

BUSI NESS ADMI NISTRA TION

Master in Business Administration.

BUSINESS & TECH SCHOOL

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



The **first postgraduate school** designed to
reinvent **business**, reconsider **technology** and
shape the future of **people**.

Where business meets technology.

universidadeuropea.es

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BUSINESS & TECH SCHOOL

MASTER IN BUSINESS ADMINISTRATION

The master is designed to provide students with the ability to assume positions of responsibility, learning to master the tools of management such as Watson or IBM Cognos Analytics, Planning Analytics and Design Thinking. It will also help you to understand communication, management and intercultural skills necessary to lead and coordinate work teams through Neuromanagement & Mindfulness. You will also get an insight into the different areas of a company: finance, marketing, sales, people management, operations, strategy and technology and innovation; to operate in a real and global working environment through real cases of top-level multinationals.

This program offers you the opportunity for professional improvement and advance your career in your current organization. It allows you to update your professional profile in a broad manner, open the possibility of putting your own business ideas practice or to undertake doctoral studies.



LOCATION

Alcobendas,
Madrid



START DATE

October



LANGUAGE

English



METHOD

On-site



DURATION

9 months



ECTS

60

WHAT MAKES US DIFFERENT?

MASTER IN BUSINESS ADMINISTRATION

■ CHALLENGE BASED LEARNING

You will learn through real cases of top-level multinationals, using tools such as Watson or Cognos. Thanks to simulations or role plays, you will be thoroughly prepared to be a global professional.

■ INTERNATIONAL TRIP

You will acquire a global vision of the company through an international stay in one of the IBM business executives centers, such as the Global Industry Solution Center (GISC) in Paris.

■ TECH EXPERIENCE

You will develop a deep knowledge of the planning or management tools that companies use and you'll be prepared to respond to the needs of your business. In addition, you will have master-classes taught by IBM professionals at the Client Center in Madrid.

■ 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

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 important national or international companies. 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.

STUDY PROGRAM

MODULE 1. 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.
- Artificial intelligence and business analytics in decision-making.

9 ECTS

MODULE 2. 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 3. 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 4. 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 5. 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 6. 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

WHAT MAKES US DIFFERENT?

MASTER IN BUSINESS ADMINISTRATION

MODULE 7. 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 8. 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 9. 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

TOTAL 60 ECTS

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 DIRECTORS

Dr. Mr. Javier Camacho Ibáñez

Doctor in Economics and Business, Executive MBA, IESE and Telecommunications Engineer. Founder of several entrepreneurial initiatives, combines his role as a consultant and general manager of companies with his teaching and research work. His main research focus is on Artificial Intelligence Ethics.

Dr. Mrs. Inmaculada Mateos

Doctor in Public Economics, Universidad Autónoma de Madrid and Graduate in Economics and Business Sciences, Specializing in Quantitative Economics, by the same University. Combines directing the Master's Degree with her teaching work and research in the Faculty of Social Sciences and Communications, Universidad Europea, in the area of Taxation.

CODIRECTOR IBM

Mr. Tomás A. García García

Bachelor in Physics from the University of Seville, MBA from Henley Business School and executive program in commercial management from Insead, Tomás has more than 20 years of experience at the intersection between technology and business. Prior to joining IBM in 1999, Tomás worked in research in the field of microelectronics at both the CSIC and the Eindhoven University of Technology and Philips Research. He is currently the Executive Director of the Industry and Services Sector at IBM Spain, a responsibility he assumed in 2016 after leading the IBM storage systems business unit for Spain, Portugal, Greece and Israel.

TEACHING STAFF

Meet some of the teachers who will teach in the Master

Javier Camacho Martínez

Technical Engineer in Informatic Management. Expert in project management with more than 20 years of experience in national and international development projects. He currently works as Cloud Integration Expert Labs Program Manager at IBM. Expert in Project Management and Computer Systems for fraud detection, he has developed his professional career for more than 20 years for Business Development, Product Development and Fraud Detection in companies such as Unión Fenosa, Indra and IBM.

