

ENAE
International Business School



**PANAMERICAN
UNIVERSITY**

>>>

Master International MBA

Official US Master's Degree

fuerm
Fundación Universidad Empresa Región de Murcia

Center affiliated with:



UNIVERSIDAD
DE MURCIA



Universidad
Politécnica
de Cartagena



Master International MBA

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

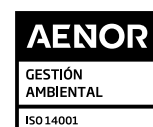
Building

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 Master's Program

The International MBA is the most highly regarded training program for achieving success in senior management. It is designed for active entrepreneurs and executives who aspire to excellence in leadership.

With over 30 editions, its effectiveness and quality are well proven.

This Master's program is a unique opportunity to grow professionally, update your knowledge, and meet the demand for leaders capable of guiding companies into the future.



Innovative and practical training



Acquisition of a global market vision



Collaborative environment



Networking events



Target Audience

Designed for professionals, managers, executives, and entrepreneurs with extensive experience who seek to update their knowledge and acquire new skills and strategies in business management and organization.



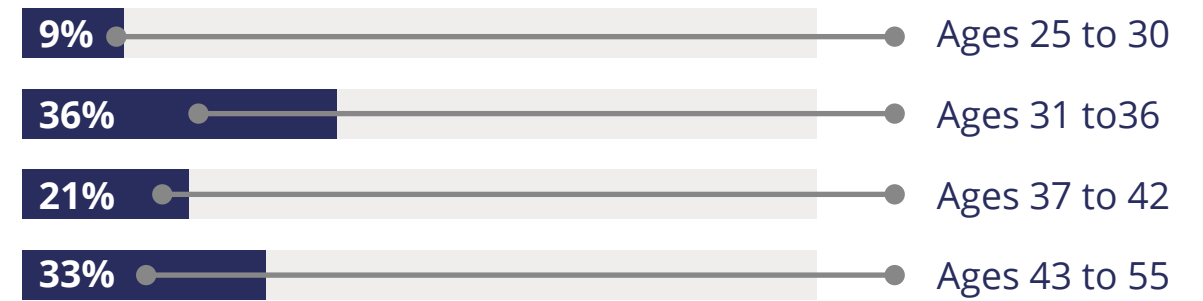
Student profile

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

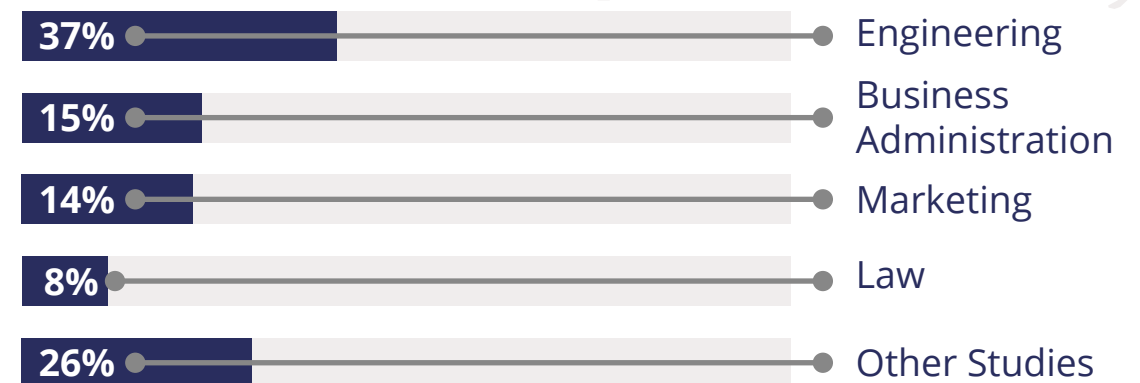


> Nationalities

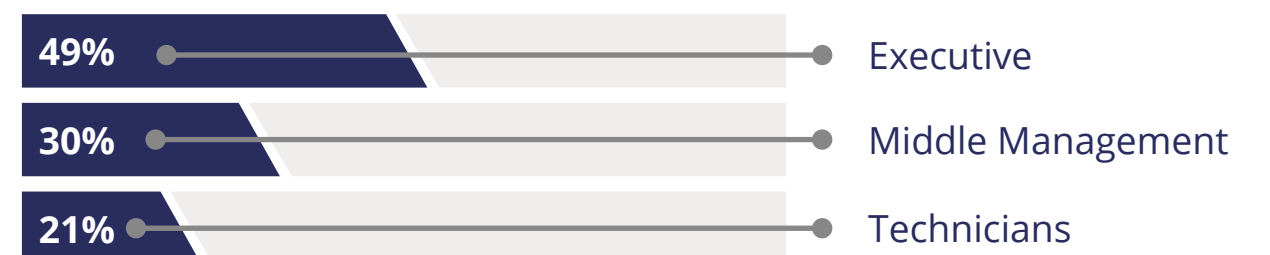
- Spain
- Colombia
- Costa Rica
- El Salvador
- France
- Mexico
- Panama
- Dominican Republic



> Qualifications



> Category



Our Vision

The **International MBA from ENAE Business School and Panamerican University** is the answer that executives and business leaders seek when striving for business excellence through education.

The challenges faced by today's business leaders demand strategic vision, multidisciplinary knowledge, the ability to anticipate change, and the capacity to deliver distinctive value to their organizations—integrating key cross-cutting elements such as sustainability, innovation, and a people-centered corporate culture.



The path to success is always under construction. The Executive MBA is the most highly valued training program for achieving success in senior management, backed by over 28 editions that attest to its effectiveness and academic excellence.

