

## MBA - International Business

The International Business program responds to the needs of business professionals who recognize that their skills and knowledge are going to be required in a diversity of organizational situations determined by the international nature of business transactions today. As all areas of business are increasingly globalized, this MBA covers the comprehensive knowledge needed to run many different areas of a business while specializing in the specific skills needed to deal with the complexity of a doing business across borders.

CH-Credit Hours  
ECTS-European Credit Transfer System

### TERM I OF III

#### MANAGEMENT SKILLS MCO 101 3 CH - 4 ECTS

This course will provide an introduction to the concepts of effective management in organizational settings. It will cover a broad range of topics including the organizational processes associated with the function of management - planning, organizing, leading and controlling. However, it will also go further to consider the relationship between an individual and an organization and between the organization and the society in which it operates. It will highlight the need for these relationships to be beneficial to all.

#### ORGANIZATIONAL BEHAVIOR MCO 102 3 CH - 4 ECTS

This course emphasizes the study of individual and group behavior within the context of the organization. It provides theoretical and practical knowledge for understanding topics such as motivation, job design, leadership, managerial decision-making, group processes, and conflict resolution. Understanding and managing individual and group behavior in organizations allows managers to help the organization achieve its goals more effectively.

#### MANAGERIAL ACCOUNTING MCO 103 3 CH - 4 ECTS

This course is an intensive introduction to the preparation and interpretation of financial information for investors (external users) and managers (internal users) and to the use of financial instruments to support system and project creation. The course adopts a decision-maker perspective on accounting and finance with the goal of helping students develop a framework for understanding financial, managerial, and tax reports. Also, we will see how cost-volume-profit relationships and incremental analysis provide managers the information to support their decision-making. Issues such as accounting for responsibility centers and transfer pricing will also be introduced.

## MARKETING

MCO 104 3 CH - 4 ECTS

Once the students are familiar with all the components of the marketing mix, they learn how to develop marketing strategies and prepare complete marketing plans for companies in different sectors, environments and situations, in accordance with their global policies and strategies.

## QUANTITATIVE BUSINESS METHODS

MCO 105 3 CH - 4 ECTS

This course looks at the concepts and development of analytical model building as used in administrative decision making. Topics include: statistics, regression analysis, linear programming and financial mathematics.

## NEGOTIATION (SEMINAR)

MCO 106 1 CH - 1 ECTS

An objective for this course is to give students self-confidence in their negotiation skills and to become better decision makers. The course helps students develop an analytical understanding of the decision making process and the management of conflicts so they can become more effective problem solvers and feel under control when negotiating. They will discover why neediness leads inexorably to unnecessary compromise and why compromise and fear-based negotiations play with people's fear of losing the deal. So they will be taught how to protect them by releasing the emotional pressure in a negotiation. Decisions are the basis for negotiation; negotiation must be designed to make a decision. The need for negotiation skills arises wherever joint decision-making is necessary. The aim of effective negotiation is to move your mission forward.

## BUSINESS LAW (SEMINAR)

MCO 107 1 CH - 1 ECTS

This seminar focuses on a number of selected international legal topics, such as contracts, intellectual property, or maritime law. The focus is on practical knowledge applicable to the real world.

## INDUSTRIAL VISITS AND INVITED MANAGERS' LECTURES

1 CH - 1 ECTS

Regular visits to small businesses and international companies, as well as invited managers' lectures will familiarize students with real business life. The students will be required to present oral and written reports.

## TERM II OF III

### FINANCE

MCO 201 3 CH - 4 ECTS

This course provides students with a sound knowledge of the theoretical tools needed to carry out the financial analysis that acts as a basic backup in the decision-making process. The course provides as well an analysis of alternative investment projects and the preparation of corresponding budgets. It is a managerial approach to financial analysis, planning and control and the management of working capital, long-term assets and long-term financing.

### HUMAN RESOURCES MANAGEMENT

MCO 202 3 CH - 4 ECTS

The course analyzes the Human Resources function and its strategic importance for the company to attract, develop, motivate and retain employees. Main policies and techniques in the field of human resources are reviewed in detail, as well as their translation into corporate policies, urban, cultural and legal realities.

