

## **MBA Program Specialization Outlines**

**Technology Innovation and Entrepreneurship, Global Business Management, Information Systems Management, Financial and Management Analytics, Health Care Management (new), Digital Health and Data Analytics (New) and General Stream**

### **Program Overview**

**Technology, Innovation and Entrepreneurship (TIE)** focuses on interdisciplinary professional knowledge, pertinent technological innovation and entrepreneurship. During the process, students will acquire contemporary theories and practical skills to analyze challenges and opportunities for business organizations under the evolution of digital transformation. Furthermore, students will learn how to use statistical tools in real-life business cases to analyze, interpret and present data. Students will establish firm knowledge of emerging technologies and entrepreneurship for effective execution in business development and growth.

**Global Business Management (GBM)** assesses strategies and tools that can be used in an international business environment. The courses in this program will focus on international strategies at an organizational level for distinct types of companies to be successful in an evolving global market. Students will learn about global finance, global supply chain management and global business service management. During the program, students will also improve their communication skills to negotiate with international stakeholders from diverse geographical and cultural backgrounds.

**Information Systems Management (ISM)** provides students with an overall and in-depth knowledge of managing information systems for business organizations. Students will learn how to use current tools and strategies to design and develop information systems and learn best practices of how to apply these current tools and strategies in a business context under digital transformation. Students will also develop their professional knowledge of internal and operational controls in relation to information systems. After taking the course, students will develop many graduate-level abilities, including critical thinking, problem-solving and communication skills.

**Financial and Management Analytics (FMA)** focuses on business analytic tools, such as artificial intelligence and machine learning. Students will develop professional knowledge and skills in applying analytics and AI in assisting critical business decision making. This course will also cover practical use of the latest financial and management analytics tools. This program will enable students to make effective evaluations of different analytics applications and learn how to utilize them for various business sectors.

**Health Care Management (HCM):** offers a comprehensive curriculum that combines business fundamentals with specialized knowledge in health care management, preparing graduates for leadership roles in the dynamic and complex health care industry. With a focus on practical experience, networking opportunities, and career development, this program equips students with the skills and expertise needed to drive innovation and improve patient outcomes in healthcare organizations systematically.

**Digital Health and Data Analytics (DHDA)** builds a strong foundation of management principles alongside specialized training in digital health, artificial intelligence (AI), data analytics, machine learning, and virtual care. It is designed for learners who wish to lead in the rapidly evolving health

care sector as well as to institute critical thinking and data-driven decision-making mechanisms in the form of practical and applied solutions in digital health through applications of data science, information technologies and AI among health care organizations.

**General Stream:** In addition, IBU offers the General stream for students interested in choosing a combination of electives based on their own specific career interests, development and needs. Furthermore, the capstone project in Term 4 under this General stream is developed to cultivate their personal career interests and needs as well. It will provide students with a flexible program plan and the option to take a variety of elective courses in different disciplines. The General stream is suitable for students who have a variety of interests or intend to develop a general management pathway in their career development.

Out of the 42 credits in the MBA program, 15 credits, including the 6-credit capstone project, will be related to the chosen specialization.

Program Foundation Courses	21 credits
Others	6 credits
Required Specialization	9 credits
Capstone Project (Specialization)	6 credits
<b>Total</b>	<b>42 credits</b>

### **Program Objectives and Learning Outcomes**

The Program Learning Outcomes are as follows:

**Learning Outcome 1:** Theoretical knowledge of business context as well as models and skills to apply tools for managing.

**Learning Outcome 2:** Knowledge of trends shaping the environment and economy, demographic shifts, political and regulatory changes, as well as professional knowledge of a specialized area or general management in driving change and creating value.

**Learning Outcome 3:** Conceptualization of research problems and of quantitative and qualitative research approaches to inform the analysis and effective communication of results to different audiences.

**Learning Outcome 4:** Application of theory and best practices using oral and written communication to promote designed messages to a variety of targeted audiences.

**Learning Outcome 5:** Formulation, analysis and offering of solutions to address complex problems drawing on a variety of data sources and insights based on appropriate models and tools.

**Learning Outcome 6:** Understanding of legal, ethical, and moral obligations and accountability frameworks in business as well as emerging trends in terms of corporate social responsibility (CSR) and environmental, social governance issues (ESGs) pertinent to the four Specializations.

