

MBA GLOBAL PERSPECTIVE



PENSUM

Start September 2020

Duration 15 months

Language English



This program gives you a **deep understanding** of the different **international markets**, opening opportunities to work and do business in **emerging markets** and **developed economies**.

MBA CORE

DURING THE PROGRAM+

Career Services
Critical Thinking and Decision Making
Leadership+
Spanish++

MODULAR

Accounting**
Advanced Quantitative Methods
Applied Macroeconomics
Business Ethics
Business Strategy
Communication and Leadership
Corporate Strategy
Digital Transformation+
Diversity and Leadership

Entrepreneurship
Finance+
Financial Accounting
Financial Mathematics**
Fundamentals of Sustainability+
Global Economy
Industrial Organization
Introduction to Business Administration
Management Control

Managerial Accounting
Managing People and Organizations+
Marketing+
Negotiation
Operations+
Political Analysis
Quantitative Methods**
Women and Leadership

ELECTIVES

ENTREPRENEURSHIP

Corporate Entrepreneurship*
Finance for Entrepreneurs*
Garage**
Marketing and Sales for Entrepreneurs*
Methodologies for Entrepreneurship**
Social Entrepreneurship*

OPERATIONS & TECHNOLOGY

Operations Strategy*
Quality Management*
Services Management*
Supply Chain Management
Systems Dynamics*

FINANCE & ECONOMICS

Corporate Finance
Financial Institutions and Capital Markets
International Finance*
Mergers and Acquisitions*
Money and Banking
Portfolio Management

These electives, along with the modular subjects, cover 70% of the content that the CFA Institute evaluates in its exams to grant the CFA® certification.

MARKETING

Advanced Marketing
Brand Management
Data Mining
Digital Marketing
International Marketing
Market Research

SUSTAINABILITY

Entrepreneurship in emerging countries: transforming problems into opportunities*
Sustainability Management**

OTHER AREAS

Contemporary topics in people management
Culture and Values*
E-Business
Family businesses*
International Strategy*
Introduction to Consulting*
Power and Influence
Prevention of fraud and corruption in organizations*
Project Management
Risk Analysis
Social Networks*

INTERNATIONAL STUDY TRIP

During this week you will visit various multinationals, startups, accelerators, and business incubators. You will meet with experts focused on business problems.



GLOBAL NETWORK WEEK

You will take classes for a week at another school in the GNAM network.
advancedmanagement.net

MANAGEMENT CONSULTING PROJECT

You develop a project to address a strategy problem that an international or local company needs to solve. You take the role of a consultant and dedicate yourself, full time, to carrying out the project.

+They extend for more than one module.

*Subjects taught in Spanish in the past. The language in which they are taught may change.

++For those who need to learn the language.

**Pre-MBA subjects - virtual module.

University Affiliation Program CFA Institute®

GLOBAL NETWORK FOR ADVANCED MANAGEMENT



#1 Full-time MBA in Latin America *Financial Times 2019*

#5 in the world Salary percentage increase *Financial Times 2019*

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INCAE reserves the right to change the course offering

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