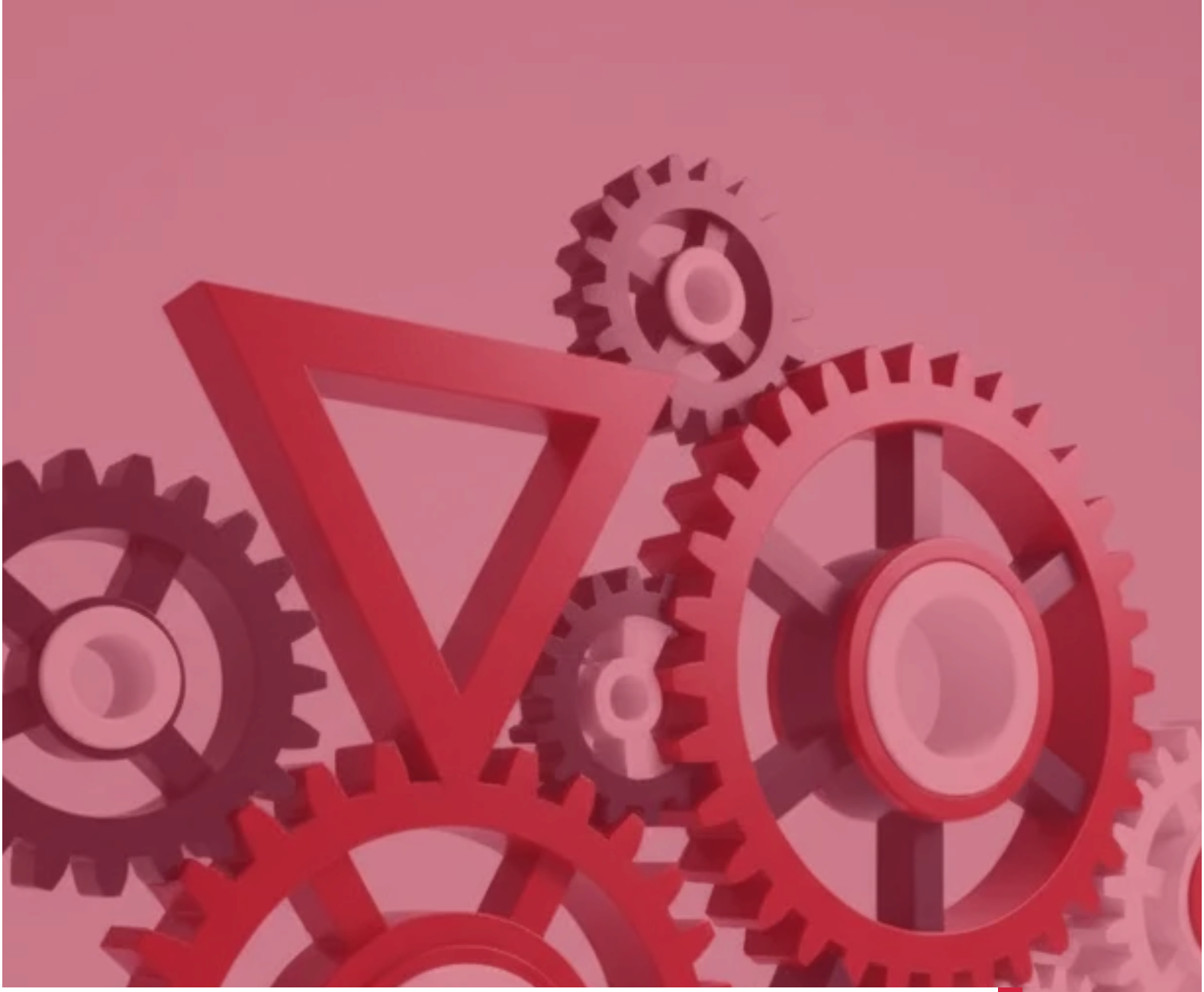


Máster online 100%

Master in Business Management + 60 ECTS Credits

Structuralia

Máster online 100%

Master in Business Management + 60 ECTS Credits

Modality
Online

Languages
Español

Duration
1500 hours (60 ECTS)