**Learning Outcome 7:** Understanding of the complex and uncertain business environment and the tools for imagining multiple scenarios, creating strategies, and assessing and

mitigating risks.

**Curriculum**

**Technology, Innovation and Entrepreneurship**

**M-Management, S-Specializations, RM-Research Methodology, C-Communication, P-Professionalism, A-Application, L-Limitations**

		M	S	R M	C	P	A	L
<b>CURRICULUM</b>	<b>COURSE</b>							
	TERM 1							
FOUNDATIONS  (# foundation for the specialization)	Financial Management	✓		✓	✓			
	Business Analytics	✓		✓				
	Organizational Behaviour: Leading in a Diverse Environment	✓		✓	✓	✓		
	Marketing and Social Media	✓		✓	✓			
	TERM 2							
	Communications, Interpersonal Skills, and Negotiation	✓			✓	✓		
	Strategy (Technology Management)	✓		✓	✓		✓	
	Information Technology and Digital Transformation	✓	✓					
	Macroeconomics #	✓		✓				
SPECIALIZATION (*program required; **specialization required)  (pick 2, at least 1 from these 3 electives***)	TERM 3							
	Regulatory Environments, Ethics and Sustainability*	✓				✓		
	Entrepreneurship and Innovation**	✓	✓	✓	✓		✓	✓
	TERM 3							
	Research Methods	✓	✓	✓	✓		✓	✓
	Business Planning	✓		✓	✓		✓	✓
	Financing and Valuing Ventures***	✓	✓	✓	✓	✓	✓	✓
	Business Process and Systems Design***	✓	✓			✓	✓	✓
	Technology Trends and Applications***	✓	✓	✓	✓	✓	✓	✓
APPLICATION – CAPSTONE (pick 1)	TERM 4							
	Consulting Project	✓	✓	✓	✓	✓	✓	✓

	Business Plan Development	✓	✓	✓	✓	✓	✓	✓
	Major Research Paper	✓	✓	✓	✓	✓	✓	✓

### Global Business Management

**M-Management, S-Specializations, RM-Research Methodology, C-Communication, P-Professionalism, A-Application, L-Limitations**

		M	S	R M	C	P	A	L
<b>CURRICULUM</b>	<b>COURSE</b>							
	TERM 1							
FOUNDATIONS (# foundation for the specialization)	Financial Management	✓		✓	✓			
	Business Analytics	✓		✓				
	Organizational Behaviour: Leading in a Diverse Environment	✓		✓	✓	✓		
	Marketing and Social Media	✓		✓	✓			
	TERM 2							
	Communications, Interpersonal Skills and Negotiation	✓			✓	✓		
	Strategy (Technology Management)	✓		✓	✓		✓	
	Information Technology and Digital Transformation	✓						
	Global Trade and Finance <sup>#</sup>	✓	✓	✓				✓
SPECIALIZATION (*program required; **specialization required)  (pick 1)	TERM 3							
	Regulatory Environments, Ethics and Sustainability*	✓				✓		
	Global Supply Chain Management**	✓	✓	✓	✓		✓	✓
	Managing Multinational Firms**	✓	✓	✓	✓		✓	✓
	TERM 3							
	Research Methods	✓	✓	✓	✓		✓	✓
	Business Planning	✓		✓	✓		✓	✓
	Global Business Service Management	✓	✓	✓	✓		✓	✓
APPLICATION – CAPSTONE (pick1)	TERM 4							
	Consulting Project	✓	✓	✓	✓	✓	✓	✓

	Business Plan Development	✓	✓	✓	✓	✓	✓	✓
	Major Research Paper	✓	✓	✓	✓	✓	✓	✓

### Information Systems Management

**M-Management, S-Specializations, RM-Research Methodology, C-Communication, P-Professionalism, A-Application, L-Limitations**

