



THE AMERICAS MBA

PROGRAM DETAILS

The Americas MBA

Pursuing an MBA is one of the most important decisions you will make in your life and doing it at the right school is even more important. The Americas MBA at Atlantis University will expose you to business ideas, practices and experiences that prepare you to manage and innovate in challenging markets. In recent times, we have seen the emergence of new markets and new market leaders in the global economy. The emerging economies of the Americas, with dynamics that mirror the Asian market and with less than half of China's population, are more productive and innovative than the Asian giant and offers very attractive and dynamic internal markets, especially in terms of relative purchasing power. These changing conditions require a new generation of business managers, leaders, new rule breakers and rule makers in charge of changing the world order. In Atlantis University, we are committed to provide the educational experience that builds the discipline of the mind and positions our students to emerge as leaders and winners, creating new market spaces in an uncertain and volatile economy. Our world class faculty integrate the best practices of the developed world, with the disruptive practices of leading firms operating in unpredictable business atmospheres. Our curriculum incorporates across several workshops, seminars and extra-curricular activities a learning platform aimed at igniting critical thinking, creativity, innovation, and collaboration emphasizing in its content and delivery rigor, relevance, and return on your investment. The decision is up to you; do you want to be a protagonist or a witness? Do you want to lead or to follow? Do you want to be a rule breaker or a rule taker? We invite you to immerse in the new paradigm of the art, science and practice of creating value for the society, for your business and organization, and of course...for yourself.

The Americas MBA

The Americas MBA (AMBA) is a program designed for professionals to be undertaken in 14 months plus 2 months for the specialization. It is designed to be a pragmatic program, offering the convenience of pursuing an off-campus degree (on line) or in a blended format (on line and in site). Combining rigor and relevance, AMBA is a modular program that offers the flexibility of an on line program, with the opportunity to choose a major of specialization that matches both your interest and career opportunities.

Program Objectives

The following important objectives have been built into the MBA program offered at Atlantis University:

1. Apply tools and practical experiences that are essential for an upper-management career in different business fields.
2. Develop and refine the knowledge of finance, marketing, and the central functions of management in a global economy.
3. Employ intelligent business strategies, international business concepts, marketing tools and critical analysis to manage and resolve situations in both stable and unpredictable environments.
4. Enhance the appreciation for ethical and legal matters in the context of business.
5. Enhance the economic and social well being of the community through the business practice.
6. Raise sensitivity to cultural differences in the workplace, and illustrate how such differences need to play a role in management strategies.
7. Innovate in the creation of business solutions and entrepreneurial projects based on research and analysis of real situations.
8. Integrate management competences for an effective leadership through business strategies.

Profile of Graduates

★ Ethical Leaders with a Global Perspective

Being a global player implies being a local leader. Nowadays, outperforming locally is a pre-requisite for performing globally. Our graduates understand the value of creating economic wealth in equilibrium with social development. An Americas' MBA graduate is ready to design and execute the international trajectory of an enterprise applying sophisticated frameworks, analytics, ideas and tools that tackle the complexity of developing an internationally competitive and responsible firm.

★ Results Driven... Results Oriented

Action, not intention, is what matters at the end in defining the character and legacy of men and women. This same idea applies to organizations and enterprises. On average, 80% of strategic projects or initiatives fail or are not executed. At Atlantis University we understand the imperative to reduce the strategy-performance gap by providing our graduates with the knowledge required to identify obstacles and the courage and character that proves that decisions and actions of the mind do prevail over circumstance. We have our value creation practicum, where students have the unique opportunity to engage in innovation-based project in firms, where they will be learning by doing, the craft of creating extraordinary value by tackling innovation challenges.

★ Effective Team Builders and Team Players

Collaboration is the exception, not the rule in organizations. Instilling a collaborative culture implies deep and sophisticated intellectual and emotional challenges. Our students are intentionally exposed to projects and academic tasks that demand the development of collaborative intelligence, such as trust building and conflict management.

★ Champions of Innovation

Businesses and organizations have two ways to generate value and profits: by being different or/and by being better. Being better is accepting the rules, and playing the game. Being different demands challenging the status-quo by systematically searching for value propositions that are original, unique, genuine, and singular. Our graduates understand that the most powerful and sustainable growth engine for any organization is its capacity to innovate systemically. Our students are exposed to methods that foster exploration and experimentation as sources of insights and innovative ideas. Our graduates do not just feel comfortable with change, but with substantial change as a state of being.

MASTER OF BUSINESS ADMINISTRATION

Program Breakdown By Course

MODULE I	Patterns and Perspectives	Context of Business International Strategic Management Consumer Behavior
MODULE II	People and Organizations	HR Fundamentals and Organizational Dynamics Organizational Behavior and Development
MODULE III	Business Practices and Processes	Quantitative Business Methods Fundamentals of Marketing Management Management Information Systems
MODULE IV	Performance Management	Management Accounting and Business Analytics I Financial Management and Business Analytics II
MODULE V	Practice	Customer Centric Innovation Value Creation Practice

MODULE DESCRIPTION

Module I Patterns and Perspectives

Today's world is moving faster and in more unpredictable patterns. The increased complexity of today's business dynamics demands a comprehensive understanding of the patterns, key milestones, and social and technological breakthroughs. With the emergence of a new generation of dominant players in the world's economy, there has been a redefinition of forces. The West will still rule, but not for long. Brazil, India, China, Russia, Turkey, Colombia, Turkey, Chile and Mexico have evolved to be pretender to be contenders in defining a new world hegemony. Countries are not big or small anymore, but slow or fast, nimble or stiff. Six of the top ten most developed countries have less than 6 million inhabitants. As well, 70% of the new economic growth in the world will come from emergent economies, mostly from ASIA and Latin America. This module explores and identifies the implications for business and decision makers of this new reality from 5 different perspectives: Social, Political, Macro-Micro Economic Perspective, and Strategy and Markets. Where the world is heading? What are the most critical mega trends? What are the economies, sectors, markets and clusters where growth is the most dynamic and profitable? These are the questions that will be answered in this module.

