

Business Administration

Master in Business Administration*.

QUESTION EVERYTHING



Escuela de Postgrado
Universidad
Europea

O Degree

O Degree

Promoting critical thinking so you learn to think and not just study. To keep you going, doing, growing and experimenting.

That's the essence of the university.

Activating your talent is the best way to evolve, learn and train.

Curiosity is that spark that moves you and brings out the best in you, time and time again. Because being demanding means having the ambition to find something you're passionate about and, when you know what that is, wanting to discover new things.

QUESTION EVERYTHING

Master in Business Administration.*



Get to know the different areas of a company and understand its management with a global vision.

The Program offers you a clear opportunity of professional improvement and internal promotion within your current organization, as it allows you to refocus your professional profile in a wider way, opening the possibility to embark on your own business idea or, even to start doctoral studies. It will also help you to understand the communicative, management and intercultural skills needed to operate in a real and global working environment.

You will acquire the capacity to take on positions of responsibility, receiving the necessary knowledge, learning to dominate the tools of management and fomenting the skills to lead and coordinate working teams through knowledge of different areas of a Company: finance, marketing, sales, people management, operations, strategy and technology and innovation.

The Master's Degree, in addition to the general syllabus, offers you the possibility to become specialized in specific sectors: Digital Business, Retail and e-Commerce or Health and Wellness. The student has the option to choose any of these specialties by completing two specific modules (Strategy and Operations) which allows them to deepen their knowledge of this area.

*New degree in accordance with the European Higher Education Area, pending approval.



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Differential aspects

Challenge Based Learning

During the program, you will use our Challenge Based Learning method which allows you to resolve business challenges the same as you will find in the market with the help of your professors, active professionals and experts.

Additionally, during the Master's degree you will visit companies who will share their experiences and challenges with you. You will be able to form part of different student clubs to network at during and after your time at Universidad Europea.

Specialization in Business Areas

The Master's Degree, in addition to the general syllabus, offers you the possibility to become specialized in specific sectors: Digital Business, Retail and e-Commerce or Health and Wellness. The student has the option to choose any of these specialties by completing two specific modules (Strategy and Operations) which allows them to deepen their knowledge of this area.

NEW CANDIDATE PROFILE

The Master in Business Administration*, is especially aimed at professionals wishing to complement their training with a complete and highly practical knowledge of the different areas that make up a company.

This program is specifically aimed at university graduates of very varied fields that are interested in developing a role in business management. It is also aimed at those professionals who are interested in taking on innovation challenges and continuing their professional development throughout their careers.

Our students come from university backgrounds in Engineering, Law, Health Sciences, Business Administration, Economics as well as other degrees and are seeking to further their training and studies and/or professional experience in order to acquire a global, integrated and strategic vision of a company.

PROFESSIONAL INTERSHIP

You will complete professional internships with companies in the sector. These internships will be a part of the academic content of the program and will be evaluated as part of the training in business management of the student. The professional internships make up a unique opportunity to transfer the content and skills developed in the Master's degree to the daily work in a Company.

We shall make available to you a job search engine made up of a large selection of companies and the department of Professional Careers will provide all the advice and resources necessary to obtain the professional internship which best fits your profile and expectations.

Faculty

All the modules of our Master in Business Administration* are taught by teachers with a high academic profile, mostly doctors; and by professionals with ample national and international experience in companies within different sectors.

PROGRAM DIRECTOR

Miguel Ángel Povedano Jiménez is Professor of Economics and Business in the Faculty of Social Sciences and Communications at Universidad Europea, specializing in the Financial Area. He is a Doctor in Economics and Business, as well as a Master in Commerce and International Economic Relations. Since 1987 when he began his professional career in the Commerce Market of Madrid, he has always worked in the business world, having obtained ample experience. His background has been enriched throughout more than 30 years of experience as an Adviser and Consultant, Financial Director, Manager and Founder of companies in different fields and sectors.

Key points

- **Start Date**
October.
- **Duration**
9 months.
- **Method**
On-site.
- **Language**
English.
- **N° de ECTS**
60.
- **Campus**
Madrid, Alcobendas.

Study program

- **Module I.** General management
The contents are organized into the following study units:
 - Management Skills.
 - Organizational structure and people management.
 - Global vision, entrepreneurial spirit and decision-making.
 - Business ethics and corporate social responsibility.

.....9 ECTS

- **Module II.** Environment analysis and strategy
The subject is organized into the following study units:
 - Economic Environment.
 - Legal Environment.
 - Introduction to strategic analysis.
 - Sector Analysis.
 - Internal Analysis.
 - Strategies for expansion and internationalization.

.....6 ECTS

- **Module III.** Accounting and finances
The content is grouped into the following units:
 - Accounting for leadership.
 - Advanced accounting.
 - Management control.
 - Business diagnostics and sustainable financial strategy design.
 - Valuation of investments.
 - Sources of financing.
 - Valuing companies.

.....9 ECTS

- **Module IV.** Marketing and communications
The contents are grouped into the following units:
 - Strategic Marketing.
 - The product.
 - The Price.
 - The commercial distribution.
 - Communication.
 - Market research.

.....6 ECTS

- **Module V.** Operations management
The content is grouped into the following areas:
 - General aspects of operations management.
 - Operations strategies.
 - Operations management.
 - Materials management.
 - Activity planning.
 - Systems for improving operations.

.....6 ECTS

- **Module VI.** Commercial management
The content is grouped into the following areas:
 - Introduction to Commercial Management.
 - Sales in complex environments.
 - Sales organization.
 - Management of sales teams.
 - Sales channels.

.....6 ECTS

- **Module VII.** Technology and innovation
The content is grouped into the following areas:
 - Technological environment, technology and information systems.
 - Strategic role of information systems.
 - Innovation and business changes.
 - Tools for innovation management.
 - Information society and e-Business.
 - New trends.

.....6 ECTS

- **Module VIII.** Professional internships
Applying skills and content acquired to practice. The student will undertake professional tasks under the supervision of a supervisor in a company and an academic tutor, who will guide this process of introduction into the practical application of the skills and contents of the program.

.....6 ECTS

- **Module IX.** End of master thesis project
The development of the End of Master Thesis Project will take place in a group, using as a basis the knowledge acquired during the different modules and the professional internships. Students will always be guided by their tutor and evaluated by a panel.

.....6 ECTS



“In today’s complex world, it is no longer enough to know how to run companies, you have to know “how to lead international companies”.”

Miguel Ángel Povedano Jiménez

Master in Business Administration Director, Universidad Europea de Madrid.

Collaborating Companies

Master in Business Administration* is made up of several directors of important companies who participate by teaching on the Master, bringing the professional reality to the student through the analysis of real cases, such as:

- PepsiCo
- Mediaset España
- Grupo Gefco
- Indra
- Ozono Capital Partners
- Avalmadrid
- Ebook Publicaciones, S.L.
- Avanza Learning, S.L.

One of the fundamental characteristics of the programs which take place at Universidad Europea is their link to the business world. For this, we collaborate with highly regarded companies at all stages, from the conception and design of different programs up until the composition of the faculty and the student body.

QUESTION
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