



MASTER IN BUSINESS ADMINISTRATION

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

Program Structure: modules, subjects and semesters

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


MASTER IN BUSINESS ADMINISTRATION

BUSINESS STRATEGIES <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	1
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SPECIALIZATION MODULE (March 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. 	OB	15	2

PRACTICAL MODULE 15 ECTS

SUBJECTS TOPICS	TYPE	ECTS	SM
BUSINESS INTERNSHIPS <p>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.</p>	PE	6	2



MASTER IN BUSINESS ADMINISTRATION

END OF MASTER'S PROJECT (Viva Presentation in June) 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

Academic Opening Event and Orientation day:

Friday 05th, November

Place: Main Garden 12:00

MBA COORDINATOR: María Fernández Bo mfernandez644@ucam.edu

MASTER IN BUSINESS ADMINISTRATION
COMMON COMPULSORY MODULE - 30 ECTS

COMMON COMPULSORY MODULE - 30 ECTS	
SUBJECT - Socio-Economic and Legal Environment Subject Leader: Vita Zuhova (vzhukova@ucam.edu)	5 ECTS
The World economy context: UE and Spain. Prof. Vita Zhukova (vzhukova@ucam.edu)	M: 16:00-20:00 (08/11) 4 hours
The World economy context: UE and Spain. Prof. Vita Zhukova (vzhukova@ucam.edu)	Tu: 16:00-20:00 (09/11) 4 hours
Market structures. Prof. Moisés Meroño Herranz (mmerono@ucam.edu)	W: 16:00-20:00 (10/11) 4 hours
Market structures. Prof. Moisés Meroño Herranz (mmerono@ucam.edu)	Th: 16:00-20:00 (11/11) 4 hours
International economic environment. Prof. Guillermo Baquero (guillermobaquero@gmail.com)	M: 16:00-20:00 (15/11) 4 hours
Geo-strategic International Analysis. Prof. Guillermo Baquero (guillermobaquero@gmail.com)	Tu: 16:00-20:00 (16/11) 4 hours
Legal environment for companies. Prof. José Ruiz (jrespinosa@ucam.edu)	W: 16:00-20:00 (17/11) 4 hours
Legal environment for companies. Prof. José Ruiz (jrespinosa@ucam.edu)	Th: 16:00-20:00 (18/11) 4 hours
Evaluation (Presentations) Vita Zuhova (vzhukova@ucam.edu)	W: 16:00-19:00 (24/11) 3 hours
Evaluation (Presentations) Vita Zuhova (vzhukova@ucam.edu)	Th: 16:00-19:00 (25/11) 3 hours
SUBJECT - Accounting and Finance Subject Leader: Prof. Domingo Martínez Martínez (dmmartinez@ucam.edu)	5 ECTS
Fundamentals of financial accounting. Prof. Domingo Martínez Martínez (dmmartinez@ucam.edu)	M: 16:00-19:00 (29/11) 4 hours