Pablo Esteban

Professor of Accounting and Finance Module, Doctor Cum Laude in Business Financial Economics, and Bachelor's Degree in Economics and Business. Degree of Advanced Studies and Research Proficiency in Financial Economics of the Company Program of Management Development. He is currently a Representative and Director of the Office in Spain of the Province of Buenos Aires Bank and is Vice-President of the Spanish Association of Foreign Banks Representatives. Previously, he was the director of EBN Bank.

Angela Larrubia Ansón

Bachelor's Degree in Biochemistry and Molecular Biology and in Physical Education and Sport Sciences, Executive MBA, Expert in Mindfulness in Health Contexts. Her professional career has been developed in the field of technology consulting and project management, especially in Systems Management and Security. She is currently Director of Training Services at IBM.

Virginia Gomez

Degree in Informatics. Currently in the IBM CIO team of Spain, Portugal, Greece and Israel. Certified as PMP and IBM Senior Project Manager since 2003. Mentor in IBM's Project Management career. Extensive experience in managing projects with a special focus on infrastructure and communications.

TEACHING STAFF

MASTER IN BUSINESS ADMINISTRATION

Jaime Calero Gómez Acebo

Consultant for Digital Strategy and Customer Experience at IBM iX. Extensive experience in Retail and Travel & Transport sectors where he leads solutions to improve the customer experience through artificial intelligence. In this sense, he has specialized in the implementation of "Cognitive Customer Care" solutions in several sectors. He previously worked at the Center for Complex Network Research at Northeastern University in Boston.

Álvaro Bernad

Graduate's Degree in Business, PDG and participant in the Regional Entrepreneurship Acceleration Program of MIT in Boston. He is a founding partner of MIDE (Madrid Innovation Driven Ecosystem) and has more than 25 years of experience in leading companies such as Coca-Cola or Calidad Pascual in marketing, sales and leading innovation and digital transformation.

Ángel Castán

Responsible for the Consumer and T&T industry of IBM, where he started just over a decade ago. Since 2011, the technology group has been developing a business line that applies cognitive skills to sectors such as fashion, tourism or large distribution. Castán has developed his professional career in companies such as Fujitsu, Accenture or SAP and has worked extensively in the areas of interaction with consumers (customer experience, customer service, marketing, sales...).

Ignacio Cabrera

Developed his career for more than 15 years around the analysis and exploitation of data, mainly in areas of project management and business development within the most relevant companies in the sector. He has been working for IBM for more than 10 years where he is currently the leader of the Data Science & Artificial Intelligence software segment at IBM.

Franclim Bento

Solutions Architect in the practice of IBM Garage, working on innovative projects with customers in different initiatives, in areas such as Artificial Intelligence, Machine Learning, Blockchain, Analytics and Automation. He has extensive experience in process automation in different industries. He has worked as Lead Solutions Architect in IBM's European Lab Services team for Digital Business Automation.

José Miguel Rico de la Hera

Telecommunications Engineer with an MBA from Warwick Business School. He is a member of the Board of Directors of the Spanish Consultancy Association representing IBM, chairing the Differential Value Commission. He has more than 20 years of experience in the consulting sector, having worked at PwC previously. He has extensive experience in business transformation and innovation programs in which technology plays an important role (IA, Blockchain, RPA...) as well as a very deep knowledge of the consumer sectors (Retail and CPG).

Víctor Carralero Salmerón

Experienced sales manager with a proven track record in the information technology and services industry. He has Cloud, Analytics, IA and Enterprise Software skills. He has been working for IBM for more than 15 years with many different roles in sales and technology. He is currently the Hybrid Cloud Manager for Spain, Portugal, Greece and Israel.

Iñaki Ugalde

Currently responsible for business development in IBM's Cognitive Process Services area. He is Industrial Engineer and has developed his career in the area of Process Consulting where he has led large transformation projects where he combined business management with a strong innovation component.

Jaime Berrocal Prat

IBM consultant for the Financial Sector working with the largest banks in Spain and Portugal. Previously, he worked to better the development of business solutions for banking. Most recently, he was the Head of Cloud Solutions for Banking. He is currently in charge of the IBM Blockchain business and responsible for IBM Watson and Cloud Banking Solutions.

