



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
TRADE MANAGEMENT AND MARKETING - Fundamentals of Marketing. - Consumer behaviour. - Differentiation, positioning and content marketing. - Commercial planning. - Commercial management strategies.	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
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

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


MASTER IN BUSINESS ADMINISTRATION
PRACTICAL MODULE 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 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:

Thursday 2nd, November

MBA ACADEMIC COORDINATOR:

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