



UCAM

UNIVERSIDAD CATÓLICA
DE MURCIA



SKILL CRAFT ADVANCE
LEARNING AND
EDUCATION

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In Partnership with



MASTER OF BUSINESS ADMINISTRATION

POST GRADUATE EXTENDED DIPLOMA IN BUSINESS MANAGEMENT

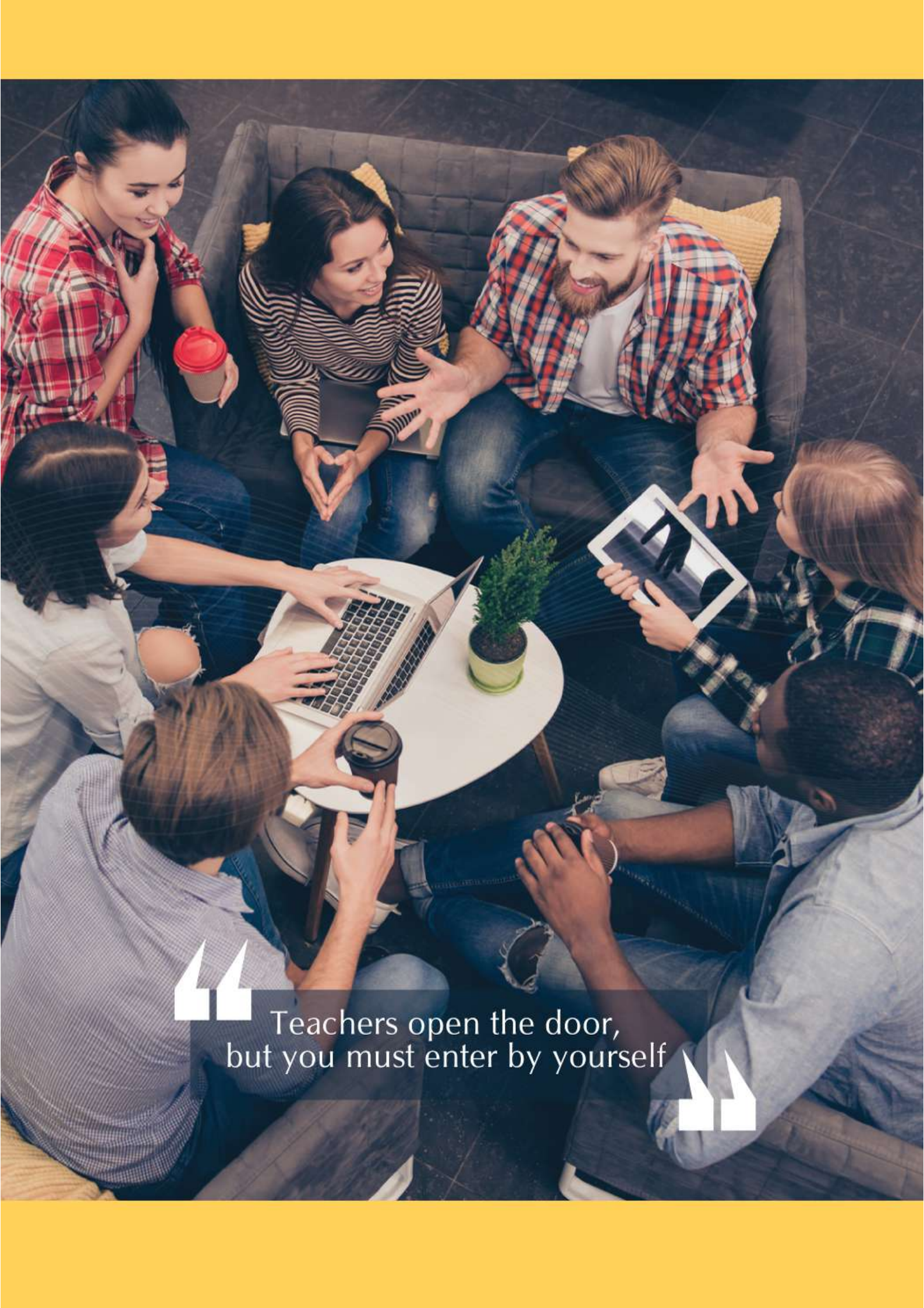
PROSPECTUS 2020 - 2021



Duration
1 Year

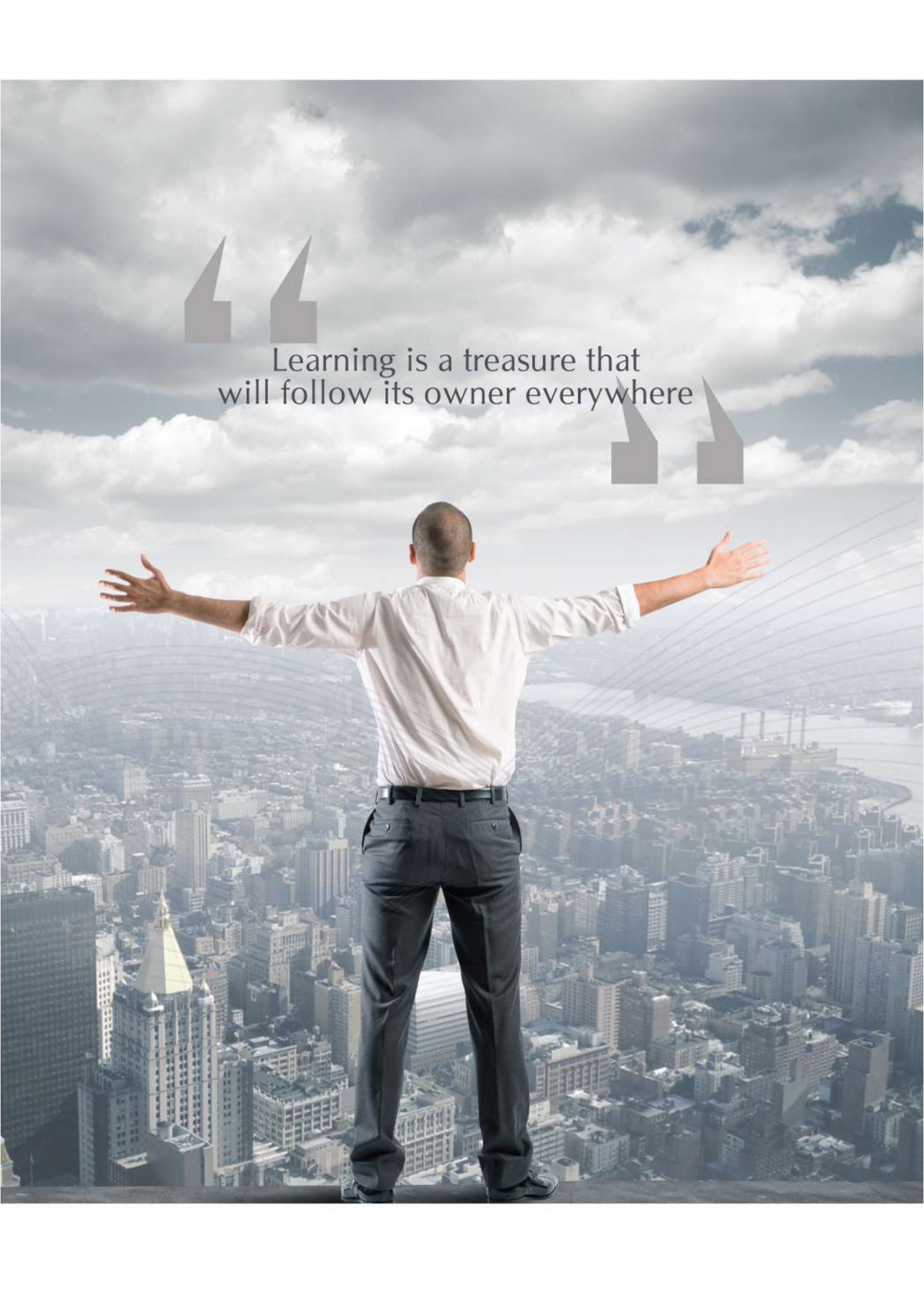


ECTS Credits
60



Teachers open the door,
but you must enter by yourself





“ Learning is a treasure that
will follow its owner everywhere ”



UCAM is the only European university with a professional basketball team in the first national league (ACB League Spain).



1st in Team Sports and National Medal Standings in Spain



20 Olympians in the Ranks of Notable Alumni

Founded in the year 1996, UCAM is a fully accredited European University with a clear mission: to provide students with the knowledge and skills to serve society, to contribute to the further expansion of human knowledge through research and development. UCAM empowers students to develop their own real-world skills. The campus' top class infrastructure, its labs and studios, allied with practical learning components will prepare students to put their acquired knowledge into action. Students have to complete an internship in a public or private institution where they will receive a taste of their future field of expertise.

UCAM has established more than fifty research groups in close collaboration with enterprises such as, Coca Cola, DANONE, Vodafone and Siemens, providing some students the opportunity to contribute academically.

UCAM is among the first universities to adapt its programs to the European Quality System for Education, following the Bologna Process.

