



International Executive Master in Business Administration (IEMBA)



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Universidad Internacional de la Rioja

The mission of Universidad Internacional de La Rioja (UNIR) is comprehensive training of students in the skills required by today's society. UNIR is committed to meeting the needs and expectations of all interest groups involved in this process—students, teaching and research faculty, administration and service staff, public administrations and society in general—by providing quality education that strives for continuous improvement and excellence.

The values of the UNIR are:

- **Commitment** to student's success.
- **Personalization** of teaching tasks, attending students throughout their studies and supporting them as they seek employment.
- **Ongoing** attention to innovation in our teaching and learning methodology.
- **Fostering** and promoting entrepreneurial spirit.
- **Ability to respond** to the expectations of students, teaching and research faculty, administrative and service staff, public administrations and society in general.
- **Degrees** and study programmes that meet society's needs.
- **Meticulous attention** to quality of instruction and resources.
- **Open approach** to the international dimensions of the university education.

In addition to these characteristics, UNIR, the Online University, is specifically committed to making new technologies productive for university study. We wish to highlight three characteristics of our methodology.

First, UNIR aspires to achieve effective instruction that focuses on each student individually, adapting the pace of education to his/her circumstances.

Second, to fulfil this aspiration, UNIR provides a tutor for each student to avoid the problems of anonymity and massification, so common in higher education.

Third, UNIR ensures that the faculty and management personnel are fully committed to each and every student who embarks—sometimes with considerable sacrifice—on the adventure of pursuing a university degree.





Learn to manage businesses in global markets in a professional, multicultural and international community of students and faculty. 100% online one-year Master degree

The International Executive Master in Business Administration (IEMBA) from UNIR is oriented to professionals who wish to develop as managers or entrepreneurs in organizations that operate in international markets and environments. During the one-year Master programme, students undergo a process of transformation in which they grow academically, professionally and personally. At UNIR, we help our students to accelerate the change they seek and to make the definitive leap to managerial positions.

In the IEMBA, students work with professors and classmates from other countries and cultures, focusing their learning process and developing their skills and practical knowledge through the Case Method, finding the best balance between theoretical learning and understanding the real demands and needs companies experience.

Our faculty is composed of professors from four continents, providing a unique academic experience through their knowledge of managing businesses in different countries and markets.

A programme developed and delivered in the tradition of European university and Business School management training for professionals and executives.



DURATION - 1 year



METHODOLOGY - 100% online education



LIVE ONLINE CLASSES



PERSONAL TUTOR



ECTS CREDITS – 60 in total



AREA OF KNOWLEDGE- Social Sciences and Law
(Faculty of Business and Communication)

Find out more about our discounts from your advisor.

Goals of the Master's degree

The IEMBA from UNIR will train you as a leader in business management and leadership, with the ability to take strategic decisions in the context of a globalized economy and its markets.

You will also develop the knowledge and skills to achieve a comprehensive vision of the company and its different areas: finance, accounting, marketing, sales, human resources, operations, production and technology.

The Master has, among others, the following distinctive characteristics:

- An official University: UNIR is approved and authorized by the Ministry of Education to grant officially recognized degrees with full validity in Spain and throughout the European Higher Education Area (Spanish Law 3/2008 of October 13)
- Case method: You will learn through the case method, by analysing and making decisions with real cases from companies that operate in different markets
- International markets: You will learn to manage businesses that operate in different international environments and will become familiar with companies' internalization processes
- Managerial and negotiation capabilities: You will acquire the skills needed for decision-making and developing projects, as well as for negotiating and for leading work teams
- Digital world: You will develop your knowledge in a digital environment, an important factor in creating new business models in today's firms and companies





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It takes perseverance and dedication. UNIR is a demanding university. But in the end you can apply what you learn to your job

Rubén Mateos, UNIR student

On completing the programme, you will possess advanced solid, practical knowledge in the field of business management and leadership. You will have a comprehensive, global vision of the elements of how businesses are organized and how to manage them successfully. The graduate will be able to make decisions, manage technological change, use computerized tools for business management and strategy, and develop innovation as a competitive weapon.

Graduates develop these abilities in the context of multinational firms, becoming familiar with the distinctive features of different international markets and environments.

“

I chose to pursue this Master at the UNIR because I had heard good things about the University, the versatility that online studies provide and the MBA itself: in fact, the programme has recently been ranked # 1 among programmes of this kind

Juan Ibáñez, Student in the University Master in Business Administration

Management and teaching staff

The IEMBA teaching staff is composed of professors from prestigious universities worldwide and current renowned managers in important companies.