Continuous improvement is one of a leader's core values. That's why this program is designed for active entrepreneurs and executives aiming for leadership excellence, as well as professionals from all sectors who seek to evolve and move toward corporate leadership.

This Master's program is a unique opportunity to grow professionally, update your knowledge, discover new management methodologies, and meet the demand for leaders who will guide companies into the future. MBA education must teach and instill the importance of analyzing and developing proven techniques in business leadership and management.

The future of business starts today. Join us!





Objectives

The program aims to develop the skills, competencies, and experience of graduates to lead the transformation of the marketing function from local to international and from analog to digital.

It will also enhance students' strategic thinking, foresight capabilities, and innovative mindset to support the internationalization and value proposition development of companies.

The program will shape professionals capable of designing digital business models and crafting marketing strategies using cutting-edge applications and technological tools.

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

01 //

Applying quantitative and qualitative techniques to generate market insights.

02 //

Providing guidance on resource allocation, marketing mix, technology adoption, and the selection of new products and market initiatives.

03 //

Creating relevant content for various media channels.

04 //

Managing the internationalization of marketing functions.



Methodology

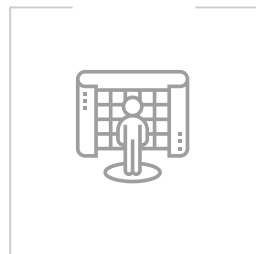
- > **Internship**
program
- > **Experience-based learning**
ENAE active methodology
- > **Bussines**
plan

01 //



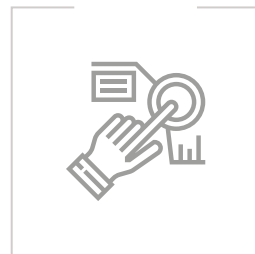
RELATIONSHIP
BETWEEN THEORY
AND PRACTICE

02 //



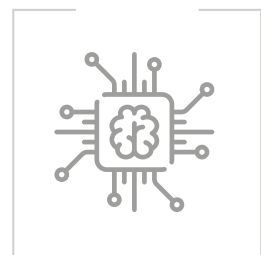
CASE STUDIES

03 //



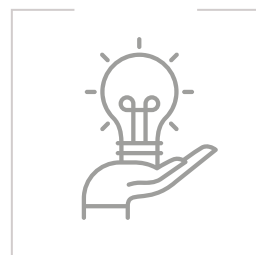
VIRTUAL CAMPUS
STUDENT POINTS
OF VIEW

04 //



NEW
TECHNOLOGIES

05 //



MASTER'S
THESIS

Learning
Training
Networking
Experience
Real cases
Tutoring assistance

Accreditation

Master'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 //

Online learning

Enjoy live online classes as if you were present in the classroom or access class recordings on-the-go.

02 //

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.

