

ADMINISTRACIÓ I DIRECCIÓ D'EMPRESES (2018-19)

Código: D078	Fecha de aprobación: 20/09/2013	Precio: 39,27 1st registration credits
Créditos: 60	Título: Master (ECTS)	

RAMA

Social and Legal Sciences

PLAN

UNIVERSITY MASTER'S DEGREE IN BUSINESS ADMINISTRATION (MBA)

TIPO DE ENSEÑANZA

Face-to-face

CENTROS DONDE SE IMPARTE

Faculty of Economics and Business Sciences

ESTUDIO IMPARTIDO CONJUNTAMENTE CON

Solo se imparte en esta universidad

FECHAS DE EXAMEN

[Acceda al listado de fechas de examen para esta titulación.](#)

PLAN DE ESTUDIOS OFERTADO EN EL CURSO 2018-19

Leyenda: No ofertada Sin docencia

UNIVERSITY MASTER'S DEGREE IN BUSINESS ADMINISTRATION (MBA)

COMPULSORY SUBJECTS

30 créditos

Curso	Título	Créditos	Subject
1	COMPULSORY	5	48200 - MANAGEMENT SKILLS
1	COMPULSORY	5	48201 - BUSINESS FINANCE
1	COMPULSORY	5	48202 - MANAGEMENT, ORGANISATION AND INNOVATION
1	COMPULSORY	5	48203 - MARKET ANALYSIS
1	COMPULSORY	5	48204 - ACCOUNTING FOR MANAGERS
1	COMPULSORY	5	48205 - STRATEGIC MANAGEMENT AND COMPETITIVE BUSINESS

OPTIONAL SUBJECTS

22,50 créditos

Curso	Título	Créditos	Subject
1	OPTIONAL	4,50	48208 - INTERNATIONAL BUSINESS STRATEGY
1	OPTIONAL	4,50	48209 - STRATEGIC MANAGEMENT OF KNOWLEDGE
1	OPTIONAL	4,50	48210 - PEOPLE MANAGEMENT
1	OPTIONAL	4,50	48211 - MARKETING MANAGEMENT
1	OPTIONAL	4,50	48212 - MANAGING BUSINESS TEAMS
1	OPTIONAL	4,50	48213 - CORPORATE IMAGE AND IDENTITY
1	OPTIONAL	4,50	48214 - COMPANY ANALYSIS AND ASSESSMENT
1	OPTIONAL	4,50	48215 - INTEGRATED MANAGEMENT OF ASSETS AND LIABILITIES
1	OPTIONAL	4,50	48216 - FINANCIAL RISK MANAGEMENT
1	OPTIONAL	4,50	48218 - CORPORATE TAX

MASTER FINAL WORK

7,50 créditos

Curso	Título	Créditos	Subject
1	END OF MASTER WORK	7,50	48217 - MASTER'S DEGREE FINAL PROJECT

Superado este bloque se obtiene

MASTER'S DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT

STRATEGIC MANAGEMENT SPECIALIST

SPECIALTY SUBJECTS

13,50 créditos

Curso	Título	Créditos	Subject
1	OPTIONAL	4,50	48208 - INTERNATIONAL BUSINESS STRATEGY
1	OPTIONAL	4,50	48209 - STRATEGIC MANAGEMENT OF KNOWLEDGE
1	OPTIONAL	4,50	48210 - PEOPLE MANAGEMENT

Superado este bloque se obtiene

SPECIALISATION IN STRATEGIC MANAGEMENT

ACCOUNTING AND FINANCE SPECIALIST

SPECIALTY SUBJECTS

13,50 créditos

Curso	Título	Créditos	Subject
1	OPTIONAL	4,50	48214 - COMPANY ANALYSIS AND ASSESSMENT
1	OPTIONAL	4,50	48215 - INTEGRATED MANAGEMENT OF ASSETS AND LIABILITIES
1	OPTIONAL	4,50	48216 - FINANCIAL RISK MANAGEMENT

Superado este bloque se obtiene

SPECIALISATION IN ACCOUNTING AND FINANCE

MARKETING SPECIALIST

SPECIALTY SUBJECTS

13,50 créditos

Curso	Título	Créditos	Subject
1	OPTIONAL	4,50	48211 - MARKETING MANAGEMENT
1	OPTIONAL	4,50	48212 - MANAGING BUSINESS TEAMS

1 OPTIONAL 4,50 48213 - CORPORATE IMAGE AND IDENTITY

Superado este bloque se obtiene
SPECIALISATION IN MARKETING

- [Structure of the Master's degree: credits and subjects](#)
- [Distribution of subjects by year/term](#)
- [General course programme](#)
- [Study on a part-time basis is possible following the current regulations of the UA](#)

STRUCTURE OF THE MASTER'S DEGREE: CREDITS AND SUBJECTS

Subject type	Credits
Compulsory (OB)	30
Optional (OP)	22.5
Master's Degree Final Project (OB)	7.5
TOTAL CREDITS	60

