DEPARTAMENTO DE INGENIERÍA INDUSTRIAL (DII), U. DE CHILE

MASTER IN BUSINESS MANAGEMENT INNOVATION WITH ICT

(DRAFT)

1. Objective

To educate the professionals that are needed to lead traditional business redesign in converting them to the Digital Economy and to create the new business of such economy. It is expected that the graduates of this Master will be prepared to reinvent the old businesses using the ICT (Information and Communication Technologies) and to create new business based on such technologies.

2. Approach

♦ Study program that integrates management and technology with an emphasis on business design based on good engineering practices using ICT.

♦ Complementary to above, abilities on management innovation are given to the participants, to prepare them to facilitate change in businesses.

♦ Program based on the development of abilities and competences by the participants, which are transferred by means of workshops and real projects performed on business participating in the program. Projects deals with the ICT based redesign of traditional businesses and the creation of new businesses related to ICT.

3.   Target Market

Professionals with an interest in a managerial track, with technological abilities and motivated to innovate in their businesses.

4.   Support

This Master will be supported with funds form the Government dedicated to the development of graduate programs, mainly for study grants for the participants.

5.   Organization

This program will be closely related to the MBA of the DII. It will use its marketing and management structure; it will also include many of its courses in the program.   Additionally, it will use courses from a Master of the Computer Sciences Department (MDCC) of the School of Engineering.

6.   Work required

Three full time semesters with a total of about 20 courses, for participants with undergraduate studies in Industrial Engineering or Business.

7.   Courses of the program

Courses of the program are shown in attached table, organized by semester.

COURSES OF THE MASTER IN BUSINESS MANAGEMENT INNOVATION WITH ICT

AREAS	SEMESTER I	SEMESTER II	SEMESTER III
FUNCTIONAL MANAGEMENT	▪ Commercial Management I 5UD (IN77Q – MBA) ▪ Operations Management I 5UD (IN75R – MBA) ▪ Financial Management I 5UD (IN74R - MBA)		
ICT	▪ Object Oriented Programming 10 UD (CC? - MDCC) ▪ Object Oriented Analysis & Design 10 UD (CC? – MDCC)	▪ Technological Architecture of Web Applications 10UD (IN630)	
CREATION AND DESIGN OF BUSINESSES WITH ICT SUPPORT	▪ Information Economics 5UD ▪ Business Model and Process Design with ICT Support 10UD (IN55B)	▪ Business Architecture, Design and Building with ICT Support 10UD (IN634)	▪ Workshop in Business Design with ICT Support 10UD
INNOVATION MANAGEMENT		▪ Technology and Innovation Management 5UD (IN780 – MBA) ▪ Leadership and Team Management 5UD (IN78P – MBA)	▪ Innovation and Business Management 10UD
THESIS			Thesis 10 UD
ELECTIVES		▪ Financial Management II 5UD (IN74S – MBA) ▪ Business Policy 10 UD (IN79P – MBA) ▪ Data Mining (MGO) ▪ Management Abilities Development 25UD (IN70T – MBA)	▪ Effective Communication (IN71Y – MBA) ▪ Operations Management II 5UD (IN75S – MBA) ▪ Commercial Management II 5UD (IN77R – MBA) ▪ Service Operations Management 10UD (IN-71R – MGO) ▪ Logistics and Production (IN70R – MGO) ▪ Marketing 10UD (IN77N – MBA)