No Limit
AI Assistant

Does it include practices?
NO

Educational Institutions

Structuralia Engineering eLearning

UNIVERSIDAD NEBRIJA

Summary

The Master in Business Management is a high-level specialization for professionals and graduates in the business field who seek to update and deepen their skills in strategic management and leadership. This program will allow you to consolidate your management skills in a current business environment, addressing corporate social responsibility (CSR) and responsible people management. You will delve into diversity, equality and the development of employer branding and talent management, integrating these practices into the organizational culture to foster an inclusive and productive environment. You will acquire a comprehensive perspective on corporate finance, mastering accounting logic, analysis of balance sheets and profit and loss accounts. You will formulate solid financial strategies and make informed investment decisions, based on a rigorous analysis of the annual accounts. Additionally, you will focus on responsible and sustainable purchasing management, optimizing customer management and logistics operations to improve efficiency and satisfaction. You will develop the necessary skills to lead with a comprehensive

perspective, promoting sustainability and operational efficiency in any organization, and transforming project and team management to generate a positive and strategic impact in the market.

Agenda

MODULE 1. CORPORATE SOCIAL RESPONSIBILITY AND THE RESPONSIBLE MANAGEMENT OF EMPLOYED PEOPLE

1. DIDACTIC UNIT 1. RESPONSIBLE HR MANAGEMENT

1. Introduction
2. Internal policies and systematization
3. Reference initiatives
4. Information and negotiation
5. Risk assessment

2. DIDACTIC UNIT 2. DIVERSITY AND EQUALITY

1. Diversity and equality
2. Harassment
3. Vulnerable groups and social exclusion
4. Disability
5. Communication and language

3. DIDACTIC UNIT 3. EMPLOYER BRANDING & TALENT

1. Selection and hiring
2. Conciliation
3. Skill development
4. Performance evaluation
5. Occupational health and safety

4. DIDACTIC UNIT 4. CSR: INITIATIVES WITH EMPLOYEES

1. Social benefits
2. Healthy company
3. Volunteering
4. Family business
5. Awareness

MODULE 2. BUSINESS FINANCIAL MANAGEMENT

1. DIDACTIC UNIT 1. ACCOUNTING LOGIC AND THE BALANCE SHEET

1. The accounting logic
2. The Balance Sheet
3. The Daily Book and the General Ledger
4. Accounting principles
5. The most common balance sheet accounting entries (I)
6. The most common balance sheet accounting entries (II)

2. DIDACTIC UNIT 2. THE PROFIT AND LOSS ACCOUNT

1. Income and expenses

2. The profit and loss account
3. The most common accounting entries for income and expenses (I)
4. The most common accounting entries for income and expenses (II)
5. The Cash Flow Account

3. DIDACTIC UNIT 3. ANALYSIS OF ANNUAL ACCOUNTS AND FINANCIAL STRATEGY

1. Analysis of the evolution of the Balance Sheet
2. Strategy to ensure liquidity
3. Strategy to ensure solvency
4. Leverage and Financial Profitability
5. Analysis through economic and financial ratios

4. DIDACTIC UNIT 4. BUSINESS MANAGEMENT AND INVESTMENT DECISIONS

1. The financial system
2. Financial mathematics
3. Investment Decisions. The VAN
4. Investment decisions. The IRR

MODULE 3. RESPONSIBLE PURCHASING AND SUPPLY MANAGEMENT

1. DIDACTIC UNIT 1. FUNDAMENTALS AND INTEGRAL ASPECTS OF PURCHASING AND SUPPLYING

1. Fundamentals, terms and aspects associated with purchases and supplies
2. Structure and organization in purchasing and supply management
3. Processes in purchasing and supply management
4. Regulations and codes in purchasing and supply management
5. Risks of purchases and supplies

2. DIDACTIC UNIT 2. SUPPLY CHAIN AND SUPPLY CHAIN MANAGEMENT: 'SUPPLY CHAIN'

1. Management of suppliers and relationships with them
2. Design of relationship frameworks and dialogue with suppliers
3. Supply chain
4. Responsible and sustainable control of the supply chain
5. Subcontracting of suppliers and basic contents of standard legislation

3. DIDACTIC UNIT 3. RESPONSIBLE AND SUSTAINABLE PURCHASE MANAGEMENT SYSTEM

1. Purchasing and supply management as a business function
2. The sustainable purchasing management system according to ISO 20400:2017 (I)
3. The sustainable purchasing management system according to ISO 20400:2017 (II)
4. Impact of purchases on the Sustainable Development Goals
5. Purchasing management in ISO 26000:2010 Social responsibility guide