UCAM's Rankings



- ▶ 1st in Psychology in Europe
- ▶ 1st in Computer Science in Europe
- ▶ 6th in Civil Engineering in Europe
- ▶ 4th in Spain in Business Administration
- ▶ Top 10 for Executive MBA

Source : U-Multirank

* Ranking pertains to the Murcia campus

UCAM has around 200 renowned international strategic partners including UC Berkeley, Stanford, NTU, NUS or Università degli Studi di Bologna. UCAM's teaching method is based on personalized attention with a reduced number of students per class and a personal tutor assigned to each student. UCAM also offers a modern system of distance teaching. UCAM is strongly linked to the business world through study plans responsive to market exigencies, obligatory internships in public and private institutions and enterprises as part of every degree.

In the Spanish University Sports Competitions, UCAM won 46 medals, being hailed 2012 Champion competing in 21 disciplines with more than 2000 college athletes. UCAM's students were awarded about 100 medals in the Olympic Games in Athens, Beijing and London. Moreover, UCAM functions as the educational body of the Spanish LFP (Professional Football League).



17000
STUDENTS



360 INTERNATIONAL
PARTNER UNIVERSITIES



1102 ACADEMIC
STAFFS



163
COURSES



The future of world is in
my classroom today.



CAMBRIDGE INTERNATIONAL QUALIFICATIONS, UK

Cambridge International Qualifications, UK is an international awarding organization based out of United Kingdom. CIQ was founded on the vision of helping individual learners and employers in attaining international quality accredited award. With centers across the Middle East, Europe and African region, CIQ is a proud certification partner for more than 100 organizations and has a progression pathway with some of the leading universities across the world. CIQ also designs customized program on leading industry topics and facilitates through its channels across the world.

Cambridge International Qualifications consults large organizations in designing corporate universities and internal academies.

CIQ offers accredited NCFE postgraduate diploma programs on Project Management, Supply Chain Management, Warehouse Management, Business Analytics, Strategic Human Resource Management and Engineering Management.

TQUK (an OfQual accredited awarding body) endorses CIQ postgraduate diploma and postgraduate certificate programs.

PROGRAM OVERVIEW

The objective of CIQ-UCAM Dual Certification MBA program is to help the learners in achieving certificate from two renowned bodies and further helping them in gaining knowledge and skills on leadership, change management, management accounting, finance and people management.

The program is also designed to help you in attaining additional competence on consulting, entrepreneurship, decision making process and business operations design and management. The program is aimed at professionals from engineering, law, business management, liberal arts, education and general management background whose focus is on attaining international MBA from reputed university.

During your MBA, you will be attending lectures from some of the best minds in the industry and academia and you will be exposed to management and strategy concepts authored by industry think tanks. During your program, you will be interacting with professionals from various industries who will be attending classes along with you.

As a part of the program, you will be grouped among your classmates from different countries and industry backgrounds and you will be asked to achieve tasks related to business cases. During the program, you can interact with our team of career counselors with regards to your queries on career progression, career support, work-life-study balance support and job support.

As a part of program, you will also be participating in various career fairs and Tedx Events. Post completion of the program, you will be included in our alumni base and will have unlimited access to our networking platforms and job networks.

STUDY PROCESS

Exeed-UCAM admit students in three intakes for its online/onsite MBA program: Fall, Spring and Summer. All the students enrolling for Exeed – UCAM MBA will go through ten months of classroom session at Exeed College campus at Sharjah or through state of the art Learning System (Virtual Classroom). Post completion of the eight months of the program, the student will attain a module on Socio-Economic and Legal Environment. The total program is 60 ECTS. During the eight months, the students will undertake the modules on

Part-A Modules

- ▶ 1.CIQGM703 – Strategic Change Management (20 credits)
- ▶ 2.CIQGM705 – Strategic Management and Leadership(20 credits)
- ▶ 3.CIQGM702 – Operations Management (20 credits)
- ▶ 4. CIQGM701 – International Human Resource Management (20 credits)
- ▶ 5.Specialization Module
- ▶ 6.Specialization Module

Post completion of Part A , the students will progress to Part B of the program and will undertake two mandatory modules

Part-B Modules

- ▶ Socio – Economic and Legal Environment
- ▶ Final Thesis

Onsite Student Process :

Exeed- UCAM facilitates high quality MBA programs in multiple locations: Sharjah, Dubai, Abu Dhabi and KSA in state of the art classrooms which are digitally equipped through a state of the art Learning Management System(LMS).

