



MBA - MASTER OF BUSINESS ADMINISTRATION

The Master of Business Administration is designed for students who have completed a Bachelor of Business Administration or earned a similar degree from a recognized university and wish to develop their management skills to advance their professional careers.

Students without a bachelor's degree in business must complete the Beginning Certificate in International Business.

St. Thomas University offers a Master of Business Administration program that emphasizes a synergistic, interdisciplinary approach to innovative and sustainable business concepts and practices. The degree integrates dominant paradigms in management, sociology, ecology, and technological innovation to provide tomorrow's business leaders with the skills vital for success. Tomorrow's business leaders cannot simply follow the examples of their predecessors. The next generation must seek to promote financially sound, ecologically sustainable, and socially just initiatives within their organizations and economic spheres. Companies must adopt sustainable practices and proactively address current trends.

They must meet the social and governmental challenges for change. The curriculum is structured to give students a foundation in traditional business practices and the latest sustainability principles in business operations. In addition to core materials and philosophy, the international and cultural diversity of the student body, faculty, and staff combine to provide a rich learning experience.

STU's MBA program offers two different curricula:

Green Management, Energy, and Corporate Social Responsibility

The Master's degree in Business Administration with a concentration in Green Management, Energy, and Corporate Social Responsibility prepares students to apply sustainable development skills and respond to the needs and potential for social transformation. **The program focuses on global development and environmental problems recognized in international agreements. It also explores how to address these challenges by promoting sustainable development, which is becoming a key focus of business models.** Economic sources must strike a balance between profitability, social equity, and environmental responsibility, based on a culture and philosophy that transforms the organizational structure and succeeds in making Corporate Social Responsibility not an industry issue, but the DNA of companies that promote the country's development. The master's degree aims to provide a space for reflection, promoting sustainable development and the development of critical, analytical, and integrative skills for addressing environmental and sustainable development challenges.

Marketing and Digital Communication

The Master of Business Administration with a concentration in Marketing and Digital Communication is designed for individuals seeking to acquire the skills necessary to implement omnichannel and customer-centric digital marketing strategies. It is dedicated to students who, alongside the skills acquired in business administration, want to grow professionally in marketing and digital communication.

Educational Objectives and Methodology

The main objective of the Master of Business Administration degree is to provide the in-depth preparation, knowledge, and skills needed to succeed in managerial roles in general management as well as functional directorates in various types of companies operating in diverse sectors. In particular, the focus is on organizational behavior, negotiation techniques, and change and innovation management, essential for holding managerial and coordinating positions.

The knowledge and skills necessary to:

- use quantitative data processing methodologies to support decision-making processes;
- interpret the global macroeconomic and geopolitical scenario to contextualize business activity and identify development opportunities and threats;
- enhance the sustainability of business activity, including the perspective of process quality and environmental protection;
- understand the regulatory and fiscal environment in both national and international contexts;
- determine the business's financial needs and how best to meet them;
- assess the exposure of businesses to the various types of risks and develop plans to contain exposure;



- interpret and process economic and financial information for business performance planning, control, and evaluation;
- identify management and business development strategies best suited to the contextual conditions.

The curriculum includes a series of core teachings that delve into business management from the perspective of complex, multinational organizations. After the core teachings, students select their specialization. Students will prepare a final thesis on developing and deepening the skills acquired in the chosen field. Instead of a thesis, students may opt for a project report.

A faculty member guides and directs both the thesis and the project report.

Career Opportunities

STU offers an MBA program that emphasizes a synergistic, interdisciplinary approach to mastering sustainable business concepts and practices. Its educational philosophy integrates the dominant paradigms in management, sociology, ecology, and cultural studies to develop the skills tomorrow's business leaders will need to thrive in the business world. After completing their MBA, graduates can work in any field of economics, from local businesses to the financial world.

Curricular Program (42 CH)

A. Core Courses: These courses provide the foundation for graduate courses.

- BUS 555 - Advanced Accounting
- BUS 560 - Corporate Finance
- BUS 565 - Quantitative Methods for Decision Making
- BUS 570 - Ethics, Law, and Business
- BUS 575 - Marketing Strategy and Implementation
- BUS 585 - Organizational Theory and Operations Management
- BUS 590 - Global Economics
- BUS 605 - E-Commerce
- BUS 610 - Business Strategy
- BUS 612 - Entrepreneurship

B. Concentration Area: Students must choose a concentration area and select three courses to complete their MBA. The courses build on what students have learned in the MBA core courses, allowing them to choose the courses that will be most relevant to their career goals. Students should consult their advisor to plan their second year of study, taking into account scheduling and class availability.

Green Management, Energy, and Corporate Social Responsibility

BUS 620 - Corporate Social Responsibility

BUS 621 - Sustainable Supply Chain Management

BUS 645 - Sustainability Strategies

BUS 646 - Energy Economics

BUS 647 - Economics of Renewables and Energy Saving Technologies

Marketing and Digital Communication

BUS 648 - Web marketing and digital advertising

BUS 649 - Digital communication goals: branding and performance

BUS 650 - Digital communication strategies

BUS 660 - Influencer marketing

BUS 670 - Reputation and crisis management

C. Research and Master's Thesis (3 CH)

BUS 690 - Master's Thesis