

Economic Environment

Economic Environment and Country Analysis

The aim is to make contact with economic reality and to familiarize students with the main tools used to analyze and understand it. Bearing this objective in mind, the evolution of the main indicators, variables and the different economic policies and their meaning are examined from a business viewpoint. Having gained a sound knowledge of the general working of the economy, students move on to analyze the different aspects of the economic behavior of each country. The most relevant macroeconomic data from a country or region is interpreted to draw conclusions on which to base the assessment of commercial risks.

Entrepreneurship

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The main objective of this course is to analyze every aspect of the specific problems encountered during the process of implementing a business plan, to examine potential sources of business ideas, to learn how to apply management tools to fledgling companies and to explore the different sources of financing for new, online or offline ventures. Students are also introduced to the methodology and objectives involved in drafting a business plan.

Information and Control

Financial and Cost Accounting

Every executive should be able to understand and interpret economic and financial information pertaining to his/her company. These courses cover basic concepts such as the accounting treatment of inventories, sales, clients and suppliers, and the construction and analysis of balance sheets, profit and loss account and cash flow statements. The basic concepts of management accounting for internal decision-making are also dealt with, as are cost control and allocation systems, together with the analysis of deviations and the advanced systems for assigning and administering them.

Management Control

The student learns to design, implement and use a planning and control system that keeps the behavior of the people who comprise the company in line with corporate objectives.

Operations Management

Quantitative Methods

The chief aim of this course is to equip the student with the skills required to employ the statistical and quantitative methods used to support decision making and planning processes. The analysis of case studies focused on specific corporate problems enable participants to study the joint application of statistical and quantitative methods in association with the random simulation technique.

Operations Management and Supply Chain Management

The design and operating system of a company must be coherent with its strategy. To achieve this it is important to analyze and understand the design of products, services and work organization, the long and medium-term management of the capacity of both industrial companies and services, integrated chain supply management, MRP, total quality management, and the management of technology and innovation.

Marketing Management

Fundamentals of Marketing Management

The essential principles of marketing are presented as a framework for examining the marketing mix in more detail, together with the basic applications of market research and all aspects of product policy. Areas covered here include distribution policy, the organization of sales forces, external communication (advertising and promotions) and pricing policy.

Marketing Strategy & Plan

Students use their newly acquired knowledge to develop marketing strategies and draw up marketing plans for companies from different sectors, environments and situations. The marketing plan is the framework that allows us to quantify all proposed actions in relation to the global strategy of the company.

Strategic Management

Strategy

This area comprises an analysis of industries and the way in which a company may position itself in order to optimize its competitive advantages. This involves the selection of markets and an examination of their role in the value chain. Students also learn how to undertake a strategic analysis of diversified companies.

Strategic Management

This area focuses on the best way to implement a strategy via organizational and cultural change. Students will also learn how to lead the company in such a way as to create communicative abilities and an environment conducive to innovation.

Financial Management

Fundamentals and Financial Management

Participants learn how to obtain and administer financial resources at the lowest possible cost, and subsequently invest them so as to produce maximum economic and strategic benefit, without losing sight of the risks assumed in each case. To achieve this aim, participants are equipped with a sound working knowledge of financial analysis, short-term financial planning, investment analysis, capital costs, financing structure and strategies, and financial markets.

Technologies

Information Systems Management

The executives of a company must know what information their company needs, how to use information in such a way that it gives reliable results in decision making processes, and what opportunities information technologies offer. Increasingly dynamic and changing environments require the incorporation of new information technologies that enhance strategic and organizational aspects of business organizations.

Human Resources

Organizational Behavior

This course centers on the behavior of people in business organizations from an individual and group perspective. Where managing people is concerned, the ability to lead, co-ordinate, communicate, analyze conflicts and manage teams plays a crucial role in the implementation of any corporate strategy.

Human Resource Management

Participants examine how the management of people from a strategic viewpoint plays a pivotal role in the success, or failure, of business strategy. This section covers the most important people management systems such as assessing performance, objective driven evaluation and remuneration.

Management Skills

The GLOBAL MBA program involves a series of workshops designed to improve and perfect the management skills that are put into practice on a daily basis through the case methodology.

- Teamwork Techniques

Globalization and the new economy present organizations with new challenges, forcing them to innovate and adapt to a world under constant change. In response to these challenges, many organizations are replacing their hierarchical structures with frameworks that are flatter and more horizontal, where work groups form the main axis on which the organizational strategy turns. In this context, the manager's success is closely linked to his/her capacity for creating, designing and developing effective work groups. This workshop is designed to develop this capacity.

- Negotiation Techniques

The aim of this workshop is the analysis of the entire negotiation process and the various techniques to be applied during the different stages. Thanks to the methodology used, students combine theory with practical exercises and learn the 'art of negotiating' as an effective tool they should be capable of using in their everyday life.

- Coaching Workshop

The main purpose of this workshop is to help students improve as coaches and trainers in informal situations despite the limited time and lack of complete information available. The workshop helps develop observation skills, analysis, active listening and feedback. Both the professor and fellow students provide the student with feedback which helps reinforce his/her strongpoint and discover areas for improvement.