Continental Florida University

5201 Blue Lagoon Drive, 8º piso y 9º piso Miami 33126, Florida
(786) 220-2888
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Master of Business Administration (MBA)

- DGT 501: Organizational digitalization (3 Credits)

  The course describes and generates skills for the knowledge and use of digital platforms, helping to place participants in the digitized world, proposing challenges for organizations.

- DSC 502: Intelligence and data analysis (2 Credits)

  The course helps participants use available data within and outside their organizations to make decisions at various levels of the organizational structure. It describes the environment of data management systems, data scales (big data, deep data, small data), the description of architectures and methodologies for the generation, structuring, processing, and analysis of data, the description of the data management process for various types, the presentation of current and future data processing tools, data visualization tools, and case studies for decision-making with the explained tools.

- ADM 501: Organizational, cultural and learning management (2 Credits)

  The course studies individual behavior in the workplace, career development, work teams, strategic and transformational leadership, leadership and power, organizational culture, change and behavior, the development of the capacity for observation, diagnosis, and analysis for effective action in the management of processes related to behavior in organizations.

- ADM 512: Innovation and Intellectual Capital Management (3 Credits)

  This course studies the methodologies of Design and Creative Thinking, creative thinking, the creative process, innovation techniques, customer-oriented innovation, co-creation, and leadership in collaboration. Techniques will be developed to model innovative businesses at a disruptive and incremental level, and to design new products and services from the perspective of users and focused on their needs. The fundamentals, mechanisms, and instruments for the management of intangibles, intellectual capital, information systems, the impact of ICT in organizations, Integrated Business Management Systems, competitive intelligence, and processes and subprocesses inherent to knowledge management will be addressed.

- HUM 501: Leadership and Change Management (3 Credits)

  The course studies key aspects for a manager or executive to assume leadership and provides tools for high-performance teams in a complex and high-uncertainty context. The content includes addressing the problem and the main factors of change management processes, as well as the key elements to carry them out successfully. At the end of the course, the student will be able to identify strengths and areas for improvement and apply a set of tools to lead results-oriented teams.

- HUM 512: Decision making (2 Credits)

  The course studies deep learning dynamics and high involvement, so that managers understand that the complexity of decision-making requires identifying and understanding relationships that are not always visible in companies. The process interrelates mental models, personal mastery, team decisions, and shared vision, revealing the structures that generate basic business dilemmas, and develops methodologies and tools that improve rational and intuitive decision-making, especially in contexts with little or much information. It identifies typical errors or biases in the individual and team decision-making process. It develops skills that allow for high-value decisions.

- FIN 503: Financial Accounting (2 Credits)

  The course presents the fundamental concepts of accounting, from a decision-making perspective, and its usefulness as a tool in business management. It develops content such as the structure of financial statements, the relevant criteria for their correct presentation, the analysis of financial information, and decision-making based on administrative information and relevant costs.

- FIN 515: Corporate finance (2 Credits)

  The purpose of the course is to develop skills in making short-term financial decisions through working capital management, as well as to prepare for long-term decisions, which involve investments of crucial importance for the company, in environments of risk and uncertainty.

- ADM 523: Organizational design (2 Credits)

  Fundamentals and practical methodologies to generate value by promoting an orderly and synergistic structure of the different organic units that make up the company, so that it can operate efficiently. Topics are developed that conceive the organization as a strategic system, such as the requirements, characteristics, and key factors of organizational design, modern trends in organizational design, organizational climate, value creation, contingency design theories, innovation and change, administrative reorganization, and organizational culture.

- MKT 624: Strategic Marketing Management (3 Credits)

  The courses cover the elements of marketing strategy and their integration. They will focus on developing the ability to apply various principles and theories to specific problems. Competitive marketing strategies are introduced and theories are applied to different economic and competitive environments.

- ADM 533: Strategic direction (2 Credits)

  Formulation of a company's vision and mission, internal analysis, external analysis, industry analysis, strategic objectives, strategy design, strategy selection, strategy implementation, and control of the strategy. Apply the stages for the formulation and implementation of business strategies.

- GDP 605: Process management (2 Credits)

  This course presents the process management framework, the principles of business process orientation, tools for the identification and measurement of performance based on organizational processes (Process Scorecard), as well as creative techniques for the improvement and redesign of processes in a framework of Total Quality in the State.

- ADM 603: Management and crisis management (2 Credits)

  Crisis management to formulate a prevention and crisis management plan that allows managing organizational instability in the context, attending to the main threats and risks. The plan includes the characteristics of crises in the international context, the typologies of crises, the stages of the crisis management process, and the development of a prevention, crisis management, and subsequent follow-up plan. The necessary communication aspects are included.

- LOG 605: Operation management (2 Credits)

  The course focuses on the aspects of the strategic design of the system, on the management of operations, and on the improvement components of the logistics system. The content includes flow diagrams and plant capacity, planning and control of operations, quality and process improvement, production of goods and provision of services, supply chain, design of logistics planning, purchasing and storage system, and inventories.

- MKT 614: Customer experience management (2 Credits)

  The course provides the necessary knowledge to manage the sales, service delivery, and after-sales processes from the customer's perspective. It develops content such as: customer experience, service culture, service design and experience, innovation, and service quality strategies.

- ADM 686: Business Administration Real World Applications (3 Credits)

  To demonstrate the acquisition of one or, preferably, several of the competencies acquired throughout the master's degree. For this, an academic project related to business administration may be carried out and, specifically, aligned with some of the subjects taught.

