

International MBA

A world of change. A world of opportunities.



Elective Courses*

Entrepreneurship:

- Independent Venturing
- Family Venturing
- Business Building Workshop
- Financial Entrepreneurship
- Gestión de franquicias

Human Resources:

- Building and Managing Successful Careers
- Leadership, Power and Politics in Organizations
- Managing People for High Performance
- Organizational Fundamentals for Managers
- Strategic Human Resources Management
- La Diversidad como estrategia de gestión en la empresa global
- Identidad y Cultura Corporativa

Information Systems:

- Customer Relationship Management
- Digital Strategy
- E-Transformation
- Advanced Decision Making Models
- Business on the Net: from Theory to Practice
- Enterprise Systems Management
- El Nuevo Consumidor y la Tecnología
- Televisión, móvil, internet y lo que viene

Strategic Management:

- Asia: Present Business Realities and Future Challenges
- Global Strategic Management
- The Entertainment Industry
- Competition Policy and Corporate Strategy
- Teoría de juegos y estrategia empresarial
- Poder y política en el gobierno corporativo

Marketing:

- International Marketing
- The Marketing Game
- Sports Marketing
- Luxury Branding
- High Tech Marketing
- Marketing Industrial
- Distribución y Trade Marketing
- Marketing social

Information and Control:

- Balanced Scorecards
- Financial Information for Decision Making
- ERP & Business Intelligence

Financial Management:

- Advanced Financial Strategy
- Cash Management
- Corporate Finance
- Multinational Financial Management
- Applied Corporate Financial Engineering
- Gestión de Carteras
- Valoración de empresas en la práctica

Economic Environment:

- Crisis in emerging markets
- The Coming of Managerial Capitalism
- Análisis Directivas de países
- Análisis económico y político internacional para corporaciones
- La dirección de la empresa ante la coyuntura y el ciclo económico

Operations and Technology:

- Business Process Engineering & Enterprise Resource Planning
- Eco-intelligent Management
- Mass Customization
- Creating and Capturing Value in Operations
- Coordinating and Managing the Supply Chain
- Eficiencia y efectividad en los servicios
- Gestión del conocimiento
- Innovación y complejidad en los servicios

Legal Studies:

- Structuring Corporations & Transactions
- European Union Policies and Politics
- The Digital Economy: Technology, Business and Law
- Entorno jurídico para Directivos
- Entorno fiscal para Directivos