

CEDEU

CENTRO DE ESTUDIOS UNIVERSITARIOS

Master in Business Administration

ONSITE

SPAIN

MADRID / BARCELONA



www.cedeu.es

WHY CEDEU?

1. QUALITY EDUCATION

2. TRAINING OF LEADERS

3. STRONG PROFESSIONAL FUTURE

4. NATIONAL AND INTERNATIONAL AGREEMENTS

5. INNOVATIVE METHODOLOGIES

6. EXTRACURRICULAR TRAINING

7. LOCATED IN THE HEART OF MADRID

8. INTERNSHIPS FROM FIRST YEAR

9. VIRTUAL LEARNING RESOURCES

10. PERSONALISED CAREER DEVELOPMENT CURRICULUM

11. SMALL GROUPS AND TUTORING SUPPORT

12. PERSONALISED CURRICULUM

13. FOSTERING TEAMWORK AND CREATIVITY

14. PARTICIPATION IN TOURISM AND HOTEL MANAGEMENT PROJECTS

15. INTERNSHIPS WITH A HIGH SUCCESS RATE



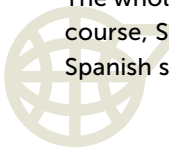
COURSE DETAILS

Today competitive job market requires applicants to distinguish themselves from the rest and an international education experience is the perfect way to achieve it. Having international experience will give a great impact to your curriculum vitae, as it shows prospective employers your motivation, independency and general qualifications. Additionally, obtaining foreign languages skills make students eligible for a wider range of jobs.



● IN WHICH LANGUAGE IS THE COURSE DELIVERED?

The whole course is taught in English and as part of the course, Spanish language lessons are offered for non-Spanish speakers.



● HOW LONG DOES THE COURSE TAKE?

The length of the course is one academic year.



● WHICH INTAKES DOES THE COURSE HAVE?

The course has two intakes every academic year, it begins in October and in March.



OBJECTIVES OF THE PROGRAMME

The objective of the Master is to help students dominate and competently use finance, marketing, economic law, investment science and other multidisciplinary knowledge, and cultivate their outstanding professional academic ability with an international perspective, managerial thinking ability and working and entrepreneurial skills.

The participant will be able to fully understand the areas of a company and learn how to operate in a real and global working environment. This programme is ideally suited to meet the challenge of being able to take on management

positions and understand the capabilities of different technologies to transform and optimize business.

The course enables students to have a strategic planning vision and in-depth knowledge. This project course provides, through onsite learning, international students with a high-level business knowledge system that can be adapted to diverse business environments, and creates a high level of business and management insights.

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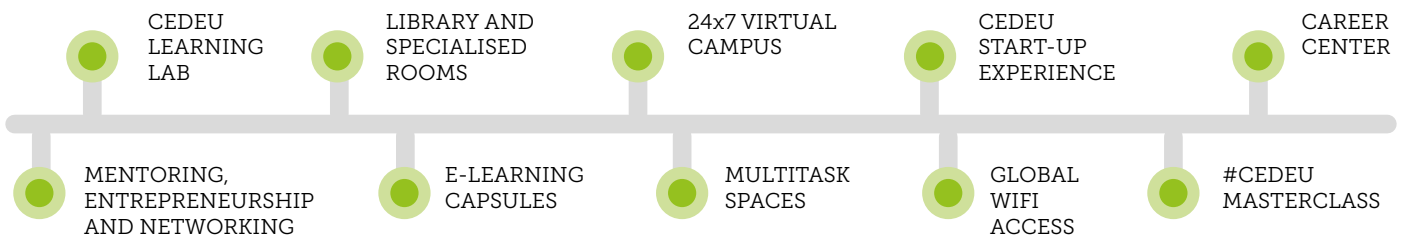


Madrid Centre Campus

The CEDEU University Study Centre was created in accordance with current legislation and is attached to Rey Juan Carlos University. It is a higher education institution whose academic policies articulate teaching, research, dissemination and creation of culture and links, through a modern academic and administrative organisation, based on high-level academics and educational programmes of excellence, in accordance with the needs for the comprehensive formation of university students, whom, as professionals, are competent in the labour market and socially responsible.

The University Centre CEDEU was created with the aim of giving a response to the training needs and requirements of individuals and society, which is why it is committed to inclusion, innovation and excellence in the generation, transmission, preservation and application of knowledge for the benefit of society.

The CEDEU University Centre aims to respond to social demand. In order to achieve its objectives, priorities have been established for people and society. CEDEU is authorised to offer official university studies, undergraduate and postgraduate degrees, both face-to-face and online/on-site learning.



FACULTY

CEDEU's teaching staff is made up of a prestigious team of specialised PhDs and graduates with extensive teaching and professional experience linked to the linked to Economy and Business sector.