Emmanuel Rosseler Rivera

Executive of the IBM Security Europe Business Unit. He has been working in the IT industry for more than 18 years and in the information security industry for 8 years. He leads IBM's security sales teams, responsible for security with service initiatives across Europe.

Juan Andrés Avilés Sánchez

Senior Telecommunications Engineer with more than 20 years of experience in the Information Technology sector, mainly at IBM Spain. He is currently the technical director for Spain, Portugal and Greece. He manages a team of system architects with a focus on industrial, cognitive and cloud solutions.

Carlos Creus Olgado

Account Partner responsible for Telefonica at IBM Business Consulting Services and former Cognitive and Analytics Practices Leader for Spain, Portugal, Greece and Israel. He has experience in Industry Sector (IP & AUTO), Tourism & Hospitality, Pharma & Life Science and Distribution Sector. MBA program at IBM, IESE Program for PwC Top Talent, Master's Degree in Computer Science.

Dr. Jorge Lopez Cifre

PhD in Economics, Master's Degree in Control and Strategic Planning, General Management and several postgraduate programs. He has more than 25 years of experience in the private sector and has held management and consultant positions. Previously, he became the General Manager of a hydrocolloid company. He created a business network covering all 5 continents.

TEACHING STAFF

MASTER IN BUSINESS ADMINISTRATION

Dra. Patricia Soriano

PhD in Economics and Business. Active professional with more than 15 years in Big Four. Her research areas are: Big Data applied to the world of transactions and financial analysis of annual accounts. In the professional field, she began her career as an auditor at Deloitte. She currently works in EY in the Transaction Advisory Services department, where she is dedicated to financial control/tracking, productivity analysis and customer allocation and CRM management.

Dr. Ángel Andreu

PhD. Engineer who is currently an advisor to industrial and manufacturing companies (INHISA group). He leads the advising, implementation and launch of technological projects and market development for various companies (A2A Solutions). He has been a director in the private and public sector (INI, European Commission-DG XXIII, Inespal group, Foarsa, Sodican) in national, international or corporate positions (PwC SCG, Lucas Varity Corp, Yves Rocher, Office Depot).

Dr. Carlos Andreu

PhD. Engineer, Master's Degree in Engineering. Executive PDG, Executive Master Sales and Marketing. International executive in marketing, sales, and business development in High Tech corporations. General Manager, CEO and International Executive VP in High Tech, IT, TELECOM, Consulting Services in Europe, USA and LATAM.

Alejandro de Pablo Cabrera

PhD Cum Laude in Business. Currently, he is mentor and advisor for entrepreneurs. He has a professional experience of more than 25 years working at national and multinational companies (Coca-Cola, Disney, Grupo Prisa...), mainly in the areas of marketing, sales and Business Development.

Marcello D'Avino

He is currently Product Manager at Konecta Group and a member of the executive committee of the IE Supply Chain Club. He has a degree in Industrial Engineering with a specialization in Logistics and Production from the University Federico II in Naples (Italy), and an Executive MBA. He has developed his professional career with strong links to the world of technology. He has extensive experience in international projects having collaborated with the largest operators or providers of IT services worldwide.

Martín Coedo

Currently an Associate Partner in the Financial sector at IBM Global Business Services. He has a degree in Economics, a Master in Capital Markets and an MBA. He has developed his career in areas of consulting, strategy and software mainly in the financial.

Mariano Garrido

IBM Industrial Solution Architect. 21 years' experience as IBM technical staff. Responsible for ensuring a high level of client satisfaction. Proposes platforms, designs and infrastructure solutions including leading edge, highly complex and enterprise level solutions (including cognitive solutions, Internet of Things and Industry 4.0 initiatives).

Igor Soto

Currently, he is the leading partner of the Financial Services sector in IBM Global Business Services for Spain, Portugal, Greece and Israel. Industrial Engineer. He has developed his professional career in Accenture and IBM as a consultant closely linked to the Financial Services sector in Banking and Insurance.

Juan Carlos Sanchez Rosado

Industrial Engineer and PDD in Business Administration. With proven experience in consulting and IT industry, expert in business processes, IT Governance, CRM, Global Delivery and People Management. Since joining the consulting world, he has led and developed numerous projects from strategic projects to implementation of new processes and systems, in different industrial sectors, with focus on the pharmaceutical industry and the health sector.

