

MBA-A

Master in Business Administration

(Edition 2024)

First Trimester

Code	Name	CL	L	U	CA	S	UDC
AD4065	Operations and Competitivity	2.5	0	9	2	12	3
FZ4027	International Economic Outlook	2.5	0	9	2	12	3
FZ4028	Financial Analysis	2.5	0	9	2	12	3
MT4025	Consumer Behavior	2.5	0	9	2	12	3
		10	0	36	8	48	12

Second Trimester

Code	Name	CL	L	U	CA	S	UDC
AD4066	Leadership and Teams	2.5	0	9	2		3
FZ4029	Corporate Finance	2.5	0	9	2	12	3
MT4026	Data Analytics & Decision Making	2.5	0	9	2		3
MT5048	User Experience (UX) and Omnichannel Marketing	2.5	0	9	2		3
		10	0	36	8	12	12

Third Trimester

Code	Name	CL	L	U	CA	S	UDC
AD4067	Organizational Behavior and Change Management	2.5	0	9	2		3
EM4003	Transversal Pathways I	2.5	0	9	2	12	3
EM4005	Innovation and Future Thinking	2.5	0	9	2		3
EM4006	Digital Business and Emerging Technologies	2.5	0	9	2		3
		10	0	36	8	12	12

Fourth Trimester

Code	Name	CL	L	U	CA	S	UDC
AD5164	Strategy	2.5	0	9	2		3
OP5100	Elective I	2.5	0	9	2	12	3
		5	0	18	4	12	6

Fifth Trimester

Code	Name	CL	L	U	CA	S	UDC
AD4068	Organizational Alignment	2.5	0	9	2		3
EM4007	Capstone Project	2.5	0	9	2		3
OP5101	Elective II	2.5	0	9	2	12	3
		7.5	0	27	6	12	9

Academic credits

- CL** The letter "CL" indicates the number of class-hours per week.
- L** The letter "L" indicates the number of laboratory-hours per week.

- U** The letter "U" represents the equivalent time in courses lasting 15 weeks (semester) and 12 weeks (trimester), of weekly work that the student dedicates to the course to meet its objectives. They include the "class hours", as well as the time dedicated to the student's independent work.
- CA** The letters "CA" represents the number of semester credit hour of the course.
- S** Semanas de duración
- UDC** Load Units

Program Outcomes

Justification

The Master's in Business Administration (MBA) program at EGADE addresses the need of organizations and companies in Mexico and Latin America to have leaders who are capable of generating economic, social, and environmental value, as well as directing and driving business transformation processes to solve the major challenges we face as a society today and in the future.

The MBA, being a master's level program with a focus on the necessary competencies for administration, management, and business transformation, contributes to the School's and the Institution's strategy by shaping high-level professional leaders who have a positive impact on businesses through human flourishing, critical thinking, and the relevance of their actions.

Program Objectives

The Master's in Business Administration (MBA) aims to provide participants with the necessary tools for successful business management, enabling them to assist their organizations in achieving their strategic objectives in the medium and long term. Additionally, it aims to develop in them the essential skills to confront the challenges they face as business leaders, based on effective decision-making, constant innovation, strategic vision, critical thinking, sustainable mindset, and human sensibility.

Target Audience

Prospective candidates for the Master's in Business Administration (MBA) program are professionals with a minimum of three years of relevant work experience. They should hold a professional degree from a nationally or internationally recognized institution of higher education. Additionally, they should meet at least one of the following criteria within their professional development profile:

- Hold positions involving decision-making and personnel management, with perspectives for organizational growth. A systemic understanding of the organization and supportive methodologies for decision-making are considered essential.
- Possess expertise in their professional field and have an interest in developing innovative business models aimed at enhancing company competitiveness or creating new ventures. This involves utilizing cutting-edge management and entrepreneurship tools and models.
- Bring work experience and a desire to develop and/or strengthen consulting skills, in order to support continuous improvement, competitiveness, and sustainability of regional organizations. This would involve applying diagnostic methodologies to generate innovative and effective solutions.
- Exhibit leadership potential by demonstrating a passion for learning, critical thinking, and professional growth that can impact value generation within organizations. This would be achieved through effective leadership skills, knowledge, techniques, and tools.

Applicant Profile

To enroll in the Master's in Business Administration (MBA) program, it is expected that the applicant:

- Possesses work experience and aims to develop and/or strengthen consulting skills in order to support continuous improvement, competitiveness, and sustainability of regional organizations. This entails applying diagnostic methodologies to generate innovative and effective solutions.
- Is experienced in their professional field and is interested in developing innovative business models that seek to enhance company competitiveness or create new ventures through the knowledge and use of cutting-edge management and entrepreneurship tools and models.
- Is a talented, enthusiastic individual committed to the development of their environment and the well-being of society. They should possess the potential to successfully complete their graduate program and evolve into leaders with an entrepreneurial spirit, a humanistic approach, and international competitiveness.

Graduate Profile

Upon completing the Master's in Business Administration (MBA) program, the student will be able to:

- Define and enhance an organization's business processes to achieve its objectives through effective decision-making. Design and execute strategies to enhance competitiveness. Create and implement business models that generate value for both the organization and society.
- Lead and execute business transformation processes to ensure adaptation to the market and survival in the medium and long term.
- Make decisions by rational utilization of business resources, applying management tools, and integrating different functional areas of the company. Comprehend the business environment and employ cutting-edge technology. Manage talent, diversity, and sustainable practices.

- Demonstrate visionary leadership with purpose, human sensitivity, strong ethical principles, and commitment to sustainable development. Act with an entrepreneurial mindset and constant innovation. Apply critical thinking in decision-making.

Campus that offer this program

Campus	Number of periods offered	From	Closed for new students
Guadalajara	Complete	Trimester Sep - Dec 2024	
Querétaro	Complete	Trimester Sep - Dec 2024	
Sede EGADE Monterrey	Complete	Trimester Sep - Dec 2024	
Sede EGADE Santa Fe	Complete	Trimester Sep - Dec 2024	

Last update: 22/August/2023