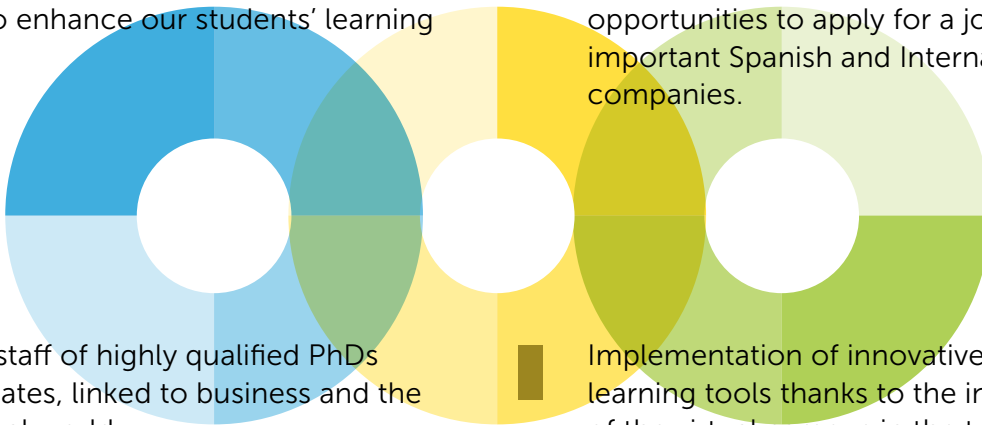
The course management team is made up of PhDs specialised in international business administration who are experts in

their field, and also of prestigious consultants in the sector, who contribute to the export of business and communication technology and the training of young researchers.

The important thing is to make the most of the opportunities and discussions that arise during the development of the course.

■ Innovative methodologies: Just in Time Teaching, Case Studies and Simulators. All of them to enhance our students' learning in class.

■ Excellent connections between teachers and students to find the best opportunities to apply for a job in many important Spanish and International companies.



■ Teaching staff of highly qualified PhDs and graduates, linked to business and the professional world.

■ Implementation of innovative online learning tools thanks to the integration of the virtual campus in the training process.



Every year, we prepare the participants on our programme to occupy positions of responsibility at companies, organisations and institutions at national and international level

PROFESSIONAL WARRANTY 10 CEDEU

Commitment

1 The CEDEU supports the formation of leaders with the capacity to develop positive excellence, equity, social commitment, ethics and civic responsibility. Its development is inspired by respect for freedom of thought and the reinforcement of personal and social humanist values.

Experience

2 The experience and extensive experience of the CEDEU Board and the Universidad Rey Juan Carlos in high-level studies allows us to ensure the optimum levels of quality required by current university legislation.

Network

3 The CEDEU maintains institutional relations with numerous ethical and international associations that guarantee the quality of our programmes. Companies and professionals can make their contributions with the certainty that our Institution will apply their recommendations for the benefit of our students.

Flexibility

4 Decentralised learning favours students with just-in-time learning methods. The CEDEU adapts to fulfil the requirements of the participants in its university programmes.

Discipline

5 The CEDEU's distance learning methodology demands a high level of commitment, responsibility and organisation, intrinsic qualities in today's professionals.

Methodology

6 The CEDEU has developed a teaching methodology in which all the formative activities are designed to meet the needs of students who want to study while also meeting their professional and family obligations.

Cost

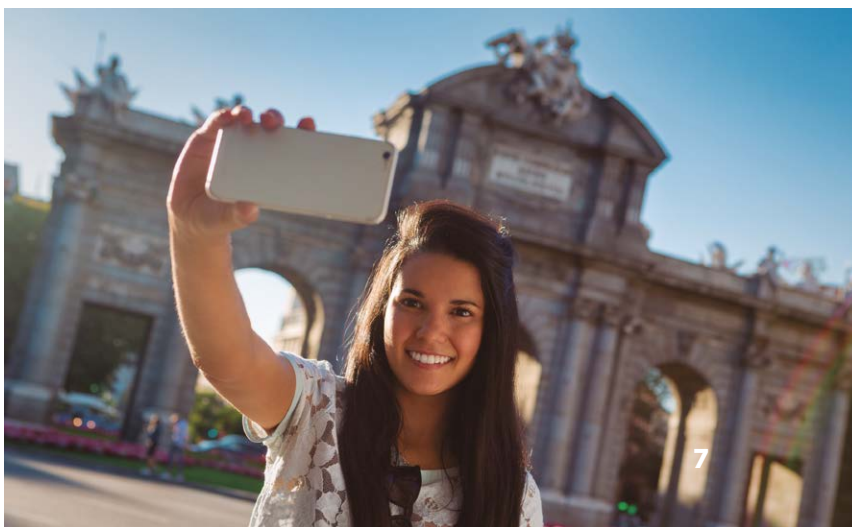
7 The CEDEU offers a flexible financing system perfectly adapted to the reality of the environment to which our programmes are directed.

