

## Módulos Online

### Estructura

#### **Módulo cero: Track del SER**

Coaching semi-personalizado de autococimiento.

#### **Operations Management and Strategy**

##### **(3 créditos hora semestrales)**

Part 1. Operations Management

Part 2. Operations Strategy

#### **Management (3 créditos hora semestrales)**

Part 1. General Management Principles

Part 2. Talent Development Management

#### **Management and Financial Accounting**

##### **(3 créditos hora semestrales)**

Part 1. Management & Financial Accounting

Part 2. Financial Analysis

#### **Marketing Management (3 créditos hora semestrales)**

Part 1. Marketing Strategy

Part 2. Strategic Marketing

#### **Triple Bottom Line Thinking**

##### **(2 créditos hora semestrales)**

Triple Bottom Line Thinking

#### **Financial Analysis & Corporate Finance**

##### **(3 créditos hora semestrales)**

Part 2. Valuation and Investment Analysis

Part 1. Business Policy

#### **Strategic Management (3 créditos hora semestrales)**

Part 1. Scenario Analysis & Strategic Decision Making

Part 2. Managing Innovation and Corporate Entrepreneurship

#### **Leadership (4 créditos hora semestrales)**

Part 1. Business Strategy

Part 2. Inner Leadership & Personal Assessment

#### **Strategic Market Orientation**

##### **(2 créditos hora semestrales)**

Part 1. Brand Building & Communications

Part 2. Digital Business

#### **Global Business**

##### **(1 créditos hora semestrales)**

Leading Change

#### **Economics and Risk management**

##### **(2 créditos hora semestrales)**

Economic Environment

#### **Business Modeling & Planning**

##### **(3 créditos hora semestrales)**

**Residence One:** Effecting Knowledge

Management for Improvement and Breakthrough Innovation

##### **(2 créditos hora semestrales)**

**Residence Two:** Transforming the Business

Model: Global Business

##### **(2 créditos hora semestrales)**

### Total: 38 Créditos

A través de un plan de estudios integral, el Executive Master in Business Administration de Westfield Business School promueve la reflexión en los alumnos, el trabajo más eficiente y la identificación de problemas a través de la observación.