



#WEARELEADERS



MASTER OF  
**BUSINESS ADMINISTRATION**

BY LINCOLN UNIVERSITY (CALIFORNIA, UNITED STATES) & GLOBAL UNIVERSITY (MÉXICO)

ONLINE DOUBLE DEGREE PROGRAM

—

AUGUST 26, 2024

Master

MAESTRÍA EN ADMINISTRACIÓN DE EMPRESAS, COMPLETAMENTE EN INGLÉS, DICTADA POR PROFESORES DE LA UNIVERSIDAD LINCOLN DE CALIFORNIA (ESTADOS UNIDOS), EN COORDINACIÓN CON GLOBAL UNIVERSITY MÉXICO

FOUR-MONTH PERIOD PROGRAM



# MBA

The MBA at Lincoln University and Global University is designed to develop broad managerial competence to enable graduates to cope with a wide variety of business situations appropriate to their diverse backgrounds. The program upholds a strong international focus. In order to fulfill the overall mission, emphasis is placed throughout the program on the development of the individual through the concentration on basic disciplines and skills as well as specific subject areas.

The following goals have been identified as important for business managers:

- Use of analytical tools from the quantitative and behavioral sciences;
- Coverage of the basic functional areas of business with stress on their inter-relationships;
- Building of flexible adaptability to changing environments;
- Development of the student's ability to evaluate social, political, and economic values;
- Advancement of skills in group cooperation and decision-making;
- Development of communication skills;
- Development of a sense of professional responsibility;
- Multinational aspects as related to all the subject areas.





### CORE COURSES

- Managerial Economics
- Marketing Management
- Operations Management
- Business Research Methodology
- Organization Behavior and Administration
- Managerial Accounting and Financial Control
- Business Strategy and Decision-Making

### MBA CONCENTRATION GENERAL BUSINESS

The General Business concentration provides courses in small and general business in both human and quantitative aspects, suitable for the future business owners and/or general managers.

- Project Management
- Entrepreneurship
- Quantitative Methods for Business and FM
- Supply Chain Management

### ADN GLOBAL UNIVERSITY

- SME Management
- Disruptive Research Project.
- Business Innovation and Sustainability Project.

### MBA DEGREE REQUIREMENTS

Each student must review the graduation options with their academic advisor. MBA is composed of 14 courses (574 academic hrs), plus a project degree (a to 4 months).

### PROGRAM DURATION

The MBA program lasts for 1.4 academic years.

We start: August 26, 2024, ask our coordinators for details.



**GLOBAL  
EDUCATION**



# Presentation

Embark on a transformative educational journey with Global University and Lincoln University, as we unveil an alliance that redefines the landscape of graduate education in Mexico and Latin America.

This groundbreaking partnership brings together the rich heritage of Lincoln University, established in California in 1919, with the innovative spirit of Global University, a Mexican powerhouse of higher education in the 21st century. This synergistic union culminates in a constellation of meticulously crafted master's programs designed to empower professionals, executives, and leaders seeking to elevate their skills and broaden their knowledge horizons.

At the forefront of this academic feast stands the Dual-Degree Master of Business Administration (MBA), an immersive online program conducted entirely in English by world-class experts. This exceptional curriculum offers a unique learning experience, seamlessly blending the academic rigor of Lincoln University with the flexibility and accessibility of online delivery.





# Rector Juan Camilo Mesa Jaramillo

 @juancamilomesajaramil

A quarter of a century has been enough to find my greatest passion in education, understanding that it is the main engine for an economy.

Moving from memorization to innovation is the greatest challenge we face in the Mexican educational system, along with the development of more and better entrepreneurs.

At Global University we have a great challenge, to focus the training of our students with the following premises:

- Democratize entrepreneurship.
- Develop a conscious capitalism.
- Train in sustainability.
- Generate a process of innovation and disruption.



**WE  
ARE**  
 **GLOBAL  
UNIVERSITY**



# President Dr. Mikhail Brodsky

 @lincolnuniversityoakland

Lincoln University offers a world-class education that combines academic excellence, practical skills, and personalized attention in a friendly environment. Our programs are designed to be relevant to today's job market and ensure graduates are well-prepared for success. Founded in 1919, Lincoln boasts a highly qualified faculty with a focus on mentorship. The multicultural student body and location in the San Francisco Bay Area provide a truly global learning experience that prepares students for careers in a globalized world.

