



# Master in Business Administration(MBA)



Transform yourself  
professionally so that you  
can manage and direct  
global enterprises



**DURATION**

- One academic year



**IN-SITU AND ONLINE EXAMS**

- at the end of every four-month period.

*[See examination centres](#)*



**EUROPEAN CREDIT TRANSFER SYSTEM**

- 60 ECTS



**FACULTY OF BUSINESS AND  
COMMUNICATION**

- Social and Legal Sciences



**METHODOLOGY**

- 100% online



**LIVE ONLINE CLASSES**



**PERSONAL TUTOR**

*[Find out about available discounts through your consultant](#)*

UNIR's MBA programme is accredited by the Spanish Ministry of Education, Culture and Sport. Candidates who complete the MBA programme will receive a Master of Business Administration by the International University of La Rioja.

The MBA programme by UNIR predicates its excellence on three main concepts:

1. **Technological basis and focus:** the advent of technology has completely transformed how we understand business, and only those professionals who can adapt to this change will have a competitive edge that ensures they are successful.
2. **Entrepreneurship:** the MBA by UNIR is aimed at professionals who want to attain excellence in organisational management, and it is also intended for students who want to set up their own businesses.
3. **Internationalisation:** in a global setting, companies and their managers need to take advantage of the opportunities offered by emerging markets to seek the best destinations for their products and services.

## Objectives of the MBA

The MBA in Business Management and Administration by UNIR will provide you with the essential skills and knowledge to manage and direct a business in the current context. The MBA:

- Is **global** and **comprehensive:** you will acquire an extensive overview of the different organisational areas of a business - administration and finances, sales and marketing, operations, quality, production and human resources;
- Offers **customised learning:** you will optimise your potential in groups that have

been purposefully organised to promote teamwork among students and fulfil the aspirations of individual students;

- Uses **case studies:** you will work with case studies from Harvard and IESE, among others, using analysis to make decisions in real-life situations and settings;
- Hones **management skills:** you will acquire the necessary skills to recognise, analyse and resolve business conflicts, as well as negotiate and manage people;
- Teaches **entrepreneurship:** you will learn how to develop new business projects with cutting edge methodologies (lean approach);
- Is based on **international markets:** you will gain expertise in managing companies in a range of markets;
- Analyses the **Digital environment:** you will learn in-depth knowledge about business in the current online setting.

Once you have completed the programme, you will have a global and comprehensive vision of the main areas of a company and you will know how to manage a business to make it successful.

You will be able to make decisions, lead technological change, use information tools for strategic business management and employ innovation to give you a competitive edge. All skills learnt will be applied in the context of companies that operate in a range of settings and international markets



# Programme

## **1<sup>st</sup> quarter** **30 ECTS**

- ▶ Strategic Management (6 ECTS)
- ▶ Innovation Management: Business Transformation (6 ECTS)
- ▶ Comprehensive Marketing (6 ECTS)
- ▶ Managerial and Budgetary Control (6 ECTS)
- ▶ Directing People and Managing Talent (6 ECTS)

## **2<sup>nd</sup> quarter** **30 ECTS**

- ▶ Finances in a Digital Environment (6 ECTS)
- ▶ Operations and Logistics Management: (6 ECTS)
- ▶ External Practices (6 ECTS)
- ▶ Final Project (12 ECTS)

# Internationally recognised

**UNIR is the only Spanish university that is a member of the four largest, most prestigious and academic business associations.** The fact that UNIR is a member of these organisations attests to its educational quality on an international scale. Furthermore, it has obtained several awards from recognised institutions.

## **UNIR is a member of the Association to Advance Collegiate Schools of Business (AACSB)**

The AACSB comprises institutions that share a fundamental objective: ongoing improvement of training in management. The AACSB's strict standards verify the qualifications of university teaching staff, their contributions to management research, the quality of programmes taught at the university and the quality of teaching. The AACSB also analyses the contributions of universities in the area of social responsibility and ethics.



## **UNIR is a member of the European Foundation for Management Development (EFMD)**

With its HQ in Brussels, the EFMD was established in 1997 with the objective of providing Europe with an accreditation system on par with the AACSB. They started by certifying the quality of European universities and business schools, and subsequently extended their certification process to include educational centres in other countries.



## **UNIR is a member of the Association of MBAs (AMBA)**

With its headquarters in London, the AMBA network was established in 1967 by a group of business diploma holders. Its aim was to improve standards in management training for MBAs in the UK and Europe.