		M	S	R M	C	P	A	L
<b>CURRICULUM</b>	<b>COURSE</b>							
	TERM 1							
FOUNDATIONS (# foundation for the specialization)	Financial Management	✓		✓	✓			
	Business Analytics	✓		✓				
	Organizational Behaviour: Leading in a Diverse Environment	✓		✓	✓	✓		
	Marketing and Social Media	✓		✓	✓			
	TERM 2							
	Communications, Interpersonal Skills and Negotiation	✓			✓	✓		
	Strategy (Technology Management)	✓		✓	✓		✓	
	Information Technology and Digital Transformation	✓						
	Business Information Systems and Analysis <sup>#</sup>	✓	✓	✓				✓
SPECIALIZATION (*program required; **specialization required)  (pick 1)	TERM 3							
	Regulatory Environments, Ethics and Sustainability <sup>*</sup>	✓				✓		
	Information Systems Audit and Cybersecurity <sup>**</sup>	✓	✓	✓	✓		✓	✓
	Managing IT Systems and Projects <sup>**</sup>	✓	✓	✓	✓		✓	✓
	TERM 3							
	Research Methods	✓	✓	✓	✓		✓	✓
	Business Planning	✓		✓	✓		✓	✓
	Technology Trends and Applications	✓	✓	✓	✓		✓	✓
APPLICATION –	TERM 4							

CAPSTONE (pick1)	Consulting Project	✓	✓	✓	✓	✓	✓	✓
	Business Plan Development	✓	✓	✓	✓	✓	✓	✓
	Major Research Paper	✓	✓	✓	✓	✓	✓	✓

### Financial and Management Analytics

**M-Management, S-Specializations, E-Entrepreneurship, RM-Research Methodology, C-Communication, P-Professionalism, A-Application, L-Limitations**

		M	S	RM	C	P	A	L
<b>CURRICULUM</b>	<b>COURSE</b>							
	TERM 1							
FOUNDATIONS (# foundation for the specialization)	Financial Management	✓		✓	✓			
	Business Analytics	✓		✓				
	Organizational Behaviour: Leading in a Diverse Environment	✓		✓	✓	✓		
	Marketing and Social Media	✓		✓	✓			
	TERM 2							
	Communications, Interpersonal Skills and Negotiation	✓			✓	✓		
	Strategy (Technology Management)	✓		✓	✓		✓	
	Information Technology and Digital Transformation	✓						
	Management and Marketing Analytics <sup>#</sup>	✓	✓	✓				✓
SPECIALIZATION (*program required; **specialization required)  (pick 1)	TERM 3							
	Regulatory Environments, Ethics and Sustainability <sup>*</sup>	✓				✓		
	Financial Analytics and Projections <sup>**</sup>	✓	✓	✓	✓		✓	✓
	Predictive Analysis for Decision Making <sup>**</sup>	✓	✓	✓	✓		✓	✓
	TERM 3							
	Research Methods	✓	✓	✓	✓		✓	✓
	Business Planning	✓		✓	✓		✓	✓
	Financing and Valuing Ventures	✓	✓	✓	✓		✓	✓

APPLICATION – CAPSTONE (pick1)	TERM 4							
	Consulting Project	✓	✓	✓	✓	✓	✓	✓
	Business Plan Development	✓	✓	✓	✓	✓	✓	✓
	Major Research Paper	✓	✓	✓	✓	✓	✓	✓

**General Stream**

**M-Management, G-General Management, RM-Research Methodology, C-Communication,  
P-Professionalism, A-Application, L-Limitations**

		M	G	R M	C	P	A	L
<b>CURRICULUM</b>	<b>COURSE</b>							
	TERM 1							
FOUNDATIONS  (# foundation for the general stream)	Financial Management	✓		✓	✓			
	Business Analytics	✓		✓				
	Organizational Behaviour: Leading in a Diverse Environment	✓		✓	✓	✓		
	Marketing and Social Media	✓		✓	✓			
	TERM 2							
	Communications, Interpersonal Skills, and Negotiation	✓			✓	✓		
	Strategy (Technology Management)	✓		✓	✓		✓	
	Information Technology and Digital Transformation	✓	✓					
	Macroeconomics #	✓		✓				
	SPECIALIZATION (*program required)	TERM 3						
(pick 3, at least 2 from these electives offered in other specializations***)	Regulatory Environments, Ethics and Sustainability*	✓				✓		
	TERM 3							
	Research Methods	✓	✓	✓	✓		✓	✓
	Business Planning	✓		✓	✓		✓	✓
	Global Business Services Management***	✓	✓		✓	✓	✓	✓
	Financing and Valuing Ventures***	✓	✓		✓	✓	✓	✓
	Business Process and Systems Design***	✓	✓			✓	✓	✓
	Global Supply Chain Management**	✓	✓		✓	✓	✓	✓
	Technology Trends and Applications***	✓	✓			✓	✓	✓
Final Term CAPSTONE Project (pick1)	TERM 4							
(The final term CAPSTONE project selected must coincide with the appropriate electives selected in Term 3)	Consulting Project	✓	✓	✓	✓	✓	✓	✓
	Business Plan Development	✓	✓	✓	✓	✓	✓	✓
	Major Research Paper	✓	✓	✓	✓	✓	✓	✓