Belén Martín López

She is currently head of Cloud services at IBM for Spain, Portugal, Israel and Greece. Degree in Theoretical Physics and MBA. She is currently studying a Master in Strategy from the University of Oxford. He has developed his professional career closely linked to the financial sector, within various products, segments, customers and countries.

Iñaki Ugalde

He is currently Business Development Director in the area of Cognitive Process Services at IBM. An Industrial Engineer, Iñaki has developed his career in the area of Process Consulting where he has led major transformation projects in which he has combined business management with a strong innovation component. In his professional career he has developed a clear client-orientated approach and deep knowledge of various sectors including: industry, distribution, telecommunications or banking.

Jesús Arteché

He is currently Cloud Architect at IBM WorldWide team, covering large and strategic accounts. M.S Electronics and M.S. in Telecommunications from Cantabria University (Spain). 2 times IBM Outstanding Technical Achievement awards. He focused his career on the cloud area from his early professional life, working as a sysadmin, founding his own cloud company and currently working with the largest clients of IBM WorldWide on their First Of A Kind Cloud missions.

Javier Díaz Diéguez

He is an Industrial Engineer with a specialty in Electronics and Automation and a Diploma in Business Administration. His professional career has been developed in the Consulting Area for Banking and Insurance. Javier has taught courses on New Technologies and Artificial Intelligence, as well as presentations at sectoral forums such as Insurance Week, Insurance Revolution, eShow, Madrid Insurance, Geiser Innova and others. He is currently Commercial Manager for the Insurance sector at IBM.

Lucía Andaluz Antón

Professor of the Internship Module.



IN THE HANDS OF THE BEST PROFESSIONALS

"The experience of sharing tools for the professional and personal life of MBA students is invaluable, and the new VUCA environments require us to become agile learners in order to adapt to new realities. The combination of theory and masterclasses with business executives, allows students to build their knowledge and understand the reality of the market and its practical application. This combination is unique in this postgraduate course".

Mr. Juan Ramón Serrano

Professor of the Master's Degree in Business Management - MBA. Methods and Purchases Manager and Member of the Management Committee at GEFCO Spain.

THE OPINION OF OUR STUDENTS

"The program at Universidad Europea has undoubtedly marked a turning point in my entrepreneurial activity. The skills developed on the course have helped me to put more focus on my company and have encouraged me to continue growing. I would highlight the role of networking with other classmates at Universidad Europea. I met likeminded individuals ready to work together. I am currently building two companies together with three other former students".

Mr. Antonio Angulo Ortega

Former student of the Master's Degree in Business Administration - MBA. Entrepreneur and founder of Venticuatrosiete, Crocode.



BUSINESS & TECH SCHOOL, IN COLLABORATION WITH IBM

YOUR PASSION AWAITS YOU

IBM, world leader in assisting companies in their digital transformation, has teamed up with Universidad Europea, an institution connected to companies to offer their own official and non-official degrees. We educate professionals with varying profiles capable of taking advantage of innovation and technology to grow businesses in the new digital world in which we live.

In this environment, the Business & Tech School Universidad Europea with IBM was founded as the first school of business and technology in Spain, a project at the forefront of the educational sector, integrating technology as a disruptive and transforming element of business and society.

We offer innovative postgraduate programs in the areas of Management, Big Data & Analytics, Cloud & IT Security, Blockchain and Artificial Intelligence using both face-to-face and online methods.



CAMPUS

MADRID

Alcobendas



HERE, ENTREPRENEURS ARE THE FOCUS

Can you imagine studying while launching a start-up? On the Alcobendas Campus, going to class can be what you want it to be.

MADRID

Villaviciosa



EXPERIENCE THE UNIVERSITY OF 'MAKERS'

On the Villaviciosa de Odón Campus, there will always be things happening that motivate you to go far.

CANARY ISLANDS



OROTAVA, WHERE YOU'LL BECOME WHAT YOU WANT TO BE

The latest technology makes the historical Salazar House the best place to achieve your dreams.

VALENCIA



INNOVATION IN THE HEART OF VALENCIA

We grow because we believe in you. We're opening a new building to motivate you to reach your dreams.

