



UCAM MASTER IN BUSINESS ADMINISTRATION (MBA) OFFICIAL TITLE 60 ECTS 2015/2016

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
<p>SOCIO-ECONOMIC AND LEGAL ENVIRONMENT</p> <ul style="list-style-type: none"> ▪ 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
<p>ACCOUNTING AND FINANCES</p> <ul style="list-style-type: none"> ▪ 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
<p>TRADE MANAGEMENT AND MARKETING</p> <ul style="list-style-type: none"> ▪ Fundamentals of Marketing. ▪ Consumer behaviour. ▪ Segmentation, targeting and positioning ▪ Online management strategies. ▪ Tendencies in Marketing. 	OB	5	1
<p>HUMAN RESOURCES MANAGEMENT AND MANAGERIAL SKILLS</p> <ul style="list-style-type: none"> ▪ Human resources planning. ▪ Motivation ▪ Corporate Social Responsibility. ▪ Coaching techniques. ▪ Leadership and team management. ▪ Business Ethics. 	OB	7	1
<p>BUSINESS STRATEGIES</p> <ul style="list-style-type: none"> ▪ 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 <ul style="list-style-type: none"> ▪ 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
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OB: Compulsory
PE: Practical in Enterprises
TFM: Master's Dissertation

UCAM MASTER MBA 2015/2016 SCHEDULE

Academic Opening Event and Orientation day: Place: Main Garden 18:00 Friday 30st, October	
COMMON COMPULSORY MODULE 30 ECTS	
SUBJECT 1 5 ECTS Socio-Economic and Legal Environment Subject Leader: Alfonso Rosa and Fernando Torrejón arosa@ucam.edu ftorrejon@ucam.edu	
▪ Geo-strategic International Analysis.	M : 16:00-20:30 (2/11) 4 hours
▪ International economic environment.	T : 16:00-20:30 (3/11) 4 hours
Legal environment for companies.	W : 16:00-20:30 (4/11) 4 hours
Legal environment for companies.	Th : 16:00-20:30 (5/11) 4 hours
Market structures.	M : 16:00-20:30 (9/11) 4 hours
Market structures.	T : 16:00-20:30 (10/11) 4 hours
The World economy context: UE and Spain.	W : 16:00-20:30 (11/11) 4 hours
The World economy context: UE and Spain.	Th : 16:00-20:30 (12/11) 4 hours
Evaluation (Presentations)	M : 16:00-19:30 (16/11) 3 hours
Evaluation (Presentations)	T : 16:00-19:30 (17/11) 3 hours
SUBJECT 2 5 ECTS Accounting and Finances Subject Leader: Isabel Ros and Carmen Conesa irclemente@ucam.edu ccperez@ucam.edu	
Fundamentals of financial accounting.	M : 16:00-20:30 (23/11) 4 hours
Fundamentals of financial accounting.	T : 16:00-20:30 (24/11) 4 hours
Analysis and interpretation of financial statements.	W : 16:00-20:30 (25/11) 4 hours
Analysis and interpretation of financial statements.	Th : 16:00-20:30 (26/11) 4 hours
Regulation and operations for the financial environment.	M : 16:00-20:30 (30/11) 4 hours

Regulation and operations for the financial environment.	T : 16:00-20:30 (01/12) 4 hours
Financial planning in the short and long term.	W : 16:00-20:30 ((02/12) 4 hours
Financial planning in the short and long term.	Th : 16:00-20:30 (03/12) 4 hours
Evaluation (Presentations):	W : 16:00-19:30 (09/12) 3 hours
Evaluation (Presentations):	Th : 16:00-19:30 (10/12) 3 hours
SUBJECT 3 5 ECTS Trade Management and Marketing Subject Leader: Pilar Flores and Conchi Parra pflores@ucam.edu mcparra@ucam.edu	
Fundamentals of Marketing.	M : 16:00-20:30 (14/12) 4 hours
Consumer Behaviour	T : 16:00-20:30 (15/12) 4 hours
Consumer Behaviour	Mx : 16:00-20:30 (16/12) 4 hours
Segmentation, targeting and Positioning	Th : 16:00-20:30 (17/12) 4 hours
Segmentation, targeting and Positioning	M : 16:00-20:30 (11/01) 4 hours
Marketing on-line	T : 16:00-20:30 (12/01) 4 hours
Tendencies in Marketing	W : 16:00-20:30 (13/01) 4 hours
Tendencies in Marketing: Sport Marketing	Th : 16:00-20:30 (14/01) 4 hours
Evaluation (Presentations)	W : 16:00-19:30 (20/01) 3 hours
Evaluation (Presentations)	Th : 16:00-19:30 (21/01) 3 hours
SUBJECT 4 7 ECTS Human Resources Management and Managerial Skills Subject Leader: José Palao jpalao@ucam.edu	
Leadership and team management.	M : 16:00-20:30 (25/01) 4 hours
Leadership and team management.	T : 16:00-20:30 (26/01) 4 hours

