UCAM MASTER IN BUSINESS ADMINISTRATION (MBA)

OFFICIAL TITLE 60 ECTS 2017/2018

MBA Director: Gonzalo Wandosell Fernández de Bobadilla gwandosell@ucam.edu

Program Structure: modules, subjects and semesters (11 months)

COMMON COMPULSORY MODULE (November to March) 30 ECTS			
SUBJECTS TOPICS	**TYPE**	**ECTS**	**SM**
SOCIO-ECONOMIC AND LEGAL ENVIRONMENT ▪ Geo-strategic International Analysis. ▪ International economic environment. ▪ Main macroeconomic trends. ▪ The World economy context: UE and Spain ▪ Market structures ▪ Legal environment for companies.	**OB**	**5**	**1**
ACCOUNTING AND FINANCES ▪ Fundamentals of financial accounting. ▪ Analysis and interpretation of financial statements. ▪ Regulation and operations for the financial environment. ▪ Financial planning in the short and long term.	**OB**	**5**	**1**
TRADE MANAGEMENT AND MARKETING ▪ Fundamentals of Marketing. ▪ Consumer behaviour. ▪ Segmentation, targeting and positioning ▪ Online management strategies. ▪ Tendencies in Marketing.	**OB**	**5**	**1**
HUMAN RESOURCES MANAGEMENT AND MANAGERIAL SKILLS ▪ Human resources planning. ▪ Motivation ▪ Corporate Social Responsibility. ▪ Coaching techniques. ▪ Leadership and team management. ▪ Business Ethics.	**OB**	**7**	**1**
BUSINESS STRATEGIES ▪ Strategic management process. ▪ Quality management. ▪ Knowledge management. ▪ Innovation management. ▪ Reputation management. ▪ Globalization and internationalization strategies in the firm.	**OB**	**8**	**2**

SPECIALIZATION MODULE (April to May) 15 ECTS			
SUBJECTS TOPICS	**TYPE**	**ECTS**	**SM**
FINANCIAL MANAGEMENT AND BUSINESS ORGANISATION ▪ Business Financial environment ▪ International Financial management. ▪ Analysis of business viability. ▪ Valuation and selection of investment projects. ▪ Business valuation models. ▪ Applied Statistics software. ▪ Business Information Systems. ▪ Firm Reengineering and Lean Management. ▪ Business creation.	**OP**	**15**	**2**
PRACTICAL MODULE (June to November) 15 ECTS			
SUBJECTS TOPICS	**TYPE**	**ECTS**	**SM**
BUSINESS INTERNSHIPS The internships are aimed at completing the training of university graduates as well as facilitating their access to the professional world and it is, at the institutional level, governed by the Spanish Royal Decree 13932007, as well as by regulations published by the Catholic University of San Antonio for practice in enterprises for students of the University.	**PE**	**6**	**2**
END OF MASTER´S PROJECT (Viva Presentation in September) The aim is the assessment of all learning outcomes associated with MBA.	**TFM**	**9**	**2**

TOTAL ECTS TO ATTEND	60

OB: Compulsory
PE: Practical in Enterprises
TFM: Master´s Dissertation

UCAM MASTER MBA 2017/2018 SCHEDULE

Academic Opening Event and Orientation day: Place: Main Garden 12:00 Friday 27th, October	
COMMON COMPULSORY MODULE 30 ECTS	
SUBJECT 1 5 ECTS Socio-Economic and Legal Environment Subject Leader: Alfonso Rosa arosa@ucam.edu	
▪ Geo-strategic International Analysis.	**M:** 16:00-20:00 **(30/10)** 4 hours
▪ International economic environment.	**Tu:** 16:00-20:00 **(31/11)** 4 hours
▪ The World economy context: UE and Spain.	**Th:** 16:00-20:00 **(02/11)** 4 hours
▪ The World economy context: UE and Spain.	**Fr:** 16:00-20:00 **(03/11)** 4 hours
▪ Market structures.	**M:** 16:00-20:00 **(06/11)** 4 hours
▪ Market structures.	**W:** 16:00-20:00 **(08/11)** 4 hours
▪ Legal environment for companies.	**Th:** 16:00-20:00 **(09/11)** 4 hours
▪ Legal environment for companies.	**F:** 16:00-20:00 **(10/11)** 4 hours
▪ **Evaluation (Presentations)**	**W:** 16:00-19:00 **(15/11)** 3 hours
▪ **Evaluation (Presentations)**	**Th:** 16:00-19:00 **(16/11)** 3 hours
SUBJECT 2 5 ECTS Accounting and Finances Subject Leader: Ángel Meseguer ameseguer@ucam.edu	
▪ Fundamentals of financial accounting.	**M :** 16:00-20:00 **(20/11)** 4 hours
▪ Fundamentals of financial accounting.	**Tu :** 16:00-20:00 **(21/11)** 4 hours
▪ Analysis and interpretation of financial statements.	**W :** 16:00-20:00 **(22/11)** 4 hours
▪ Analysis and interpretation of financial statements.	**Th :** 16:00-20:00 **(23/11)** 4 hours
▪ Regulation and operations for the financial environment.	**M :** 16:00-20:00 **(27/11)** 4 hours