The teaching staff has extensive experience in the training of middle and senior managers in companies around the world.



Trinidad Cortés Puya

Education

Trinidad Cortés Puya holds an Executive MBA from IESE, a Masters in Cultural Management and a Doctorate in Geography from the Universidad Complutense of Madrid. Since 2002, she has been involved in Higher Education. In 2014, she graduated from the International Faculty Program at IESE.

Professional Experience

Cortés Puya has taught at a variety of institutions (Escola Superior de Educação de Coimbra - Portugal; Karlshochschule International University - Germany; UNIBE - Dominican Republic; Anahuac Puebla - Mexico; and Universidad Complutense de Madrid, Universidad de Castilla-La Mancha, Universidad Politécnica de Madrid - Spain). She has devoted time to academic management (Universidad Complutense of Madrid, Universidad Nebrija, Universidad Internacional de La Rioja - Spain). She is currently a Lecturer in the MBA at the UNIR and an active consultant in strategy and marketing linked to tourism development.

Lines of Research

Cortés Puya's research is international in scope (Universidad de Guadalajara - Mexico, Universidad Anahuac DF - Mexico, Universidad Complutense, Universidad Nebrija -Spain) and focuses Tourism, Strategy and Marketing.



Shih-Fu Liu

Education

Shih-fu Liu was born in Taiwan and grew up in Austria. After finishing his BSc in

Electronics at Carinthia University of Applied Science, he moved to Copenhagen for his MSc at Technical University of Denmark. His search for knowledge led him to pursue his PhD at Nebrija University. He finished his MBA in Project Management in 2013 and was awarded the PMP certificate in 2014

Professional experience

In Madrid, Liu worked for several years in the electronic trading industry with ION Trading S.L., a multinational company. He managed teams with members from all over the world and deployed software in then leading investment banks JP Morgan Chase, Bank of America and Citi Bank, in London and New York. He currently works as Patent Examiner in the European Patent Office.

Lines of research

Liu's interests include researching space electronics in collaboration with the European Space Agency, Instituto Nacional de Técnica Aeroespacial, and but also work with other field-relevant institutions in multicultural communication and in how to successfully manage projects when all the odds are against them.



Nóra Nyirő

Education

Doctor in Business Sciences (Marketing and Media specialization) from Corvinus University of Budapest. Participant in Faculty Management Program of IESE Business School. Master in Business Administration specialising in management and marketing communication from Corvinus University of Budapest.

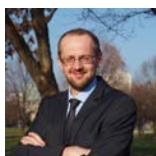
Professional experience

Nyirő has experience in both academia and business practice. She worked for 13 years in the media and advertising market, on both the agency and advertiser sides, as well as in strategic communication consultancy and market research projects. She has 7 years of background in academic teaching and research, from Bachelor's to MBA level. Currently, she is an account director at the international media agency OMD, responsible for full integrated media services for clients from telecommunication, FMCG,

travel, food and financial services companies.

Lines of research

Media consumption habits, Media economics, Online marketing, Acceptance and diffusion of technology innovation.



Borna Jalsenjak

Education

Jalsenjak holds a Doctorate from the University of Zagreb and a Master in Philosophy and Religious Studies from the Faculty of Philosophy of the Society of Jesus in Zagreb.

Professional experience

Jalsenjak is Senior Lecturer at the Zagreb School of Economics and Management (Croatia), where he teaches courses in Business Ethics & CSR, Leadership and Philosophy. He also serves as an invited faculty member in Philosophical Anthropology courses at the Faculty of Philosophy of the Society of Jesus, University of Zagreb (Croatia). He has been visiting researcher at the College of Business of St. Ambrose University (USA) with the Master of Organizational Leadership Program (MOL).

Lines of research

Business ethics; leadership; philosophical anthropology and the cross-section between management science (especially theories of motivation) and philosophy (especially philosophical anthropology).



Francisco Astudillo

Education

Francisco Astudillo holds a doctorate/PhD in Computer Science from the Universidad Politécnica de Madrid, Computer Engineer, and Specialist in Business Administration. He has been a professor at the Universidad Politécnica de Madrid and a research affiliate with the UNU (United Nations University) in Tokyo. He is currently a member of the Governance Board of the Madrid chapter of the PMI (Project Management Institute).