Since then, AMBA has certified around 200 universities and business schools that offer MBAs, DBAs and MBMs, in more than 80 countries worldwide. The association connects students and MBA graduates with recognised universities, business schools and companies in more than 110 countries. Its research centre, the Evidence and Ideas Lab, analyses global trends in management training.



## **UNIR is a full member, the highest category, of the Latin American Council of Management Schools (CLADEA)**

CLADEA is a leading business school network on a worldwide scale. As an international organisation, it provides a system of global cooperation and upholds reciprocal membership benefits with the largest academic institutions in the world. It currently has 226 affiliated institutions, both private and public, in the Americas, Europe and Oceania.



Consejo Latinoamericano de Escuelas de Administración

# UNIR in rankings

## FSO - Ranking for Online University Education in Spanish

The ranking for Online University Education in Spanish, conducted by the market research consultancy Hamilton, analyses the best university education establishments that offer online masters' in Spanish and MBAs in particular. The FSO is an exclusive ranking for higher education centres, based on an objective and reliable methodology. The ranking analyses the staff, the higher education centre and the educational process.



## Portal MBA.es

The MBA ranking in Spain by PortalMBA.es is based on user ratings on the website over the previous year, compiled when users request information about an MBA. It also takes into account other actions that demonstrate user interest in these academic programmes.



## Ibercampus - Top 20 Business Schools

This ranking compares the best online programmes of pioneering business schools and management programmes in the Spanish market.



## Postgraduate World - Best Online MBA

The Postgraduate Online MBA Ranking analyses academic aspects such as study plan and educational model, as well as other aspects of a financial nature related to funding and ease of enrolment for students. This ranking is based on user ratings of factors taken into account when choosing an MBA programme, based on their academic and professional expectations.



## Eduniversal - Best Business School Ranking

The Eduniversal Best Masters Ranking classifies the 4000 best Master's and MBA programmes in the world. The ranking is based on the results of questionnaires given to three groups each year: university deans and programme directors, recruiters and student graduates.



# Staff management and teachers

The MBA staff consists of renowned and ANECA-certified professors with PhDs, and recognised business figures who currently hold positions in prestigious companies.

The teaching staff have a long educational track record in training middle managers and directors in companies around the world.



**Eva Asensio**  
*Director of MBA*

Education: Dr Asensio is a University graduate and Doctor of Economic and Business Sciences from the Complutense University of Madrid, Spain.

She holds a master's in Humanities from the Francisco de Vitoria University, Spain.

Experience: Dr Asensio has been working for more than 20 years as a consultant in high profile innovation projects for companies, foundations, and public and private organisations.

She has extensive experience of teaching business in public and private universities.

She has published manuals, books and numerous research articles on the international economy and foreign affairs, the monetary economy, the employment market and labour relations. She has also produced publications on CSR, knowledge and talent management, quality management systems, and R+D+i projects for business.



**Pablo Cardona**  
*Dr Cardona is the dean of the Faculty of Business and Communication*

Education: He has a PhD in Management from the University of California (UCLA) in Los Angeles, USA.

He also has a master's in Economics and Business Management from the IESE Business School, University of Navarra, Spain.

He holds a degree in Physical Sciences from the University of Barcelona, Spain.

He also has a degree in Philosophy and Humanities from the University of Navarra, Spain.

Experience: Dr Cardona is a specialist consultant in change management, talent development and composition of high-performance teams. At the same time, he has been an entrepreneur in a range of areas, from email to scenic arts.

He has participated on administrative boards and consultancy assessment boards for companies, and in educational and professional associations, such as the Spanish Mentor Association (AMCES), in which he was vice-president.

He has published several books on leadership and organisational change. During his academic career, he has worked in the USA, Europe and China, conducting specialist research into human impact on organisations. He has also taught this subject matter at IESE.

[View information on all teaching staff](#)



# Professional opportunities

An MBA from UNIR will enable you to apply for positions of high responsibility and remuneration. Based on multidisciplinary education, MBAs offer graduates many opportunities. Companies of multiple sectors are interested in recruiting MBA-qualified professionals, especially in the areas of technology, finance and commerce.

MBA graduates are recruited by an extensive range of companies because of their vision, innovation capacity and the skills they have developed to grow a business.