ONLINE



UNIVERSIDAD EUROPEA ONLINE

100 % online programs: The flexibility you need. Get an education at your speed at the leading University in educational quality and innovation.

REAL MADRID



REAL MADRID GRADUATE SCHOOL - UNIVERSIDAD EUROPEA

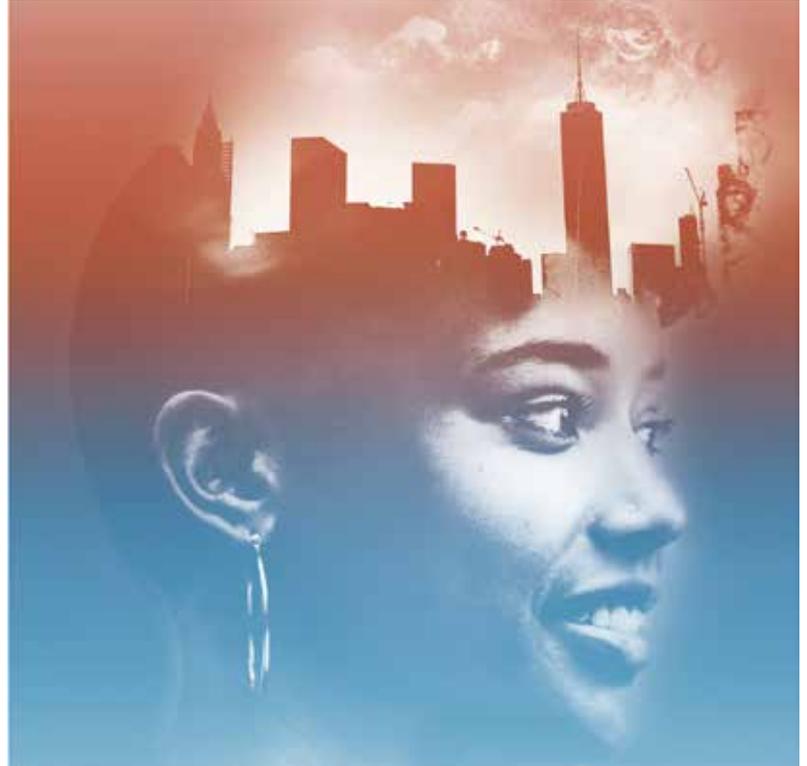
Do you dream about working in a field that you're truly passionate about? Get your education at the only Postgraduate School specialized in sports. Don't just dream, get ready.

EMPLOYABILITY

WE CREATE PROFESSIONALS

Faithful to its innovative vocation, and with the aim of enhancing your skills and guaranteeing your employability, the school promotes an academic model connected to the professional world, eminently practical and of high academic quality.

Develop what you have learned in the classroom just as you will do in your day-to-day.



89

% EMPLOYABILITY RATE

89% of our students get a job in less than 12 months after finishing their studies.

5

KNOWLEDGE AREAS

Management, Big Data & Analytics, Cloud & IT Security, Blockchain and Artificial Intelligence.

30

% IBM EXPERIENCE

Professional faculty from IBM, master-classes, practical cases, TFM guidance, Blue Week...

UNIVERSIDAD EUROPEA CERTIFICATIONS



World Confederation
for Physical Therapy

Certified



Corporation



SCHOLARSHIPS AND GRANTS

FINANCE YOUR STUDIES IN A FLEXIBLE WAY

Here at Universidad Europea de Madrid, we are committed to ensuring the cost of a program is not an obstacle to access quality education.

Speak to one of our advisors to find out the options available to you.



GRANTS FOR CONTINUING STUDIES



GRANTS FOR SIMULTANEITY OF STUDIES



OFFICIAL SCHOLARSHIPS



GRANTS PROMOTION BUSINESS & TECH SCHOOL



GRANTS HIGH PERFORMANCE ATHLETES



GRANTS OR HAVING A FAMILY MEMBER IN THE UEM

Knowledge without barriers

Education is one of the best investments you can make in life.

Do not let anything stop you!