03 //

Oncampus learning

In this flexible modality, face-to-face training is combined with live virtual classes and online activities.

Academic Program

Master International MBA

FUNDAMENTALS AND APPLICATIONS OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

Master the key concepts of AI and machine learning applied to the business world. Artificial intelligence and machine learning are transforming how companies operate, make decisions, and create value.

SYSTEMS DYNAMICS FOR DECISION-MAKING

Learn to understand the company as a living system and make more strategic, sustainable, and effective decisions.

INTERNATIONAL BUSINESS LAW

Master the legal framework that governs global business and make decisions confidently in any market worldwide.

TECHNOLOGY MANAGEMENT AND DIGITAL TRANSFORMATION

Lead your company's digital transformation and turn technology into a real lever for growth and innovation.

This course prepares you to lead technological change processes with a comprehensive view of the impact digital innovation has on business models.

STRATEGIC MANAGEMENT OF GLOBAL SUPPLY CHAINS

Design and lead efficient, resilient, and global supply chains that boost your company's competitiveness.

FUNDAMENTALS OF DATA SCIENCE AND BUSINESS ANALYTICS

Master the principles of data analysis and discover how to turn information into real value for your business.

INDUSTRY ANALYSIS AND COMPETITIVE STRATEGIES

Understanding the competitive environment in depth is essential for making sound strategic decisions.

FINANCE FOR DECISION-MAKING

Learn to interpret financial statements and use them as a key tool for decision-making and value creation.

CUSTOMER-CENTRIC STRATEGIES

Design business strategies that place the customer at the center to create long-term value and sustainable differentiation.

DIGITAL MARKETING STRATEGIES

Master the key digital marketing tools and channels to connect with your audience and grow your business.

STRATEGIC LEADERSHIP

Develop your leadership skills to inspire, guide, and mobilize teams in complex and changing environments.

STRATEGIC INNOVATION

Learn how to drive innovation from a strategic perspective to create new business opportunities and ensure sustainable growth.

GLOBAL STRATEGY

Acquire the tools to compete and grow in global markets by understanding the dynamics and challenges of internationalization.

STRATEGIC MANAGEMENT

Master the core principles of business strategy and learn how to formulate, implement, and evaluate strategies that create long-term value.



Master'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.

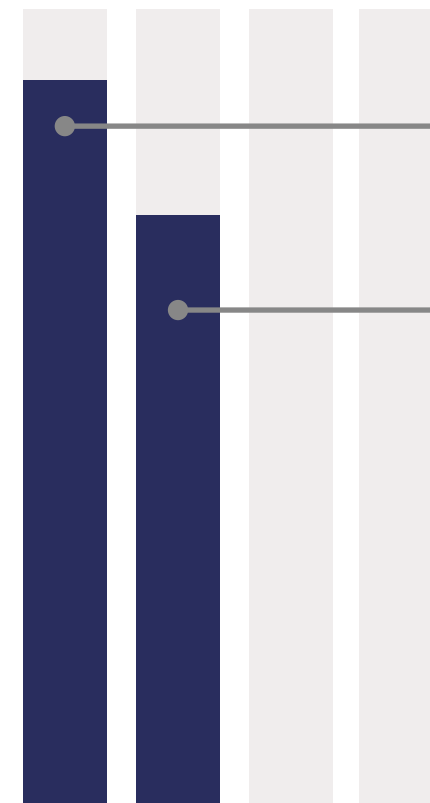
> **Implementation**
in existing companies.

Some of the companies where our International MBA alumni are currently working:

Cosentino, AMC Grupo, Swiss Time 1925, Lidl, Adecco, Himoinsa, SABic, Terra fecundis, Cementos Cruz, Zambú Higiene, Embargos a lo bestia, Howden Spain, Hero España, Laboratorios Grifols, Bosch España o Soltec.



1000



92 %

Our students are employed upon completing the Master's program.

86 %

Our students achieve career advancement upon completing the Master's program.

All our students become part of ENAE Business School's job bank from the moment they enroll and will have lifetime access, even after completing their studies.

Job and internship opportunities managed each year with leading 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.