MASTER IN BUSINESS ADMINISTRATION

Fundamentals of financial accounting. <i>Prof. Ángel Meseguer (ameseguer@ucam.edu)</i>	Tu : 16:00-20:00 (30/11) 4 hours
Analysis and interpretation of financial statements. <i>Prof. Ángel Meseguer (ameseguer@ucam.edu)</i>	W : 16:00-20:00 (01/12) 4 hours
Analysis and interpretation of financial statements. <i>Prof. Ángel Meseguer (ameseguer@ucam.edu)</i>	Th : 16:00-20:00 (02/12) 4 hours
Regulation and operations for the financial environment. <i>Prof. Domingo Martínez Martínez (dmmartinez@ucam.edu)</i>	M : 16:00-20:00 (13/12) 4 hours
Regulation and operations for the financial environment. <i>Prof. Ángel Meseguer (ameseguer@ucam.edu)</i>	T : 16:00-20:00 (14/12) 4 hours
Financial planning in the short and long term. <i>Prof. Ángel Meseguer (ameseguer@ucam.edu)</i>	W: 16:00-20:00 (15/12) 4 hours
Financial planning in the short and long term. <i>Prof. Ángel Meseguer (ameseguer@ucam.edu)</i>	Th : 16:00-20:00 (16/12) 4 hours
Evaluation (Presentations): <i>Prof. Ángel Meseguer (ameseguer@ucam.edu)</i>	M : 16:00-19:00 (20/12) 3 hours
Evaluation (Presentations): <i>Prof. Domingo Martínez Martínez (dmmartinez@ucam.edu)</i>	T: 16:00-19:00 (21/12) 3 hours
SUBJECT - Trade Management and Marketing Subject Leader: Prof. María Fernández Bo (mfernandez644@ucam.edu)	5 ECTS
Fundamentals of Marketing <i>Prof. María Fernández Bo (mfernandez644@ucam.edu)</i>	M : 16:00-20:00 (10/01) 4 hours
Consumer Behavior <i>Prof. María Fernández Bo (mfernandez644@ucam.edu)</i>	Tu : 16:00-20:00 (11/01) 4 hours
Marketing Plan <i>Prof. Juana María Padilla Piernas (jmpadilla@ucam.edu)</i>	W : 16:00-20:00 (12/01) 4 hours
Marketing Plan <i>Prof. Juana María Padilla Piernas (jmpadilla@ucam.edu)</i>	Th : 16:00-20:00 (13/01) 4 hours
Strategy and Marketing communication <i>Prof. Francisco Noguera</i>	M : 16:00-20:00 (17/01) 4 hours


MASTER IN BUSINESS ADMINISTRATION

Strategy and Marketing communication <i>Prof. Francisco Noguera</i>	Tu : 16:00-20:00 (18/01) 4 hours
Marketing digital <i>Prof. Albert Valero</i>	W : 16:00-20:00 (19/01) 4 hours
Marketing digital <i>Prof. Albert Valero</i>	Th : 16:00-20:00 (20/01) 4 hours
Evaluation (Presentations) <i>Prof. María Fernández Bo (mfernandez644@ucam.edu)</i>	W : 16:00-19:00 (26/01) 3 hours
Evaluation (Presentations) <i>Prof. María Fernández Bo (mfernandez644@ucam.edu)</i>	Th : 16:00-19:00 (27/01) 3 hours
SUBJECT - Human Resources Management and Managerial Skills Subject Leader: Prof. Gloria Moreno (gmoreno@ucam.edu)	5 ECTS
Leadership. <i>Prof. Pablo Blesa (pblesa@ucam.edu)</i>	M : 16:00-20:00 (31/01) 4 hours
Leadership. <i>Prof. Pablo Blesa (pblesa@ucam.edu)</i>	Tu : 16:00-20:00 (01/02) 4 hours
Corporate Diplomacy and Reputation Management. <i>Prof. Manuel Egea (maegea@ucam.edu)</i>	W : 16:00-20:00 (02/02) 4 hours
Corporate Diplomacy and Reputation Management. <i>Prof. Manuel Egea (maegea@ucam.edu)</i>	Th : 16:00-20:00 (03/02) 4 hours
Business Ethics. <i>Prof. Alexis Bañón (a.bg@hotmail.es)</i>	M : 16:00-20:00 (07/02) 4 hours
Business Ethics. <i>Prof. Alexis Bañón (a.bg@hotmail.es)</i>	Tu : 16:00-20:00 (08/02) 4 hours
Team management <i>Prof. Alexis Bañón (a.bg@hotmail.es)</i>	W : 16:00-20:00 (09/02) 4 hours
Team management <i>Prof. Alexis Bañón (a.bg@hotmail.es)</i>	Th : 16:00-20:00 (10/02) 4 hours
Human resources planning. <i>Prof. Gloria Moreno Gómez (gmoreno@ucam.edu)</i>	M : 16:00-20:00 (14/02) 4 hours


