

# MBA GLOBAL PERSPECTIVE



## PENSUM

Start September  
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](http://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

P I M  
Partnership in International 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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