4. DIDACTIC UNIT 4. MAIN CONCEPTS AND TYPES OF RESPONSIBLE AND SUSTAINABLE PURCHASES

1. Traditional purchasing management
2. Current purchasing management
3. Responsible and sustainable purchases
4. Types of responsible and sustainable purchases
5. Sustainable public procurement

MODULE 4. SALES MANAGEMENT

1. DIDACTIC UNIT 1. ORGANIZATION OF THE COMMERCIAL ENVIRONMENT

1. Structure of the commercial environment
2. Commercial formulas and formats
3. Evolution and trends in commercial marketing and distribution. Sources of information and commercial updates
4. Structure and commercial process in the company
5. Positioning and brand image of the product, service and commercial establishments
6. General regulations on trade
7. Consumer rights

2. DIDACTIC UNIT 2. PROFESSIONAL SALES MANAGEMENT

1. The professional seller
2. Organization of the professional salesperson's work
3. Use of task management and visit planning tools

3. DIDACTIC UNIT 3. SALES TEAM LEADERSHIP

1. Dynamization and direction of commercial teams.
2. Command and leadership styles.
3. The functions of a leader.
4. Motivation and resuscitation of the sales team.
5. The leader as mentor.

4. DIDACTIC UNIT 4. SALES PROCESSES

1. Types of sale.
2. Phases of the sales process.
3. Preparation of the sale.
4. Customer approach.
5. Analysis of the product/service.
6. The sales pitch.

5. DIDACTIC UNIT 5. APPLICATION OF SALES TECHNIQUES

1. Presentation and demonstration of the product/service.
2. Demonstrations to a large number of clients.
3. Commercial argument.
4. Techniques for refuting objections.
5. Purchase persuasion techniques.
6. Cross sales.
7. Communication techniques applied to sales.
8. Non-face-to-face communication techniques.

6. DIDACTIC UNIT 6. CUSTOMER MONITORING AND LOYALTY

1. Trust and business relationships.
2. Loyalty strategies.
3. Outsourcing customer relationships: telemarketing.
4. Customer relationship management (CRM) applications.

7. DIDACTIC UNIT 7. RESOLUTION OF SALES DISPUTES AND CLAIMS

1. Conflicts and claims in the sale.
2. Management of complaints and claims.
3. Resolution of claims.
4. Answers and common uses in the commercial sector.
5. Extrajudicial resolution of claims: Advantages and procedure.
6. Consumer arbitration boards.

8. DIDACTIC UNIT 8. INTERNET AS A SALES CHANNEL

1. Commercial relations through the Internet.
2. Utilities of online systems.
3. Commerce models through the Internet.
4. Online servers.

9. DIDACTIC UNIT 9. COMMERCIAL DESIGN OF WEB PAGES

1. The Internet user as a potential and real client.
2. Commercial criteria in the commercial design of web pages.
3. Virtual stores.
4. Payment methods on the Internet.
5. Conflicts and customer complaints.
6. User-level applications for the design of commercial web pages: content management.

10. DIDACTIC UNIT 10. EXECUTION AND IMPLEMENTATION OF THE MARKETING PLAN.

1. Marketing plan phases:
2. - Design.
3. - Implementation.
4. - Control.
5. - Continuous Improvement.
6. Negotiation of the marketing plan in the company.
7. - Formulation of the marketing strategy.
8. - Definition of objectives.
9. - Business organization models and implementation of the plan.
10. Financial resources for the marketing plan.
11. - The marketing plan budget.
12. - Calculation of expense deviations.

11. DIDACTIC UNIT 11. MONITORING AND CONTROL OF THE MARKETING PLAN.

1. Techniques for monitoring and controlling marketing policies.
2. - Control of the annual plan.
3. - Profitability control.

4. - Efficiency control.
5. - Strategic control.
6. Marketing plan control ratios.
7. - Benefits.
8. - Profitability and market participation.
9. Return analysis of the marketing plan.
10. - Criteria to consider.
11. Preparation of monitoring reports.

12. DIDACTIC UNIT 12. MARKETING AT THE POINT OF SALE.

1. Marketing concept at the point of sale:
2. - Determination of sales objectives at the point of sale.
3. - Launch of new products and other promotions.
4. Physical and psychological methods to encourage sales:
5. - Consumer analysis at the point of sale.
6. Point of sale analysis:
7. - Sales area: space and linear.
8. - Product location: optimization of the shelf and sales area.
9. Assortment management:
10. - Assortment concepts.
11. - Breadth and depth of the assortment.
12. - Planograms.
13. Point of sale animation:
14. - Advertising at the point of sale (POS): posters.
15. - The showcase.

