

ENEB

Syllabus

MBA

Master of Business Administration

European Business School of Barcelona

In collaboration with:



Cum Laude Award 2019



We work with:





MBA – MASTER OF BUSINESS ADMINISTRATION

Duration: 18 months

Credits: 60 ECTS

Price: 7,600 euros **Price with scholarship:** 2,920 euros

STRATEGIC MANAGEMENT

INTERNATIONAL ACCOUNTING

FINANCIAL MANAGEMENT

PERSONNEL MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

EXECUTIVE COACHING

NLP (NEURO-LINGUISTIC PROGRAMMING)

SUPPLY CHAIN MANAGEMENT

MANAGEMENT OF INTERNATIONAL FINANCIAL SERVICES

INTERNATIONAL CORPORATE TAX

MARKETING

INTERNATIONAL TRADE

CORPORATE SOCIAL RESPONSIBILITY

Introduction

The MBA - Master of Business Administration, aims to provide a strategic and global vision to a manager, as well as to give knowledge on various departments of a company, such as Human Resources, Finance, Operations, Marketing, Sales and Trade. With the completion of the MBA of Business Administration, students will be prepared to lead any field of the company, as well as enable them to undertake any professional project.

It is demonstrated that when a student obtains an MBA, their insertion and leadership in all types of companies are increased, and their professional improvement is more feasible.

Start your academic career with ENEB; one of the most critical distance business schools of Europe that allows you to get an education at the highest level, from any place and with the daily support of all our teachers and tutors.

Objectives

- Set, manage and control the key financial elements of the company.
- Have a global vision and promote critical thinking.
- Know all the departments within a company and develop skilfully in them.
- Know the models that favour excellence in management and the implications of new organisational forms, as well as develop organisational skills that help efficiently implement new policies within the context of the organisation.
- Develop leadership skills in teamwork.
- Assess and implement an adequate corporate social responsibility management.
- Efficiently manage ICT and implement them in the development of our skills.
- Know the strategic tools of communication, control, quality and organisational change.

Triple Certification

At the end of your studies, you will earn three diplomas issued by ENEB Business School and Universidad Isabel I:

- MBA - Master of Business Administration
- Diploma in Expertise in Coaching and NLP
- Spanish for Business Program

All our training programs come with a free and optional Business Spanish Program Certificate, which our students will earn after completion.

Professional Outings

Our MBA enables students to occupy any management position in a company in the of Marketing, Finance, Human Resources, Operations and General Management departments.

Syllabus

SECTION 1. STRATEGIC MANAGEMENT

Module 1. Fundamentals of Strategic Management

Module 2. Strategic Objectives

Module 3. The Strategic Process

Module 4. The Strategic Formulation

Module 5. Strategic Analysis (in the dynamics of business management)

Module 6. Development of a Strategy

Module 7. Creation and Implementation of the Management Strategy

Module 8. The Balanced Scorecard (BS)

Module 9. Study case

SECTION 2. INTERNATIONAL ACCOUNTING

Module 10. Introduction to Accounting

Module 11. Accounting in Spain

Module 12. International Accounting Standards

Module 13. Financial Statements

Module 14. Study case

SECTION 3. FINANCIAL MANAGEMENT

Module 15. Economic and Financial Structure of a Company

Module 16. Economic and Financial Analyses

Module 17. Costs and Benefits of a Company

Module 18. The Cost of Short-term Financial Resources

Module 19. The Cost of Long-term Resources

Module 20. Selection and Hierarchical Evaluation of Simple Investment Projects: NPV and IRR

Module 21. Short and Long Term Financial Planning

Module 22. Self-financing of the Company and Dividend Policy

Module 23. Study case

SECTION 4. PERSONNEL MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

Module 24. Teams: Contextual Aspects

Module 25. Managing a Work Team

Module 26. Empowerment: Getting the best out of your team and collaborators

Module 27. Leading Your Team Effectively: Strategies

Module 28. Study case

SECTION 5. EXECUTIVE COACHING

Module 29. Coaching: Basics and Fundamentals

Module 30. Coaching Types and Coaching in Organisations

Module 31. Coaching Process and Methodology

Module 32. Theoretical Framework and Other Coaching Tools

Module 33. Study case

SECTION 6. NLP (NEURO-LINGUISTIC PROGRAMMING)

