

ENAE
International Business School



**PANAMERICAN
UNIVERSITY**

2026 / 27

>>>

Global Executive MBA

University degree from
Panamerican University
(Miami, Florida, USA).

fuerm
Fundación Universidad Empresa Región de Murcia

Center affiliated with:



UNIVERSIDAD
DE MURCIA



Universidad
Politécnica
de Cartagena



Global Executive MBA

Double
title with:



University degree from
Panamerican University
(Miami, Florida, USA).

Table of contents

ENAE	04
Rankings	06
Introduction to the Master's Degree	08
Student Profile	10
Our Vision	12
Objectives of the Master's Degree	14
Methodology	16
Design your future	18
Academic Program	20
Master's Thesis	22
Company Internships and Employability	24
ENAE Experience	26
Admission Process	28
Faculty	30
International Presence	36

>>> ABOUT US



ENAE

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



**PANAMERICAN
UNIVERSITY**

Panamerican University,
Miami, Florida.

Empowering

next-gen business leaders

Building

professional development opportunities

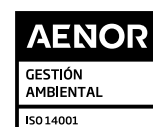
International Presence

in institutions from around the
world

Center affiliated with:



UNIVERSIDAD
DE MURCIA



FORMING LEADERS SINCE 1988

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



Rankings



#06

Master in International Trade

Category: Recent graduates and young professionals

#12

International MBA

Category: MBA



EL MUNDO



**Best MBAs
in Spain**

#06

Best
**Business Schools
in Spain**

Best Online Master's Degrees 2025

#02

**International
Trade**

#04

**Master in
Agribusiness
Management**

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

Ranking 2025

#07

Global Executive MBA

Category: Executive Programmes

#04

Magistrae

Category: Senior Management



#10

**Master in
IA & Data Science
Spain**



#06

**Master in
Global Supply Chain
Management
Spain**



#07

**Global
Executive MBA
Spain**



#09

**Master in
International and
Digital Marketing
Spain**



#08

**Master in
Corporate Finance
Management and
Fintech
Spain**



#03

**International
Trade
Spain**



#13

**Master in
Organizational Risk
Management
Spain**



#09

**International
MBA
Spain**

Introduction to the Master's Program

The Global Executive 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.

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.



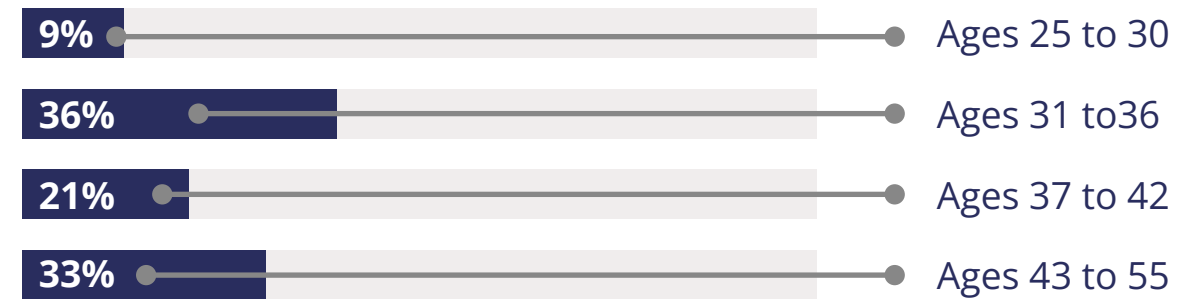
Student profile

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

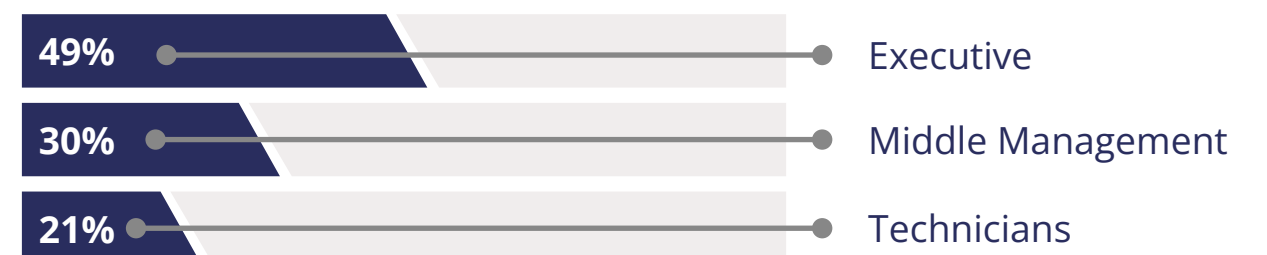
- Spain
- Colombia
- Costa Rica
- El Salvador
- France
- Mexico
- Panama
- Dominican Republic