I invite you to discover for yourself the unique character of Lincoln University. Our excellent and rigorous curriculum, outstanding faculty, and convenient facilities provide all the necessary components to ensure our students' path to a successful future.



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# Entry Profile

Lincoln University's MBA program seeks highly motivated and academically qualified individuals with a passion for business and a strong desire to advance their careers. Ideal candidates will possess a bachelor's degree in a business-related field. Additionally, applicants should have two years of relevant work experience, strong analytical and problem-solving skills, effective communication skills, and the ability to work independently and as part of a team.

English Proficiency: Applicants must demonstrate a minimum English proficiency level of B2 according to the Common European Framework of Reference for Languages (CEFR). This can be achieved through a recognized English language test.

Valid Official Certification: Applicants must submit a valid official certification proving their English proficiency level.

# Exit Profile

Graduates of Lincoln University's MBA program emerge as well-rounded business leaders equipped with the knowledge, skills, and attitudes necessary to thrive in today's dynamic business landscape. Our comprehensive curriculum instills a deep understanding of fundamental business principles, including finance, accounting, marketing, operations, and strategic management. Students develop exceptional analytical and problem-solving abilities, enabling them to make informed decisions based on data and evidence. They also gain proficiency in effective communication, both written and verbal, and demonstrate the ability to work independently and collaboratively. Our graduates possess a strong work ethic, a passion for business, and an entrepreneurial spirit, coupled with a commitment to ethical conduct and social responsibility. They are prepared to take on leadership roles in various business sectors, driving innovation and contributing to the success of organizations worldwide.

# Curriculum

# Global University and Lincoln University

## Master of Business Administration (MBA)

Frequency: 4-Month Period

TYPE OF COURSE			AREAS		STUDY PLAN	
NAME OF THE SUBJECT OR LEARNING UNIT			ORIGIN		AH	588
			DEPTH		CR	42
ACADEMIC HOURS	CREDITS	FACILITY	INNOVATION			

CYCLE																			
FIRST TERM	MANDATORY				MANDATORY				MANDATORY				MANDATORY				AH	168	
	MANAGERIAL ECONOMICS				MANAGEMENT MARKETING				MANAGEMENT OPERATIONS				BUSINESS RESEARCH METHODOLOGY				CR	12.00	
	42	3.00	EdTech Platforms		42	3.00	EdTech Platforms		42	3.00	EdTech Platforms		42	3.00	EdTech Platforms				
SECOND TERM	MANDATORY				MANDATORY				MANDATORY				MANDATORY				AH	168	
	ORGANIZATION BEHAVIOR AND ADMINISTRATION				MANAGERIAL ACCOUNTING AND FINANCIAL CONTROL				BUSINESS STRATEGY AND DECISION MAKING				PROJECT MANAGEMENT				CR	12.00	
	42	3.00	EdTech Platforms		42	3.00	EdTech Platforms		42	3.00	EdTech Platforms		42	3.00	EdTech Platforms				
THIRD TERM	MANDATORY				MANDATORY				MANDATORY				MANDATORY				AH	168	
	SME MANAGEMENT				QUANTITATIVE METHODS FOR BUSINESS AND FM				SUPPLY CHAIN MANAGEMENT				ENTREPRENEURSHIP				CR	12.00	
	42	3.00	EdTech Platforms		42	3.00	EdTech Platforms		42	3.00	EdTech Platforms		42	3.00	EdTech Platforms				
THIRD TERM	MANDATORY				MANDATORY				AH		84								
	DISRUPTIVE RESEARCH PROJECT				BUSINESS INNOVATION AND SUSTAINABILITY PROJECT				CR		6.00								
	42	3.00	EdTech Platforms		42	3.00	EdTech Platforms												



# Investment Program

USD	1 of 4	2 of 4	3 of 4	4 of 4	Total
Inscription	1500				1500
Subjects 1	1200	1200	1200	1200	4800
Subjects 2	1200	1200	1100	1100	4600
Subjects 3	1100	1100	1100		3300
Subjects 4	1100	1100	1100		3300
Total	6100	4600	4500	2300	17500

MBA is composed of four-month period



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UNTIL KNOWLEDGE GENERATES

# DISRUPTION

## Contact us

International WhatsApp 24/7

📞 449 291 1118

📍 Av. Independencia 2134, Trojes de Alonso

✉️ [info@globaluniversity.edu.mx](mailto:info@globaluniversity.edu.mx)



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