

EXECUTIVE INTERNATIONAL MASTER OF BUSINESS ADMINISTRATION, E.I.M.B.A.

Degree Requirements (48 Hours)

The required course work consists of 48 credit hours:

Nine Core Courses (27 Hours)

Course	Title	Credits
ECON 720	Managerial Economics	3
DMSB 712	Quantitative Methods in Business	2-3
DMSB 714	Managing the Multinational Enterprise	3
DMSB 715	Global Finance	3
DMSB 716	Global Marketing Management	3
DMSB 718	Global Supply Chain and Operations Management	3
DMSB 725	Global Business Issues	3
MBAD 702	Strategic Management	3
MGMT 770	Competing Through People	3
Total Credit Hours		26-27

Three Core Specialization Courses (9 Hours)

Course	Title	Credits
Select at least one of the following:		3
DMSB 710	Financial Accounting in the Global Environment	
DMSB 717	Management Accounting in the Global Environment	
Select at least one of the following:		3
MKTG 708	Customer Relationship Management and Data Mining	
MGSC 777	Advanced Quantitative Methods in Business	
MGSC 790	Data Resource Management	
MKTG 717	Fundamentals of Marketing Analytics	
BADM 790	Special Topics in Business	
Total Credit Hours		6

Elective Courses (12 Hours)

These electives are chosen from a number of approved elective offerings of the Moore School of Business and Tec de Monterrey.