The most-frequently held positions by MBA graduates are:

- Strategic planning
- Business development
- Consultancy
- General management
- Management

The following are examples of the type of positions attained by our students:

- Sales
- Marketing and Procurement
- Management Control
- Quality and Process Implementation
- HR
- Finances
- Management
- BI

**75% of students who complete the MBA programme see professional improvement, including remuneration, in a matter of months.**





# A New Concept of Online University

The International University of La Rioja, 100% online, provides a premium educational solution adapted for society today. The pioneering educational model of UNIR has spearheaded a new concept of university, based on latest generation technology and accessible, top-quality teaching. The 100% online methodology means that students can study anywhere, while interacting and sharing experiences with their colleagues and teachers.

UNIR currently has:

- ▶ More than 32,000 students
- ▶ More than 10,000 international students
- ▶ Presence in 90 countries in 5 continents
- ▶ More than 120 graduate and postgraduate certified students
- ▶ More than 4,000 internship agreements for students

UNIR is committed to employing responsible practices in relation to culture, the economy and society. This commitment is manifested in the UNIR Foundation.

UNIR has also expanded into South America. Since 2014, UNIR Mexico has been in operation, the first online university with live classes in the country. Its headquarters is in Mexico City.

## Why choose us?

The Master of Business Administration (MBA) Programme at UNIR is designed so that you:

- Increase self-knowledge;
- Develop leadership skills to manage people more effectively;
- Acquire an extensive and strategic vision based on a company's current, global and digital context;
- Increase emotional intelligence to better understand the motivations of people and teams;
- Develop the leadership skills required to progress professionally.



*“Our goal is to train leaders who can drive organisations to transform and adapt for the digital world of the 21<sup>st</sup> century.”*

**Pablo Cardona Soriano**

Dr Cardona is the dean of the Faculty of Business and Communication with a PhD in Management from the UCLA (USA). He was a professor at IESE from 1997 to 2011 and taught in CEIBS (Shanghai, China) from 2011 to 2017. He studied at universities in the USA, Europe and China.

# Methodology

## *Discover the methodology of the Master in Business Administration (MBA) online.*

Compared to the traditional methodologies of other universities, at UNIR's Faculty of Business and Communication we use the **Impact Learning** methodology, which guarantees an excellent learning experience adapted to the challenges of a constantly evolving changing environment.

With our personalized and efficient study method, you will be able to attend classes and combine your studies with your personal life and your work with maximum flexibility.

The Impact Learning methodology is based on these four pillars:

### 1. Experiential Learning

- **Daily online classes live and direct:** We teach classes every day of the week, but if you can't attend or have doubts, you can access any of them on a delayed basis as many times as you need. You will have 21 high-impact online sessions per subject lasting 45 minutes in which you can interact live with the teacher.
- **Live virtual laboratories and workshops:** specialized workshops by degree to delve into the latest professional trends and the most innovative tools on the market.
- **Practical activities:** inspired by the simulation of real learning environments that prepare you for business reality:
  - » *Case method:* a learning methodology based on learning by doing, used by prestigious universities such as Harvard and Stanford, which trains

you to make strategic decisions in companies through the resolution of real cases.

- » *Forums:* debate and reflection sessions in which high impact content is used (short cases, readings, podcasts ...).

- **Virtual Campus:** is our online platform designed to optimize your learning, where you will find everything you need to study at UNIR: classes, professors, classmates, schedules, chats and much more.
- **Didactic resources:** You will have access to different learning resources to complete your training such as a digital library, complementary reading, summaries with key ideas, self-assessment tests, etc.

### 2. Skills learning – UNIR footprint:

In addition to the specific professional skills linked to each degree (hard skills), the labor market demands the acquisition of transversal skills (soft skills) that are essential for any professional who faces the challenges of today's environment.

In all our programs you will find the **UNIR Footprint**, a set of specific modules with which you will develop your transversal skills, such as leadership, time management, effective communication, project management, etc.

### 3. Monitoring and networking

At UNIR we always accompany you:

- **Personal tutor:** from the first day we will assign you a personal tutor who will be in contact with you by phone and by email to support you and help you with any questions that may arise.



- **Professors:** They will follow the progress of your learning and help you whenever you need it through group coaching, individual feedback, and in the group session for the preparation of the exam.
- **Networking:** You will be able to develop an active networking that will give you the possibility of establishing relationships with people from any part of the world with common professional interests, through the debate spaces, expert panels, chats, etc.