Leadership and team management	W : 16:00-20:30 (27/01) 4 hours
Leadership and team management	Th : 16:00-20:30 (28/01) 4 hours
Motivation	M : 16:00-20:30 (01/02) 4 hours
Motivation	T : 16:00-20:30 (02/02) 4 hours
Human resources planning.	W : 16:00-20:30 (03/02) 4 hours
Human resources planning.	Th : 16:00-20:30 (04/02) 4 hours
Human resources planning.	M : 16:00-20:30 (08/02) 4 hours
Coaching techniques.	T : 16:00-20:30 (09/02) 4 hours
Coaching techniques.	W : 16:00-20:30 (10/02) 4 hours
Business Ethics.	Th : 16:00-20:30 (11/02) 4 hours
Business Ethics.	M : 16:00-19:30 (15/02) 3 hours
Evaluation (Presentations)	T : 16:00-19:30 (16/02) 3 hours
▪ Evaluation (Presentations)	W : 16:00-19:30 (17/02) 3 hours
SUBJECT 5 8 ECTS Business Strategies Subject Leader: Laura Campoy and José Palao lmcampoy@ucam.edu jpalao@ucam.edu	
Strategic management process.	M : 16:00-20:30 (22/02) 4 hours
Strategic management process.	T : 16:00-20:30 (23/02) 4 hours
Innovation management.	W : 16:00-20:30 (24/02) 4 hours
Innovation management.	Th : 16:00-20:30 (25/02) 4 hours
Innovation management.	M : 16:00-20:30 (29/02) 4 hours

Quality management.	T : 16:00-20:30 (01/03) 4 hours
Quality management.	W : 16:00-20:30 (02/03) 4 hours
Knowledge management.	Th : 16:00-20:30 (03/03) 4 hours
Knowledge management.	M : 16:00-20:30 (07/03) 4 hours
Reputation management.	T : 16:00-20:30 (08/03) 4 hours
Reputation management.	W : 16:00-20:30 (09/03) 4 hours
Globalization and internationalization strategies in the firm.	Th : 16:00-20:30 (10/03) 4 hours
Globalization and internationalization strategies in the firm.	F : 16:00-20:30 (11/03) 4 hours
Evaluation (Presentations)	M : 16:00-19:30 (14/03) 3 hours
Evaluation (Presentations)	T : 16:00-19:30 (15/03) 3 hours
Evaluation (Presentations)	W : 16:00-19:30 (16/03) 3 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 : 16:00-20:30 (04/04) 4 hours
Business Financial environment	T : 16:00-20:30 (05/04) 4 hours
International Financial management.	W : 16:00-20:30 (06/04) 4 hours
International Financial management.	Th : 16:00-20:30 (07/04) 4 hours
International Financial management.	M : 16:00-20:30 (11/04) 4 hours
Valuation and selection of investment projects.	T : 16:00-20:30 (12/04) 4 hours