> 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

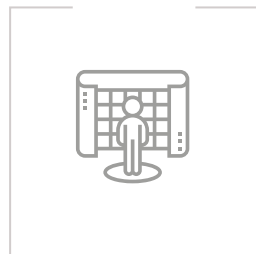
- > **Internship**
program
- > **Experience-based learning**
ENAE active methodology
- > **Bussines**
plan

01 //



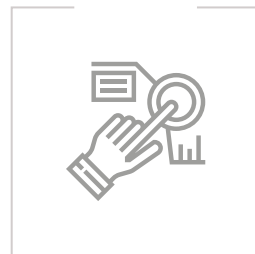
RELATIONSHIP
BETWEEN THEORY
AND PRACTICE

02 //



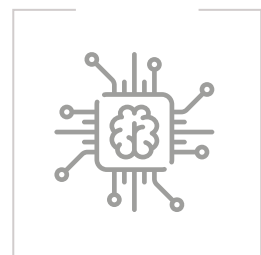
CASE STUDIES

03 //



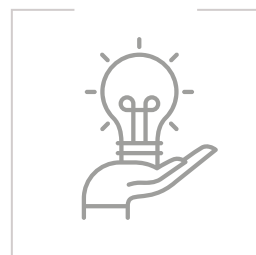
VIRTUAL CAMPUS
STUDENT POINTS
OF VIEW

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 //

Oncampus learning

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

Academic Program

Global Executive MBA

1. HUMAN CAPITAL MANAGEMENT AND PEOPLE ANALYTICS

Explore talent management, leadership, and data-driven strategies to optimize employee performance and organizational success.

2. STRATEGIC LEADERSHIP AND ORGANIZATIONAL BEHAVIOR

Develop leadership skills and understand team dynamics, motivation, and ethical decision-making in complex organizations.

3. TECHNOLOGY MANAGEMENT AND DIGITAL TRANSFORMATION

Lead digital transformation, manage technological change, and assess innovation impact in modern business environments.

4. INTERNATIONAL AND DIGITAL MARKETING

Design global marketing strategies using digital tools, cultural insights, and data-driven decision-making.

5. CORPORATE AND INTERNATIONAL FINANCE

Master financial decision-making, capital structure, valuation, and risk in global markets.

6. MANAGEMENT ACCOUNTING AND FINANCIAL ANALYSIS

Analyze financial performance, manage costs, and support strategic decisions with accounting tools.

7. STRATEGIC GLOBAL SUPPLY CHAIN MANAGEMENT

Optimize global supply chains through logistics, risk management, sustainability, and digital integration.

8. AI AND MACHINE LEARNING APPLICATIONS

Apply AI and ML for business innovation, automation, and data-driven strategies.

9. INNOVATION AND NEW PRODUCT DEVELOPMENT

Manage innovation processes and launch new products in competitive global markets.

10. FUNDAMENTALS OF DATA SCIENCE AND BUSINESS ANALYTICS

Use analytics, visualization, and big data to support strategic business decisions.

11. DESIGN AND EXECUTION OF INTERNATIONAL STRATEGIES

Build effective international strategies using global models and competitive frameworks.

12. CAPSTONE PROJECT

Apply MBA knowledge in a final real-world business project to solve strategic challenges.



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.

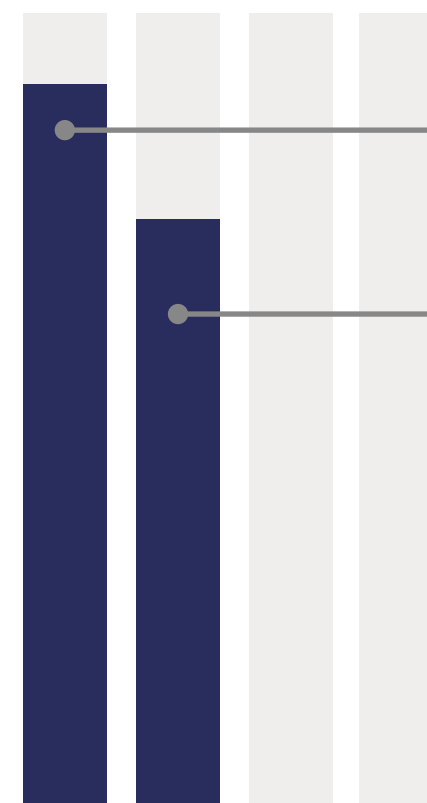
> **Implementation**
in existing companies.

