



UCAM MASTER IN BUSINESS ADMINISTRATION (MBA)

OFFICIAL TITLE 60 ECTS 2020/2021

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
<p>FINANCIAL MANAGEMENT AND BUSINESS ORGANISATION</p> <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 15 ECTS			
SUBJECTS TOPICS	TYPE	ECTS	SM
<p>BUSINESS INTERNSHIPS</p> <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
<p>END OF MASTER'S PROJECT (Viva Presentation in June)</p> <p>The aim is the assessment of all learning outcomes associated with MBA.</p>	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 2020/2021 SCHEDULE

Academic Opening Event and Orientation day: Place: Building5_0_Classroom5 12:00 Friday 06th, November	
COMMON COMPULSORY MODULE 30 ECTS	
SUBJECT 1 5 ECTS Socio-Economic and Legal Environment Subject Leader: Vita Zuhova (vzhukova@ucam.edu)	
<ul style="list-style-type: none"> ▪ The World economy context: UE and Spain. ▪ Prof. Vita Zuhova (vzhukova@ucam.edu) 	M: 16:00-20:00 (09/11) 4 hours
<ul style="list-style-type: none"> ▪ The World economy context: UE and Spain. ▪ Prof. Vita Zuhova (vzhukova@ucam.edu) 	Tu: 16:00-20:00 (10/11) 4 hours
<ul style="list-style-type: none"> ▪ Market structures. ▪ Prof. Moisés Meroño Herranz (mmerono@ucam.edu) 	W: 16:00-20:00 (11/11) 4 hours
<ul style="list-style-type: none"> ▪ Market structures. ▪ Prof. Moisés Meroño Herranz (mmerono@ucam.edu) 	Th: 16:00-20:00 (12/11) 4 hours
<ul style="list-style-type: none"> ▪ International economic environment. ▪ Prof. Guillermo Baquero (guillermobaquero@gmail.com) 	M: 16:00-20:00 (16/11) 4 hours
<ul style="list-style-type: none"> ▪ Geo-strategic International Analysis. ▪ Prof. Guillermo Baquero (guillermobaquero@gmail.com) 	Tu: 16:00-20:00 (17/11) 4 hours
<ul style="list-style-type: none"> ▪ Legal environment for companies. ▪ Prof. José Ruiz (jrespinosa@ucam.edu) 	W: 16:00-20:00 (18/11) 4 hours
<ul style="list-style-type: none"> ▪ Legal environment for companies. ▪ Prof. José Ruiz (jrespinosa@ucam.edu) 	Th: 16:00-20:00 (19/11) 4 hours
<ul style="list-style-type: none"> ▪ Evaluation (Presentations) ▪ Vita Zuhova (vzhukova@ucam.edu) 	W: 16:00-19:00 (25/11) 3 hours
<ul style="list-style-type: none"> ▪ Evaluation (Presentations) ▪ Vita Zuhova (vzhukova@ucam.edu) 	Th: 16:00-19:00 (26/11) 3 hours
SUBJECT 2 5 ECTS Accounting and Finances Subject Leader: Prof. Domingo Martínez Martínez (dmmartinez@ucam.edu)	
<ul style="list-style-type: none"> ▪ Fundamentals of financial accounting. ▪ Prof. Domingo Martínez Martínez (dmmartinez@ucam.edu) 	M : 16:00-20:00 (30/11) 4 hours
<ul style="list-style-type: none"> ▪ Fundamentals of financial accounting. ▪ Prof. Ángel Meseguer (ameseguer@ucam.edu) 	Tu : 16:00-20:00 (01/12) 4 hours
<ul style="list-style-type: none"> ▪ Analysis and interpretation of financial statements. ▪ Prof. Ángel Meseguer (ameseguer@ucam.edu) 	W : 16:00-20:00 (02/12) 4 hours
<ul style="list-style-type: none"> ▪ Analysis and interpretation of financial statements. ▪ Prof. Ángel Meseguer (ameseguer@ucam.edu) 	Th : 16:00-20:00 (03/12) 4 hours

