

ENAE
International Business School



**PANAMERICAN
UNIVERSITY**



Bachelor in

Business Administration

Official US Master's Degree

fuerm
Fundación Universidad Empresa Región de Murcia

Center affiliated with:



**UNIVERSIDAD
DE MURCIA**



**Universidad
Politécnica
de Cartagena**



Bachelor in

Business Administration

Official US Master's Degree

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>>> ABOUT US



ENAE

International Business School of
Business University Foundation of
the Region of Murcia.

Empowering

next-gen business leaders

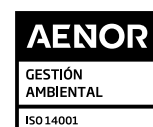
Building

professional development opportunities

International Presence

in institutions from around the
world

Center affiliated with:



FORMING LEADERS SINCE 1988

- | | |
|--------------------------------|--------------------------|
| 01// Continuous training | 04// Professional growth |
| 02// International recognition | 05// Practical tools |
| 03// Entrepreneurship | 06// Networking groups |

**ENAE is ranked
among the best
Business Schools**



Ranking 2025

#6

Master in International Trade

Category: Recent graduates and young professionals

#7

Global Executive MBA

Category: Executive Programmes

#12

International MBA

Category: MBA

#4

Magistrae

Category: Senior Management

QS STARS



Introduction to the Bachelor's Degree

To immerse students in learning experiences that will expose them to the latest theories, trends, technologies, and practices related to the field of business administration. The program aims to develop for students a unique competitive edge of integrating to both manage the business and manage the organization from an innovation/strategy vantage point. The learning journey the development of soft skills such as strategic thinking, creativity and problem solving among others. This program provides the knowledge that a business administrator should have with the option of selecting relevant specializations that will emphasize the particular focus and area of expertise.

> This Bachelor's program has been structured with the following components:

a) Core business education

- Market Research
- Customer Acquisition
- Sales Techniques
- Customer Loyalty Strategies
- Business Analytics & Intelligence

> All from a broader perspective of the company's digital transformation strategy:

- Digital Strategy
- International Business in the Digital Era
- Mobile Innovation & Technology
- Digital Transformation of Projects & Operations

Target Audience

- Aspiring Business Leaders looking to build a solid foundation in all areas of business management while fostering a future-ready mindset.
- Young Professionals seeking to accelerate their careers with a comprehensive and modern business education.
- Entrepreneurs and Innovators aiming to develop disruptive, customer-focused solutions and scalable business models.
- Professionals interested in digital transformation, AI, data science, or international business who wish to reskill or specialize.
- Students passionate about global markets, sustainability, and the intersection of technology and business.





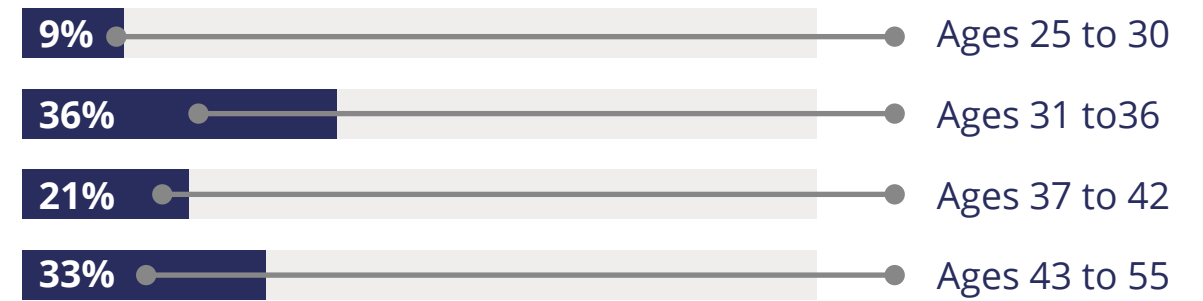
Student profile

ENAE Business School seeks to train the best professionals and provide them with tools to create value in both companies and the society at large.

> Entrepreneurial attitude.
Leadership.
Ability to work as a team.
Sense of professional ethics.