Professional Experience

Certified as a PMP by the PMI, Astudillo has developed most of his professional career in Japan, China, and

South Korea. He has broad experience in managing multicultural and multidisciplinary projects at the national and international level.

Lines of Research

Astudillo has participated in research projects on multilingual systems in NEC Japan, the UNU, and the UPM, and computer science projects at the BBVA and the Spanish Foreign Service. He has directed projects promoting Marca España at large international events: World Expositions in Aichi 2005 and Shanghai 2010, and International Expositions in Zaragoza 2008 and Yeosu (Korea) 2012. He participated in defining Spain's presence in these Expositions, in the design, construction, equipping, and operation of unique constructions, developing promotional activities and organizing institutional and cultural events.



Usamah Afifi

Education

Usamah Afifi has graduated from Warsaw University of Technology-Aerospace Engineering and completed his MBA at the Warsaw University of Technology Business School in association with HEC, NHH and LBS business schools. Usamah Also is a graduate of Executive Management Program at London Business School.

Professional Experience

Usamah Afifi is a professor at Warsaw University of Technology Business School; he lectures the topics of Business Transformation, Project Management and Operations in various MBA and Executive Management programs. He specializes at Business Turnaround and Transformation at the edge of Technology and Business. Usamah has 20 year of practical managerial experience (Delivering Programs, Executive Sales and General Management) in Multinationals such as IBM, Lockheed Martin, PriceWaterhouseCoopers, AMS, and Sybase; and he has worked in more than nine countries. Currently, he is running as CEO his consulting practice as well as IT R&D company. He serves his customers in Cyber security, Big Data and Business Transformation areas. He is passionate in practical application of technology and innovation in day-to-day life. He is also engaged in social activity-coaching, training

and mentoring using multi-level coaching tools in redesigning life style.

Lines of research

Usamah is a co-founder of a Milestone group and Delivery Excellence Consulting that does research in practical application of Leadership, Communication, Strategy Execution and Business Transformation fields using Innovative technology. He has also published various papers in Information Technology in Business.



Kateryna Bondar

Education

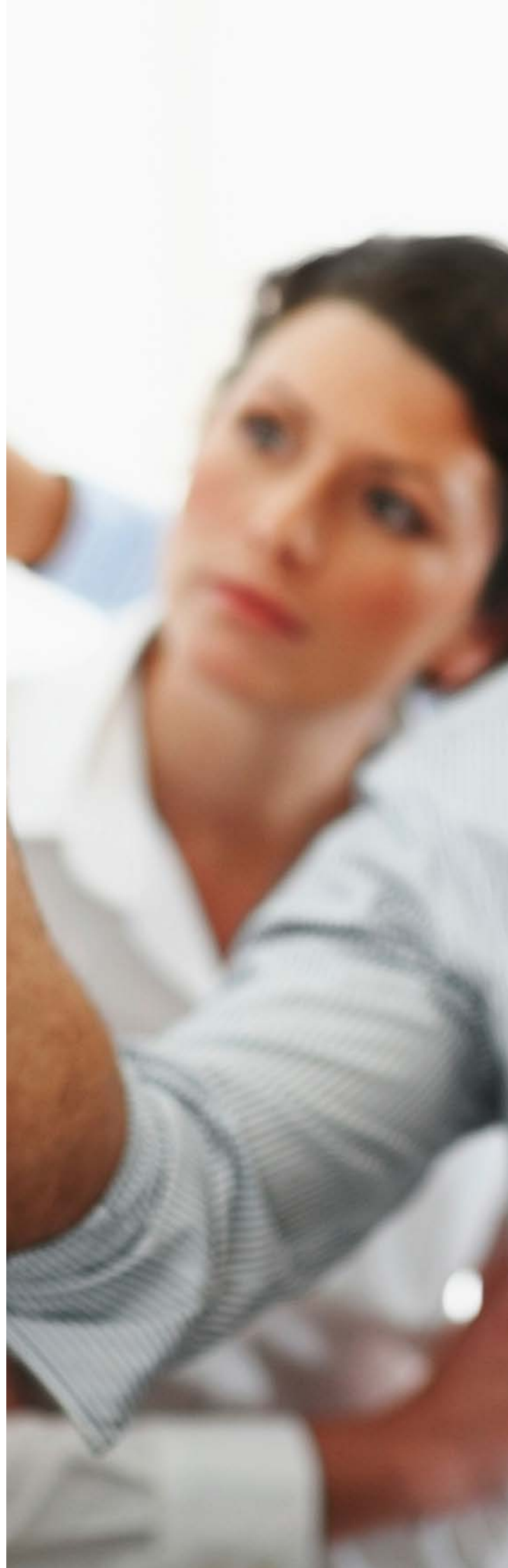
Kateryna Bondar holds a PhD in Technology and Innovation Management (2013) at the University Bw Munich. She previously studied an MSc in Business Studies (2009) at the University of Amsterdam, and an MSc in Computer Science (2010) at the National Aviation University of Ukraine, specializing in Internet Technologies. Before that, she studied a BSc in International Economics (2009) at Kyiv National Economics University, specializing in International Economic Relations; and a BSc in Computer Science (2008) at the National Aviation University of Ukraine, specializing in computer programming.

Professional Experience

Now working at UNIR as Professor of Technology and Innovation Management and trainer at Entrepreneurship at Foment Formación, Spain, she has worked in other educative institutions as a researcher and professor as for example at the Center for Technology and Innovation Management (CETIM) at the University Bw Munich, at the Innova Institute at La Salle BES, Spain and as a visiting researcher at the Royal Philips Electronics, the Netherlands. Dr. Bondar also works as a consultant for writing grant proposals for the Horizon 2020 Program of the European Commission. She has also worked as commercial officer at the Embassy of the Kingdom of the Netherlands in Ukraine, and as assistant of Project Manager at the British Council in Ukraine.

Lines of research

New Ways of Work, Industry 4.0, cultural aspects of knowledge management, philosophy and ethics of technology management.





José Manuel Garaña

Education

José Manuel Garaña holds a PhD in Economy at URJC University (2016).

He previously achieved a Master in Business Organization (2013) at URJC University, a MBA (1998) in Hass School of Business, and a MBA (1994) at Complutense University of Madrid. Before that, he graduated in Communication at Complutense University of Madrid.

Professional Experience

José Manuel Garaña has experience in both the business and education fields. He has been working as a university professor at ESIC Business and Marketing School since 2012. Moreover, he has experience as Account Manager at McCann-Erickson (1993-1996) and as International Commercial Manager at Grupo Bergé (1998-2012). And last but not least, since 2012, he is the founder and CEO of Spain International Products.

Lines of research

José Manuel Garaña has published several articles on Internationalization and Dynamic Capabilities, Marketing and Internationalization, and Cultural Marketing.



Radosław Zajac

Education

MBA, Business School, Warsaw University of Technology, July 2014

Quality Audit and Management, Postgraduate Studies, Jagiellonian University, June 2005 MSc, Mathematics, Jagiellonian University, July 1999.

Professional Experience

Business analyst, PM and manager at PZU (biggest polish insurance corporation), February 2003 – Present Lecturer at Jagiellonian University, mathematics, statistics, forecasting, information technology, October 2001 – Present.

Lines of research

Forecasting, Knowledge Management, Project Management, elements of Marketing.

Programme



1. Strategy and General Management

1.1. Situation analysis	3
1.2. Strategic planning, general management and operations management	3
1.3. Strategic Management of Information	3
1.4. Corporate quality	2
<i>Review week and submission of projects</i>	
Total	11

2. Marketing and Sales Management

2.1. Business and international marketing	3
2.2. Marketing management and strategic marketing	3
2.3. Sales management	3
2.4. Digital marketing	3
<i>Review week and submission of projects</i>	
Total	12

3. Operations and Technology Management

3.1. Information systems for process management	3
3.2. Functional and process management	3
3.3. Management in technological environments	3
3.4. Project management	2
<i>Review week and submission of projects</i>	
Total	11





Programme



4. People Management and Managerial Skills

4.1. Management of Human Resources 3

4.2. Leadership and negotiation techniques 3

Review week and submission of projects

Total 6

5. Financial Management and Control

5.1. Management accounting 3

5.2. Cost analysis for decision-making 3

5.3. Financial management and international financial instruments 3

Review week and submission of projects

Total 9

6. Final Master Project **11**

11 ECTS



A new concept of online university

UNIR, a 100% online university, has established itself as an educational solution adapted to new times and contemporary society. Its innovative pedagogical model has created a new concept of the university, one that integrates state-of-the-art technology with individualized, high-quality instruction.

The 100% online methodology allows students to study wherever they are, while interacting, socializing, and sharing experiences with their classmates and professors.