13. DIDACTIC UNIT 13. PROMOTIONAL MARKETING.

1. Concept and purposes of the promotion:
2. - Promotion instruments.
3. - Objectives of promotional actions.
4. - Types of promotions.
5. Forms of promotion aimed at the consumer: 2×1, 3×2, others.
6. Forms of promotion to distributors, intermediaries and establishments:
7. - Kinds of incentives and promotions for distributors and consumers.
8. Special promotions.
9. Types of marketing and promotion actions depending on the point of sale.
10. Direct marketing actions:
11. - Possibilities and characteristics.
12. - Evaluation and classification criteria of potential clients.
13. - Data protection legislation.
14. Online promotion actions:
15. - Internet as a company information and communication channel.
16. - Online promotion tools, sites and web styles for the promotion of virtual spaces.

14. DIDACTIC UNIT 14. CONTROL AND EVALUATION OF PROMOTIONAL ACTIONS.

1. Effectiveness and efficiency of promotional action:
2. - Concept of effectiveness and efficiency.
3. - Indicators for evaluating the effectiveness and efficiency of marketing and promotional actions.
4. Economic-financial indices and ratios for evaluating promotions:
5. - gross margin.

6. - brand rate.
7. - average stock.
8. - stock rotation.
9. - gross profitability.
10. Applications for the calculation and analysis of deviations in promotional actions.
11. Project and task management applications and spreadsheets.
12. - Product promotion and implementation schedule.
13. Trade promotion tracking reports:
14. - Results.
15. - Corrective measures for deviations.

MODULE 5. MANAGEMENT OF CUSTOMERS, USERS AND CONSUMERS IN CORPORATE SOCIAL RESPONSIBILITY

1. DIDACTIC UNIT 1. CONCEPTS AND SCOPE

1. Introduction. Concepts and scope. The client as stakeholders
2. New paradigms in CSR
3. Internal policies and risk assessment
4. Customers on standards and systematics
5. Work areas and good practices

2. DIDACTIC UNIT 2. CSR MANAGEMENT TOOLS FOR THE CUSTOMER, THE USER AND THE CONSUMER

1. Quality management
2. Quality management processes
3. Quality management models
4. Safe, healthy, adapted and inclusive products and services
5. Responsible information and communication

3. DIDACTIC UNIT 3. DIALOGUE WITH CUSTOMERS, USERS AND CONSUMERS. CUSTOMER EXPERIENCE

1. Reasons and scope of dialogue with clients, users and consumers
2. Tools for dialogue with clients, users and consumers
3. The concept of customer experience (customer experience) and its relationship with CSR
4. Methodologies for the implementation of the custome experience
5. Good practices and client-specific programs

4. DIDACTIC UNIT 4. SUSTAINABILITY IN PRODUCTS AND SERVICES

1. From conscious consumption to responsible consumption
2. collaborative economy
3. Sustainable cities: Circular economy and renaturalization of the city
4. Sustainable cities: sustainable mobility
5. Sustainable construction

MODULE 6. LOGISTICS AND OPERATIONS MANAGEMENT

1. DIDACTIC UNIT 1. INTRODUCTION TO OPERATIONS MANAGEMENT

1. Concept and Context of Operations Management
2. Evolution of the Operations Department

3. Operational Planning and Business Planning
4. The Operations Directorate and the Operational Subsystem
5. Objectives of the Operations Department
6. Types of trading strategies
7. Strategic operations plan

2. DIDACTIC UNIT 2. FORECASTING DEMAND

1. Demand Forecasting and Temporal Space
2. The Product Life Cycle
3. Typology of Demand Forecasts
4. Objectives and Stages of Demand Forecasting
5. Forecast Methods

3. DIDACTIC UNIT 3. STRATEGIC ISSUES: PRODUCTION

1. Production Organizational Structure
2. Types of Productive Models
3. Process Oriented Production
4. Product Oriented Production
5. Production Under Order
6. Plant and Multiplant Production