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

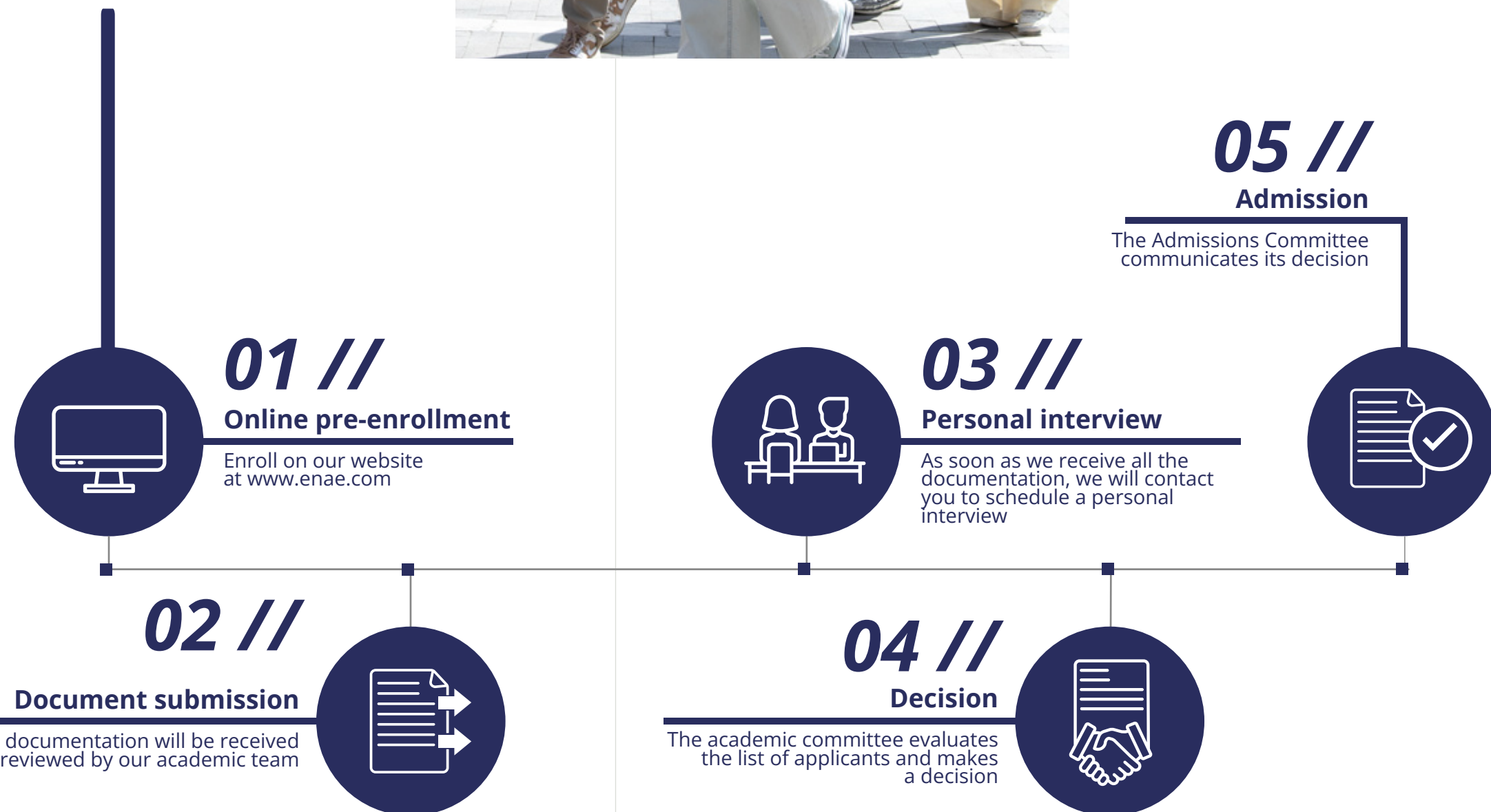




Admission Process

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

PABLO FERREIRÓS

Renowned neuromarketing consultant, keynote speaker, and educator with over 15 years of international experience.



Known as “Mr. Neuromarketing,” he helps companies understand consumer behavior by exploring how emotions influence decision-making. He is also the author of several books and a regular media contributor, making neuromarketing accessible and practical for professionals worldwide.

