

## MODULES AND SUBJECTS

MÁSTER UNIVERSITARIO EN GESTIÓN EMPRESARIAL  
UNIVERSITY MASTER IN MANAGEMENT

<b>MODULE NAME:</b>	<b>STRATEGIC SPECIALISATION</b>				
<b>SEMESTER</b>	2	<b>TYPE</b>	ELECTIVE	<b>ECTS</b>	5
<b>FACULTY</b>	VARIOUS				

## LEARNING GOALS

BASIC SKILLS		TRANSVERSAL SKILLS		GENERAL SKILLS		SPECIFIC SKILLS	
<b>CB 6</b>		<b>CT 1</b>	X	<b>CG 1</b>		<b>CE 1</b>	X
<b>CB 7</b>	X	<b>CT 2</b>		<b>CG 2</b>	X	<b>CE 2</b>	X
<b>CB 8</b>	X	<b>CT 3</b>	X	<b>CG 3</b>	X	<b>CE 3</b>	X
<b>CB 9</b>	X	<b>CT 4</b>	X	<b>CG 4</b>		<b>CE 4</b>	
<b>CB 10</b>		<b>CT 5</b>	X	<b>CG 5</b>	X	<b>CE 5</b>	
		<b>CT 6</b>		<b>CG 6</b>	X	<b>CE 6</b>	X
		<b>CT 7</b>		<b>CG 7</b>	X	<b>CE 7</b>	
				<b>CG 8</b>		<b>CE 8</b>	X
				<b>CG 9</b>	X	<b>CE 9</b>	X
				<b>CG 10</b>	X	<b>CE 10</b>	
						<b>CE 11</b>	
						<b>CE 12</b>	X

## OBJECTIVES

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The aim of this elective module is to prepare participants for specific career choices in key areas where management students often choose to develop their careers.

Participants will be offered the option of choosing between one of the following tracks:

- **Consultancy:** Management consulting firms are assisting organisations, business and non-profits, to solve their most complex business issues to improve their performance, from strategy development to operational improvement services in all functions (HQ, Finance, Marketing and Sales, Operations, HR, TI, etc.) around the world. Consultancies hire students as junior consultants because of the analytical skills and inclusive business knowledge they have acquired in a business school after a Master program in Management. Conversely, for students, joining a large and well-known management firm is a unique opportunity to work on various management projects for large companies in different sectors and to start a successful career path.
- **Global Innovation:** Corporate Innovation is entirely different from innovating in the entrepreneurial world. This course is designed to immerse the student in straightforward, behind the curtain view. Participants will experience the hurdles, dynamics and landscape of corporate innovation. As we move towards a world of infinite information at our fingertips, and a truly global economy, businesses are faced with new challenges and opportunities daily. Corporate innovation is an incredible field to make technical, environmental or social impacts at a grand scale, but it requires a persistent mindset. This elective emphasizes a holistic understanding of the soft and hard skills needed to make a difference and will provide students with the context to decide if building a career in corporate innovation is a good fit, and if so, give them useful tools and experiences to kickstart their future.
- **Entrepreneurship:** For international students it is more and more important to understand what is behind the creation of a company and maintaining, in an existing company, an entrepreneurial mind-set. In this module we will look at what it takes to set up a venture, how to split equity between co-founders and employees, the difference between and entrepreneurial and managerial mindset, how to start with limited resources, how to motivate employees, how to network and attract key stakeholders to your new venture and how to kick it all off. We will look at why most companies fail, what are typical bottlenecks and obstacles and how to overcome these.

## LEARNING OBJECTIVES

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- Acquire a research-based perspective of new and emerging elements in management practice
- Address important areas for innovation and develops solutions that address significant work problems.
- Anticipate future developments in the industry, proposing new growth opportunities for long-term sustainable performance
- Adopt appropriate frameworks to frame problems and creates solutions

- Actively identify new areas for learning, periodically creating and taking advantage of learning opportunities

## CONTENTS

### Consulting Track

- *Corporate project with a top consulting company*
- Advanced Analytics & Big Data
- Company Valuation & M&A
- Project & Process Management
- Preparing for Your Role as a Consultant

### Global Innovation Track

- *Corporate project with HP*
- Creativity & Design Thinking
- Data Generation & Digital
- Innovation Mindset
- Disruptive Innovation
- Transformation

### Entrepreneurship Track

- *Corporate project with startups*
- Business Models
- Internationalisation & Financing
- Starting, Growing & Transforming Your Business
- Technology Disruption

## METHODOLOGY

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The seminars are highly intensive and contain a mix of personal and group presentations as well as interactive simulations. A project for an outside organisation is the key deliverable.

## EVALUATION

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The final evaluation will be calculated as follows:

1. Class participation: quality, consistency and feedback. (30% min\* - 40% max).
2. Specific evaluation tests: exams. (40% min - 50% max)
3. Carrying out work or projects (10% min –30% max)

In the event of a new health emergency that involves confinement, the activities and evaluation weights will not be altered. In case they cannot be done in person, they will be transferred to a virtual environment. Due to the difficulties in correctly evaluating participation in online environments, EADA may reduce the weighting of this component of the evaluation due to the current pandemic circumstances.