4. DIDACTIC UNIT 4. STRATEGIC ISSUES II: PROCESS AND PRODUCT DESIGN

1. Effective design
2. Design and development of new products
3. Online Configuration Processes
4. Job-Shop Configuration Processes
5. Continuous configuration processes
6. The technology

5. DIDACTIC UNIT 5. TACTICAL ISSUES: INVENTORY AND SUPPLY CHAIN MANAGEMENT

1. Independent Demand Inventories
2. Dependent Demand Inventories (MRP)
3. Just in Time Systems
4. Operations Management and Supply Chain
5. Strategic Vision of the Supply Chain

6. DIDACTIC UNIT 6. TACTICAL ISSUES II: PROJECT PLANNING AND CONTROL

1. Introduction to Project Management
2. Project Execution Management
3. Skills, competencies and knowledge for project management
4. Concepts and organization in project management
5. Initiation, Planning, Execution, Control and Closing Processes Interaction

7. DIDACTIC UNIT 7. BUSINESS LOGISTICS

1. Introduction to logistics
2. The flow of goods and services

3. Customer service and logistics
4. Logistics, integration and strategy
5. The logistics system
6. Internationalization of the company
7. Optimization of the flow of goods and services
8. Logistics documentation

8. DIDACTIC UNIT 8. THE WAREHOUSE IN THE LOGISTICS CHAIN

1. The warehouse in the logistics chain: Introduction
2. Warehouse functions
3. Main warehouse areas
4. Types of warehouses
5. Commercial storage regimes

9. DIDACTIC UNIT 9. COMMERCIAL SUPPLY

1. Supply logistics
2. The provisioning process
3. Provisioning methods

10. DIDACTIC UNIT 10. THE GOODS

1. The goods: characteristics
2. Usual packaging
3. Selection, classification and handling of goods

11. DIDACTIC UNIT 11. TRANSPORTATION PLAN

1. Transportation plan preparation
2. Route and activity planning
3. Movement restrictions

12. DIDACTIC UNIT 12. LOADING AND UNLOADING

1. Loading and unloading elements of goods transport vehicles
2. Calculation of the payload of a vehicle or a group of vehicles; calculation of useful volume
3. Types of packaging and load supports
4. Main types of merchandise that require stowage; chocking and stowage techniques; use of dunnage straps; verification of stowage devices
5. Use of handling means; tenting and unwrapping

13. DIDACTIC UNIT 13. INTERNATIONAL TRANSPORT OPERATIONS

1. International transport operations
2. Regulatory framework for international transport
3. Obligations derived from the CMR convention
4. Transport to third countries
5. International transportation services
6. Bilateral and multilateral conventions and agreements
7. Transport operator
8. Travel agencies: tourist and discretionary transport
9. International transport authorizations

10. The transport contract. Responsibilities and rights of the parties. The CMR convention
11. Customs transit
12. International Transport Documents

MODULE 7. INTERNATIONAL TRADE

1. DIDACTIC UNIT 1. INTRODUCTION TO INTERNATIONAL TRADE

1. Introduction
2. Historical tour
3. Advantages of International Trade
4. International Trade Operations
5. Elements that make up International Trade

2. DIDACTIC UNIT 2. SUBJECTS OF INTERNATIONAL TRADE

1. Introduction
2. The individual entrepreneur and the exercise of commerce in Europe and Spain
3. The social entrepreneur
4. Companies in Spain and abroad
5. Cooperation and concentration between companies
6. Incidents in community law

3. DIDACTIC UNIT 3. INTERNATIONAL ORGANIZATIONS PARTICIPATING IN INTERNATIONAL TRADE

1. international organizations
2. The specialized agencies of the United Nations
3. Regional International Organizations

4. DIDACTIC UNIT 4. SPANISH LEGAL REGIME OF FOREIGN TRADE

1. General regulatory framework for foreign trade in Spain
2. Influences of the provisions of the European Union
3. Multilateral trade policy

5. DIDACTIC UNIT 5. INTERNATIONAL CONTRACTING

1. International recruitment
2. The principles of international contracts
3. Concept, elements and classification of the international contract
4. Contract formation
5. Contract compliance
6. Contractual clauses

6. DIDACTIC UNIT 6. DETERMINATION OF THE LEGAL REGIME

1. Introduction
2. Law applicable to international contract
3. The 1980 Rome Convention and the Rome I Regulations
4. The Law regulating international contracts under the Rome I Regulations
5. Action of mandatory norms

