

MODULES AND SUBJECTS

MÁSTER UNIVERSITARIO EN GESTIÓN EMPRESARIAL
UNIVERSITY MASTER IN MANAGEMENT

MODULE NAME:	EMERGENT TRENDS IN MANAGEMENT				
SEMESTER	2	TYPE	ELECTIVE	ECTS	5
FACULTY	VARIOUS				

SKILL PROFILE

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

OBJECTIVES

The aim of this elective module is to allow participants to deepen their understanding of specific areas of management activity that may have not have been covered in the specialisation followed, or to go into greater depth into specific areas of activity, benefitting from the research knowledge developed by EADA Faculty and the professional experience of outside teachers

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

- Accounting & Financial Management
- Corporate Finance
- Investment Banking
- Data & Insight-Driven Marketing
- Multichannel & Omnichannel Marketing

LEARNING OBJECTIVES

- 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

Accounting & Financial Management Track

- Budgeting
- Consolidation
- Hedge & Derivatives Accounting
- Management Accounting (I & II)
- Performance Management

Corporate Finance Track

- Behavioural Finance
- Entrepreneurial Finance
- Reporting for Management
- Supply Chain Finance

Investment Banking Track

- Banking
- Day Trading
- Empirical Methods in Finance
- Investing In Emerging Markets
- Investment Banking & Dealmaking

Data & Insight-Driven Marketing

- Finding & Using Insights from Data
- Big Data & Predictive Analytics
- Building Predictive Models & Machine Learning

Multichannel & Omnichannel Marketing

- Content Marketing for B2B: Generating Leads & Converting Sales
- Brand Building in the Digital Age: Personalization at Scale
- Cases in Multichannel & Omnichannel Marketing

METHODOLOGY

The tracks will use a combination of three methodologies to develop the knowledge and skills.

- Case discussion will be the primary methodology to contrast and assess the consequences of particular decisions for brand strength and development. The cases used will also serve to highlight the interaction between brand strategy and the other elements of marketing strategy and the marketing mix.
- Background reading will allow participants to gain context and go deeper into the theory and concepts that arise in class.
- Presentations and exercises by professors will be used to highlight key aspects of the case discussions, anchor important concepts and provide alternative examples of these concepts in practice.

EVALUATION

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.