### GLOBAL ECONOMICS

MCO 203 3 CH - 4 ECTS

Global Economics aims to teach MBA students the basic principles in Economics, both macroeconomics and microeconomics, to be used in managerial situations. The objective is that students can apply this knowledge when making economic decisions in a global business context. The course assumes that students know some basic economic terminology.

### STRATEGIC MANAGEMENT

MCO 204 3 CH - 4 ECTS

This course is designed to introduce students to the principles of Strategic Management within a participative environment. The course assumes no prior formal knowledge of Strategy but aims at using students' own experiences and observations to enrich their understanding of the how organizations allocate their resources to match the opportunities or the external environment with the competitive advantage gained by their unique use of their internal structure. Students are introduced to various aspects of Strategic Management and are encouraged to understand them in their application to organizational decisions – through their own experience in managerial positions and their perception of the demands and challenges of a globalised world.

### MANAGEMENT INFORMATION SYSTEMS

MCO 205 3 CH - 4 ECTS

This course focuses on the role of Management Information Systems in today's companies. At a time when the percentage of companies' budgets dedicated to IT is increasing, students will learn why technology has gained such an important position in today's business. It is not a "technical" course, but it will provide a simple overview of technology in today's companies and explain how companies try and make the most of their investment.

#### COMMUNICATION SKILLS (SEMINAR)

MCO 206 1 CH - 1 ECTS

This course will focus on the study of the human communication process from an intercultural perspective; focusing on interactions with oneself, with one person, with a small group and within public speaking situations. This course focuses on the understanding of communication processes needed for effective oral and written communication in a business setting. Emphasis is on application of basic principles and development of skills and attitudes appropriate to business communication.

#### JOB CAREER PLANNING (SEMINAR)

MCO 207 1 CH - 1 ECTS

This course will help you to better understand and analyze and identify future career paths. It also offers practical support in your future job research after graduating from your MBA.

#### INDUSTRIAL VISITS AND INVITED MANAGERS' LECTURES

1 CH - 1 ECTS

Regular visits to small businesses and international companies, as well as invited managers' lectures will familiarize students with real business life. The students will be required to present oral and written reports.

### **TERM III OF III**

#### BUSINESS POLICY & STRATEGY

MBA 301 3 CH - 4 ECTS

The course is designed to introduce students to the practice of Business Policy within a participative environment. While building on the principles of Strategic Management, the course assumes no prior formal knowledge of Business Policy. It aims at developing students' self-confidence in the use of policies that, when effectively employed, contribute to creating the organization's competitive advantage. Students are introduced

to various tools of Business Policy and are encouraged to put them into practice to resolve situations that they are likely to face in future management positions. It considers a company's competitive advantage to be based on satisfying the needs of all its stakeholders and shows how Business Policy can be adapted to ensuring this.

#### INTERNATIONAL MARKETING MBA 302 3 CH - 4 ECTS

This course is designed to help students to better understand complex issues that are critical to the success of any international marketing initiative in today's highly competitive and dynamic environments, with a special focus on the changes and opportunities that the Internet and the new technologies represent to create international marketing strategies.

#### INTERNATIONAL FINANCE MBA 303 3 CH - 4 ECTS

This course explores those aspects of the increasingly global financial environment in which financial managers of internationally active businesses must operate. Topics include foreign exchange transactions, exchange rate behavior; cross-border currency flows, managing foreign exchange exposure, global capital markets and international investment decisions.

#### SALES MANAGEMENT MBA 304 3 CH - 4 ECTS

This course helps students to understand the complex world of international sales management, and to convince them of the importance of management of inter-cultural issues by showing that agents, distributors and local partners are human beings with their own cultural background; it underlines that it is extremely important to understand and respect this to succeed in international business. It also teaches the practical tools of "real life" sales management.

#### TECHNOLOGY & CHANGE MANAGEMENT MBA 305 3 CH - 4 ECTS

This course aims to develop the students' concept of change management in individuals, teams, organizations and societies. Stated simply, change management is a process for managing the people-side of change.

#### RESEARCH REPORT 6 CH - 6 ECTS