Empowering the next generation of business leaders



> NETWORKING

PROFESSIONALS & BUSINESS PEOPLE

Exchanging ideas, experiences and knowledge



> SEMINARS AND CONFERENCES

A wide range of topics covered by top-level speakers

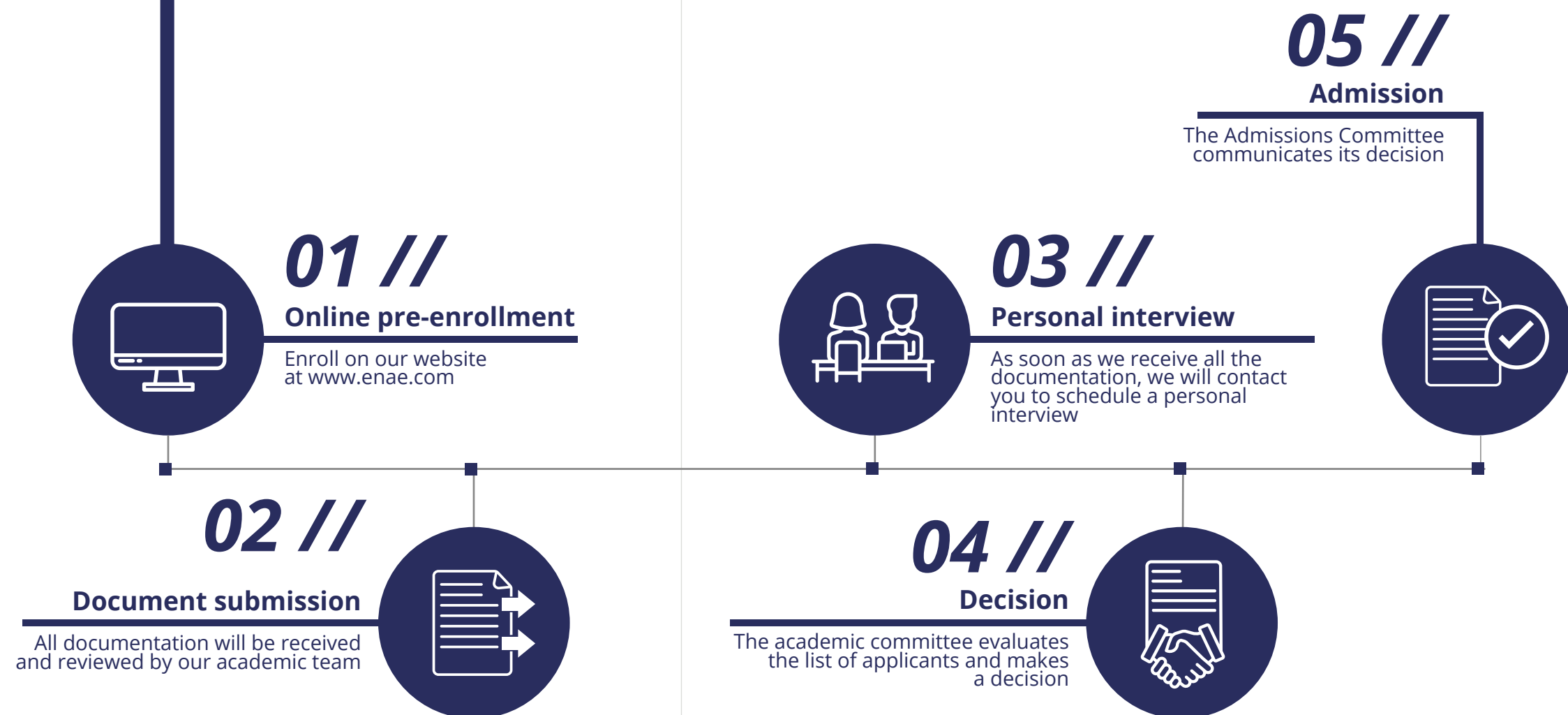




Admission Process

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 Medi-

terranean and Latin America 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 Ame-

rica.

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.

VICENTE SOTO PÉREZ

General Director at Fripozo

He has developed his professional career at the food company Fripozo, where he has held positions such as Internal Auditor, Controller and Head of Costs and Budgets, and Chief Financial and Management Control Officer.