<ul style="list-style-type: none"> ▪ Regulation and operations for the financial environment. ▪ Prof. Domingo Martínez Martínez (dmmartinez@ucam.edu) 	Fr : 16:00-20:00 (04/12) 4 hours
<ul style="list-style-type: none"> ▪ Regulation and operations for the financial environment. ▪ Prof. Ángel Meseguer (ameseguer@ucam.edu) 	W: 16:00-20:00 (09/12) 4 hours
<ul style="list-style-type: none"> ▪ Financial planning in the short and long term. ▪ Prof. Ángel Meseguer (ameseguer@ucam.edu) 	Th: 16:00-20:00 (10/12) 4 hours
<ul style="list-style-type: none"> ▪ Financial planning in the short and long term. ▪ Prof. Ángel Meseguer (ameseguer@ucam.edu) 	Fr : 16:00-20:00 (11/12) 4 hours
<ul style="list-style-type: none"> ▪ Evaluation (Presentations): ▪ Prof. Ángel Meseguer (ameseguer@ucam.edu) 	W : 16:00-19:00 (16/12) 3 hours
<ul style="list-style-type: none"> ▪ Evaluation (Presentations): ▪ Prof. Domingo Martínez Martínez (dmmartinez@ucam.edu) 	Th: 16:00-19:00 (17/12) 3 hours
SUBJECT 3 5 ECTS Trade Management and Marketing Subject Leader: María Fernández Bo	
<ul style="list-style-type: none"> ▪ Fundamentals of Marketing ▪ Prof. María Fernández Bo (mfernandez644@ucam.edu) 	M : 16:00-20:00 (21/12) 4 hours
<ul style="list-style-type: none"> ▪ Consumer Behavior ▪ Prof. María Fernández Bo (mfernandez644@ucam.edu) 	Tu : 16:00-20:00 (22/12) 4 hours
<ul style="list-style-type: none"> ▪ Marketing Plan ▪ Prof. Juana María Padilla Piernas (jmpadilla@ucam.edu) 	Th : 16:00-20:00 (07/01) 4 hours
<ul style="list-style-type: none"> ▪ Marketing Plan ▪ Prof. Juana María Padilla Piernas (jmpadilla@ucam.edu) 	F : 16:00-20:00 (08/01) 4 hours
<ul style="list-style-type: none"> ▪ Marketing digital ▪ Prof. Albert Valero 	M : 16:00-20:00 (11/01) 4 hours
<ul style="list-style-type: none"> ▪ Marketing digital ▪ Prof. Albert Valero 	Tu : 16:00-20:00 (12/01) 4 hours
<ul style="list-style-type: none"> ▪ Strategy and Marketing communication ▪ Nacho Silvan 	W : 16:00-20:00 (13/01) 4 hours
<ul style="list-style-type: none"> ▪ Marketing Trends ▪ Nacho Silvan 	Th : 16:00-20:00 (14/01) 4 hours
<ul style="list-style-type: none"> ▪ Evaluation (Presentations) ▪ Prof. María Fernández Bo (mfernandez644@ucam.edu) 	W : 16:00-19:00 (20/01) 3 hours
<ul style="list-style-type: none"> ▪ Evaluation (Presentations) ▪ Prof. María Fernández Bo (mfernandez644@ucam.edu) 	Th : 16:00-19:00 (21/01) 3 hours
SUBJECT 4 7 ECTS Human Resources Management and Managerial Skills Subject Leader: Gloria Moreno gmoreno@ucam.edu	
<ul style="list-style-type: none"> ▪ Leadership. ▪ Prof. Pablo Blesa (pblesa@ucam.edu) 	M : 16:00-20:00 (25/01) 4 hours