Excellence

8 The official university programmes offered by the CEDEU are approved by the National Agency for Quality Assessment and Accreditation (ANECA).

Personalisation

9 The professor controls the level of the student's participation at all times, and can detect his/her particular needs thanks to a much more personalised attention.



Interactivity

10 The CEDEU is committed to the exchange of ideas, experiences and opinions by providing forums, chats, social networks and other participation and interaction tools for professionals.

WHY MADRID?

Madrid is the ideal city for university studies. The CEDEU is located in the heart of the Salamanca district of Madrid, at Calle José Picón, number 7, with modern facilities.

The Community of Madrid has more than six and a half million inhabitants, with Madrid being an extensive city in continuous growth. It is located in the centre of the Iberian Peninsula, with extraordinary communication networks and is connected to all national and international points thanks to its high-speed trains and international airport. Madrid is used to welcoming people from all over Spain and the rest of the world.

Madrid is the only city in the world that has nine World Heritage Sites less than two hours away, our city is one of the most important centres of art and culture in Europe and has one of the most active events schedules in the world.

It is important to note the sporting activities that are concentrated in the capital and its famous gastronomy with the best of all the regions of Spain.

It is impossible to talk about Madrid without mentioning its Art Walk, which includes the Prado Museum, the Thyssen, the Reina Sofia, CaixaForum and much more. An essential tour for all art lovers. Other places to visit include Plaza Mayor, the Royal Palace, the Neptuno or Cibeles Fountain, Puerta del Sol or Puerta de Alcalá, or emblematic sites such as the Rastro or the Retiro, among others.

It is undeniable that, in addition to its cultural capital status, Madrid is nowadays home to the largest corporate, business and legal centre in our country. Being the headquarters of the Spanish Government, the Congress and the Senate, it concentrates large volumes of social, organic, structural, legal and economic decisions.



WHY BARCELONA?

The city of Barcelona and its metropolitan area have become one of the European Union's most dynamic regions. Today, Barcelona is the sixth largest metropolitan area and the fifth largest industrial conurbation in Europe. Barcelona is placed among the premier European cities for its quality of life. It also ranks highly as one of the most favoured destinations for business executives.

ECONOMY AND BUSINESS

Barcelona and its metropolitan area are considered to be one of the principal motors of the Spanish economy. This is due to its high level of industrialisation, the dynamism of its economy and business, and the level of access to international markets. During the last few years, the economy has undergone a process of rapid tertiarisation due to the efforts made to develop activities related to new technologies. The intention is to turn Barcelona into "the City of Knowledge"

LEISURE AND CULTURE

Barcelona offers its visitors and citizens diverse cultural, sports, leisure and entertainment activities. Museums, theatres, cinemas, concerts, opera, exhibitions, international fairs, concert halls and art galleries are part of the cultural activities on offer. Works of art by some of the most prestigious artists of the 20th century, such as Picasso, Miró, Tàpies and Dalí are to be found. Barcelona has many important international cultural centres, the MACBA-Museu d'Art Contemporani de Barcelona, the MNAC-Museu Nacional d'Art de Catalunya, and the Caixa Forum.

SPORTS

Barcelona is an ideal city for professional sport. It has high quality facilities, good public transport, hotels and a pleasant climate. The 1992 Olympic Games provided the city with a valuable sporting legacy: an extensive infrastructure for both professional and amateur sport. The sporting facilities in the former Olympic areas have become top-quality sports complexes with a variety of purposes. They are suitable for sports courses and professional training sessions and are also available to the general public.

Football and athletics stadiums, a velodrome for cycling events, swimming-pools, equestrian circuits for horse back riding, ice skating, sporting marinas, specialised training centres and a canal for rowing and canoeing, among others, make up the city's sporting infrastructure. Every year, important events take place in Barcelona. The city hosts annually the Spanish Premier Football League, Motorcycling Circuit of Catalonia, Truck Grand Prix, Barcelona Marathon, Barcelona Olympic Sailing Week, Conde de Godó Tennis Trophy, International Polo Tournament and the Spanish Grand Prix Motor, among others.



City links

Finally, a great benefit of living in Madrid or Barcelona is that you can get to know other interesting and magical nearby regions and cities, such as Seville, San Sebastian, Valencia, Palma de Mallorca, Toledo, Santiago de Compostela, Santander and Granada.

Whether for its great beaches, monuments, cuisine or cultural heritage, each city has its own charm.