Health Care Management

M-Management, S-Specializations, RM-Research Methodology, C-Communication, P-Professionalism, A-Application, L-Limitations

TERM	CURRICULUM	COURSE	CREDIT	M	S	RM	C	P	A	L	
1	FOUNDATIONS (# foundation for the specialization)	Financial Management	3	✓		✓	✓				
		Business Analytics	3	✓		✓					
		Organizational Behaviour: Leading in a Diverse Environment	3	✓		✓	✓	✓			
		Marketing and Social Media	3	✓		✓	✓				
2	FOUNDATIONS (# foundation for the specialization)	Communications, Interpersonal Skills and Negotiation	3	✓			✓	✓			
		Strategy (Technology Management)	3	✓		✓	✓		✓		
		Information Technology and Digital Transformation	3	✓							
		Managing Healthcare Organizations and Systems	3	✓	✓	✓					✓
3	SPECIALIZATION (*program core required; **specialization	Regulatory Environments, Ethics and Sustainability*	3	✓				✓			

	required)	Accounting and Financial Management for Healthcare **	3	✓	✓		✓		✓	✓
		Operations and Quality Management for Healthcare	3	✓	✓		✓		✓	✓
	(Pick 1 from these electives***)	Research Methods	3	✓	✓	✓	✓		✓	✓
		Business Planning	3	✓		✓	✓		✓	✓
		Global Health***	3	✓	✓			✓	✓	✓
		Managing Geriatric Care***	3	✓	✓	✓	✓	✓	✓	✓
	4	APPLICATION – CAPSTONE (Pick1)	Consulting Project	6	✓	✓	✓	✓	✓	✓
Business Plan Development (Prerequisite: Business Planning)			6	✓	✓	✓	✓	✓	✓	✓
Major Research Paper (Prerequisite: Research Methods)			6	✓	✓	✓	✓	✓	✓	✓

Digital Health and Data Analytics

M-Management, S-Specializations, RM-Research Methodology, C-Communication, P-Professionalism, A-Application, L-Limitations

TERM	CURRICULUM	COURSE	CREDIT	M	S	RM	C	P	A	L
1	FOUNDATIONS (Foundation for the specialization)	Financial Management	3	✓		✓	✓			
		Business Analytics	3	✓		✓				
		Organizational Behaviour: Leading in a Diverse Environment	3	✓		✓	✓	✓		
		Marketing and social media	3	✓		✓	✓			
2	FOUNDATIONS (Foundation for the specialization)	Communications, Interpersonal Skills, and Negotiation	3	✓			✓	✓		
		Strategy (Technology Management)	3	✓		✓	✓		✓	
		Information Technology and Digital Transformation	3	✓	✓					
		Managing Healthcare Organizations and Systems	3	✓		✓				
3	SPECIALIZATION (*program core required; **specialization	Regulatory Environments, Ethics and Sustainability*	3	✓				✓		

	required)	Digital Health Analytics **	3	✓	✓		✓		✓	✓
		AI Applications for Healthcare**	3	✓	✓		✓	✓	✓	✓
	(Pick 1 from these electives***)	Research Methods	3	✓	✓	✓	✓		✓	✓
		Business Planning	3	✓		✓	✓		✓	✓
		Global Health***	3	✓	✓			✓	✓	✓
		Managing Geriatric Care ***	3	✓	✓	✓	✓	✓	✓	✓
	4	APPLICATION – CAPSTONE (Pick 1)	Consulting Project	6	✓	✓	✓	✓	✓	✓
Business Plan Development (Prerequisite: Business Planning)			6	✓	✓	✓	✓	✓	✓	✓
Major Research Paper (Prerequisite: Research Methods)			6	✓	✓	✓	✓	✓	✓	✓