<ul style="list-style-type: none"> ▪ Leadership. ▪ Prof. Pablo Blesa (pblesa@ucam.edu) 	<p>Tu : 16:00-20:00 (26/01) 4 hours</p>
<ul style="list-style-type: none"> ▪ Corporate Diplomacy and Reputation Management. ▪ Prof. Manuel Egea (maegea@ucam.edu) 	<p>W : 16:00-20:00 (27/01) 4 hours</p>
<ul style="list-style-type: none"> ▪ Corporate Diplomacy and Reputation Management. ▪ Prof. Manuel Egea (maegea@ucam.edu) 	<p>F : 16:00-20:00 (29/01) 4 hours</p>
<ul style="list-style-type: none"> ▪ Business Ethics. ▪ Prof. Alexis Bañón (a.bg@hotmail.es) 	<p>M : 16:00-20:00 (01/02) 4 hours</p>
<ul style="list-style-type: none"> ▪ Business Ethics. ▪ Prof. Alexis Bañón (a.bg@hotmail.es) 	<p>Tu : 16:00-20:00 (02/02) 4 hours</p>
<ul style="list-style-type: none"> ▪ Team management ▪ Prof. Alexis Bañón (a.bg@hotmail.es) 	<p>W : 16:00-20:00 (03/02) 4 hours</p>
<ul style="list-style-type: none"> ▪ Team management ▪ Prof. Alexis Bañón (a.bg@hotmail.es) 	<p>Th : 16:00-20:00 (04/02) 4 hours</p>
<ul style="list-style-type: none"> ▪ Human resources planning. ▪ Prof. Gloria Moreno Gómez (gmoreno@ucam.edu) 	<p>M : 16:00-20:00 (08/02) 4 hours</p>
<ul style="list-style-type: none"> ▪ Human resources planning. ▪ Prof. Gloria Moreno Gómez (gmoreno@ucam.edu) 	<p>T : 16:00-20:00 (09/02) 4 hours</p>
<ul style="list-style-type: none"> ▪ Coaching techniques. ▪ Prof. Gloria Moreno Gómez (gmoreno@ucam.edu) 	<p>W : 16:00-20:00 (10/02) 4 hours</p>
<ul style="list-style-type: none"> ▪ Coaching techniques. ▪ Prof. Gloria Moreno Gómez (gmoreno@ucam.edu) 	<p>Th : 16:00-20:00 (11/02) 4 hours</p>
<ul style="list-style-type: none"> • Evaluation (Presentations) • Prof. Gloria Moreno Gómez (gmoreno@ucam.edu) 	<p>W : 16:00-19:00 (17/02) 3 hours</p>
<ul style="list-style-type: none"> • Evaluation (Presentations) • Prof. Alexis Bañón (a.bg@hotmail.es) 	<p>Th : 16:00-19:00 (18/02) 3 hours</p>
<p>SUBJECT 5 8 ECTS Business Strategies Subject Leader: María Huertas</p>	
<ul style="list-style-type: none"> ▪ Strategic management process. ▪ Prof. María Huertas 	<p>M : 16:00-20:00 (22/02) 4 hours</p>
<ul style="list-style-type: none"> ▪ Strategic management process. ▪ Prof. María Huertas 	<p>Tu : 16:00-20:00 (23/02) 4 hours</p>
<ul style="list-style-type: none"> ▪ Strategic management process. ▪ Prof. María Huertas 	<p>W : 16:00-20:00 (24/02) 4 hours</p>
<ul style="list-style-type: none"> ▪ Strategic management process. ▪ Prof. Oscar Llopis 	<p>Th : 16:00-20:00 (25/02) 4 hours</p>
<ul style="list-style-type: none"> ▪ Strategic management process. ▪ Prof. Oscar Llopis 	<p>Fr : 16:00-20:00 (26/02) 4 hours</p>