Online Learning Process :

Exeed-UCAM facilitates high quality dual certification MBA program across the world through its state of the art learning management system featuring a “Live Interactive Virtual Classroom”. The online system has integrated options to support synchronous learning through instructor led classes for live lectures, recorded sessions, e-meetings and student interaction threads.

Exeed delivers its classes on weekends/weekdays (evening) facilitated by expert faculties and subject matter experts.

PRACADEMIC



is someone who is an expert practitioner having deep understanding of industries and business domains and possessing teaching experience in academia



Our faculties at ESBF are pracademics

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► OPERATIONS MANAGEMENT

The module is designed to help students understand the strategic role of operations management and its competitive advantage for organizational survival. It brings out the relationships between the operations function and other functional areas of a business such as marketing, finance, and information systems and how they can work together to achieve the business strategy.

► INTERNATIONAL HUMAN RESOURCE MANAGEMENT

The objective of this module is to make students understand the human resource management, and equip them with knowledge, skill and competencies to manage people along with material, information, capital and knowledge asset in the organization, to equip the students in formulating their own managerial and leadership, style, their assumptions and belief about 'people' and their behaviours in an organization. Given the state of competition and globalization, business environments are getting volatile and managing Human Resources is a challenge faced by present day organizations in both domestic and global scenario. This module helps students relate HRM practices in globalized context, its significance, scope and practices in relation to International Human Resource Management.



SPECIALIZATION PATHWAYS AND STUDY PROCESS

To cater to the industry requirements, UCAM and Exeed College offer specialization in twelve industry verticals. These twelve industry verticals address the industry requirements of supply chain, healthcare, engineering, construction, banking, finance, information technology, health and safety and oil and gas domains.

INTERNATIONAL BUSINESS

Designed for the professionals interested in mastering the global business environment, MBA in International Business cover the modules related to international marketing, globalization, international HR and International Supply Chain Management. All the learners opting for International Business specialization will be graduated with MBA in International Business degree.

GLOBAL BANKING AND FINANCE

With modules on Asset Finance, Retail Banking, Wholesale Banking, Financial Instruments and Financial Services, the Global Banking and Finance specialization helps current and future bankers to gain market specific knowledge and understanding on latest trends besides attending a relevant qualification from a reputed university.

OPERATIONS AND PROJECT MANAGEMENT

The specialization pathway on Operations and Project Management covers the concepts of Project Management as per PMBOK 6th edition and essentials of Operations Management. The specialization covers the modules on Project Scheduling, Project Stakeholder Management, Project Resource Management, Project Procurement and International Operations Management.

MARKETING MANAGEMENT

The MBA in Marketing Management is designed for the marketing professionals who are interested in equipping themselves with latest skills and knowledge of 21st century marketing. The specialization pathway covers the modules on branding, ATL, BTL, digital marketing, customer segmentation and marketing communications.

HR AND ORGANIZATION PSYCHOLOGY

Designed as per Society for Human Resource Management - BoCK (Body of Competence and Knowledge), the HR and Organization Psychology specialization cover the modules on workplace, organization development, HR practices, talent development and HR IT. During the course of study, the participants will also be oriented to prepare for SHRM – CP / SHRM – SCP.

ACCOUNTING AND FINANCE

The one year MBA in accounting and finance is designed especially for the finance and accounting professionals who wants to upgrade their knowledge and skill sets on accounting and financial principles as per international standards. The specialization will help the learners master the concepts related to budgeting, forecasting, balance sheet analysis, performance management and auditing besides overview of GAAP and IFRS principles.

ENGINEERING MANAGEMENT

Designed as per the standards defined by American Society of Engineering Management, the MBA in Engineering Management is for the Engineers who are looking forward for enhancing their skills in Engineering Management and Leadership. The program covers the modules on TQM, 5s, innovation in engineering services and globalization.

INFORMATION TECHNOLOGY

The specialization pathway in Information Technology who intend to pursue a specialization in information technology. The MBA in Information Technology cover the modules on Information Security Management, Risk Management, Information Technology Strategy, Information Technology Service Management and ICT systems and networks.

HEALTH AND SAFETY LEADERSHIP

With core focus on the modules related to enterprise risk management, corporate governance, internal control, risk analysis, risk matrix, safety audit, workplace inspection and occupation health and safety rules, the MBA in Health and Safety Leadership is a comprehensive program designed for the health and safety professionals looking forward for managerial roles.

ENERGY AND SUSTAINABILITY

The innovative program in Energy and Sustainability is designed for the professionals who are seeking a career in energy and sustainability domain or for the professionals intending to master the domain of energy management. The MBA in Energy and Sustainability will cover the modules on energy, energy transition, alternative energy sources, sustainable technologies and economies, balancing and energy storage and legal and regulatory environment of energy business.