> Age



> Gender

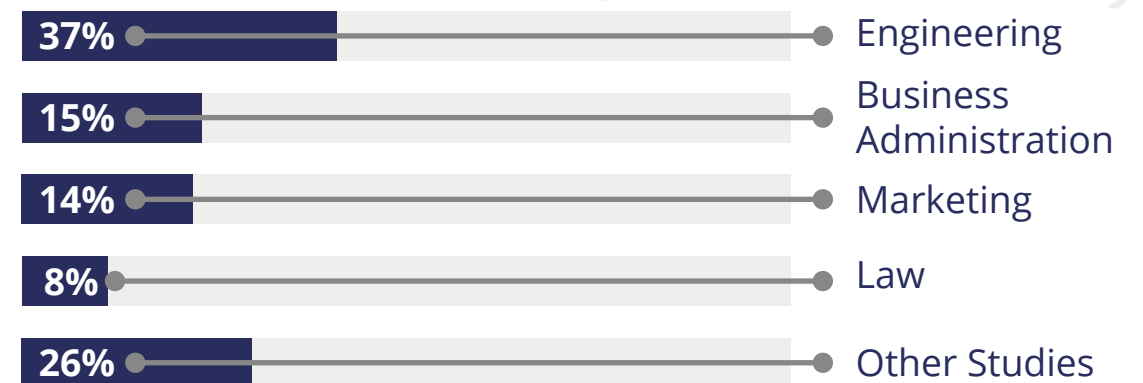


> Nationalities

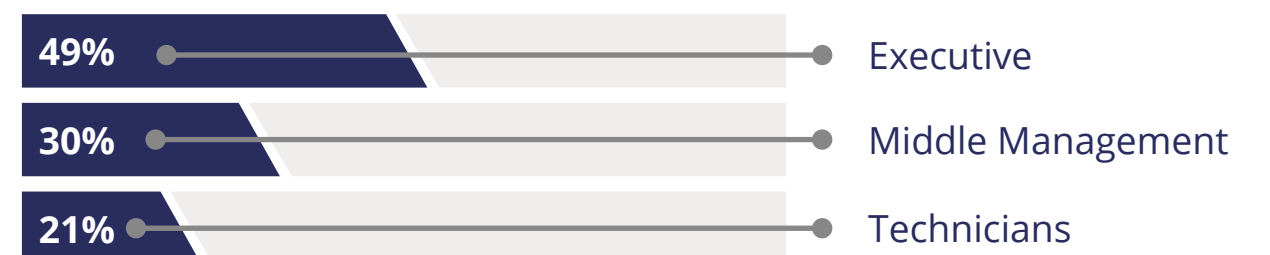
- Spain
- Colombia
- Costa Rica
- El Salvador
- France
- Mexico
- Panama
- Dominican Republic



> Qualifications



> Category



Our Vision

In today's knowledge and information society, the demand for professionals with this skill set is growing rapidly. Companies are increasingly seeking high-level professionals with expertise in data analysis who can add value by streamlining processes and delivering agile, effective, and high-quality solutions.



This master's program is designed for professionals who want to strengthen and expand their knowledge and skills in business intelligence to take on leadership and strategic roles. It is also ideal for those looking to transition into the dynamic and emerging field of data science.

Your journey has just begun. Unlock it with our training.





Objectives

The program aims to develop the knowledge, competencies, and strategic mindset required to manage both business operations and organizational innovation in a global, tech-driven environment.

It also focuses on enhancing students' abilities in problem solving, critical thinking, and creativity, enabling them to adapt to the ever-evolving landscape of business administration.

The curriculum fosters professionals capable of designing innovative business models, leading teams, and driving transformation through the integration of strategy, technology, and data analytics.

The four core competencies developed upon completion of this program are:

01 //

Applying strategic, creative, and analytical thinking to solve real-world business challenges.

