



**UCAM**  
UNIVERSIDAD CATÓLICA  
DE MURCIA

# MASTER OF BUSINESS ADMINISTRATION



## About UCAM



UCAM is globally recognized offers students an integral education based on the combination of in-depth theoretical and practical knowledge and promotes a high-quality university education, with a representative presence in all continents.

UCAM is accredited by SAQA (South African Qualifications Authority), ENQA (European Association for Quality Assurance in Higher Education), ANECA (National Agency for Quality Assessment and Accreditation of Spain) and the Ministry of Education. It has a friendly and international environment in a beautiful Mediterranean framework.

The international vocation of Universidad Católica leads us to collaborate with universities from all corners of the planet, at every educational level: research, students and professors exchange and create international master's programs in management.

The various specializations are focused on helping students develop an awareness of administration and management. The management course is far-reaching and aims to equip the learners' understanding and blend with strategic interventions.

UCAM offers various specialized MBAs through onsite and online learning platforms to professionals from multiple backgrounds to enhance their technical skills and content proficiency on management expertise.



# Taksha SmartLabz

Taksha SmartLabz, an EdTech venture, was launched in the USA with a vision to integrate and advance teaching and learning through education technology for the students in need through a platform accessible to the global learning community. Over the years, SmartLabz has evolved as a full-fledged technology platform with international partners, scaling 360-degree education to students from all across the world.

SmartLabz started as an alternative to more costly online tutoring platforms to provide an innovative online solution for school children to access live tutors for one-on-one help. Now it offers high school examination services in Caribbean countries, Nigeria, South Africa, Zambia, and the USA.

SmartLabz evolved as an online program management company for global universities offering recruitment to graduation support to scale their business globally. Services provided by SmartLabz are outlined below.

- Taksha SmartLabz Academic One to One Live Tutoring
- Full Stack Online Learning Platform with Content
- Academic Support Services
- Value-Added Services





## **MBA Objectives & Outcomes:**

### **Objectives**

1. Helps students to make the best managerial decisions.
2. The students will develop the application of critical thinking, reasoning skills to identify the real cause of the problem and the suitable alternatives.
3. Nurtures students' potential, enabling them to focus on strategic planning and decisions with confidence and determination.
4. Helps in out-of-box thinking with innovations.
5. Facilitates developing the students to focus on the overall organizational development with excellent leadership skills.



## Outcomes:

1. Helps students to implement the best decisions in critical business situations.
2. The students will develop the best practices in operating small businesses and non-profit organizations.
3. The students will be able to foster sound fiscal practices by analyzing financial statements and establishing accounting procedures to ensure effective managerial decision-making.
4. Analyzing case studies help the students to develop their learning ability by enhancing their knowledge.
5. Research work would enhance the student's knowledge regarding the real-time scenarios of business across the globe.

## Career Prospects:

Management students would have lucrative opportunities in fields like:

1. Marketing
2. Finance
3. Healthcare
4. Project Management
5. Operations
6. Human Resource
7. Banking and Insurance etc.

## Curriculum and Academic Requirements of E- MBA:

**Program Duration:** 1 year (12 months)

### Admission Requirements:

Bachelor's degree from a recognized University.

### Learning Methodology:

The core learning methodology includes Continuous assessment, Case Studies, and Research Project.



## Executive Master of Business Administration (60 ECTS)

The Executive Master of Business Administration Degree program consists of 10 courses subdivided into 6 core courses and a specialization module comprised of 4 courses. It is mandatory to submit a final project/thesis to graduate, accounting for 20 credits. Most courses are worth 4 credit points and are assessed by either an examination, assignment, or a combination of both. The Executive MBA degree is granted to participants who achieve 60 ECTS (European Credit Transfer System).



## Course Delivery

### Blended Method: -

The course is made available online through our blended method of study. Every class session is live-streamed online and recorded on our online platform. Students receive access to comprehensive learning materials, allowing them to have all the tools they need to complete their program.

## Program Structure



# Specialization Of Executive MBA

A Student will have the option of choosing one of these specializations from which they will do all the 4 Electives or Majors in that chosen specialization.

## 1 General

- Business Process Re-engineering
- Strategic Cost Management
- Total productivity Maintenance
- Legal Aspects in Business

## 2 Human Resource Management

- Employee Relations and Labor laws
- Human Resource Planning
- Managerial Competencies and Career Development
- Performance and Compensation Management

## 3 Finance

- Security Analysis and Portfolio Management
- Financial Derivatives
- Risk Management
- Control and Audit

## 4 Marketing

- Consumer Behavior
- Advertisement and Sales Promotion
- Digital Marketing
- International Marketing

## 5 Banking and Insurance Management

- Electronic Banking
- Personal Financial Planning
- Financial Institutions and Markets
- Financial Risk Management

## 6 Accounting

- Advanced Financial Reporting
- Advanced Audit and Assurance
- Advanced Taxation
- Management Accounting

## 7 Global Management & Leadership

- Managing and leading in different countries
- Individual and organizational leadership skills
- Managing business ethics
- Leading your Workforce in a Global Context

## 8 Luxury Management

- Fundamentals of Luxury Business Management
- International Luxury Branding
- Retail and Distribution Management
- Digital Marketing and Analytics in Luxury

**NB:** All Courses offered are delivered through virtual and online mode approximately (30 hrs. of online lectures and faculty students' interactions) plus 30 hours of self-directed learning, research, and homework.



## Graduation

The following criteria are established for the award of degree - Executive MBA

- a) Successfully complete each of the MBA Program requirements (60 ECTS) as described in this document.
- b) Obtain a final Grade Point Average of 1.0 in each course.
- c) Discharge all financial obligations

## Award of Degree

On successfully completing the program, the candidate will be conferred with the "Executive Master of Business Administration" degree by the UCAM. The degree that has been awarded is valid around the globe.

## Our Legacy of Success

*Strategically located in Murcia, Spain, with a Campus of more than 16,000 students and around 1,000 professors 200+ hiring partners*



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