



Master's in Business Administration MBA

100% online modality with the option of international seminars

Dual degree from UNADE  and Grupo IOE 

Option of a third degree from the Universidad a Distancia de Madrid

WHO WE ARE

UNADE: we develop *leaders* in more than 60 countries

The Universidad Americana de Europa (UNADE) is an international institution within the IOE Education Group. With 3 decades of experience in higher education.

UNADE has been granted **Institutional Accreditation for Educational Excellence**, the result of an academic model based on rigor, continuous improvement, and external oversight.

The programs carry **Recognition of Official Validity of Studies**. This backing ensures that the master's program is delivered within a solid, structured, and recognized academic environment.

Master's students have access at all times to high-level personal support and a virtual campus and classroom available 24 hours a day, 7 days a week.

A high-quality postgraduate program with *international projection*

UNADE offers a master's program oriented toward high-level research, with the option of completing it in less time for experienced professionals.

Master's Degree with an Academic and Research Orientation

Duration **2 years · 4 semesters**

A master's program oriented toward pure academic research, with international projection and full official recognition.

Recommended for those who want to:

- Develop research and analytical skills in a specific field
- Prepare for university-level teaching or continue an academic career path
- Carry out research projects and contribute to the development of scientific knowledge
- Gain access to doctoral studies or higher-level academic specializations

INSTITUTIONAL MESSAGE

An Academic Model with *International Projection*

At UNADE, we understand the master's program as a rigorous specialization process, focused on the application of knowledge and the development of advanced competencies under international standards that prepare professionals capable of delivering real value to their environment and to society.

"Postgraduate education is a key stage of professional specialization. At UNADE, we are committed to ensuring that this training is genuine, demanding, and internationally oriented."

Dr. José Antonio Gurpegui Palacios

Honorary President – Universidad Americana de Europa
Professor, University of Alcalá · PhD in English Philology and Law

ACADEMIC STANDARDS

Scholarly Rigor and *Postgraduate Expectations*

The program requires the completion of a Master's Final Project with practical application, supervised by subject-matter experts and evaluated according to rigorous academic standards.

Students develop:

- Analytical and problem-solving skills
- Strong methodological expertise
- The ability to produce applied knowledge
- Competencies for advanced professional practice

★ This approach positions graduates at an academic level equivalent to international master's degree standards.

INTERNATIONAL RECOGNITION

Recognition of the Degree *in Your Country*

Why do UNADE's master's programs meet solid conditions for international recognition?

- Official degree with Recognition of Official Validity of Studies (RVOE).
- Four-semester duration.
- Demanding, structured academic workload.
- Model centered on the professional application of knowledge.
- Specialized advising and an international academic faculty.
- Completion of a Master's Final Project with an applied focus.
- Originality control via Turnitin.
- Application of APA standards.
- Defense before an international academic committee.
- CIEES Institutional Accreditation for Educational Excellence.

⚠ Each recognition process depends on the specific regulations of each country.

MODE OF STUDY

A Flexible Model Designed for *Professionals*

The master's program is delivered in a flexible format, allowing students to balance their studies with professional commitments.

Students benefit from:



24/7 virtual campus

Continuous access to academic content and resources anytime, anywhere



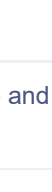
Academic advisor throughout the program

Expert guidance from admission through the defense of the master's final project



Personalized progress monitoring

A study plan tailored to each student's pace and needs



Access to interactive content

Dynamic, multimedia, and up-to-date materials designed to support active and effective learning

★ A model that combines independent study with continuous support.

INTERNATIONAL EXPERIENCE

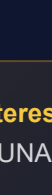
International Seminars

UNADE offers the opportunity to take part in international seminars focused on strategic leadership, team management, key digital competencies, and attendance at leading education conferences.



Madrid

International Seminar in Executive Management and Strategic Leadership



Cancún

Leading with Emotional Intelligence: Key Skills for Managing People in the 21st Century



NEW!

