



UCAM

UNIVERSIDAD CATÓLICA
DE MURCIA



**Doctor of
Business Administration**

➤ About Universidad Católica de Murcia

Founded in the year 1996, UCAM is a fully accredited European University with a clear mission: to provide students with the knowledge and skills to serve society, to contribute to the further expansion of human knowledge through research and development. UCAM empowers students to develop their own real-world skills.

UCAM is among the first universities to adapt its programmes to the European Quality System for Education, following the Bologna Process.



➤ UCAM's Rankings

- ★ 1st in Psychology in Europe
- ★ 1st in Computer Science in Europe
- ★ 6th in Civil Engineering in Europe
- ★ 4th in Spain in Business Administration
- ★ Top 10 for Executive MBA



➤ About the Programme

The programme will give you the necessary tools to contribute to production and dissemination of the applied science in the areas of management and business administration through a well-developed digital resources, personal tutor and research guide support.

This learning and research experience challenges you to sharpen your critical and analytical expertise. You will develop your research skills to become an expert in your field with a proven ability to think outside of the box.

The programme is designed to fit in to the busy schedule of a senior executive ensuring the work-life-learn balance is not compromised.

➤ Programme Structure

1. DBSM9795 Advanced Marketing Strategies
2. DBSM9812 Contemporary Strategy Analysis
3. DBSM9820 Financial Decision Making
4. DBSM9832 Innovation, Creativity and Entrepreneurship
5. DBSM9850 Managing Change and Leadership
6. DBSM9866 Managing Global Organisation
7. DBSM9887 Sustainability and Corporate Social Responsibility
8. DBSM9890 Emerging Technology for Leaders
9. DBSM9891 Managing Technological Innovation
10. DBSM9920 Research Methods & Design
11. DBSM9950 Thesis/Dissertation



➤ Entry Requirements

Applicants should either possess:

- Master degree from an internationally recognized academic institution or possess a recognized Bachelor Degree with at least 10 years working experience at managerial level and be at least 35 years old.
- Min. 4 years of work experience in executive or senior management positions





DOUGLAS
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