02 //

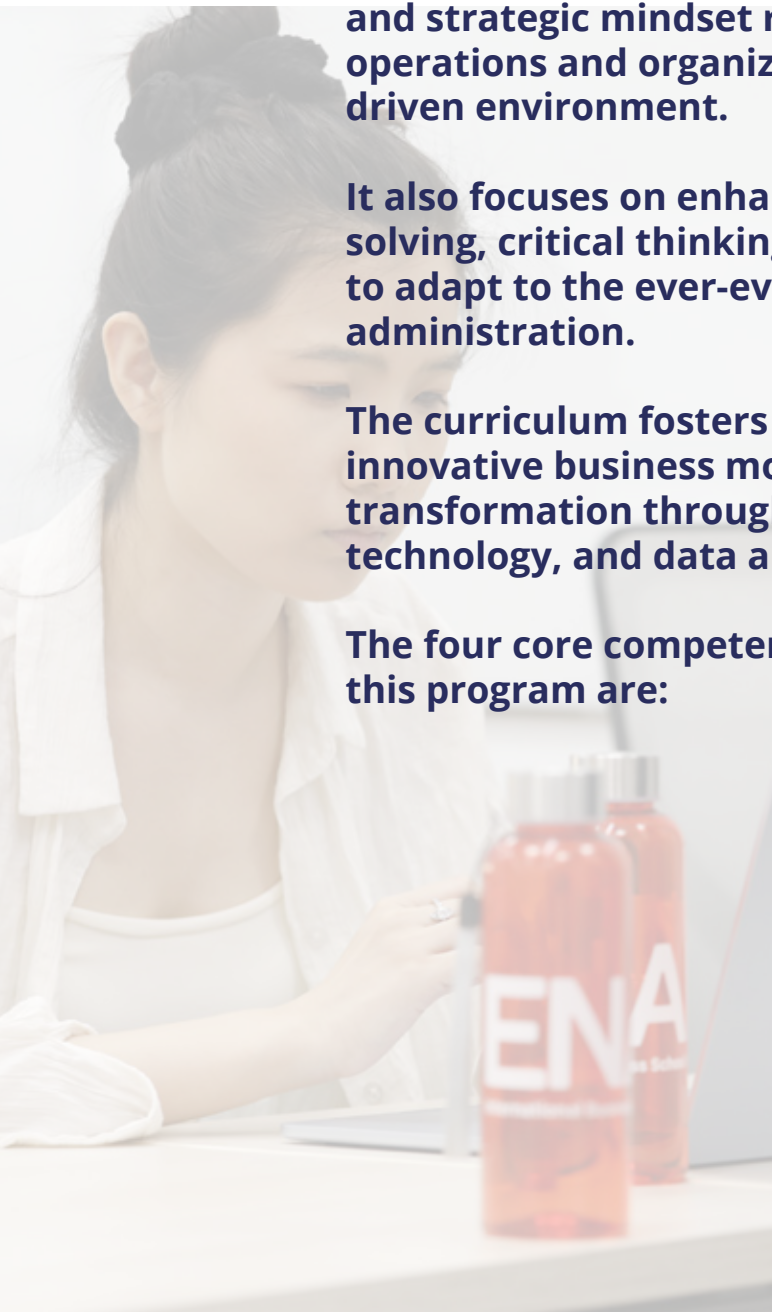
Understanding and managing financial, operational, and human resource processes across departments.

03 //

Developing business models through innovation, entrepreneurship, and digital transformation.

04 //

Leading business growth and internationalization using data-driven decision-making and modern management tools.



Methodology

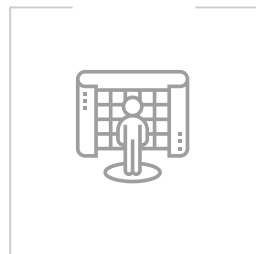
- > **Internship**
program
- > **Experience-based learning**
ENAE active methodology
- > **Bussines**
plan

01 //



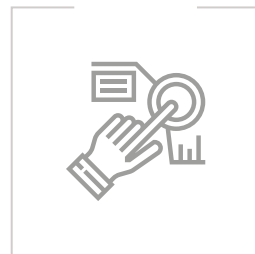
RELATIONSHIP
BETWEEN THEORY
AND PRACTICE