<ul style="list-style-type: none"> ▪ Innovation management. ▪ Prof. Mercedes Carmona (mcarmona@ucam.edu) 	<p>M : 16:00-20:00 (01/03) 4 hours</p>
<ul style="list-style-type: none"> ▪ Innovation management. ▪ Prof. Mercedes Carmona (mcarmona@ucam.edu) 	<p>T : 16:00-20:00 (02/03) 4 hours</p>
<ul style="list-style-type: none"> ▪ Innovation management. ▪ Prof. Mercedes Carmona (mcarmona@ucam.edu) 	<p>W : 16:00-20:00 (03/03) 4 hours</p>
<ul style="list-style-type: none"> ▪ Quality management. ▪ Prof. Jesús Rosa (jesus.rosa@gmail.com) 	<p>Th : 16:00-20:00 (04/03) 4 hours</p>
<ul style="list-style-type: none"> ▪ Quality management. ▪ Prof. Jesús Rosa (jesus.rosa@gmail.com) 	<p>F : 16:00-20:00 (05/03) 4 hours</p>
<ul style="list-style-type: none"> ▪ Project management. ▪ Prof. Jesús Rosa (jesus.rosa@gmail.com) 	<p>M : 16:00-20:00 (08/03) 4 hours</p>
<ul style="list-style-type: none"> ▪ Project management. ▪ Prof. Jesús Rosa (jesus.rosa@gmail.com) 	<p>T : 16:00-20:00 (09/03) 4 hours</p>
<ul style="list-style-type: none"> ▪ Globalization and internationalization strategies in the firm. ▪ Prof. José Juan González (josejgg77@outlook.es) 	<p>W : 16:00-20:00 (10/03) 4 hours</p>
<ul style="list-style-type: none"> ▪ Globalization and internationalization strategies in the firm. ▪ Prof. José Juan González (josejgg77@outlook.es) 	<p>Th : 16:00-20:00 (11/03) 4 hours</p>
<ul style="list-style-type: none"> • Evaluation (Presentations) • Prof. María Huertas 	<p>W : 16:00-19:00 (17/03) 3 hours</p>
<ul style="list-style-type: none"> • Evaluation (Presentations) • Prof. María Huertas 	<p>Th : 16:00-19:00 (18/03) 3 hours</p>
SPECIALIZATION MODULE 30 ECTS	
SUBJECT 15 ECTS (8 students minimum) Financial Management and Business Organization Subject Leader: Nicolás González ngonzalvez@ucam.edu	
<ul style="list-style-type: none"> ▪ Firm Reengineering and Lean Management ▪ Prof. Sergio Ros (SergioRos@agroherni.es) 	<p>M : 16:00-20:00 (22/03) 4 hours</p>
<ul style="list-style-type: none"> ▪ Firm Reengineering and Lean Management ▪ Prof. Sergio Ros (SergioRos@agroherni.es) 	<p>Tu : 16:00-20:00 (23/03) 4 hours</p>
<ul style="list-style-type: none"> ▪ Firm Reengineering and Lean Management ▪ Prof. Sergio Ros (SergioRos@agroherni.es) 	<p>W : 16:00-20:00 (24/03) 4 hours</p>
<ul style="list-style-type: none"> ▪ Business Performance Indicators. ▪ Prof. Benjamín Manchado (bmanchado@gmail.com) 	<p>Th : 16:00-20:00 (25/03) 4 hours</p>
<ul style="list-style-type: none"> ▪ Business Financial environment ▪ Prof. Hubert Kiss (kisshub@gmail.com) 	<p>M : 16:00-20:00 (12/04) 4 hours</p>
<ul style="list-style-type: none"> ▪ Business Financial environment ▪ Prof. Hubert Kiss (kisshub@gmail.com) 	<p>Tu : 16:00-20:00 (13/04) 4 hours</p>