▪ Regulation and operations for the financial environment.	**Tu :** 16:00-20:00 **(28/11)** 4 hours
▪ Financial planning in the short and long term.	**W :** 16:00-20:00 **(29/11)** 4 hours
▪ Financial planning in the short and long term.	**Th :** 16:00-20:00 **(30/11)** 4 hours
▪ **Evaluation (Presentations):**	**M :** 16:00-19:00 **(4/12)** 3 hours
▪ **Evaluation (Presentations):**	**Tu:** 16:00-19:00 **(5/12)** 3 hours
SUBJECT 3 5 ECTS **Trade Management and Marketing** **Subject Leader: Liudmila Ostrovskaya lostrovskaya@ucam.edu**	
▪ Fundamentals of Marketing.	**M :** 16:00-20:00 **(11/12)** 4 hours
▪ Segmentation, targeting and Positioning	**Tu :** 16:00-20:00 **(12/12)** 4 hours
▪ Marketing strategies	**W :** 16:00-20:00 **(13/12)** 4 hours
▪ Consumer Behaviour	**Th :** 16:00-20:00 **(14/12)** 4 hours
▪ Consumer Behaviour	**M :** 16:00-20:00 **(18/12)** 4 hours
▪ Marketing Plan	**Tu :** 16:00-20:00 **(19/12)** 4 hours
▪ Marketing Plan	**W :** 16:00-20:00 **(20/12)** 4 hours
▪ Marketing Trends	**Th :** 16:00-20:00 **(21/12)** 4 hours
• **Evaluation (Presentations)**	**W :** 16:00-19:00 **(10/01)** 3 hours
• **Evaluation (Presentations)**	**Th :** 16:00-19:00 **(11/01)** 3 hours
SUBJECT 4 7 ECTS **Human Resources Management and Managerial Skills** **Subject Leader: José Palao jpalao@ucam.edu**	
▪ Business Ethics.	**M :** 16:00-20:00 **(15/01)** 4 hours
▪ Business Ethics.	**Tu :** 16:00-20:00 **(16/01)** 4 hours

▪ Team management	**W :** 16:00-20:00 **(17/01)** 4 hours
▪ Team management	**Th :** 16:00-20:00 **(18/01)** 4 hours
▪ Leadership.	**M :** 16:00-20:00 **(22/01)** 4 hours
▪ Leadership.	**Tu :** 16:00-20:00 **(23/01)** 4 hours
▪ Human resources planning.	**W :** 16:00-20:00 **(24/01)** 4 hours
▪ Human resources planning.	**Th :** 16:00-20:00 **(25/01)** 4 hours
▪ Human resources planning.	**F :** 16:00-20:00 **(26/01)** 4 hours
▪ Coaching techniques.	**Tu :** 16:00-20:00 **(30/01)** 4 hours
▪ Coaching techniques.	**W :** 16:00-20:00 **(31/01)** 4 hours
▪ Corporate Diplomacy and Reputation Management.	**Th :** 16:00-20:00 **(01/02)** 4 hours
▪ Corporate Diplomacy and Reputation Management.	**F :** 16:00-20:00 **(02/02)** 4 hours
• **Evaluation (Presentations)**	**W :** 16:00-19:00 **(07/02)** 3 hours
• **Evaluation (Presentations)**	**Th :** 16:00-19:00 **(08/02)** 3 hours
SUBJECT 5 8 ECTS **Business Strategies** **Subject Leader: Simona Popa spopa@ucam.edu**	
▪ Strategic management process.	**M :** 16:00-20:00 **(12/02)** 4 hours
▪ Strategic management process.	**T :** 16:00-20:00 **(13/02)** 4 hours
▪ Strategic management process.	**W :** 16:00-20:00 **(14/02)** 4 hours
▪ Knowledge management.	**Th :** 16:00-20:00 **(15/02)** 4 hours
▪ Knowledge management.	**Fr :** 16:00-20:00 **(16/02)** 4 hours