02 //



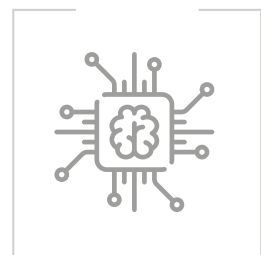
CASE STUDIES

03 //



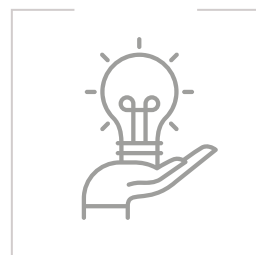
VIRTUAL CAMPUS
STUDENT POINTS
OF VIEW

04 //



NEW
TECHNOLOGIES

05 //



BACHELOR'S
THESIS

Learning
Training
Networking
Experience
Real cases
Tutoring assistance

Accreditation

Bachelor's programs in the United States are granted by educational institutions that are licensed to operate as universities. In the case of Panamerican University, this license is issued and regulated by the Florida Commission for Independent Education (FCIE), which is part of the Florida Department of Education.

Academic degrees from the United States are recognized by Commonwealth member countries and are transferable in most countries around the world.



Design your Future

360 Learning

Through our new training model, students may select the training modality that best suits their needs: either 100% online or a combination of in-person and online classes, without losing the opportunity to interact with their teachers and classmates in real time.

The essence of in-person training is maintained through a live platform that facilitates online classes. This new training model is complemented by a Virtual Campus in which the student has access to all learning resources, class recordings, as well as additional content such as webinars and online resources.

By combining the best of both worlds, which include in-person training and online training, this model provides students with greater flexibility, custom training, and the development of digital skills.

Choose your modality:



01 //

Blended learning with stay

The blended-with-stay option merges the best of face-to-face and online training, offering a 3-week in-person residency program at the ENAE Business School.

Academic Program

Bachelor in Business Administration

GENERAL EDUCATION COURSES

- ENGLISH COMPOSITION I AND II
- PRINCIPLES OF PHILOSOPHY AND ETHICS
- INTRODUCTION TO BUSINESS ECONOMICS
- HISTORY OF MODERN WESTERN CIVILIZATION
- COLLEGE ALGEBRA
- FUNDAMENTALS OF HUMAN BEHAVIOR
- CRITICAL THINKING AND PROBLEM SOLVING
- SPIRITUALITY AND THE SCIENCE OF HAPPINESS
- FUNDAMENTALS OF EFFECTIVE COMMUNICATION

BASIC EDUCATION COURSES

- MANAGEMENT ACCOUNTING
- FINANCIAL MANAGEMENT
- STATISTICS FOR BUSINESS
- FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT
- FUNDAMENTALS OF MARKETING
- PRINCIPLES OF BUSINESS MANAGEMENT
- PROJECT MANAGEMENT
- PRINCIPLES OF SALES AND NEGOTIATION
- INTRODUCTION TO OPERATIONS MANAGEMENT
- PRINCIPLES OF SUPPLY CHAIN MANAGEMENT

SPECIALIZATION COURSES

- INNOVATION MANAGEMENT: PROCESSES AND METHODS
- INTRODUCTION TO DIGITAL TRANSFORMATION
- STRATEGIC PLANNING AND MANAGEMENT
- FUNDAMENTALS OF ENTREPRENEURSHIP
- INTRODUCTION TO ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING
- INTRODUCTION TO CONSUMER BEHAVIOR
- INTRODUCTION TO INTERNATIONAL BUSINESS
- INVESTMENT PROJECT ANALYSIS
- BUSINESS GROWTH MANAGEMENT
- INTRODUCTION TO BIG DATA AND BUSINESS ANALYTICS
- OPTIMIZATION OF PROCESSES AND LEAN METHODS
- FUNDAMENTALS OF BUSINESS LEADERSHIP
- ORGANIZATIONAL BEHAVIOR
- DIGITAL MARKETING AND SOCIAL MEDIA

