

## PROGRAM BREAKDOWN

### Master of Science in Business Administration (MBA) with Concentration

45 CREDIT HOURS INCLUDING CONCENTRATIONS.

#### MASTER'S IN BUSINESS ADMINISTRATION (MBA)

**BRAVE MINDS ARE THE ONES THAT SHAPE THE BUSINESS WORLD.**

Anyone who has ever achieved an advanced business degree will probably tell you the same thing: an MBA pushes you out of your comfort zone. But believe us, Atlanteans, when we say that it is always worth it in the end.

We're not just saying that, we really mean it! It's well-known among business professionals that securing a **Master's in Business Administration** comes with a plethora of benefits. These include a higher chance of job security and a salary raise. But hey, don't take our word for it.

Come see for yourself all the things that our School of Business offers you through this degree. Our esteemed faculty will lead the way as you analyze the latest commercial trends, apply innovative management techniques, and learn how to collaborate with teams in order to reach specific business goals.

Want to land a new management position? Want to develop a robust network of connections with industry professionals? Want to become your own boss? Chances are, your dream is a combination of some (or all) of these aspirations... And completing our MBA is the first step in the right direction.

#### THE OBJECTIVES

- To take your pre-existing experience in business administration, and deepen your knowledge in more advanced subjects regarding entrepreneurship, marketing, and integrated communications.
- To develop your competencies in critical analysis, risk management, and social responsibility, so that you can become a better leader within your workforce.

#### THE JOB PROSPECTS

You're about to graduate as a badass business professional with a specialized MBA. That's impressive! But then... What comes next? Luckily for you, the job outlook for graduates with special concentrations in areas as Business Intelligence, Data analytics or International Business degree includes a wider range of opportunities for career growth and better economic compensation. You could work as a director in international business development, Project Manager, financial trading, sales management, Strategic data analyst just to name a few.

If that wasn't enough, leading professionals in the country estimate that the employment in this particular field could increase by up to 14% in the upcoming years. The sky is truly the limit!

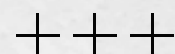
#### EDUCATION LEVEL

MASTER'S DEGREE

The MBA with concentrations is designed to prepare its students in the theories and practices of the 21st-century business world. You'll gain expertise in specific areas with high demand and desirable for organizations such as Business Intelligence and Analytics, Digital Marketing, International Business or even Information Technology. A competitive advantage that will give you the lead against the competition.

In this degree, we'll show you how to master business in both a local and global context. Refine your entrepreneurial skills and learn how to manage diverse teams, how to track budgets, how to increase business efficiency, and so much more.

This MBA requires 45 graduate-level Credit Hours and has an estimated completion time of around 24 months.



# PROGRAM BREAKDOWN

## Master of Science in Business Administration (MBA) with Concentration

45 Graduate Level Semester Credit Hours – Estimated Completion Time 20 months

**Students enrolled in the Masters of Science in Business Administration (MBA) must complete the following for graduation:**

- 15 credits from the core courses.
- 9 credits from the concentrations.
- Complete the three (3) co-requisite courses.
- 18 credits from the technical courses.
- 3 credits for the final capstone project.

### COURSES (45 CREDITS)

COURSE NUMBER	COURSE NAME	CREDIT HOURS
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Core Courses (15 credits)

MAN 510	Leadership and Organizational Behavior	3 credit hours
MAN 520	Quantitative Business Management	3 credit hours
MAN 530	Accounting, Planning & Control	3 credit hours
MAN 540	Financial & Decision Making	3 credit hours
MAN 550	Marketing and Consumers Management	3 credit hours

Technical Courses - 18 Credits

Business Analytics (3 Credits Required): Choose two courses from the below

MBA 501	Managerial Economics	3 credit hours
MBA 550	Economic Analysis and Business Decisions	3 credit hours
ISM600	Data Analytics Management	3 credit hours
MIT 522	Cloud Computing and Data Analytics	3 credit hours

E- Business & Operations Management (9 Credits Required): Choose two courses from the below

MAR 600	Social Media Marketing: Google, Facebook, Instagram & Youtube	3 credit hours
MBA 671	Information and Technology Systems	3 credit hours
MBA 675	IT & Business Transformation	3 credit hours
MBA 705	Operations and Project Management	3 credit hours
MBA 702	Entrepreneurship Business Project	3 credit hours
MHM 664	Hospitality Operations Management (Project Management)	3 credit hours
MIT 501	E-Business Technology and Management	3 credit hours

Strategy Management (6 Credits Required): Choose two courses from the below

MBA521	International Strategic Management	3 credit hours
MBA 531	Human Capital Management	3 credit hours
MBA 533	HR Fundamentals & Organizational Dynamics	3 credit hours
MBA 561	Innovative Business Law	3 credit hours
MHM 538	Organizational Behavior, Cross Cultural and Team Management	3 credit hours





**Concentrations (9 Credits Required)**

**Concentration: Business Intelligence and Analytics**

BIA 704	Applications for Business Analytics	3 credit hours
BIA 706	Predictive Analytics	3 credit hours
BIA 708	Artificial Intelligence and Data Mining Apps for Business Intelligence	3 credit hours

**Concentration: Digital Marketing**

MAR 600	Social Media Marketing: Google, Facebook, Instagram & Youtube	3 credit hours
MAR 620	The Value of Content: Monetizing your Content	3 credit hours
MAR 640	Measuring your Performance: ROI for Social Media	3 credit hours

**Concentration: Information Technology Management**

BIT 600	E-Business Technology and Management	3 credit hours
BIT 620	Global Information Technology Management	3 credit hours
BIT 640	Strategic Management of Tech. & Innovation	3 credit hours

**Concentration: International Business (America's MBA)**

BAM 600	International Business	3 credit hours
BAM 620	Latin American Regulatory Environment	3 credit hours
BAM 640	Latin American Company, State and Society	3 credit hours

**Final Research Project – 3 credits**

MBA 710	Final Project (Capstone)	3 credit hours
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**Degree requirements (3 co-requisite courses - No credit):**

All students must complete the three co-requisite courses as part of the requirement for graduation.

LIS 400	Information Resources for Academic and Professional Success	3 credit hours
LIS 500	Scholarly Writing and Research Strategies	3 credit hours
LIS 700	Research Methodology	3 credit hours