<ul style="list-style-type: none"> ▪ International Financial management. ▪ Prof. Hubert Kiss (kisshub@gmail.com) 	<p>W : 16:00-20:00 (14/04) 4 hours</p>
<ul style="list-style-type: none"> ▪ International Financial management. ▪ Prof. Hubert Kiss (kisshub@gmail.com) 	<p>Th : 16:00-20:00 (15/04) 4 hours</p>
<ul style="list-style-type: none"> ▪ International Financial management. ▪ Prof. Hubert Kiss (kisshub@gmail.com) 	<p>F : 16:00-20:00 (16/04) 4 hours</p>
<ul style="list-style-type: none"> ▪ Business Performance Indicators. ▪ Prof. Benjamín Manchado (bmanchado@gmail.com) 	<p>M : 16:00-20:00 (19/04) 4 hours</p>
<ul style="list-style-type: none"> ▪ Business and project valuation ▪ Prof. Nicolás González (ngonzalvez@ucam.edu) 	<p>T : 16:00-20:00 (20/04) 4 hours</p>
<ul style="list-style-type: none"> ▪ Finance. ▪ Prof. Ángel Andreu (aandreu@superbanda.es) 	<p>W : 16:00-20:00 (21/04) 4 hours</p>
<ul style="list-style-type: none"> ▪ Finance. ▪ Prof. Ángel Andreu (aandreu@superbanda.es) 	<p>Th : 16:00-20:00 (22/04) 4 hours</p>
<ul style="list-style-type: none"> ▪ Applied Statistics software. ▪ Prof. Germán López (glopez@gmail.com) 	<p>F : 16:00-20:00 (23/04) 4 hours</p>
<ul style="list-style-type: none"> ▪ Applied Statistics software. ▪ Prof. Germán López (glopez@gmail.com) 	<p>M : 16:00-20:00 (26/04) 4 hours</p>
<ul style="list-style-type: none"> ▪ Business and project valuation ▪ Prof. Nicolás González (ngonzalvez@ucam.edu) 	<p>Tu : 16:00-20:00 (27/04) 4 hours</p>
<ul style="list-style-type: none"> ▪ Applied Statistics software. ▪ Prof. Germán López (glopez@gmail.com) 	<p>W : 16:00-20:00 (28/04) 4 hours</p>
<ul style="list-style-type: none"> ▪ Analysis of business viability ▪ Prof. Nicolás González (ngonzalvez@ucam.edu) 	<p>Th : 16:00-20:00 (29/04) 4 hours</p>
<ul style="list-style-type: none"> ▪ Business Creation. ▪ Prof. Miguel Rodríguez (mrodriguez@ucam.edu) 	<p>M : 16:00-20:00 (03/05) 4 hours</p>
<ul style="list-style-type: none"> ▪ Business Creation. ▪ Prof. Miguel Rodríguez (mrodriguez@ucam.edu) 	<p>Tu : 16:00-20:00 (04/05) 4 hours</p>
<ul style="list-style-type: none"> ▪ Business Creation. ▪ Prof. Miguel Rodríguez (mrodriguez@ucam.edu) 	<p>W : 16:00-20:00 (05/05) 4 hours</p>
<ul style="list-style-type: none"> ▪ Business and project valuation ▪ Prof. Nicolás González (ngonzalvez@ucam.edu) 	<p>Th : 16:00-20:00 (06/05) 4 hours</p>
<ul style="list-style-type: none"> ▪ Sales and Production ▪ Prof. Antonio Gómez (antonioalejandro.gomez@grifols.com) 	<p>F : 16:00-20:00 (07/05) 4 hours</p>
<ul style="list-style-type: none"> ▪ Sales and Production ▪ Prof. Antonio Gómez (antonioalejandro.gomez@grifols.com) 	<p>M : 16:00-20:00 (10/05) 4 hours</p>
<ul style="list-style-type: none"> ▪ Enterprise value and flotation ▪ Prof. Manuel González Navarro 	<p>Tu : 16:00-20:00 (11/05) 4 hours</p>
<ul style="list-style-type: none"> ▪ Enterprise value and flotation ▪ Prof. Manuel González Navarro 	<p>W : 16:00-20:00 (12/05) 4 hours</p>

<ul style="list-style-type: none"> ▪ Business Finance ▪ Prof. José María Leal 	<p>Th : 16:00-20:00 (13/05) 4 hours</p>
<ul style="list-style-type: none"> ▪ Business Finance ▪ Prof. José María Leal 	<p>F : 16:00-20:00 (14/05) 4 hours</p>
<ul style="list-style-type: none"> ▪ Evaluation (Presentations) ▪ Prof. Nicolás González (ngonzalvez@ucam.edu) 	<p>W : 16:00-19:00 (19/05) 4 hours</p>
<ul style="list-style-type: none"> ▪ Evaluation (Presentations) ▪ Prof. Germán López (glopez@gmail.com) 	<p>Th : 16:00-19:00 (20/05) 4 hours</p>
<ul style="list-style-type: none"> • End of Master's Project preparatory classes 	<p>February</p>
<ul style="list-style-type: none"> • End of Master's Project Viva presentation preparatory classes 	<p>February</p>
<ul style="list-style-type: none"> • End of Master's Project Deposit 	<p>Friday (18/06) / Friday (16/07)</p>
<ul style="list-style-type: none"> • End of Master's Project Viva Presentation 	<p>Tuesday (23/06) Wednesday (24/06) / Wednesday(21/07) Thursday (22/07)</p>