AREAS OF THE COURSE

Economy, Accounting and Finance

This course looks at and studies the main economic concepts, principles and theories that help to explain the structure and functioning of the modern international and global economy. The course deals with topics related to international trade and payments, exchange rate regimes, international factor mobility and capital flows and direct foreign investment, global and international economic institutions, economic integration and trading areas, world population and demography, economic growth and economic development and current discussions and arguments about globalisation. In terms of accounting and Finance, the course provides students with the fundamentals of corporate financial management and accounting. Students deal with the necessary tools for a financial planning and management at the medium and short term. They will also learn how to evaluate the financial statement and accounting of an international enterprise.

Our experience in training enables us to provide solutions and responses to all students' needs

Marketing and Communication

The aims of the course are to provide a fundamental understanding of the philosophy and concepts of marketing and recognition of the importance of marketing in business. The course enables students to identify and apply the main concepts and techniques of marketing to business problems. Marketing as a process, function and people management activity are dealt with during the course. Some other topics included are the role of marketing planning within the whole planning process, marketing strategies within the general context of business strategy and the ability to apply marketing concepts and skills in a management capacity.

Students will come to understand subtle and profound differences between multinational and global marketing risks. It is essential for marketing managers to learn how to cope with risks of all types at the global level.

Tourism and Hospitality Management

The objectives of studying about tourism are summarised in understanding the principles of tourism and the importance of the socio-cultural and environmental impact it generates, in analysing the economic dimension of tourism at international level and in learning about the global tourism system and the evolutionary nature of the characteristics of its components.

In addition, it is important that during the course our students would be able to master the foundations and apply the political, legal and institutional framework that regulates tourism companies and activities.

PROGRAMME

SEMESTER 1	ECTS
Introduction to Tourism -Management & Tourism Economics, Tourism Markets & Types of Tourism	6
Fundamentals of Hospitality Management and Tourism Management	6
Marketing Principles (Marketing and Customer Service)	6
Communication Skills	6
IT in HM and Tourism	3
Master's Thesis 1	3
TOTAL	30
SEMESTER 2	ECTS
Hotel and Tourism Management – Principles of Management and Operations	6
Service Operation Management – Hospitality & Tourism	6
Business Economics (Contemporary Issues in TM and HM)	6
Accounting	6
Business Communication	3
Master's Thesis 2	3
TOTAL	30
TWO SEMESTERS – 1 YEAR	TOTAL ECTS - 60

INTERNSHIPS AND COLLABORATING ENTITIES

The CEDEU facilitates the incorporation of all its students into the professional world through internship and job offers that are adapted to the professional option of each student. The internship department advises and guides the student individually, locating the best offer among the many proposals presented by the most characteristic companies and entities in the tourism, congresses, events, hotel and catering sector of proven prestige.

All students on this programme can carry out internships during the course of the programme.

Students can carry out internships in one of the Canary or Balearic Islands or at one of the many destinations along the Spanish and international coastline, in any of the countries where CEDEU has agreements with.

In this way, they can combine their learning with enjoyment of the beaches and landscapes of the coasts, mountains or urban centres and get to know and work in some of the most relevant destinations..



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Dossier updated as of 15 December 2022
It may be modified by the CEDEU Team

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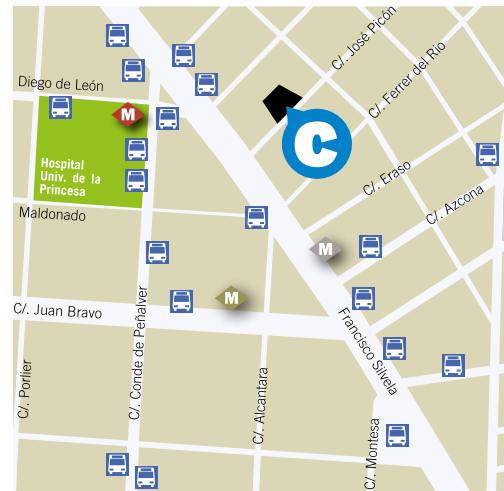
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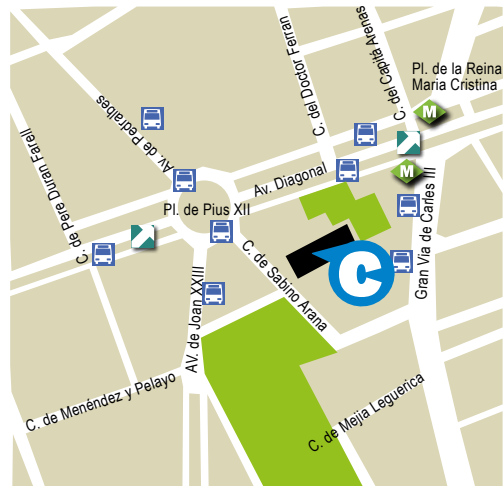
Madrid



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Barcelona



L3 Maria Cristina T1-T2-T3

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