PROGRESSION TO MASTER IN BUSINESS ADMINISTRATION

UCAM's MBA was particularly designed for people with a desire to advance their careers in the area of business and decision-making. Core target of this Master's Program are international university graduates from a variety of academic backgrounds such as law, communication, engineering, arts, health, nutrition, retail or physical activity, striving to gain advanced knowledge in the field of business administration, assessment and consulting as well as general management, strategy formulation and capacity planning. For graduates with previous experience in this area, the MBA will be an opportunity to refresh their knowledge and add new perspectives to their focus based on the objectives and values which the program reflects

MODULES

► SOCIO-ECONOMIC AND LEGAL ENVIRONMENT

Socioeconomic and Legal Environment provides the study and analysis of economic, social, political and legal context which affect the business environment, such as market structures, unemployment, inflation, economic growth and legal regulations that frame the performance of the firms. To this end, Socioeconomic and Legal Environment has a number of basics and intermediate tools and instruments useful to analyze properly the business environment.

► END OF MASTER AND THESIS WORK

The Final Project is a research report about one of this master's subjects, which allows applying the skills acquired in the MBA curriculum. The main of the master project work is to help the learners in searching for specialized information from adequate sources, summarise it and analyse it besides helping them in knowing and applying the scientific method and/or business method.

AWARD OF MBA AND POSTGRADUATE DIPLOMA

Post completion of Part 1 and Part 2, Students will be conferred with a Master in Business Administration from UCAM, Spain and a Postgraduate Diploma in Business Administration from CIQ, UK. All the learners who completes the MBA program can attain their master convocation ceremony in Spain and will be included in UCAM alumni portal.

STUDY PROCESS

All the learners wishing to pursue specialization pathway has to undergo four mandatory modules and two specialization modules in Part A and a module on Socio – Economic – Legal Environment and a thesis work in Part B. All the learners who completes Part A will be graduated with a Postgraduate Diploma in respective specialization domain.

PART A

Mandatory Modules:

- Operations Management
- Strategic Change Management
- Strategic Management and Leadership
- International Human Resource Management

Specialization Modules:

- HR and Organization Psychology
 1. Strategic Human Resource Development
 2. Work and Organization PsychologyExit Pathway: Postgraduate Diploma in HR and Organization Psychology
 - Accounting and Finance
 3. Management Accounting and Finance
 4. Financial Risk ManagementExit Pathway: Postgraduate Diploma in Accounting and Finance
 - Marketing Management
 5. International Marketing Management
 6. Consumer Behavior and Marketing ChannelsExit Pathway: Postgraduate Diploma in Marketing Management
 - Energy and Sustainability
 7. Sustainable Energy Management
 8. 21st Century Globalization
-

- Operations and Project Management

- 13.Strategic Supply Chain and Logistic Management

- 14.Strategic Project Management and Implementation

- Exit Pathway: Postgraduate Diploma in Operations and Project Management

- International Business

- 15.International Marketing Management

- 16.21st Century Globalization

- Exit Pathway: Postgraduate Diploma in International Business

- Engineering Management

- 17.Engineering Management

- 18.21st Century Globalization

- Exit Pathway: Postgraduate Diploma in Engineering Management

- Information Technology

- 19.Information Security Management

- 20.IT Strategy and Management

- Exit Pathway: Postgraduate Diploma in Information Technology

- Global Banking and Finance

- 21.Retail, Commercial and Corporate Banking

- 22.Financial Markets, Instruments and Institutions

- Exit Pathway: Postgraduate Diploma in Global Banking and Finance

- Health and Safety Leadership

- 23.Enterprise Risk Management

- 24.Health and Safety Leadership Essentials

- Exit Pathway: Postgraduate Diploma in Health and Safety Leadership

PART B

- Socio – Economic – Legal Environment
- Final Thesis Work

CAREER SUPPORT

At Exeed – UCAM, we believe career development is a journey and a school is a catalyst in that journey. All the Exeed – UCAM students will receive personal career support from the senior career managers on career planning and achieving career success.

Exeed – UCAM career managers will also make sure to help the students and recent graduates of the program in identifying and fulfilling the career goals. We will also help in bridging the gap between college experience and industry and further will help them in applying the acquired knowledge.

Career Services at Exeed – UCAM

- Resume Writing
- Career Counselling
- Placement Support
- Career Change Support
- Back to work support
- Veteran Support
- Career Progression Support
- Interview Support
- Soft Skills Support
- Expert Talk Series
- Career Newsletter
- Job Mailers



Being ignorant is not so much a shame
as being unwilling to learn





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