Module 34. Introduction to NLP

Module 35. NLP Presuppositions, Feedback and Goals

Module 36. Representational Systems, Eye Accessing Cues, Rapport and Sensory Cues

Module 37. The Meta Model, Calibration, Dissociated and Associated State, and Anchoring

Module 38. Submodalities, Hypnosis and Emotional Intelligence

Module 39. Conflict Resolution, Metaphors and Advanced TOTE Models

Module 40. Study case

SECTION 7. SUPPLY CHAIN MANAGEMENT

Module 41. Introduction to Logistics

Module 42. Means of Transport

Module 43. Incoterms

Module 44. Foreign Trade

Module 45. Customs and Commercial Documentation

Module 46. Logistics in the 21st Century

Module 47. Spanish Logistics Sector

Module 48. Study case

SECTION 8. MANAGEMENT OF INTERNATIONAL FINANCIAL SERVICES

Module 49. Introduction to Labour Consultancy in Human Resources

Module 50. Social Security

Module 51. The Employment Contract

Module 52. Prevention of Occupational Hazards

Module 53. Study case

SECTION 9. LEGAL BUSINESS ENVIRONMENT

Module 54. Trade Law

Module 55. Exchange Rights and Companies

Module 56. Bankruptcy Laws

Module 57. Study case

SECTION 10. INTERNATIONAL CORPORATE TAX

Module 58. Introduction to Spanish Corporate Tax

Module 59. Corporate Tax in Spain

Module 60. Worldwide Taxation of Profits

Module 61. Study case

SECTION 11. MARKETING

Module 62. Strategic Marketing

Module 63. Direct Marketing

Module 64. Integrated Marketing Communication

Module 65. Sales Promotion

Module 66. Quantitative Analysis of Business Decisions

Module 67. Prices

Module 68. Study case

SECTION 12. INTERNATIONAL TRADE

Module 69. International Trade Theories

Module 70. The Competitive Advantage of Nations

Module 71. World Trade Organization (WTO)

Module 72. Economic Globalisation and National Economies

Module 73. International Negotiation and Foreign Trade in Spain

Module 74. Study case

SECTION 13. CORPORATE SOCIAL RESPONSIBILITY

Module 75. Corporate Social Responsibility: Basics and Foundation

Module 76. Stakeholders

Module 77. Communication and Transparency

Module 78. Areas of Action

Module 79. Components of CSR Management

Module 80. CSR Measurement

Module 81. Study case

Academic schedule (18 months)

FIRST SEMESTER (500 HOURS)

Subject

- > Coaching
- > NLP
- > Strategic Management
- > International Accounting

Functional skills

- > Guiding collaborators
- > Minds maps management
- > Strategic plans
- > The accounting system

Management skills

- > Team management
- > People's management
- > Design a business strategy
- > Analysis of economic performance

Study case

- > Coaching session's design
- > Study of a real situation using NLP techniques
- > CMI design
- > Accounting entries



SECOND SEMESTER (500 HOURS)

Subject

- > Personnel Management and Organisational Behaviour
- > Financial Management
- > Legal Business Environment
- > International Corporate Tax

Functional skills

- > Conflict resolution
- > Financial planning
- > Tax management
- > International assets analysis

Management skills

- > Business administration and management
- > Corporate accounting and work performance
- > Production, systems and economic management
- > International tax and commercial proceedings

Study case

- > Managing a work team
- > Balance sheet and report
- > Flow analysis and nominal reinvestment
- > International tax assessment

THIRD SEMESTER (500 HOURS)

Subject

- > Management of Financial Services
- > Supply Chain Management
- > Corporate Social Responsibility
- > International Trade
- > Marketing

Functional skills

- > Labour procedures
- > Supply and exportation
- > Stakeholders communication
- > Analysis of economic globalisation
- > Design of strategies

Management skills

- > Payroll, hiring and agreements management
- > Management of marketing and logistics processes
- > Management of communication in sensitive situations
- > Opportunities, sales, tariffs and international sales
- > Monitoring and follow-up

Study case

- > Labour documentation of a company
- > Creating a market strategy
- > Crisis communication
- > Market study and product outsourcing
- > Formulating a marketing plan

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TRIPLE CERTIFICATION

Diplomas certified by:



