

Master in Business Administration

LEISURE MANAGEMENT

- Tourism
- Hospitality
- Events

MADRID, SPAIN
ONSITE



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



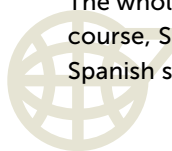
COURSE DETAILS

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 objectives of this **CEDEU MBA - Master in Business Administration** are to help students dominate and competently use finance, economics and marketing, with specializations in tourism, hospitality and events. It is important to cultivate their outstanding professional academic ability with an international perspective, managerial thinking ability 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 **MBA - Master in Business Administration** 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.

The **MBA** enables students to have a strategic planning vision and in-depth knowledge.



CEDEU

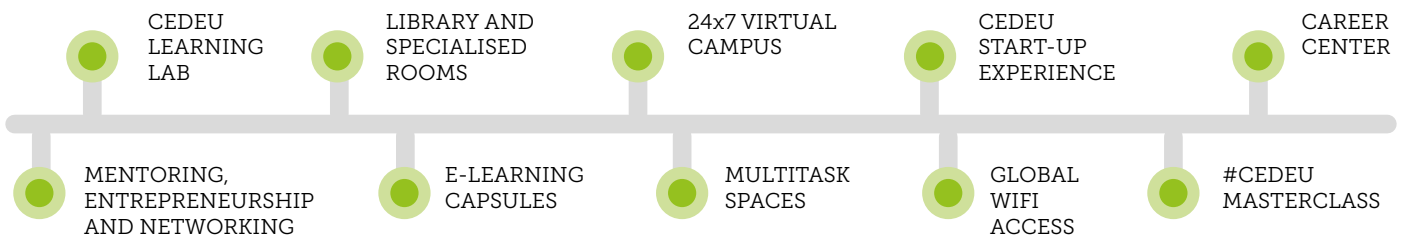


Madrid Centre Campus

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.

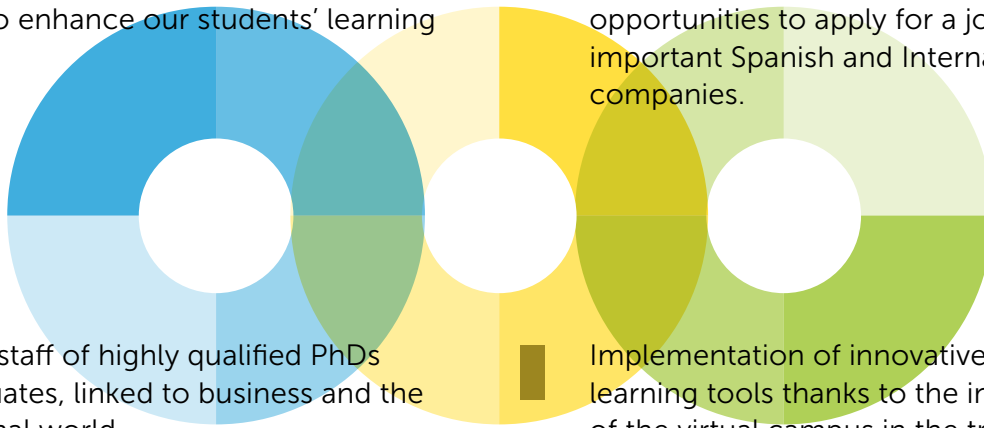
The important thing is to make the most of the opportunities and discussions that arise during the development of the course.

■ 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 of the **MBA** to occupy positions of responsibility at companies, organisations and institutions at national and international level

APPLICATION REQUIREMENTS

To enrol in the Master's Degree in Business Administration is required:

- Application for Admission duly completed.
- Be in possession of an official university degree or to have more than 3 years of professional experience.
- A copy of your national identity card or passport.
- A passport-sized photograph.
- Copy of the academic experience you have completed.
- Recommendation letter.
- Affidavit of authenticity and veracity of the information and documentation provided.

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.

City links

Finally, a great benefit of living in Madrid 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 OUR MBA - MASTER IN BUSINESS ADMINISTRATION

Economy, Accounting and Finance

Our **MBA - Master in Business Administration** 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 MBA explains the structure and functioning of the modern and global economy



Marketing and Communication

The aims of the **MBA - Master in Business Administration** 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.

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

Tourism, Events and Hospitality Management

The objectives of studying about events and tourism are summarised in understanding the principles and the importance of the socio-cultural and environmental impact it generates, in analysing the economic dimension 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.

OFFICIAL DOUBLE UNIVERSITY DEGREE - for University graduates



UNIVERSITÀ DEGLI STUDI
DI CASSINO E DEL
LAZIO MERIDIONALE



This Postgraduate Master's programme is a complete training programme of one academic year, whose curriculum, delivery and evaluation meet the academic quality criteria of the European Higher Education Area (EHEA).

Optionally and voluntarily, CEDEU offers to any participant in the programme who is interested in obtaining an Official University Degree, the possibility of simultaneously enrolling in the Official University Master's Degree in Business Administration accredited by one of the Italian universities listed in this mention.

Obtaining an Official Master's Degree will allow you, if you have a total of 300 ECTS, with your Bachelor's Degree studies and the official Master's Degree, to access the training for the Doctorate level, subject to a declaration of equivalence from the Ministry of Universities of the country in which you wish to do the Doctorate.

MBA - MASTER IN BUSINESS ADMINISTRATION 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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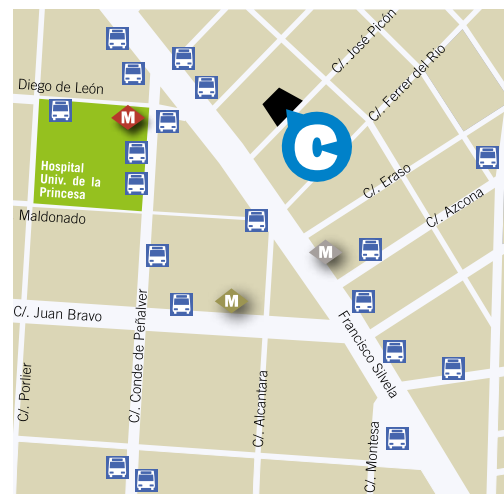
MADRID, SPAIN ONSITE

Dossier updated as of 10 May 2024
It may be modified by the CEDEU Team


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UNIVERSITY COLLEGE



Madrid



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