Module II People and Organizations

The future business leaders will be the ones who have mastered the art of searching, attracting, developing and retaining talent. Sustained growth in businesses is dependent not just in the size of markets or the attractiveness of a particular business model, but mostly on its capacity to fill new and old positions with brilliant individuals with the absorptive capacity and know-how to tackle novel and different challenges. This module develops for students a critical understanding of human behavior in organizations and small groups. As well, students will learn how to craft the right interactions, incentives, and portfolio of stimuli that will enable the alignment between the organization and the individual interests. Special attention will be given to expose students with practices and processes that will foster inter and intra-organizational collaboration having joint value creation as the most critical outcome.

Module III Business Practices and Processes

A competitive advantage is based in the capacity of firms to execute its strategy with the right sequence of moves, timing and resource base. An unfortunate reality in business is that 2 of every 10 strategic initiatives fail to deliver the expected results. In other words, 80% of critical strategic projects, aimed to either improved performance, innovate a value proposition, or position the enterprise in new markets do miss the mark. Some of the most fundamental reasons of this strategy-performance gap are: a) limitations in the creation of valid information and insights about the balance between risks and rewards of strategic initiatives and projects, b) flawed strategies in linking a value proposition (in the form of a product or a service) to target markets and segments, and c) lack of anticipation in visualizing the role of information technology in enhancing operational efficiency and effectiveness. This module will expose students with the routines, practices, processes and organizational capabilities that lead to a) an increased operational efficiency using technology, b) better business decisions making by having a better mix of judgment, intuition, and analysis, and c) an increase of execution capabilities of firms.

Module IV Performance Management

Notably, one of the most fundamental reasons of the recent collapse of financial markets was the lack of an appropriate performance and evaluation system of different investment practices and a complete oversight of the implications of derivatives and futures for firms. Nowadays, the valuation of assets in the financial sector still remains a dark and elusive challenge. The design of performance management systems that reflect the reality of markets and the performance of firms is an imperative. This module will teach students to a) design metrics that link strategic expectations with operative results, b) identify the financial implication of business decisions, and c) to analyze business performance from a financial perspective.

Module V Practicum

Knowledge delivered in the classroom becomes relevant only if it is applicable in real life. Praxis enables students to internalize concepts, and develop skills and capabilities by learning by doing. Most MBAs do not have space for students to apply first hand their new knowledge in business projects in established organizations. This module will enable students to actively participate in innovation driven projects and initiatives conducted by a team composed by students, and guided by our faculty. Student will learn and put in practice consulting skills and problem solving techniques aimed to tackle an innovation challenge or a critical problem of the organization.

THE AMERICAS

MBA

★ MASTER DEGREE PROGRAMS

1) Admission Requirements

As required by the Commission for Independent Education, students pursuing a Master Degree Program at Atlantis University must successfully complete a minimum of 24 semester credit hours beyond the Bachelor's level in specific business administration curriculum.

In order to qualify for admission to the Master Degree Programs, students must:

1. Complete enrollment agreement for the Master Degree Program and Complete in-person interview.
2. Formal resume indicating education and complete work history.
3. Hold a four-year Bachelor's Degree or equivalent credential conferred by an institution of postsecondary education and provide official transcripts. Documents from non-English speaking countries must be translated into English. Official transcripts and any other documentation must be forwarded directly to the school by the granting institution.
 - Acceptable postsecondary institutions of education include:
 - a) Institutions accredited by an accrediting agency recognized by the U.S. Department of Education or the Council for Higher Education Accreditation, or
 - b) Institutions recognized by the Department / Ministry of Education of the country where the institution is in operation.
4. A minimum of 120 Credit Hours minimally at the undergraduate level. Include at least 30 Semester hours of General Education Credit. Bachelor-level, undergraduate degree (or equivalent) or 3+ years of full-time relevant work experience.
5. 3 years full-time relevant work experience recommended.
6. Master Degree Programs are taught in English and Spanish. Class starts vary depending upon the language of instruction. Evidence of English proficiency is required if a student's primary language is not English and is applying for the Master Degree Program taught in English. The applicant must take the Test of English as a Foreign Language (TOEFL). A minimum TOEFL score of 500 must be achieved on the written format or 173 on the computer version. TOEFL scores will be sent from ETS/TOEFL to the campus at the request of the student. Fees for having test scores sent to the campus by the TOEFL testing office range from \$17 to \$29 and are paid for by the student. The institution will assist students in expediting this process. Also, the institution maintains a list of Prometric centers/testing sites where the TOEFL is administered in the area. Please see the admissions department for more information.

Official transcripts and any other documentation must be forwarded directly to the school by the granting institution