DISTRIBUTION OF SUBJECTS BY YEAR/SEMESTER

FIRST TERM 30 ECTS			SECOND TERM 30 ECTS		
SUBJECT	TYPE	ECTS	SUBJECT	TYPE	ECTS
MANAGEMENT, ORGANISATION AND INNOVATION	OB	5	PEOPLE MANAGEMENT	OP	4,5
MANAGEMENT SKILLS	OB	5	INTERNATIONAL BUSINESS STRATEGY	OP	4,5
STRATEGIC MANAGEMENT AND COMPETITIVE BUSINESS	OB	5	STRATEGIC MANAGEMENT OF KNOWLEDGE	OP	4,5
BUSINESS FINANCE	OB	5	COMPANY ANALYSIS AND ASSESSMENT	OP	4,5
ACCOUNTING FOR MANAGERS	OB	5	INTEGRATED MANAGEMENT OF ASSETS AND LIABILITIES	OP	4,5
MARKET ANALYSIS	OB	5	FINANCIAL RISKS MANAGEMENT	OP	4,5
			CORPORATE TAX	OP	4,5
			MARKETING MANAGEMENT	OP	4,5
			MANAGEMENT OF BUSINESS TEAMS	OP	4,5
			CORPORATE IMAGE AND IDENTITY	OP	4,5
			MASTER'S DEGREE FINAL PROJECT	OB	7,5

GENERAL COURSE PROGRAMME

A breakdown of the subjects, indicating the obligatory / optional subjects, the corresponding ECTS and term is indicated below:

SUBJECT AREA	SUBJECT	TYPE	ECTS	TERM
BUSINESS ORGANISATION	MANAGEMENT, ORGANISATION AND INNOVATION	OB	5	1º
	MANAGEMENT SKILLS	OB	5	1º
	PEOPLE MANAGEMENT	OP	4,5	2º
STRATEGIC MANAGEMENT	STRATEGIC MANAGEMENT AND COMPETITIVE BUSINESS	OB	5	1º
	INTERNATIONAL BUSINESS STRATEGY	OP	4,5	2º
	STRATEGIC MANAGEMENT OF KNOWLEDGE	OP	4,5	2º
FINANCIAL AND ACCOUNTING MANAGEMENT	BUSINESS FINANCE	OB	5	1º
	ACCOUNTING FOR MANAGERS	OB	5	1º
	COMPANY ANALYSIS AND ASSESSMENT	OP	4,5	2º
	INTEGRATED MANAGEMENT OF ASSETS AND LIABILITIES	OP	4,5	2º
	FINANCIAL RISK MANAGEMENT	OP	4,5	2º
	CORPORATE TAXATION	OP	4,5	2º
MARKETING	MARKET ANALYSIS	OB	5	1º
	MARKETING MANAGEMENT	OP	4,5	2º
	MANAGEMENT OF BUSINESS TEAMS	OP	4,5	2º
	CORPORATE IMAGE AND IDENTITY	OP	4,5	2º
MASTER'S DEGREE FINAL PROJECT	MASTER'S DEGREE FINAL PROJECT	OB	7,5	2º

The grouping of subjects into different subject areas reflects the different disciplines comprising Business Economics. The diversity of the Master's programme ensures that students have a minimum knowledge of each subject area (as some subjects within them are compulsory) and at the same time it offers students the possibility to specialise in certain areas, (strategic, marketing and accounting and financial), according to their preference.

Finally, this programme offers the possibility of three intensive pathways, which will apply when three specific subjects from each subject area are taken, as indicated below:

PATHWAY	OPTIONAL SUBJECTS TO BE TAKEN
STRATEGIC MANAGEMENT	INTERNATIONAL BUSINESS STRATEGY
	STRATEGIC MANAGEMENT OF KNOWLEDGE
	PEOPLE MANAGEMENT

ACCOUNTING AND FINANCE	INTEGRATED MANAGEMENT OF ASSETS AND LIABILITIES
	FINANCIAL RISK MANAGEMENT
	COMPANY ANALYSIS AND ASSESSMENT
MARKETING	MARKETING MANAGEMENT
	MANAGEMENT OF BUSINESS TEAMS
	CORPORATE IMAGE AND IDENTITY

Students may opt out of taking the pathway indicated above and choose their subjects freely according to their preferences. There is no set requirement for access to a specific pathway.

STUDYING YOUR MASTER ON A PART-TIME BASIS

- [Regulations of the UA for a part-time study schedule](#)

MASTER'S DEGREE FINAL PROJECT (TFM)

All official Master's studies will conclude with the elaboration and defence of a Master's Degree Final Project that must be carried out during the second semester and will be oriented to the evaluation of competences associated with the degree.

The TFM will be an original and autonomous personal work, whose elaboration can be individual or coordinated, that each student will realize under a Tutor's guidance and will allow the students to expound in a comprehensive form the training contents received and the competences acquired.

The TFM will consist of the elaboration and public defence of a paper, project or individual work. The aim of this work is the integration of all the knowledge acquired during the Master.

