything related to people in the workplace, culture and work environment, including, but not limited to, staffing (developing a strategic staffing plan, posting job openings, recruiting, interviewing, selection, negotiating compensation packages, hiring, etc.).
- **BUS651 Information Systems and Technology Management (3 Credits)** In this course, students will gain a solid understanding of the basic fundamentals of current information systems (IS). Key IS principles will be explored 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 cutting edge, while new opening vignettes, cases, and special interest features clearly showcase the emphasis organizations place on innovation and speed. In this course, students gain an understanding of cloud computing, the 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 of business.

- **BUS652 Research Methodology (3 Credits)** In this course, students will develop a scientific research project as the foundation for their Master's Thesis. They will follow the scientific method, encompassing conceptualization, ethics, and the choice of qualitative, quantitative, or mixed research methods. Students will identify a problem of interest, conduct background research, define research questions, and establish parameters. They will also design the scientific method, create a comprehensive research proposal with details on fieldwork, population, and data analysis. Students must adhere to the latest APA guidelines and achieve 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 finalize their Master's Thesis by rigorously applying the scientific method they've previously developed and had approved. During this phase, they must execute the approved fieldwork procedure, ensuring data accuracy and reliability through repeated collection if necessary. They record all data meticulously, including observations, measurements, and survey information, following the evaluated variables. The data is then analyzed using the appropriate methodology, with a focus on providing solutions to the chosen problem or answering related questions. Additionally, students should explore any unexpected insights derived from the data. They present conclusions drawn from the experimental results and make recommendations for further scientific investigations. Compliance with the latest APA standards for thesis writing is required, and a final oral presentation is an integral part of the research project. A grade of B or higher is necessary for graduation.