CONCENTRATION AREA I: ENTREPRENEURSHIP AND INNOVATION

- DESIGN OF EXPERIMENTS FOR INNOVATION
- MODELS OF DISRUPTIVE AND DIGITAL INNOVATION
- CUSTOMER-CENTERED INNOVATION
- THE INNOVATIVE ENTREPRENEUR
- INTERNATIONAL ENTREPRENEURSHIP
- HIGH-TECHNOLOGY BUSINESS MODELS: FINTECH, HEALTHTECH, AND DIGITAL PLATFORMS

CONCENTRATION AREA II: DATA SCIENCE AND BUSINESS ANALYTICS

- ALGORITHMIC BUSINESS THINKING
- DATABASE MANAGEMENT FOR ANALYSIS
- MODEL DESIGN AND CALIBRATION
- FUNDAMENTALS OF PYTHON
- DATA VISUALIZATION
- TIME SERIES FORECASTING AND PREDICTIVE ANALYSIS

CONCENTRATION AREA III: GLOBALIZATION AND INTERNATIONAL BUSINES

- GLOBALIZATION AND CLUSTERS
- INTERNATIONAL MARKETING
- INTERNATIONAL FINANCE
- INTERNATIONAL STRATEGY AND DIVERSIFICATION
- INTERNATIONAL ENTREPRENEURSHIP
- SIMULATION OF INTERNATIONAL BUSINESS



Bachelor's Thesis

The purpose of the project is to apply the knowledge acquired during the master's degree to a real case or to a new business project with clear start-up possibilities.



The objective is to prevent good business ideas that students come up with upon acquiring knowledge during the course, from simply becoming evaluation work, when they can be immediately applied to companies already in operation or even to generate new companies.

Over the course of the project, a tutor will be available to support students as well as advise participants and guide them during the implementation. Tutors have their specific roles.

Projects will be defended before an examining board, which will evaluate them according to the criteria established for said purpose.

> **Improvements**
at existing companies.

> **Creation**
of new lines of business.

> **Implementation**
in existing companies.

ENAE

Experience

> GRADUATION CEREMONY

A MOMENT TO REMEMBER

We honour students with their diplomas after a year of dedicated work, perseverance, and gaining knowledge.



