

Master in Business Administration (MBA) - Master in Business Administration (MBA)

Management fundamentals

The objective of this course is to allow participants to critically reflect on the nature, origin, historic evolution, current situation and perspectives of management in the west, based on the judicious reading of some classic and contemporaneous authors who have led the way in the theoretical development of management. Similarly, students are expected to develop an informed opinion on the work of a manager, the state of management in Latin America, and about management education and its main challenges, in order to provide them with criteria to understand and play a role in their own educational process in the Master's program.

Accounting and financial planning

The course aims for the student to: 1) analyze, through the interpretation of financial statements, the operational, investment and financing situation of an organization; 2) construct, from financial data, tools to measure the cost of resources and the profitability of investments, to evaluate and control the performance of organizations; 3) project business and operations ideas in the financial statements, understanding the sensitivity that exists between those decisions and the short and medium term financial results of the organization.

Communications workshop

The objective of this workshop is to help improve students oral communication skills by carrying out individual and group exercises. In the context of informative and argumentative discourses, the course will cover the following topics: verbal and non-verbal communication, self-perception and perception of others, and the use of visual aids; among others.

Business history in Colombia

This course recognizes the need to learn about the dynamics that have characterized the Colombian entrepreneur within the Latin American context, viewed from a historic and critical perspective. To do so, the course takes into account research on these topics as well as theoretical developments that allow a better understanding of this phenomenon. The course is focused on the private entrepreneur, a key actor within the context of entrepreneurship, which also includes: managers (public and private), companies (public and private), families of entrepreneurs, business associations (guilds) and economic groups.

Financial management

This is a comprehensive course of the main topics relating to the analysis and the financial function of a company, including issues related to the analysis of investment decisions and financing under uncertain conditions. After completing the course, students will have acquired the conceptual and practical tools to deal with a broad range of financial problems. The course design is based on the idea that understanding problems through a solid conceptual model is the first, perhaps most important step to finding optimum solutions. In line with this idea, course content is theoretical and practical through applicability of the concepts learned through examples, real life cases and exercises.

Leadership and managerial skills workshop

The participants will reflect upon the meaning of leadership and its role in organizations. Leadership is a central topic in the study of organizational behavior. Organizations and group effectiveness have been recently studied from a leadership concept. This workshop will provide students with the opportunity to develop basic skills key to the dynamic of organizational transformation.

Organisations

This course analyzes organizations at three levels: first, the organization itself taken as a system and its relationship with the environment; the second, in relation with groups and; finally, the individual. Accordingly, the Organizations course intends, on the one hand, to facilitate the approach to key concepts of organizational theory and to promote its appropriation as a basis for understanding and acting within organizations; and on the other hand, studying the behavior of individuals and groups in organizations and the effect they have on them. The course is divided into two modules in order to develop the above mentioned objectives: Organizational Theory and Analysis and Organizational Behavior.

Social, political and economic setting

This course aims to relate students with the methodological and practical aspects of the analysis of the economic, political and social setting that have an impact on the life of organizations.

Negotiation and effective team building workshop

The purpose of this workshop is to introduce the basis for the development of the skills needed by a negotiation team to deal with common situations of bilateral negotiations. Teaching will be centered on the preparation and management of negotiation exercises through an efficient process. The objective of the workshop is to contribute towards the planning and implementation of negotiation and conflict resolution strategies through the theory and practice offered by the case methodology. Furthermore, it will emphasize on the creation of opportunities with mutual benefit, allowing the strengthening of the analytical and diagnostic capabilities needed to approach any type of problem in a methodic manner. It is intended that, through practical exercises, students have a conceptual framework that will guide them to achieve the good performance of their teams as leaders or as members of a group. The workshop focuses on strengthening essential capabilities to maximize performance.

Strategic marketing

This course is designed to help students to develop their strategic thinking in marketing, through their exposure to market conditions, against which they must undertake a holistic analysis supported by theories, methodologies and tools acquired during their graduate program and then, to make strategic decisions to define actions according to the situation analyzed.

Strategy

The course is divided into five parts, which are all interconnected: (1) the environment: how and what is globalization, its implications and the way countries are inserted in a globalized world; (2) insertion of Latin America in the globalized world; (3) insertion of Colombia in the globalized world; (4) international trade, trade agreements, institutions and instruments of globalization; and finally (5) it will analyze the various strategies that companies may pursue in the globalization setting and the various strategies they have followed for their internationalization. This is done through the study of successful international, Latin American and Colombian cases.