7. DIDACTIC UNIT 7. INTERNATIONAL PURCHASE AND SALE

1. International buying and selling
2. Community freedoms: the free movement of goods
3. The Lex Mercatoria
4. The Vienna Convention of 1980 applied to international sales
5. INCOTERMS

8. DIDACTIC UNIT 8. INTANGIBLE PROPERTY AND COMPETITION LAW

1. Industrial property
2. Intellectual property
3. unfair competition
4. Law competition defense

9. DIDACTIC UNIT 9. DIFFERENT CONTRACT MODALITIES

1. Commercial intermediation contracts
2. International transport
3. Financing contracts
4. Insurance contracts

10. DIDACTIC UNIT 10. INTERNATIONAL PAYMENT MEANS

1. Introduction
2. Business factors determining the selection of the payment method
3. The check
4. Bank transfers
5. Documentary payment order
6. documentary credits
7. Documentary remittance

11. DIDACTIC UNIT 11. DISPUTE RESOLUTION WAYS

1. Controversies in the field of international trade
2. State jurisdiction pathways
3. international arbitration
4. Compatibility between arbitration and judicial means

MODULE 8. QUALITY MANAGEMENT. INSURANCE

1. DIDACTIC UNIT 1. QUALITY FUNDAMENTALS

1. Introduction
2. Quality policy
3. Development of context analysis
4. Processes and procedures
5. Risk identification

2. DIDACTIC UNIT 2. IMPLEMENTATION OF THE QUALITY MANAGEMENT SYSTEM

1. Definition of responsibility and objectives
2. Determination of plans and programs
3. Human resources management

4. Material resource management
5. Management of external resources (suppliers)
6. Management of external resources (Purchasing)

3. DIDACTIC UNIT 3. ACTIVITIES RELATED TO QUALITY

1. Information management
2. Communication management
3. Design, product and service planning
4. Control of design, product and service

4. DIDACTIC UNIT 4. QUALITY MONITORING AND MONITORING

1. Management of non-compliance and its correction
2. Internal control mechanisms: Report
3. Control mechanisms: Audits
4. Management review
5. External certification.

MODULE 9. MARKETING IN COMMERCIAL ACTIVITY

1. DIDACTIC UNIT 1. INTRODUCTION TO MARKETING

1. Concept and content of marketing. Origin and evolution of the concept.
2. Functions of marketing in business and the economy.
3. Types of marketing: strategic marketing and operational marketing. Internal and external marketing. Relationship or relational marketing. Emotional marketing. Social marketing. Political marketing. Services marketing.
4. The marketing-mix: The product. The price. The distribution. Communication.
5. Marketing in company management.
6. Orientation of the company's commercial activity: Towards the product. Towards sales. Towards the consumer. Towards the competition. Towards the market.
7. Organization of the marketing department of a company based on different criteria. Structure and organizational charts.
8. Current marketing trends. Application of new technologies. Internet marketing.

2. DIDACTIC UNIT 2. THE MARKET

1. The concept of market, functions and limits.
2. Market classifications.
3. The structure of the market.
4. The environment: microenvironment and macroenvironment.
5. Market segmentation.

3. DIDACTIC UNIT 3. CONSUMER BEHAVIOR

1. The study of consumer behavior: needs and desires. Reasons for purchase. Types of consumers. Final consumer and industrial.
2. The final consumer's purchasing decision process: phases of the process and variables that influence it. Search for information. Post-purchase satisfaction.
3. Internal determinants of purchasing behavior: motivations, perception, learning and experience. Personal characteristics. Attitudes.
4. External determinants of behavior: environment, culture and social values, social class, social groups, family and personal influences.

5. Purchase and consumption situations.
6. The purchasing decision process of the industrial consumer.

4. DIDACTIC UNIT 4. COMMERCIAL RESEARCH

1. The need for information of a company.
2. The concept of commercial research.
3. The Marketing information system.
4. The phases of commercial research.
5. The sources of information.
6. Research techniques.
7. Data treatment and analysis.
8. Preparation and presentation of results.

5. DIDACTIC UNIT 5. THE PRODUCT

1. The concept of product.
2. The product as a marketing policy.
3. Product classification.
4. The dimension of the product.
5. The brand.
6. The life cycle of the product.
7. Strategies in product policy.