> NETWORKING

PROFESSIONALS & BUSINESS PEOPLE

Exchanging ideas, experiences and knowledge



> SEMINARS AND CONFERENCES

A wide range of topics covered by top-level speakers

Empowering the next generation of business leaders

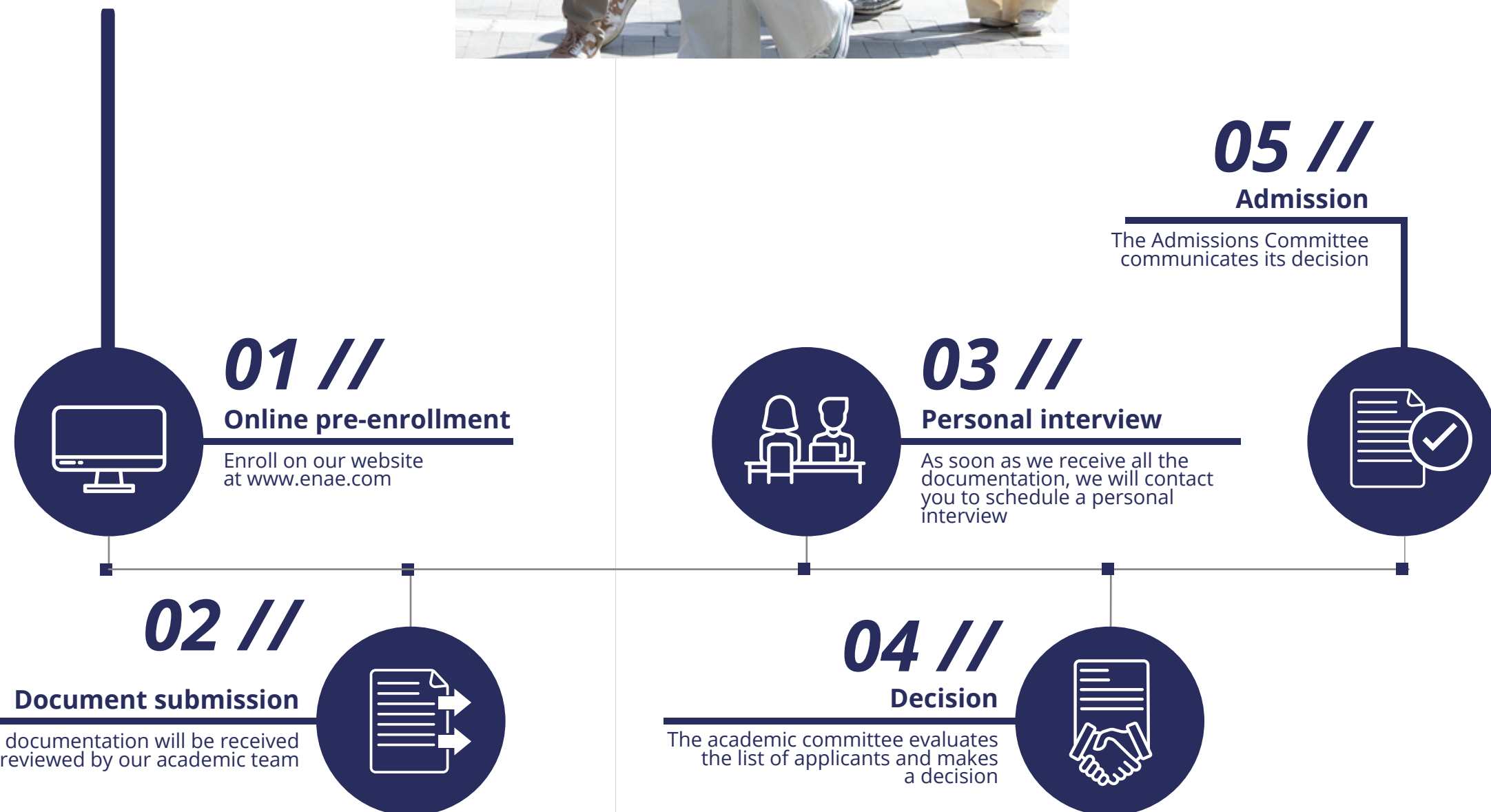




Admission Process

To ensure applicant suitability, all participants must pass an admission process comprising

5 PHASES.



Be motivated to give your best, be eager to learn, have an open-minded attitude, and be ready to forge ahead in an international environment.

Faculty

JOSE ANTONIO RODERO

Director at Impulso Directivo



Currently, he is the Director of Impulso Directivo, a consultancy firm focused on advising executives in various areas, especially strategy, business plan development, management control, Balanced Scorecard, marketing, finance, cost management, human resources, etc.

He has worked as Head of the Management Consulting Department at Inforges, as an

associate professor at the University of Murcia, and as a freelance consultant for various companies.

He has participated as a speaker at various national and international conferences and is the author of several book chapters.

MIGUEL LÓPEZ

General Director at ENAE



Since October 2018, he has been the General Director of the Fundación Universidad Empresa de la Región de Murcia and ENAE Business School.

Previously, he was the Financial Director for Spain and Portugal at IBM, and in 2006 he was appointed Financial Director for Greece, Turkey, and Israel as well. In March 2008, he became CFO of Sogeti (CAPGEMINI Group) until September 2010, when he was appointed CFO of the IT Region Mediterranean and Latin Ameri-

ca at AXA. At both ENAE Business School and IE Business School, he teaches Operational Finance and Corporate Governance in the Executive MBA program. He is also an associate professor in the Master's in Insurance Management and in the Senior Management Program in collaboration with ICEA.

RICARDO MORENO

Operations Director at Juver



Director of the Master's Program in Production and Logistics Management at ENAE Business School. For 10 years, he has led the logistics and operations management programs at ENAE Business School.

