

Economics

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.

Entrepreneurial Studies

Entrepreneurship

Forming the backbone of the second part of the program, the Entrepreneurship Program combines the opportunity to **develop a compelling business model** with the opportunity to present it to a jury from emerging economies, Europe and the North America.

Students are encouraged to come up with new venture ideas, form teams with colleagues and spend several months developing business models that are "investor ready". For many, the culmination of this exercise is a reality check of their business models, for others it is the beginning of turning these ideas into their future entrepreneurial new ventures.

This module combines an experienced, academic methodology with the rigor of developing a business plan that is presented to a final jury consisting of entrepreneurs, industry experts and investors.

Finance

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.

Corporate Finance

This course builds upon the Financial Management course and focuses on integrating financial theory into the current business environment, where important financial decisions are made. The objective for executives is to maximize the value of the business. Participants will work on developing the necessary skills to this, including how to minimize the cost of capital through optimizing the capital structure, plus components on dividend policy, firm valuation and the IPO process.

Human Resources

Leading People in Organizations

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, coordinate, communicate, analyze conflicts and manage teams plays a crucial role in the implementation of any corporate strategy.

Managing Human Talent

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.

Information and Managerial Control

Cost Accounting

A cost accounting system collects and classifies costs and assigns them to cost objects. The goal of a cost accounting system is to measure the cost of designing, developing, producing (or purchasing), selling, distributing, and servicing particular products or services. Cost allocation is at the heart of most cost accounting systems. Cost behavior—how the activity of an organization affects its costs—is also fundamental to cost accounting systems. The data provided by a cost accounting system is used for various purposes, which include product costing, planning and control, and decision making. This course focuses primarily on the first of these objectives—product costing.

Financial Accounting

Every executive should be able to understand and interpret economic information pertaining to his/her company. This course covers basic concepts such as the accounting treatment of inventories, sales, clients and suppliers, and the construction and analysis of balance sheets, results accounts 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.

Managerial 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.

Leadership Development

GXMBA Leadership Development

The GXMBA Leadership Development program seeks to promote the skills and capacities for managing people in international environments, preparing students to assume leadership positions over geographically distributed teams and to lead their organizations ethically, innovatively and creatively in times of awesome change and opportunity.

Several components form the backbone of the Leadership Development program: executive coaching, self-assessment & executive workshops contribute to enhanced self-awareness and development of leadership potential in students.

Leadership is a transversal component of the Global Executive MBA, explored not just in this part of the program, but within the core MBA courses as well.

Marketing Management

Fundamentals of Marketing Management

The course is designed to provide students with a deep understanding of the fundamental principles of marketing and marketing strategy making. Participants will learn how to define and segment a target market for goods or services, build a brand with a meaningful positioning, and integrate product, price, promotion and distribution to offer a superior marketing mix leading to a long-term competitive advantage.

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.

Operations

Global Operations 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.

Strategy

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 Implementation

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.

Corporate Governance, Ethics & Sustainability

Issues of business ethics and sustainable development have featured prominently on the international business agenda in recent years. Often lumped together as corporate social responsibility, the idea is that business ought to conduct itself with integrity while at the same time making a positive contribution to society and the environment that goes beyond just value creation as part of regular business operations. Rather than studying these in theory, participants will explore them in a hands-on computer simulation and the discussion will focus on dynamics on the level of business and the level of society as a whole. Making managerial decisions in small groups, participants will try to balance ecological and economic incentives in a strategic setting.

Technology

Information Systems Management

Company executives need to 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.