## 4. Personalized learning

At UNIR we create groups of students with similar profiles based on their knowledge and professional experience. In this way, we give you the option of drawing up your own learning itinerary to differentiate yourself and successfully position yourself in the job market.

## Access information

### Entry requirements

To be accepted on the MBA programme, candidates must have a university degree, as stipulated in article 7 of the Royal Decree 39/1997. This requirement corresponds to the access criteria set out in article 16 of the Royal Decree 1393/2007. Students must:

- Hold an official Spanish university degree or a degree from a university in the European Higher Education Area, which authorises the degree holder to enter a Master's programme;
- Hold a degree from an educational system outside the European Higher Education Area, without needing to officially validate the degree, following verification by the University that the university in question certifies an educational level that is equivalent to the corresponding official Spanish university qualifications and that they are authorised in the issuing country of the degree to grant access to postgraduate education. Accessing the MBA programme this way does not mean that the degree holder's previous qualification will be officially validated or recognised to any other effect except for studying the MBA online programme.

## Admission criteria

UNIR has established the following admission criteria for the Master of Business Administration (MBA):

- Main admission criterion: the student's average mark achieved in their university degree will be verified.
- Students must have a B2 level of English.
- Academic education: priority will be given to university degrees held in Economics, Business Science and Engineering, as well as degrees in Physics and Maths, followed by degrees in Industrial Technical Engineering, IT and Telecommunications.
- If students have an equal rating, priority will be given to knowledge of foreign languages.

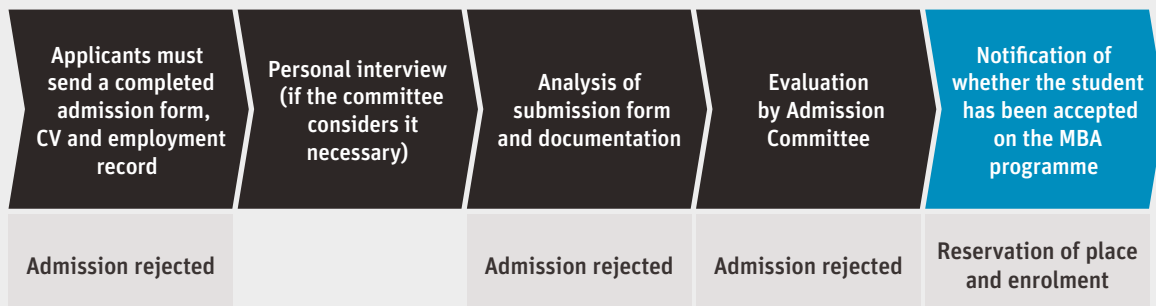
If thereafter students have an equal rating, the order of applications will be used to establish priority. If there is a greater number of students who want to study the MBA programme than space available, the following criteria will be used:

- Years of professional experience with an official certificate of employment history;
- Articles of research written and published for a congress or scientific journal, based on a topic related to the MBA.

## Graduate profile

On completing the programme, students will have advanced knowledge of, and practical experience in, business administration and management. They will have a comprehensive and integrated vision of the areas of a business: organisation, accounting, finances, marketing and the other necessary aspects needed for successful management. The graduate will be able to make decisions, lead technological change, use information tools for strategic business management and employ innovation to have a competitive edge.

## MBA admission procedure



## Admission Process

1. To enter the MBA selection process, please contact a UNIR consultant who will check whether you meet the minimum entry requirements. They will also advise you about the MBA.
2. Candidates must submit a completed application form.
3. The application and documentation will be analysed, and university staff will decide whether a personal interview with the candidate is necessary.
4. The University will notify the candidate whether they have been successful. If the student has been admitted onto the MBA programme, they will be notified on how to reserve their place and enrol.

## How to enrol

In the event of being accepted on the MBA programme, the consultant will:

- Notify you of the documentation you need to present, duly certified (authenticated), to enrol;
- Provide you with the enrolment form that you need to complete with the payment method that best suits your needs;
- Send you your login details for the virtual classroom.

You can start the MBA programme and organise your study schedule as you see fit.

## Price and method of payment

The enrolment fee includes the educational programme, access to the virtual classroom, use of study and communication tools and interactive materials.

Third-party materials such as textbooks are not included, although they can be purchased at discount prices from UNIR.

There are other administrative charges for certificates, issue of degree diploma, European Diploma Supplement, duplicates, et cetera. The corresponding fees can be consulted on the website [www.unir.net](http://www.unir.net)





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