He is currently also the Director of Master's Final Projects at ENAE Business School. In his teaching experience, he has delivered seminars and been part of the faculty in various MBA programs and in Operations Management in Spain and Latin America.

His main research and professional focus is on Supply and Storage Management within the Supply Chain.

With over 15 years of professional experience in Operations Control and Logistics, he has worked for Hero España S.A. and is currently the Operations Director at Juver Alimentación S.A.

ELENA MÉNDEZ

Director at enEvolucion



Director of the expert network in Human Resources Management and professional development, enEvolucion. Previously, she developed her career at Hewlett-Packard, C.A.S.A., CapGemini, HAY Group, and Europraxis, in areas such as technology, Human Resources, and strategy.

She is a professor at IE Business School in the Senior Management Program (SMP), Executive

MBA, and also participates in advanced programs in the fields of Real Estate, Family Businesses, Audiovisual, Pharmacy, Communication, and In-Company Programs. She also teaches at IED in the Communication and Fashion (HR) course.

ALFONSO SAMPER

General Director at GOR FACTORY



General Director of GOR FACTORY. Throughout his career, he has held roles as General Director and CFO at the FINI GOLOSINAS Group, as well as Audit Specialist at KPMG (Big Four Audit Firms), where he audited more than 50 companies across various sectors, especially in finance, real estate, and industry.

He was named one of the 100 Best Financial Executives in Spain in 2016, 2017, and 2018 by Actualidad Económica magazine.

CARLOS TORREGROSA

Senior Vice President at Frumeca



He began his professional career at Filipini as a member of the Engineering Department, later joining HIMOINSA, where he was Head of the Engineering and R&D Department and eventually Project Director.

He joined GRUPO PRAMAC as Head of Engineering for the Power Engineering Division. He was promoted to Plant Manager at Pramac Ibérica, where he led production changes and the industrialization of products, achieving significant cost reductions, resource optimization, and quality improvements.

He later held the position of Chief Operations Officer (COO) and was a member of the Management Committee, actively participating in the company's training plan at both national and international levels.

He currently leads and coordinates the Management Committee of Grupo Frumecar, a company focused on both national and international markets, whose main mission is the supply of machinery worldwide.

BALVINDER SINGH POWAR

Founding partner, board member, and director of BOOSTER Space Industries and AERDRON.



Business Mentor at The Founder Institute, one of the largest and most influential startup networks in the world.

Master in Conflict Resolution and Mediation Studies from the University of London. ILM accredited trainer. National Certificate in Labor Mediation, accredited by OCN.

Associate professor and business mentor at IE Business School, he gives lectures around the world on leadership, conflict resolution, team management and motivation, entrepreneurship, and the new Commercial Space Industry.

MIGUEL SOLDÁN BELDA

Founder & CEO of INTERLABORIS



His professional career began as an associate at Sanahuja Cubel law firm. He later worked as HR Manager at Ferrovial Conservación S.A. (FERCONSA), and subsequently at the Unión Española de Explosivos Group as Director of Industrial Relations and then as Human Resources Director of UEE Europe.

He has served as HR Director at the Naturener Group S.A. and is currently Managing Partner at Interlaboris Negociación S.L. He teaches Labor Law and Social Security in the Master's in Legal Advisory (MAJ) and Master's in Auditing programs at IE Business School in Madrid, and

