



MASTER OF BUSINESS ADMINISTRATION

The Master of Business Administration (MBA) is a graduate program in business management and is purposed to shape professionals and executives who hold high-level managerial positions. This program prepares them to deal with managerial and strategic challenges presented by changing environments and offers the option of different specializations with specific Learning Outcomes.

Students will attain the capacity to run an organization effectively by developing and building the following competencies:

- Design processes for effective communication among all members of an organization.
- Formulate social responsibility proposals for the company to respond to stakeholders' requirements.
- Apply theoretical administration concepts to formulate proposals for solving concrete problems the company faces.
- Develop a comprehensive perspective of a company that facilitates the implementation of a modern strategic management system.
- Apply financial concepts and tools for efficient and effective management of a business asset, including its economic and financial resources.
- Analyze, design, implement and evaluate business strategies to respond to changes in the national, regional or local environment.

LANGUAGE: ENGLISH/SPANISH
MODALITY: ONLINE

**SPECIALIZATION IN INTERNATIONAL BUSINESS,
HUMAN RESOURCES MANAGEMENT AND MARKETING MANAGEMENT**

MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAM OF STUDY

COURSE NUMBER	COURSE TITLE	CREDIT HOURS
Required Core Courses		
MA50000	Business Organization and Management	3
MA50100	Strategic Management and Technology	3
MA50200	Business Operations Management	3
MA50300	Effective Communications Management	3
MA50400	Business Project Risk Management	3
FIS0500	International Economics	3
MA50600	Corporate Business Finance Management	3
MA50700	Global Business Strategic Management	3
FIS0800	Financial Accounting Management	3
TOTAL CREDITS		27

SPECIALIZATION IN INTERNATIONAL BUSINESS

MAN6000	Quantitative Research for International Business	3
MAN60200	Strategic Global marketing Management	3
MAN60300	Ethics, Social Responsibility, and Sustainability in a global market	3
MAN60400	Entrepreneurship and Innovation for global management	3
MA60500	Strategic International Marketing Assessment	3

SPECIALIZATION IN HUMAN RESOURCES MANAGEMENT

MA60600	Recruitment and Human Resources Information Systems	3
MA60700	Human Resources Management and Compensation Issues	3
LB60800	Labor Law Relations	3
MA60900	Legal Issues in Human Resources Management	3
MA61000	Human Resources Policy Management	3

SPECIALIZATION IN MARKETING MANAGEMENT

MA61100	Service Marketing Management	3
MA61200	Marketing Organizational Management	3
MA61300	Customer Relations Management	3
MA61400	Product and Brand Management	3
MA61500	Marketing Business Project Management	3



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