

## Módulos Online

### Estructura

#### **Módulo cero: Track del SER**

Coaching semi-personalizado de autococimiento.

#### **Operations Management and Strategy**

**(5 créditos hora semestrales)**

Part 1. Operations Management

Part 2. Operations Strategy

Part 3. Digital Business

#### **Management**

**(3 créditos hora semestrales)**

Part 1. Talent Development Management

Part 2. General Management Principles

#### **Management and Financial Accounting**

**(3 créditos hora semestrales)**

Part 1. Management Accounting

Part 2. Financial Accounting

#### **Marketing Management**

**(3 créditos hora semestrales)**

Part 1. Marketing Strategy

Part 2. Strategic Marketing

#### **Budget Management & Strategic Analysis**

**(3 créditos hora semestrales)**

Part 1. Cost Accounting Systems

Part 2. Budget Management

#### **Financial Analysis & Corporate Finance**

**(3 créditos hora semestrales)**

Part 1. Financial Analysis

Part 2. Valuation and Investment Analysis

#### **Strategic Management**

**(4 créditos hora semestrales)**

Part 1. Business Strategy

Part 2. Strategic Decision-Making

#### **Integral Management Projects**

**(3 créditos hora semestrales)**

Part 1. Business Policy

Part 2. Project Management

#### **Strategic Market Orientation**

**(1 créditos hora semestrales)**

Consumer Centered Sales Management & Trade Marketing

#### **International Business**

**(3 créditos hora semestrales)**

Part 1. Economic Environment

Part 2. Brand Building and Communications

#### **Advance Management Accounting**

**(2 créditos hora semestrales)**

Triple Bottom Line Thinking

#### **Business Modeling & Planning**

**(3 créditos hora semestrales)**

**Residence: Strategy Implementation**

**(2 créditos hora semestrales)**

### **Total: 38 Créditos**

El MBA es un programa exigente que potencia el crecimiento desde lo que cada uno es. A lo largo del programa desarrollarás la habilidad de estructurar y comunicar modelos de negocio sostenibles y la forma de gestionarlos se convertirá en tu mejor seña de identidad.