Murcia · Granada

Generative AI: A Key Competency for the 21st Century

★ Guided by highly experienced faculty who ensure a comprehensive and truly distinctive educational experience.

GLOBAL COMMUNITY

An International *Academic Environment*

The program is delivered within a multicultural setting, bringing together students from diverse countries.

Learning is enriched beyond the academic curriculum.

Exchange of professional experiences with peers from diverse countries and contexts

Development of international networks that extend beyond the program

A global perspective on education that enriches research and professional development

ACADEMIC PROGRAM

Master's Degree with an *Academic and Research Orientation*

Duration: **4 semesters · 2 years**

S1 Semester 1

- Marketing, Sales Management, and Market Research
- International Trade
- Introduction to Social Media Marketing

S2 Semester 2

- Skills for Executive Management
- Corporate Social Responsibility Management
- Talent and Human Resources Management
- Technology, Systems, and Innovation Management
- Logistics Processes

S3 Semester 3

- Financial Management and Investment Analysis and Evaluation
- Research Preparation
- Research: APA Standards

S4 Semester 4

- Master's Final Project
- Supervised Research Work for the Thesis

RESEARCH

Research *Lines*

The master's program is developed around the following research lines:

- Entrepreneurship and the formation of new businesses (start-ups).
- Organizational innovation in companies. New management styles in business.
- Strategies for acquiring, protecting, and exploiting technology. Innovation management within the company.
- Social responsibility: International comparisons of corporate social responsibility.
- Online sales. The benefits of social media management for businesses.
- Strategic Business Management: Resources, capabilities, and the competitive environment.
- New protocols for family businesses.
- Logistics: Supply chain and distribution management.
- Quality: European, American, and Asian models for quality excellence, and a comparison between them.

ADMISSIONS

Applicant Profile

Admission requirements for beginning this program at UNADE:

Individuals seeking training in Business Administration to lead organizations of all types.

Professionals in the field of Business Administration interested in reaching an executive position.

Individuals who wish to update their knowledge of business management in both national and international settings.

GRADUATION

Graduate *Profile*

FOR THE FULL CERTIFICATE OF STUDIES

Completion of all credits and gradable courses.

FOR OBTAINING THE MASTER'S DEGREE

Oral defense of the Master's Final Project before the Evaluation Committee, responding to questions and clarifications raised by its members.

OPTION

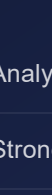
Master's Degree with a *Professional and Specialized Orientation*

2x1 Professional Master's Program

Duration **2 semesters · 1 year**

A more streamlined pathway oriented toward professional practice. Recommended for executives, consultants, or experienced professionals who want to:

- Strengthen professional and management skills in a specific field
- Apply advanced knowledge to solve real problems within organizations and businesses
- Enhance their professional profile and access new career opportunities
- Develop specialized competencies to take on positions of greater responsibility



S1 Semester 1

- Marketing, Sales Management, and Market Research
- International Trade
- Introduction to Social Media Marketing
- Skills for Executive Management
- Environment and Strategy
- Technology, Systems, and Innovation Management
- Logistics Processes



S2 Semester 2

- Financial Management and Investment Analysis and Evaluation
- Corporate Social Responsibility Management
- Talent and Human Resources Management
- Research Preparation
- Research: APA Standards
- Graduation Seminar

⚠ Oriented toward professional practice, with direct application from the first semester.

👤 Research lines and applicant profile common to both options.

ACCESS AND FUNDING

Scholarships and Financial Support

UNADE has a support system in place designed to facilitate access to high-level studies, promoting equal opportunity:

- Partial scholarships covering a significant portion of tuition costs
- Financing options tailored to different student profiles
- Flexible payment plans for master's, doctoral, and undergraduate programs

💵 Students may also access **interest-free monthly financing** offered directly by UNADE.



UNADE

Universidad Americana de Europa

The University for Leaders

<https://unade.edu.mx>

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