- HUM 522: Innovate Behavior (3 Credits)

  The course studies the anatomy and functioning of the Silicon Valley innovation ecosystem to extract the key lessons from high-impact companies and see how these networks connect with our potential companies, as well as agile techniques and methodologies to maximize the chances of success of our initiatives. The contents include: why act innovatively, the power of questioning, conceptual liberation and experimentation, the discovery of innovative opportunities, organizational ambidexterity and some biases that hinder its implementation, how to manage the uncertainty surrounding innovative opportunities, and policies to improve the behavior of established companies.

- LOG 615: Supply chain management (2 Credits)

  The course studies the basic concepts of the supply chain, its importance for the competitiveness of the organization, and the techniques available for its optimal design. The concepts of the supply chain, the design methodology, the measurement of chain performance, supply chain management, storage and material handling, packaging, and distribution are addressed.

- MKT 604: Data-driven marketing management (2 Credits)

  The course introduces the social media ecosystem and delves into the most applicable solutions to the national situation. It develops content strategies, brand management, customer service, and advertising on social media to achieve business objectives. Likewise, it introduces the student to the concepts, application, and relevance of digital analytics as a fundamental tool for the continuous optimization of digital marketing strategies, through the use of the main platforms available in the market.

- STR 552: Sales Management (2 Credits)

Sales Management provides students with updated frameworks in sales strategies, customer relationship management, and market analysis. This program combines theoretical knowledge with practical experiences, preparing graduates for dynamic careers in various sectors. Through a combination of courses and practical projects, students develop effective communication and negotiation skills, crucial for success in the sales field.

- MKT 551: User Experience (2 Credits)

  The course will show what UX is and what it is not, debunking some common myths and beliefs. Subsequently, the student will go through the entire User Experience process, from strategy and requirements to information architecture and visual design. Through lab practices and exercises, you will document your entire UX design process and present your work in your portfolio.

- ADM 551: Project Evaluation (2 Credits)

  The Project Evaluation course aims to provide modern tools that allow you to master the basic concepts and methodology to evaluate investment decisions and value companies in competitive environments. The evaluation of projects includes topics such as: strategic valuation of a project, relevant costs and benefits, construction of free cash flows, net present value, cost of capital, incorporation of sensitivity analysis, valuation of flexibility, and its application in practical cases.

- MKT 553: Go-to-Market Strategies (2 Credits)

  The course covers how companies introduce a new product or service to the market. Designed to mitigate the inherent risk of introducing a new product, a typical GTM strategy includes target market profiles, a marketing plan, and a concrete sales and distribution strategy.

- ADM 654: Business Cases (3 Credits)

  In this course, you will learn the most common disciplines and methodologies to create and present a business case with clear, concise, and fact-based arguments that highlight the benefits, costs, and risks of the project to obtain approval. You will learn the underlying structure and content of a business case, as well as the role your audience plays in its development. In addition, you will learn basic techniques to determine the financial ROI, intangible benefits, and the probability of meeting expectations.

- MKT 454/MKT 554: Performance Marketing & Growth Hacking (3 Credits)

  This course integrates Performance Marketing and Growth Hacking to design sustainable acquisition and growth systems. The student will master AARRR funnels, KPI definition, attribution, A/B testing, analytics, and automation. Tactics in SEO/SEM, social ads, email, CRO, and product-led growth will be applied to scale results efficiently. It includes experiment design, actionable hypotheses, budget pacing, and executive reporting, emphasizing ethics, privacy, and learning with real impact data.

- MKT 455/MKT 555: AI-Powered Marketing (3 Credits)

  This course teaches how to design and execute AI-powered marketing strategies, from data collection and cleaning to omnichannel activation. The student will apply machine learning and generative models for segmentation, personalization, prediction, and assisted creativity. MMM, attribution, automation, A/B testing, prompt engineering, RAG, and lightweight MLOps will be covered. Emphasis on ethics, biases, privacy, and compliance.

- MKT 666: Digital Business Model (3 Credits)

  The course is based on the concept of Digital Business Models to analyze how Apple, Google, Facebook, Amazon, and other companies of the internet era use these models to create, deliver, capture, and defend value. The course ends with an introduction to asymmetric business models.

- MKT 676: Product Management (3 Credits)

  The course will teach you the fundamental skills needed to be an effective product manager and to develop, launch, and grow successful products or digital products. You will learn to evaluate customer needs, design a compelling product vision, market products, leverage product analysis, and collaborate effectively with cross-functional stakeholders, such as engineers, UX teams, and senior management.

- FIN 451/FIN 551: International Finance (3 Credits)

  This course addresses financial decision-making in global contexts: exchange rates and parities, risk hedging (forwards, options, swaps), international capital budgeting, and cross-border valuation. It analyzes capital markets, balance of payments, multicurrency cost of capital, and sovereign/geopolitical risk. It includes liquidity and working capital management in multinationals, financing structuring, compliance, and ethics.

- FIN 452/FIN 552: Mergers and Acquisitions (3 Credits)

  This course prepares students to lead M&A from start to finish: strategic thesis, target search and evaluation, valuation and due diligence, structuring and financing (including LBOs), legal/antitrust aspects, and negotiation. It emphasizes synergies and integration governance (PMI), cultural management, and value creation metrics. Cases and simulations cover domestic and cross-border operations.

- FIN 453/FIN 553: Machine Learning and Artificial Intelligence for Finance (3 Credits)

  An executive course that connects Machine Learning and Artificial Intelligence with corporate finance: cash flow modeling, forecasting, cost of capital (WACC), valuation (DCF and multiples), capital structure, and capital allocation. Use cases include: credit risk, fraud, liquidity optimization, budgeting, trading, and analytics for M&A/due diligence. Emphasis on model governance and risk (AI RMF), biases, explainability, and economic impact metrics.