6. DIDACTIC UNIT 6. THE PRICE

1. The price of the product as a marketing instrument.
2. Objectives of the pricing policy.
3. Factors that determine the price of a product: legal regulations, the company's objectives, costs, suppliers, intermediaries, the life cycle of the product.
4. The market and competition. The elasticity of demand.
5. Components of the price of a product or service. Costs and margins. Manufacturing and distribution costs. Gross and net commercial margin.
6. Cost-based pricing methods. Calculation of the dead point. Calculation of fixed and variable costs. Calculation of the selling price: cost plus margins.
7. Pricing methods: based on competition and based on market demand.
8. Strategies in pricing policy: Strategies for product lines. Strategies for new products. Differentiated pricing strategies. Psychological pricing strategies. Geographic pricing strategies. Differential strategies. Competitive strategies.
9. Calculation of costs and sales price of the product, using the spreadsheet.

7. DIDACTIC UNIT 7. THE DISTRIBUTION

1. Commercial distribution as a marketing instrument.
2. Objectives of the distribution policy.
3. Distribution channels.
4. Commercial intermediaries. Functions and types of intermediaries.
5. The different sales methods.
6. Factors that determine the choice of form and distribution channel.
7. Commercial forms of distribution.
8. Forms of commercial intermediation.
9. Distribution strategies.
10. Distribution costs.

8. DIDACTIC UNIT 8. COMMERCIAL COMMUNICATION

1. Communication as a marketing instrument.
2. The commercial communication process. Basic elements.
3. The communication mix: types and forms.
4. Objectives of communication policies.
5. Advertising: objectives. Legal regulation. Types of advertising. The advertising message. Advertising media and supports. The advertising campaign.
6. Advertising agencies.
7. The product briefing: objectives and purpose. Structure of the briefing and information it contains.
8. Advertising effectiveness.
9. Public relations: objectives. Public relations techniques. Sponsorship and patronage. Organization of fairs and marketing events.
10. Sales promotion: objectives. Promotional tools. Promotion actions for the launch of new products.
11. Personal selling: differentiating characteristics. Goals.
12. Direct marketing: objectives and forms. Telemarketing. Mailing.

9. DIDACTIC UNIT 9. THE MARKETING PLAN

1. Marketing planning: purpose and objectives.
2. Characteristics and uses of the marketing plan.
3. Structure of the marketing plan. Phases in its preparation.
4. Analysis of the situation: internal and external analysis. SWOT analysis.
5. Realization of sales forecasts.
6. Setting the objectives to be achieved.
7. Definition of the actions and policies of the marketing mix.
8. Budget. Human, financial and time resources.
9. Execution of the marketing plan.
10. Monitoring of marketing plan policies.

MODULE 10. FINAL PROJECT

Qualification

University Degree in Master of Lifelong Training in Business Management issued by the Antonio de Nebrija University with 60 ECTS University Credits. Teachings not leading to obtaining an official qualification

Objectives

- • You will design Corporate Social Responsibility (CSR) strategies that strengthen reputation and brand value. • You will implement diversity and equality policies in people management, promoting an inclusive environment. • You will analyze balance sheets and profit and loss accounts to inform strategic financial decisions. • You will formulate investment and business management strategies based on a rigorous analysis of the annual accounts. • You will design and execute purchasing processes that integrate responsibility and sustainability criteria. • You will manage the relationship with clients using advanced techniques, ensuring their loyalty and optimizing their experience. • You will optimize supply chain and logistics operations to maximize efficiency and business impact. • You will integrate a comprehensive perspective of business management to make strategic decisions that promote sustainability.

What does it prepare you for?

This program prepares you to lead with a strategic and adaptive perspective in any business environment. You will develop key skills in responsible people management and corporate social responsibility, essential for making strategic and sustainable decisions. You will learn to optimize the supply chain, from responsible purchasing to operations logistics management, implementing advanced corporate finance techniques. You will master the analysis of balance sheets and income statements to design solid and informed investment strategies, and to evaluate the financial performance of the organization. Additionally, you will acquire the ability to integrate diversity and equality into the corporate culture, strengthening employer branding and attracting talent. The Master in Business Management prepares you for sustainable business leadership, allowing you to generate long-term value and a positive impact on any organization.

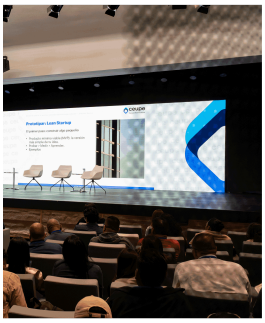
Who is it addressed to?