MASTER IN BUSINESS ADMINISTRATION

Human resources planning. <i>Prof. Gloria Moreno Gómez (gmoreno@ucam.edu)</i>	T : 16:00-20:00 (15/02) 4 hours
Coaching techniques. <i>Prof. Gloria Moreno Gómez (gmoreno@ucam.edu)</i>	W : 16:00-20:00 (16/02) 4 hours
Coaching techniques. <i>Prof. Gloria Moreno Gómez (gmoreno@ucam.edu)</i>	Th : 16:00-20:00 (17/02) 4 hours
Evaluation (Presentations) <i>Prof. Gloria Moreno Gómez (gmoreno@ucam.edu)</i>	W : 16:00-19:00 (23/02) 3 hours
Evaluation (Presentations) <i>Prof. Alexis Bañón (a.bg@hotmail.es)</i>	Th : 16:00-19:00 (24/02) 3 hours
SUBJECT - Business Strategies Subject Leader: Prof. María Fernández Bo	8 ECTS
Strategic management process. <i>Prof. María Huertas</i>	M : 16:00-20:00 (28/02) 4 hours
Strategic management process. <i>Prof. María Huertas</i>	Tu : 16:00-20:00 (01/03) 4 hours
Strategic management process. <i>Prof. María Huertas</i>	W : 16:00-20:00 (02/03) 4 hours
Strategic management process. <i>Prof. Oscar Llopis</i>	Th : 16:00-20:00 (03/03) 4 hours
Strategic management process. <i>Prof. Oscar Lopis</i>	Fr : 16:00-20:00 (04/03) 4 hours
Innovation management. <i>Prof. Mercedes Carmona (mcarmona@ucam.edu)</i>	M : 16:00-20:00 (07/03) 4 hours
Innovation management. <i>Prof. Mercedes Carmona (mcarmona@ucam.edu)</i>	T : 16:00-20:00 (08/03) 4 hours
Innovation management. <i>Prof. Mercedes Carmona (mcarmona@ucam.edu)</i>	W : 16:00-20:00 (09/03) 4 hours
Quality management. <i>Prof. Jesús Rosa (jesus.rosa@gmail.com)</i>	Th : 16:00-20:00 (10/03) 4 hours


MASTER IN BUSINESS ADMINISTRATION

Quality management. <i>Prof. Jesús Rosa (jesus.rosa@gmail.com)</i>	F : 16:00-20:00 (11/03) 4 hours
Project management. <i>Prof. Jesús Rosa (jesus.rosa@gmail.com)</i>	M : 16:00-20:00 (14/03) 4 hours
Project management. <i>Prof. Jesús Rosa (jesus.rosa@gmail.com)</i>	T : 16:00-20:00 (15/03) 4 hours
Globalization and internationalization strategies in the firm. <i>Prof. José Juan González (josejgg77@outlook.es)</i>	W : 16:00-20:00 (16/03) 4 hours
Globalization and internationalization strategies in the firm. <i>Prof. José Juan González (josejgg77@outlook.es)</i>	Th : 16:00-20:00 (17/03) 4 hours
Evaluation (Presentations) <i>Prof. María Huertas</i>	W : 16:00-19:00 (23/03) 3 hours
Evaluation (Presentations) <i>Prof. María Huertas</i>	Th : 16:00-19:00 (24/03) 3 hours
SPECIALIZATION MODULE – 15 ECTS	
SUBJECT - Financial Management and Business Organization Subject Leader: M^{ra} Dolores Aledo	15 ECTS
Business Financial environment <i>Prof. Hubert Kiss (kisshub@gmail.com)</i>	M : 16:00-20:00 (28/03) 4 hours
Business Financial environment <i>Prof. Hubert Kiss (kisshub@gmail.com)</i>	Tu : 16:00-20:00 (29/03) 4 hours
International Financial management. <i>Prof. Hubert Kiss (kisshub@gmail.com)</i>	W : 16:00-20:00 (30/03) 4 hours
International Financial management. <i>Prof. Hubert Kiss (kisshub@gmail.com)</i>	Th : 16:00-20:00 (31/03) 4 hours
International Financial management. <i>Prof. Hubert Kiss (kisshub@gmail.com)</i>	Fr : 16:00-20:00 (01/04) 4 hours
Firm Reengineering and Lean Management <i>Prof. Sergio Ros (SergioRos@agroherni.es)</i>	M : 16:00-20:00 (04/04) 4 hours


