

KEY INFORMATION:

Profile of students.

- Undergraduates without a business degree (Undergraduate students without previous business and managerial training will be especially welcome in this Master)
- Managers focused to a multidisciplinary training
- Entrepreneurs
- Employees of Small and Medium Enterprises (SMEs)
- People with deficiencies on managerial and commercial competences

Number of vacancies offered.

Master in Business Administration offers 30 vacancies for students.

Dates of pre inscription process.

Pre inscription process will be completed via DUA of Junta de Andalucía (<http://www.juntadeandalucia.es/economiainnovacionyciencia/sguit>) and will take place in three phases:

- Phase 1 (February): For foreign students
- Phase 2 (July): Rest of students
- Phase 3 (September): Rest of students

Dates of the Masters Course .

- The duration of the Master in one academic year (60 ECTS)
- Master presentation will take place at the end of October
- Nine compulsory courses of the Master begin on November and conclude on June
- Business practices will be usually developed on February
- Master Thesis and Research Project will be presented on October or November.

Development of the Masters Course:

The classroom sessions of the programme will usually take place on Mondays, Wednesdays and Thursdays from 16.00 to 20:30 in the Faculty of Economics and Management (Cádiz)

Student commitment:

Master courses are face to face.

It is mandatory to attendance at least 80% of the sessions in each course.

CONTACT INFORMATION

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Universidad
de Cádiz

UNIVERSIDAD DE CÁDIZ

FACULTAD DE CIENCIAS ECONÓMICAS Y EMPRESARIALES

MASTER UNIVERSITARIO EN
DIRECCION DE EMPRESAS



MASTER OBJECTIVES AND COMPETENCES:

The main objective of the Master is to provide training to undergraduates in the development of managerial competences in different functional departments to manage organizations in complex and dynamic environments. Specifically this Master aim is to provide our students with solid training in management of firms, enabling them to assume the decision making process in the field of different functional areas.

At the end of the Masters, students will have assimilated the following integrated competences. In relation with the professional profile:

- Knowledges, capacities and skills to perform managerial tasks and responsibilities in different functional departments of the firms.
- Competences to the analysis, planning and development of new organizational ideas
- Competence to the formulation implementation of tactic and strategic plans
- Competences to the control process
- Competences to analyse the context of the firm

In relation to the research profile, the competences that will be obtained are:

- Competences to understand the Business Management field and the research methods in this context
- Competences to design, create and implement a research project in the Business management field.
- Competences to do relevant contribution to knowledge and science through an original research
- Competences to do a critical analysis and evaluation of new and complex ideas
- Competence to communicate effectively with academic and scientific world
- Competences to promote social, technological, artistic and cultural progress in the Knowledge based society

ESTRUCTURA:

The Master includes nine compulsory courses that cover the following contents:

- Fundamentals of Economy (5 ECTS)
- Managerial Competences (4 ECTS)
- Strategic Management (5 ECTS)
- Human Resources Management (5 ECTS)
- Marketing Management (5 ECTS)
- Operations Management (4 ECTS)
- Finance Management (5 ECTS)
- Accounting Management and Decision Process (5 ECTS)
- Methodologies and research lines for management (4 ECTS)

Besides these courses, students of the Master on Business Administration should choose between two alternative profiles in order to complete 60 ECTS: (i) professional profile, and (ii) research profile. First profile implies to develop a business practice of 300 hours during three months (12 ECTS). Second profile implies to do a research project (12 ECTS).

For both profiles is also necessary to do and to present a Practical Masters Thesis (6 ECTS) in order to obtain the Master certification.

*ECTS: European Credit Transfer System

CONTENIDO:

1. Fundamentals of Economy.

El objetivo de este curso es proveer al alumno de instrumentos y herramientas para profundizar en el conocimiento y análisis del entorno económico y empresarial y su influencia sobre la actividad económica de la empresa.

2. Managerial Competences.

Este curso permite la adquisición y desarrollo de valores, actitudes, habilidades y competencias que posibilitan desempeñar el trabajo directivo.

3. Strategic Management.

Este curso tiene como objetivo proporcionar al alumno los conceptos y herramientas necesarias que les permitan tomar decisiones en el ámbito de la estrategia empresarial y desarrollar una visión emprendedora que identifique y explote oportunidades.

4. Human Resources Management.

El objetivo de este curso es transmitir la importancia que tienen las personas en el desarrollo y éxito de las organizaciones. Se analizará las diferentes políticas y prácticas de recursos humanos que permiten entender el modo de organizar, dirigir y controlar los esfuerzos de los miembros de la organización.

5. Marketing Management.

Este curso tiene como objetivo fundamental profundizar en el estudio de las estrategias de marketing, capacitando al alumno en el conocimiento y la correcta gestión de las variables comerciales de la empresa.

6. Operations Management.

El curso pretende dar a conocer los procesos productivos que permitan, con su adecuada gestión, desempeñar un trabajo centrado en la eficiencia y la competitividad.

7. Finance Management.

Con este curso se pretende capacitar al alumno para que pueda comprender los mecanismos de toma de decisión de financiación e inversión, así como las operaciones de corporate finance entre empresas.

8. Accounting Management and Decision Process.

Con este curso el estudiante adquirirá competencias que le conduzca al estudio de la información contable como instrumento fundamental para la toma de decisiones en la empresa.

9. Methodologies and research lines for management.

Con el desarrollo de este curso se pretende que el alumno se familiarice con las distintas metodologías y técnicas de investigación en Ciencias Sociales.