In 2011, he was recognized by KPMG as one of the 100 most valuable finan-

cial executives in Spain. That same year, he was promoted to General Director of the company, a position he still holds today.

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 Advi-

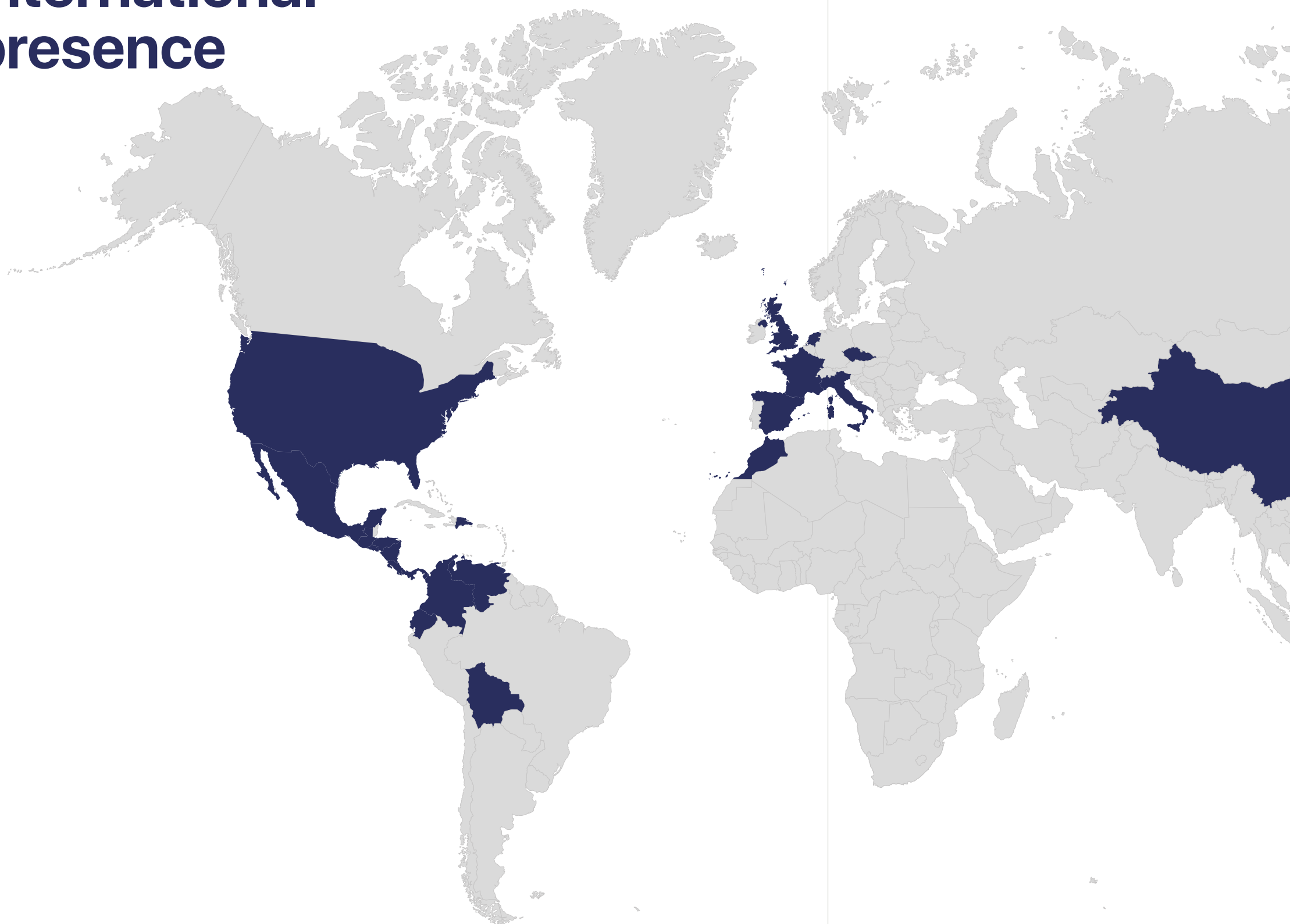
sory (MAJ) and Master's in Auditing programs at IE Business School in Madrid, and Negotiation in the Master's in Human Resources program at the same institution.

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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