Where business meets technology



ADMISSIONS PROCESS

DOCUMENTATION

The admission process for the Postgraduate School Universidad Europea is open throughout the year, although enrollment in any of the programs is subject to the existence of places.

If you want personalized advice from the team of Postgraduate admissions, you can visit any of our campuses located in Alcobendas or Villaviciosa de Odón (Madrid), or contact us through:

Telephone **(+34) 91 740 72 72** or by emailing:
postgrado@universidadeuropea.es

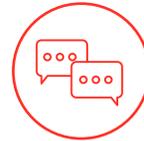
After getting the information you need, you must submit the required documentation:

- Admission application.
- Photocopy of the national ID card (DNI or NIE).
- Photocopy of your university degree.
- CV.

The admissions team will guide you in your professional future and will arrange an interview with the director of your degree to evaluate your candidacy.

UNIVERSITY PLACE RESERVATION

You are advised to reserve your place within 7 calendar days from receiving the admissions letter.



**PERSONALIZED
GUIDANCE**



**SEND
APPLICATION AND
DOCUMENTATION**



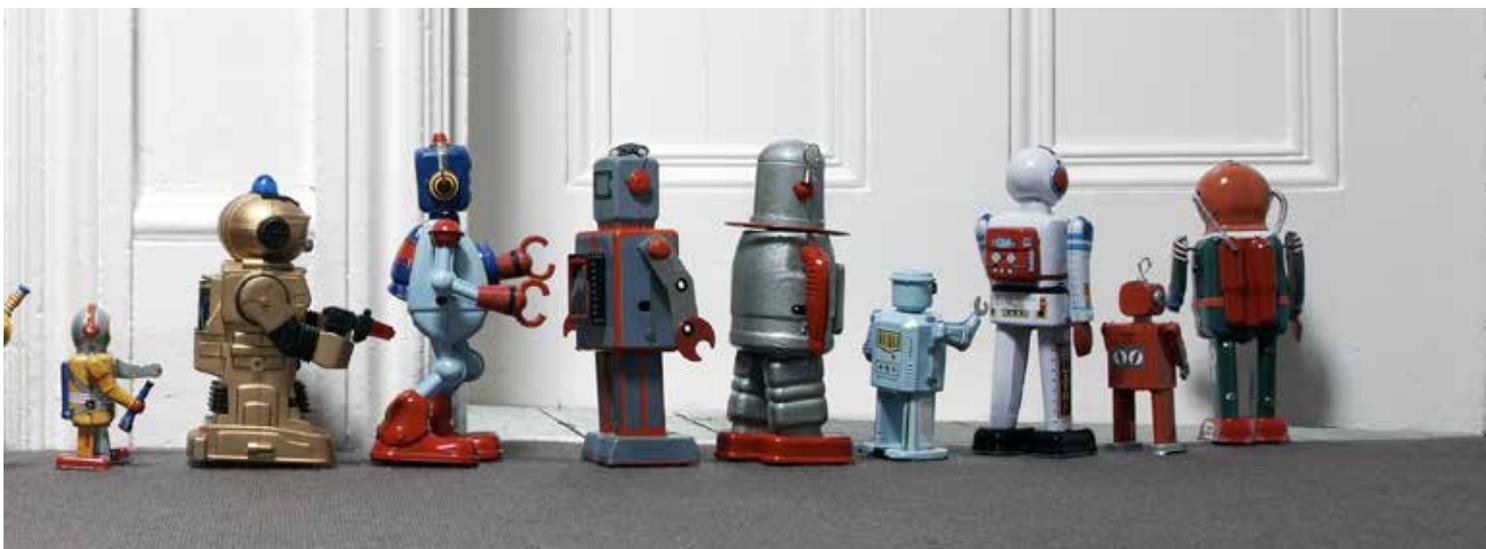
**INTERVIEW WITH
PROGRAM DIRECTOR**



**CONFIRMATION
OF ADMISSION**



**FORMAL
RESERVATION
OF A PLACE AND
ENROLLMENT**





**89% OF OUR
STUDENTS
GET A JOB IN
LESS THAN
12 MONTHS
AFTER
FINISHING
THEIR
STUDIES**

BUSINESS & TECH SCHOOL

**Where business
meets technology.**

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