Valuation and selection of investment projects.	W: 16:00-20:30 (13/04) 4 hours
Valuation and selection of investment projects.	Th : 16:00-20:30 (14/04) 4 hours
Analysis of business viability.	M : 16:00-20:30 (18/04) 4 hours
Analysis of business viability.	T: 16:00-20:30 (19/04) 4 hours
Business valuation models.	W : 16:00-20:30 (20/04) 4 hours
Business valuation models.	Th : 16:00-20:30 (21/04) 4 hours
Applied Statistics software.	M : 16:00-20:30 (25/04) 4 hours
Applied Statistics software.	T : 16:00-20:30 (26/04) 4 hours
Business Information Systems.	W : 16:00-20:30 (27/04) 4 hours
Business Information Systems.	Th : 16:00-20:30 (28/04) 4 hours
Firm Reengineering and Lean Management	M : 16:00-20:30 (02/05) 4 hours
Firm Reengineering and Lean Management.	T : 16:00-20:30 (03/05) 4 hours
Firm Reengineering and Lean Management.	W : 16:00-20:30 (04/05) 4 hours
Firm Reengineering and Lean Management.	Th : 16:00-20:30 (05/05) 4 hours
Sales and Production	M: 16:00-20:30 (09/05) 4 hours
Sales and Production	T : 16:00-20:30 (10/05) 4 hours
Business Creation.	W : 16:00-20:30 (11/05) 4 hours
Business Creation.	Th : 16:00-20:30 (12/05) 4 hours
Business Creation.	M : 16:00-20:30 (16/05) 4 hours

Business Creation.	T : 16:00-20:30 (17/05) 4 hours
Evaluation (Presentations)	M : 16:00-20:30 (23/05) 4 hours
Evaluation (Presentations)	T : 16:00-19:30 (24/05) 3 hours
▪ Evaluation (Presentations)	W : 16:00-19:30 (25/05) 3 hours
• End of Master's Project preparatory classes	F : 17:00-20:00 (14/07) 3 hours
• End of Master's Project Viva presentation preparatory classes	Th : 17:00-20:00 (14/07) 3 hours
• End of Master's Project Deposit	Friday (09/09) Friday (18/11)
• End of Master's Project Viva Presentation	Monday-Tuesday: (19/09 to 20/09) Monday-Tuesday: (29/11 to 30/11)

UCAM MBA SCHEDULE 2015/2016

OCTOBER 2015						NOVEMBER 2014					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	2	3	4	5	6	7
5	6	7	8	9	10	9	10	11	12	13	14
12	13	14	15	16	17	16	17	18	19	20	21
19	20	21	22	23	24	23	24	25	26	27	28
26	27	28	29	30	31	30					
DECEMBER 2015						JANUARY 2016					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5					1	2
7	8	9	10	11	12	4	5	6	7	8	9
14	15	16	17	18	19	11	12	13	14	15	16
21	22	23	24	25	26	18	19	20	21	22	23
28	29	30	31			25	26	27	28	29	30
FEBRUARY 2016						MARCH 2016					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6		1	2	3	4	5
8	9	10	11	12	13	7	8	9	10	11	12
15	16	17	18	19	20	14	15	16	17	18	19
22	23	24	25	26	27	21	22	23	24	25	26
29						28	29	30	31		
APRIL 2016						MAY 2016					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	2	3	4	5	6	7
4	5	6	7	8	9	9	10	11	12	13	14
11	12	13	14	15	16	16	17	18	19	20	21
18	19	20	21	22	23	23	24	25	26	27	28
25	26	27	28	29	30	30	31				
JUNE 2016						JULY 2016					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4					1	2
6	7	8	9	10	11	4	5	6	7	8	9
13	14	15	16	17	18	11	12	13	14	15	16
20	21	22	23	24	25	18	19	20	21	22	23
27	28	29	30			25	26	27	28	29	30
SEPTEMBER 2016						NOVEMBER 2016					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3				1	2	3
5	6	7	8	9	10	5	6	7	8	9	10
12	13	14	15	16	17	14	15	16	17	18	19
19	20	21	22	23	24	21	22	23	24	25	26
26	27	28	29	30		28	29	30			

	Opening Event
	Socio-Economic and Legal Environment Module's classes
	Accounting and Finance Module's classes
	Management in sales and Marketing Module's classes
	Human Resources Management and Managerial Skills Module's classes
	Business Strategy Module's classes
	MBA's Specialization module classes
	Master's Dissertation and Viva presentation preparatory classes
	Deadline MBA's Dissertation deposit
	Deadline MBA's Dissertation viva presentation