



# MASTER'S DEGREE IN **BUSINESS ADMINISTRATION** WITH SPECIALTY IN PLANNING & STRATEGY

The Master's Degree Program in Business Administration with major in Planning and Strategy aspires to develop professionals with Z necessary knowledge and skills to manage daily and non-routinary operations within the company. The graduates from this program will be able to develop strategic projects and at the same time participate effectively in the management of operations. Furthermore, the student will be able to manage quantitative, qualitative, comparative, and analytical methodological tools, as well as tools in planning, direction, and control of operations in organization.



**NUC**  
UNIVERSITY — SOUTH FLORIDA CAMPUS

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NUC University (NUC) is an accredited institution and a member of the Middle States Commission on Higher Education (MSCHE) [www.msche.org](http://www.msche.org). NUC's NUC University – IBC Technical Division (NUC-IBC), NUC University - Florida Technical College (NUC-FTC), and The Digital Animation & Visual Effects School (The DAVE School) are included in this accreditation. NUC's accreditation status is Accreditation Reaffirmed. The Commission's most recent action on the institution's accreditation status on 2019 was to reaffirm accreditation. MSCHE is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Council for Higher Education Accreditation (CHEA).

MASTER'S DEGREE IN

# BUSINESS ADMINISTRATION

WITH SPECIALTY IN PLANNING & STRATEGY

## Program Competencies

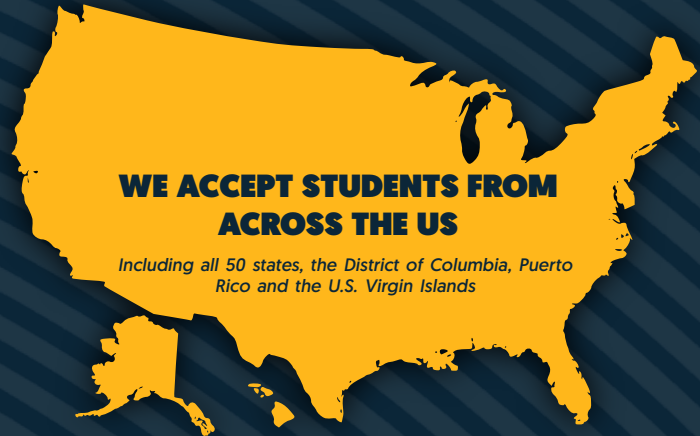
- Analyze and select the quantitative and qualitative methodological tools that will help him to conceptualize strategic decisions and will serve as support in the planning, direction and control of operations in any type of organization.
- Collect, analyze, and interpret multidimensional information through the use of technology for the development, implementation, and control of creative strategies for any type of organization.
- Demonstrate leadership with an entrepreneurial vision, tolerance towards cultural diversity and the ability to use critical thinking to make optimal decisions based on ethics and social responsibility.
- Value the economic, cultural, social, and political environment surrounding companies and direct the efforts in the area of operations so that they add value to these organizations.
- Apply their knowledge and skills in organizations with different complexity levels to establish and defend their arguments both in oral and written language.

## Outstanding Courses

- Operations Management
- Strategic Management
- Strategic Planning
- Quantitative Analysis for Decision Making
- Project Management and Administration

## Program Availability

- **South Florida**



## Distribution

- 24 credits - Core courses
- 15 credits - Specialty courses
- 39 credits - **Total of credits**

## Possible Employment Opportunities\*

- Operations Manager ◀
- General Manager ◀
- Management Analyst ◀
- Sales Manager ◀
- Administrative Manager ◀
- Business Development Manager ◀
- Business Analysis and Strategy Manager ◀

\*These examples are intended to serve as a general guide. There are many factors that determine what occupation an individual can achieve and NUC University cannot guarantee its graduates a specific job position. Some positions may require licensing or other certifications. We encourage to research your job requirements and career goals.



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