Business game

This is an integrative course that seeks to expose participants to the exercise of executing a strategy and designing different mechanisms for its implementation and control, as well as understanding and quantifying the risks inherent in this process and the impact derived from corrective measures. Other topics include: structure, management teams, management indicators, scorecards and strategic assessment. The course is supported by a management simulation package that allows it to integrate effectively most of the areas in an organization, their interrelations and complexities at the time of implementing a strategy.

Electives

Students have the opportunity to choose from diverse course, delivered along the year. The International Summer School courses are also valid as electives.

Statistics analysis and decision making

The course studies probability fundamentals and the basic statistical techniques that are used in the analysis of data and decision making within an organization. Furthermore, this course is intended to get students acquainted with the main statistical components, which will be useful in the different courses during their graduate program.

Managerial economics

The course is divided in two large modules. The first one focuses on the theoretical elements of microeconomic analysis; the second one presents the core elements of macroeconomics in the context of an open economy to trade and international capital. The concepts will be applied to the study of Colombian economy.

Creativity workshop

Creativity is the force that enables us to orient the different ways of thinking toward innovation. This idea generation capacity is innate in human beings and can be developed based on individual, group and interdisciplinary work. In this workshop, students identify, learn and implement the essential methodologies of creative work.

Marketing management

This course aims to present the theoretical and practical concepts of the role played by marketing in organizations and society. Students are expected to acquire a basic understanding of how an organization relates with the market and how it uses marketing instruments to approach the consumer and face the actions of the competition

Entrepreneurship and innovation

The objective of this course is to provide students with a broad conceptual framework of the activity of the innovator- entrepreneur and engage them in a practical experience, where students develop an idea and a business model that can have potential for success.

Sustainable development

The course intends to introduce students to the environmental issues faced by management currently and in the future. The student must understand in a general manner the environmental problems, as well as the barriers and constraints that have prevented their solution.

Legal aspects in business (business law)

This course takes a quick but intense tour of the extensive world of Law. It analyzes and specifies legal concepts that are essential for business activity. It is designed for students with scarce or no training or experience in legal matters and its purpose is to provide them with tools that allow them to: (1) become familiar with the main legal texts in the area of business law; (2) understand fundamental aspects regarding equity rights, partnerships, administrator responsibility, the right to competition and contracting; (3) interact in a better and more effective way with legal advisors, and (4) develop criteria to analyze and understand different management problematic from a legal standpoint.

Logistics management

"Immersed in the term ""logistics"", this course seeks to combine aspects of operations management, information management and management of the supply chain so that organizations improve their competitiveness. It makes students aware of how qualitative, quantitative and technological tools can support effective decision making. Among other approaches, it will be determined that the availability of information reduces uncertainty and the need to manage both inventories and forecasts. Although the course implies reviewing models and operational and tactical decisions, emphasis is put upon the qualitative aspects that are required by general managers and consultants.

Capital markets

This course aims to familiarize students with the organization and operation of institutions and the instruments that constitute money and capital markets in Colombia and the main financial centers worldwide, with emphasis on the United States market.

Leadership, ethics and responsibility

The objective of this course is to give students the chance to reflect on themselves and their role as professionals, citizens and family members. It provides them with the opportunity to approach the topic of ethics and responsibility in a disciplined and mindful way so as to realize the difficulty of what is at stake. The coherence between saying what you do, doing what you think, and thinking of what you say is not an easy thing to do. Incoherence in these aspects constitutes the problem of ethics. This course encourages participants to express their personal experiences in a frank, serious dialog.

International business

This course attempts to cover the main concepts of strategic formulation and competitiveness in enterprises, and to develop in student's strategic thinking and analysis. Among other subjects studied we can find: types of strategy, industry analysis, definition of a generic strategy, value chain, competitive and resources analysis and their impact on strategy, corporate, business, functional and international strategy and scenario planning. In addition, the course discusses the models of strategic implementation, management control and the Balance Score Card.

Final Project

The graduation project is the final paper written by students under the guidance of a full time professor as the final requirement to complete their studies. The scope of the project can be theoretical research, the development of a business plan or a consultancy project.