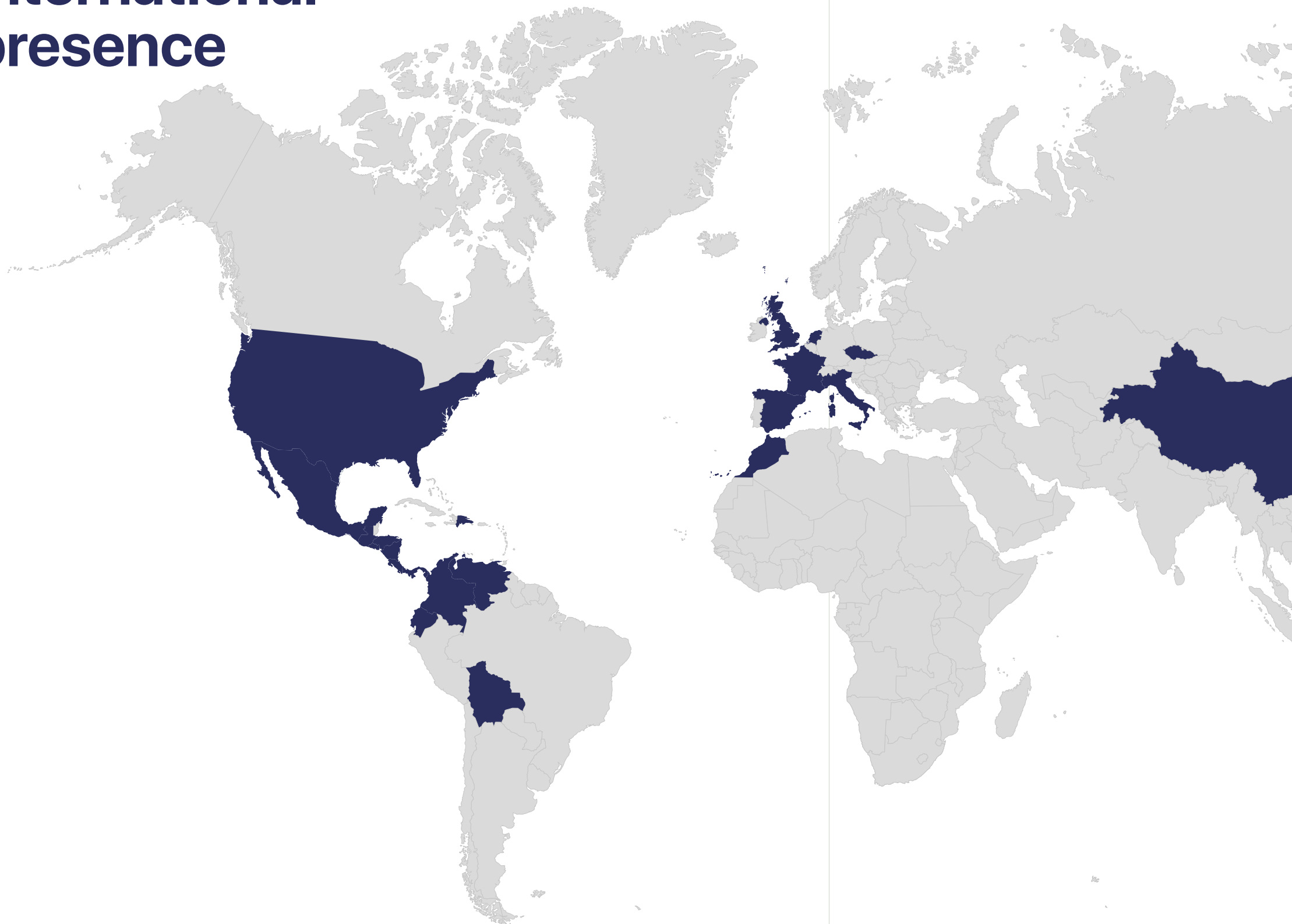
Negotiation in the Master's in Human Resources program at the same institution.

He is a member of the Spanish Association of Labor and Social Security Law, a member of the Negotiation and Mediation Center at IE Business School in Madrid, and since 2003, he has directed the annual seminar "Negotiation in the Labor Field" at IE.





International presence



- > United States
- > Mexico
- > Guatemala
- > Honduras
- > El Salvador
- > Nicaragua
- > Costa Rica
- > Panama
- > Venezuela
- > Colombia
- > Ecuador
- > Peru
- > Bolivia
- > Dominican Republic
- > United Kingdom
- > Poland
- > Czech Republic
- > Netherlands
- > Italy
- > France
- > Morocco
- > China
- > India
- > Pakistan
- > Spain

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