UNIR currently has:

- Over 20,000 students.
- Over 5,000 international students.
- A presence in 79 countries across 5 continents.
- Over 80 undergraduate and postgraduate degrees.
- Over 3,000 collaboration agreements to provide internships to our students.

UNIR is a university responsible to culture, economy, and society. This commitment is embodied in UNIR's Foundation. UNIR has also expanded into Latin America and, in 2014, opened UNIR Mexico, the country's first online university with live classes, based in Mexico DF.



Our methodology is the main value for our students. We offer a personalized education, 100% flexible in time management and schedules, compatible with everyday life

Live online classes

We offer students the opportunity to attend daily live online classes. During these sessions students can interact with the professor and receive answers to their queries in real time, sharing knowledge and experiences.

The pace of education is adapted, as much as possible, to the needs of the students in each class. Not attending a live class does not mean you miss it. All classes are recorded and can be watched afterwards, as often as you like, so students who cannot watch live class are not negatively affected.

Personal Tutor

From your first day at UNIR, you will have a personal tutor who is always available by phone and email. The tutor's role is crucial to each student's educational development, since he or she is your primary connection to the university and main source of information and advice during your education.

Tutors provide personalized attention through continuous advising of each student.

The personal tutor:

- Answers questions about academic procedures, paperwork to be completed or specific topics in a course
- Helps you plan in order to make the best use of your time
- Recommends which pedagogical resources on the platform can be used for each task
- Is committed to your education to help you pass each course

Pedagogical resources

UNIR's Virtual Campus provides a great variety of contents to help you prepare each course. These materials are organized to facilitate quick, effective learning.

You can access the units that explain the material in the programme, key ideas for each unit (prepared by the professor teaching the course), complementary audiovisual material, activities, readings and assessment tests. In addition, you will have access to masterclasses on specific topics and will be able to participate in forums, chats and blogs in which you will interact with professors and classmates to expand your knowledge and answer any questions you may have.

Assessment system

To determine the level at which the student has achieved the general and specific objectives defined in the Master we must assess the competencies acquired during study. Learning will be assessed through the grades earned for performance in the following:

- Continuous assessment (assessment tests, participation/student's involvement in forums, debates and other collaborative media, and solving practical cases)
- Master's Final Project



Admissions information

• Recommended profile

The Master is oriented to professionals and university graduates who wish to advance their professional careers toward managerial positions.

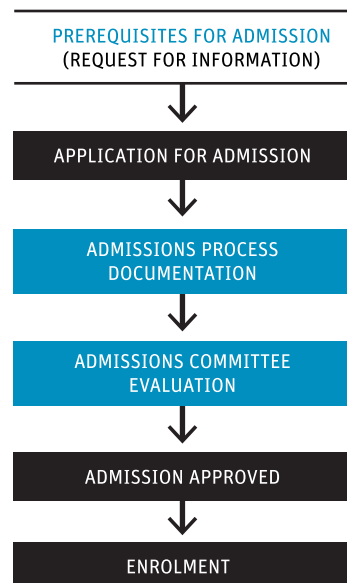
We also recommend that prospective students have the following profile characteristics:

- An open mind and analytical capability
- Mastery of the basic mathematical tools for study of and application to finance and economics
- Good communication and social skills and capability for teamwork
- Self-discipline

• Admission Process

1. When you apply to the Master programme, you will receive a phone call from a personal advisor, who will verify that you fulfil the minimum requirements and will advise you about the programme.
2. Send the completed Application for Admission.
3. Enclose copies of the following documents:
 - a. Current curriculum vitae
 - b. Optional: one letter of recommendation
4. The Admissions Committee will review the application and documents and determine whether the candidate needs to send additional documentation.
5. The University will let you know whether you have been accepted or denied admission to the programme and, if you are admitted, how to formally accept the offer, reserve your place and enrol.





- **How to enrol**

If you have been admitted to the IEMBA, your advisor will:

1. Tell you what documents to provide (certified official copies).
2. Send you the enrolment form to be completed, specifying the payment method that best suits your needs.
3. See that you receive the passwords to access the VIRTUAL CLASSROOM.
4. Help you to begin the Master, planning your personalized study programme.

- **Tuition, fees and payment methods**

The registration fee includes education and access to the virtual classroom, as well as use of study and communication tools and interactive materials.

Third-party materials such as textbooks are not included, but you can obtain them through the UNIR under special conditions.

Fees for other administrative services, such as issuance of certificates, diploma, European Diploma Supplement, duplicate copies, etc. are available on the webpage.