The memory of the TFM may be written and defended in any of the official languages of the Valencian Community or in any other official language of the European Union, whenever the Department's proposal so specifies.

[+ info](#)

- [Entry Requirements](#)
- [Admission profile](#)
- [Admission and Assessment Criteria](#)
- [Pre-enrolment and Enrolment](#)
- [Number of places](#)

ENTRY REQUIREMENTS

According to the Regulations of the University of Alicante, the following requirements must be complied to have access to official taught Master's degrees:

1. To be in possession of a SPANISH OFFICIAL GRADUATE DEGREE CERTIFICATE or other issued by an institution of higher education within the [EHEA](#) (European Higher Education) that enables the holder to have access to Master's degrees in the issuing.
2. To be in possession of an officially approved FOREIGN HIGHER EDUCATION DEGREE CERTIFICATE that had been recognised as equal to the degree that allows access to the requested studies.
3. To be in possession of a UNIVERSITY DEGREE CERTIFICATE obtained in a University or Higher Education Institution of COUNTRIES OUTSIDE THE EHEA, without the prior approval of their studies. In this case, the following should be considered:
 - Non- recognised degree certificates shall require a technical report showing an equivalence statement issued by the University of Alicante ([ContinUA – Continuing Education Centre](#)), for which the [corresponding fee](#) should be paid.
 - Access through this way does under no circumstances imply prior official approval of the holder's degree certificate, nor its recognition for purposes other than studying a master's degree.

ADMISSION PROFILE

The Master is preferably aimed at graduates / graduates in Business Administration and Management, graduates in Business Studies, graduates / graduates in Economics, graduates in Labor Sciences, graduates / graduates in Tourism, graduates / graduates in Labor Relations, engineers / technical engineers and other qualifications that require complementary management training.

ADMISSION AND ASSESSMENT CRITERIA

The selection process will be based on a 10-point assessment, distributed as follows:

1. **Entry qualifications: 4 points maximum.**
 - Business & Administration Management (graduates from the old 5-year degree or new degree): 4 points
 - 3-year degree in Business & Administration Management.
 - Economics (graduates from the old 5-year degree or new degree): 3.5 points.
 - Industrial and related Engineering: 3.5 points.
 - Tourism and Engineering Technology: 3 points.
 - Law, Work Sciences, Labour Relations, Publicity and Public Relations: 2.5 points.
 - Other Social Sciences: 2 points.
 - Other degrees: 1 point.

2. Academic record of entry qualifications. 4 points maximum.

According to this calculation rule:

$$\text{Points} = (\text{Grade Point Average} - 5) * 0.8$$

Students will certify their marks via the **copy of their official transcript of records**, which should preferably include the average grade point achieved. In those cases where the **transcript of records** is either not attached, their average mark not stated, or is not calculable, an average mark of 5 points will be considered so that the mark in this section shall be zero.

3. Professional experience in business and administration management. 1 point maximum

One point will be allocated whenever experience exceeds one year in jobs related to the purpose of this degree.

An updated curriculum vitae along with working life information or accreditation of such experience should be submitted.

4. Eligibility of candidates to the Master's degree. 1 point maximum.

Students should fill in a questionnaire. This questionnaire should be answered by the candidate before the pre-registration deadline. Candidates can request such a questionnaire in advance via email at master.ade@ua.es.

In any case, students will be **required to achieve competence in Spanish**, which should be accredited on pre-registration by submitting an **official certificate proving their B1 level** in the event that Spanish is not their native language. If the student has competence in Spanish but cannot credit it, they should contact the Master's course coordinator to arrange an interview (via online or in person) via mail (master.ade@ua.es) in which this essential requirement shall be assessed.

In the event that the language level hasn't been accredited and no interview arranged for its assessment, the student's academic record will not be considered.

Pursuant to the Committee decision, those academic records that do not reach the **minimum score** established will not be admitted.

For any clarification on the point-based assessment, please contact master.ade@ua.es

PRE-ENROLMENT AND ENROLMENT

PRE- ENROLMENT [+info](#)

Students who wish to study for an Official Master's Degree at the UA should complete pre-enrolment in accordance with the deadlines and conditions specified annually.

[Frequently asked questions](#)

ENROLMENT [+info](#)

Following publication of the definitive list of those admitted to the course, applicants will receive an email containing a password which will serve as a User ID, enabling them to enrol via the **Campus Virtual** in accordance with the deadlines and conditions established annually.

In the registration process, the **documents issued abroad** must be official, duly notarised and translated. Further information:

- <http://sga.ua.es/en/academic-regulations/legalizacion/legalization-of-documents.html>

NUMBER OF PLACES

COURSE	NUMBER OF PLACES
2012-13	40
2013-14	40
2014-15	40
2015-16	40
2016-17	40
2017-18	40

FOCUS

Professional and Research.

TIMESCALE FOR IMPLEMENTATION

Academic year	Implementation of the Master's degree
2012-2013	1 st Year