▪ Innovation management.	**M :** 16:00-20:00 **(19/02)** 4 hours
▪ Innovation management.	**T :** 16:00-20:00 **(20/02)** 4 hours
▪ Innovation management.	**W :** 16:00-20:00 **(21/02)** 4 hours
▪ Quality management.	**Th :** 16:00-20:00 **(22/02)** 4 hours
▪ Quality management.	**F :** 16:00-20:00 **(23/02)** 4 hours
▪ Project management.	**M :** 16:00-20:00 **(26/02)** 4 hours
▪ Supplier management.	**T :** 16:00-20:00 **(27/02)** 4 hours
▪ Globalization and internationalization strategies in the firm.	**Th :** 16:00-20:00 **(01/03)** 4 hours
▪ Globalization and internationalization strategies in the firm.	**F :** 16:00-20:00 **(02/03)** 4 hours
• **Evaluation (Presentations)**	**W :** 16:00-20:00 **(07/03)** 4 hours
• **Evaluation (Presentations)**	**Th :** 16:00-20:00 **(08/03)** 4 hours
SPECIALIZATION MODULE 30 ECTS	
SUBJECT 15 ECTS (8 students minimum) **Financial Management and Business Organization** **Subject Leader: Concepción Perez and Juan Cándido jcandido@ucam.edu**	
▪ Business Financial environment	**M :** 16:00-20:00 **(12/03)** 4 hours
▪ Business Financial environment	**Tu :** 16:00-20:00 **(13/03)** 4 hours
▪ International Financial management.	**W :** 16:00-20:00 **(14/03)** 4 hours
▪ International Financial management.	**Th :** 16:00-20:00 **(15/03)** 4 hours
▪ International Financial management.	**F :** 16:00-20:00 **(16/03)** 4 hours
▪ Firm Reengineering and Lean Management	**Tu :** 16:00-20:00 **(20/03)** 4 hours

▪ Firm Reengineering and Lean Management	**W:** 16:00-20:00 **(21/03)** 4 hours
▪ Firm Reengineering and Lean Management *In firm*	**Th:** 16:00-20:00 **(22/03)** 4 hours
▪ Valuation and selection of investment projects.	**M:** 16:00-20:00 **(09/04)** 4 hours
▪ Valuation and selection of investment projects.	**Tu :** 16:00-20:00 **(10/04)** 4 hours
▪ Valuation and selection of investment projects.	**W :** 16:00-20:00 **(11/04)** 4 hours
▪ Analysis of business viability.	**Th:** 16:00-20:00 **(12/04)** 4 hours
▪ Analysis of business viability.	**M :** 16:00-20:00 **(16/04)** 4 hours
▪ Business Performance Indicators.	**Tu :** 16:00-20:00 **(17/04)** 4 hours
▪ Business Performance Indicators.	**W :** 16:00-20:00 **(18/04)** 4 hours
▪ Finance.	**Th :** 16:00-20:00 **(19/04)** 4 hours
▪ Finance.	**Fr :** 16:00-20:00 **(20/04)** 4 hours
▪ Applied Statistics software.	**M :** 16:00-20:00 **(23/04)** 4 hours
▪ Applied Statistics software.	**Tu :** 16:00-20:00 **(24/04)** 4 hours
▪ Applied Statistics software.	**W :** 16:00-20:00 **(25/04)** 4 hours
▪ Applied Statistics software.	**Th :** 16:00-20:00 **(26/04)** 4 hours
▪ Applied Statistics software.	**W :** 16:00-20:00 **(02/05)** 4 hours
▪ Sales and Production	**Th :** 16:00-20:00 **(03/05)** 4 hours
▪ Sales and Production *In firm*	**F :** 16:00-20:00 **(04/05)** 4 hours
▪ Business Creation.	**M:** 16:00-20:00 **(07/05)** 4 hours
▪ Business Creation.	**Tu :** 16:00-20:00 **(08/05)** 4 hours

▪ Business Creation.	**W :** 16:00-20:00 **(09/05)** 4 hours
▪ Business Creation.	**Th :** 16:00-20:00 **(10/05)** 4 hours
▪ **Evaluation (Presentations)**	**W :** 16:00-20:00 **(16/05)** 4 hours
▪ **Evaluation (Presentations)**	**Th :** 16:00-20:00 **(17/05)** 4 hours
• **End of Master´s Project preparatory classes**	**Th :** 17:00-20:00 **(12/07)** 3 hours
• **End of Master´s Project Viva presentation preparatory classes**	**Th :** 17:00-20:00 **(12/07)** 3 hours
• **End of Master´s Project Deposit**	**Friday (07/09)** **Friday (16/11)**
• **End of Master´s Project Viva Presentation**	**Monday-Tuesday:** **(17/09 to 18/09)** **Monday-Tuesday:** **(26/11 to 27/11)**