This program is aimed at professionals and graduates in the business field who are seeking a high-level specialization in strategic business management. If you work in corporate finance, human resources, logistics or sales, and are interested in updating your skills in social responsibility and sustainability, this program offers you the necessary perspective for leadership. You will delve into advanced financial management, supply chain optimization, and talent strategy development. It will allow you to transform your approach to decision-making, integrating social responsibility and sustainability in each action, and lead impact initiatives in your organization.

Professional Outings

- Specialization in strategic business management positions you to assume highly responsible roles in various organizations. You will be able to develop your career as Director of Corporate Social Responsibility, leading the implementation of sustainability and business ethics policies. You can also specialize as a Talent and Diversity Management Manager, designing employer branding strategies and promoting inclusive environments. In the financial field, you will be prepared for roles such as Senior Financial Analyst or Investment Consultant, making critical decisions based on the analysis of balance sheets and annual accounts. Additionally, you will be able to apply your knowledge in roles such as Sustainable Logistics Operations Manager or Responsible Purchasing Director, optimizing supply chains with social and environmental impact criteria. Your profile will be assessed in strategic consulting, where you will provide a comprehensive perspective for business transformation.







Live Madrid

Live the International Week

As an additional complement to your training, you can be part of the SIM: Week International in Madrid. A unique meeting that brings together students from all over the world. For seven days you can live an academic and cultural experience in the heart of Europe, culminating with the graduation ceremony in Madrid.

- Conferences and workshops with international experts
- Visits to companies and reference organizations
- Networking with students from different countries
- Cultural activities and discovery of Madrid
- graduation ceremony

Structural

Structuralia is a leading educational institution in postgraduate and highly specialized online training, focused on the fields of engineering, architecture, construction, energy, technology and digital transformation.

Founded in 2001 with a strong industrial DNA, the result of collaboration between large companies in the sector and the Universitat Politècnica de Catalunya (UPC), for more than 25 years we have accompanied technical professionals in their academic and professional development through practical, flexible training aligned with the reality of the labor market.

Our training proposal connects advanced technical knowledge, real employability and international projection, acting as key support in the professional evolution of those seeking to specialize, grow professionally and generate impact in their sector, with a firm commitment to the democratization of access to technical excellence.



+350.000

Students have gone through our virtual classrooms



+20 years

Experience in the training sector



5 stars

QS ranking in online education

EDUCA EDTECH
Group

Educa Edtech GROUP

When you enroll in a course or master's degree, you will get a free subscription to MyLXP while your training lasts. You will have access to more than 400 key courses (soft skills, languages, digital skills, etc.) and other surprises. Sign up and see how MyLXP improves your learning.

EDUCA LXP Methodology

The comprehensive tailored online education experience

EDUCA LXP is more than a methodology, it is a completely educational experience personalized thanks to all the possibilities offered by artificial intelligence. Now the content adapts to you, your needs and preferences, while offering you access to updated and practical content that really makes a difference in the labor market.

Flexibility

100% online learning adapted to your schedule: study from any device wherever, whenever and however you want.

Personalization

Contents and training itineraries adapted to your needs, thanks to AI.

Innovation

Constantly evolving technological developments driven by AI through the Learning Experience Platform.

Artificial intelligence

Discover PHIA, your learning assistant that will help you every step of the way.

Teaching support

Human empathy and academic guidance from a specialized teaching team.

Educational Experience

Didactic approach oriented to work by competencies, which favors practical and meaningful learning.

MY LXP

When you enroll in a course or master's degree, you will get a free subscription to MyLXP while your training lasts

You will have access to more than 400 key courses (soft skills, languages, competencies digital, etc.) and other surprises. Sign up and see how MyLXP improves your learning.

Meet PHIA, your personalized learning assistant

Use all the possibilities of artificial intelligence to get the most out of it match to your training

EDUCA EDTECH Group leads the digital revolution in education, promoting the continuous learning and technological transformation. The group is made up of recognized training institutions and its mission is to democratize access to education, promote the transfer of knowledge, technological development and research.

With the experience accumulated over more than 20 years, we have perfected our learning platform EDUCA LXP (Learning Experience Platform), the basis of our educational methodology, which provides students with online training practical and meaningful.



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