MASTER IN BUSINESS ADMINISTRATION

Firm Reengineering and Lean Management <i>Prof. Sergio Ros (SergioRos@agroherni.es)</i>	T : 16:00-20:00 (05/04) 4 hours
Firm Reengineering and Lean Management <i>Prof. Sergio Ros (SergioRos@agroherni.es)</i>	W: 16:00-20:00 (06/04) 4 hours
Business Performance Indicators. <i>Prof. Benjamín Manchado (bmanchado@gmail.com)</i>	Th: 16:00-20:00 (07/04) 4 hours
Business Performance Indicators. <i>Prof. Benjamín Manchado (bmanchado@gmail.com)</i>	M : 16:00-20:00 (25/04) 4 hours
Business and project valuation <i>Emilio González</i>	T : 16:00-20:00 (26/04) 4 hours
Business and project valuation <i>Emilio González</i>	W : 16:00-20:00 (27/04) 4 hours
Applied Statistics software. <i>Prof. Germán López (glopez@gmail.com)</i>	Th : 16:00-20:00 (28/04) 4 hours
Applied Statistics software. <i>Prof. Germán López (glopez@gmail.com)</i>	T : 16:00-20:00 (03/05) 4 hours
Finance. <i>Prof. Ángel Andreu (aandreu@superbanda.es)</i>	W : 16:00-20:00 (04/05) 4 hours
Finance. <i>Prof. Ángel Andreu (aandreu@superbanda.es)</i>	Th : 16:00-20:00 (05/05) 4 hours
Applied Statistics software. <i>Prof. Germán López (glopez@gmail.com)</i>	M : 16:00-20:00 (09/05) 4 hours
Business Creation. <i>Prof. Miguel Rodríguez (mrodriguez@ucam.edu)</i>	T : 16:00-20:00 (10/05) 4 hours
Business Creation. <i>Prof. Miguel Rodríguez (mrodriguez@ucam.edu)</i>	W : 16:00-20:00 (11/05) 4 hours
Business Creation. <i>Prof. Miguel Rodríguez (mrodriguez@ucam.edu)</i>	Th : 16:00-20:00 (12/05) 4 hours


MASTER IN BUSINESS ADMINISTRATION

Analysis of business viability <i>Prof. Nicolás González (ngonzalvez@ucam.edu)</i>	M : 16:00-20:00 (16/05) 4 hours
Business and project valuation <i>Prof. Nicolás González (ngonzalvez@ucam.edu)</i>	T : 16:00-20:00 (17/05) 4 hours
Sales and Production <i>Prof. Antonio Gómez (antonioalejandrogomez@grifols.com)</i>	W : 16:00-20:00 (18/05) 4 hours
Sales and Production <i>Prof. Antonio Gómez (antonioalejandrogomez@grifols.com)</i>	Th : 16:00-20:00 (19/05) 4 hours
Enterprise value and flotation <i>Prof. Manuel González Navarro</i>	M : 16:00-20:00 (23/05) 4 hours
Enterprise value and flotation <i>Prof. Manuel González Navarro</i>	T : 16:00-20:00 (24/05) 4 hours
Business Finance <i>Prof. José María Leal</i>	W : 16:00-20:00 (25/05) 4 hours
Business Finance <i>Prof. José María Leal</i>	Th : 16:00-20:00 (26/05) 4 hours
Evaluation (Presentations) <i>Prof. M^a Dolores Aledo</i>	M : 16:00-19:00 (30/05) 4 hours
Evaluation (Presentations) <i>Prof. Germán López (glopez@gmail.com)</i>	T : 16:00-19:00 (31/05) 4 hours
End of Master's Project Deposit	First call: May 30th Second call: July, 1st
End of Master's Project Viva Presentation	First call: June 7th - 10th Second call: July 12th - 15th