He has delivered more than 500 keynote speeches across five continents in Spanish, English, and French, and advises organizations on emotional marketing, branding, user experience, and digital communication. Pa-

RODRIGO ANDRÉS REYES JARA

Executive Director of Operations for the MIT Gen AI Global Community and an international professor specializing in Generative Artificial Intelligence, Technological Innovation, and Industry 4.0.



With more than 20 years of experience, he has led engineering and construction projects for global companies such as Fluor, BHP, CODELCO, Wood, and Techint, combining technology, management, and innovation to drive business transformation. He has also received the PRED Teaching Excellence Award from PUC.

Rodrigo holds a Master's degree in Industrial Engineering, is a doctoral candidate in Technological Innovation in Building Engineering, and earned a Professional Certificate in Industry 4.0 from MIT Professional Education. His work promotes a strategic, human-centered approach to applying artificial intelligence in business and education.

Information subject to changes in dates, content and/or teaching staff. See legal notice.

Legal Notice:

ENAE Business School reserves the right to modify, reschedule or replace—in whole or in part—the dates, content and/or teaching staff of its master's programmes and courses for organisational reasons, academic updates, teaching staff availability or force majeure; such changes, which will be duly communicated, do not in themselves constitute a breach of contract or give rise to any right to compensation, without prejudice to the rights recognised to students by applicable regulations.

JOAQUÍN MIÑARRO GÓMEZ

Professor and Director of the Master's Degree in Economic and Financial Management at ENAE Business School.



Throughout his professional career, Miñarro Gómez has been closely linked to banking institutions, witnessing first-hand the transformation of BMN into CaixaBank, via Bankia.

During this time, as a Senior Credit Risk Analyst, he has served as Coordinator of Corporate Risk, Syndicated Operations and SAREB Operations, as well as Deputy Branch Manager and Head of Training in his area.

Throughout his professional career, he has taught a wide variety of university courses and postgraduate programmes, which has allowed him to develop excellent communication skills and endorses him as an outstanding teacher.

In the academic field, Miñarro holds a PhD in Economics from the Polytechnic University of Cartagena, a degree in Law from UCAM, a Master's degree in Business Administration and Management, an Executive MBA from ENAE Business School, and a Postgraduate degree in Banking Risk Analysis from Pompeu Fabra University. He also holds a degree in Business Administration, Management and Operations from Cardenal Herrera University and a Diploma in Business Administration and Management from UMU University.

CARLOS RODRÍGUEZ NEIRA

PhD in Marketing from The Pennsylvania State University, along with master's degrees in Marketing and Statistical Methods and Business Administration.



He is Director of the Centre for Innovation Management Studies (CSIM), Professor of Marketing at Delaware State University, and Director of the Master's Degree in International Trade at ENAE Business School.

With extensive international experience in both academia and industry, Carlos has held marketing leadership roles at companies including Procter & Gamble, Grey Advertising, AVON, and Compañía Arequipa de Importaciones. He has taught and delivered seminars at universities

in more than 10 countries and is the author of Product Design and Innovation: Analytics for Decision Making. His research has been published in leading academic journals, and he has received numerous international awards for excellence in teaching and research.

MIGUEL CARRILLO RIVERA

PhD in Business Administration from Concordia University's John Molson School of Business, a postgraduate qualification in Microeconomics of Competitiveness from Harvard Business School, an MBA in Finance, and a degree in Industrial and Systems Engineering from Tecnológico de Monterrey (ITESM).



An internationally recognized consultant, he has led strategic projects for organizations including the Inter-American Development Bank (IDB), UNDP, CAF, Caribbean Airlines, Claro Guatemala, and the Canadian International Development Agency. He has also held senior academic leadership positions, including Executive Director of the Arthur Lok Jack Global School of Busi-

ness and Dean at both Tecnológico de Monterrey and Adolfo Ibáñez Business School. His expertise focuses on strategy, innovation, entrepreneurship, and international business.

JESÚS GAMBÍN LÓPEZ

Holds a degree in Economics from the University of Murcia, an Executive MBA from ENAE Business School, and a Master's in International Trade from the University of Murcia and ENAE.



With more than 20 years of international experience, he has served as Director of International Programs at ENAE Business School while also managing Basol Fruit S.L., an export company specializing in fruit and agricultural innovation. He has held international business roles in the UK, Benelux, and Spain, and has taught international trade and global business

at universities and business schools across Latin America. Currently, he is a Professor of International Economics and Internationalization Strategy at ENAE Business School, combining academic expertise with extensive hands-on experience in global markets.

VICTOR ALONSO MONTEAGUDO

Continuous Improvement and Operations Excellence Lead at Pfizer and a lecturer in the Master in Supply Chain Management at ENAE Business School.

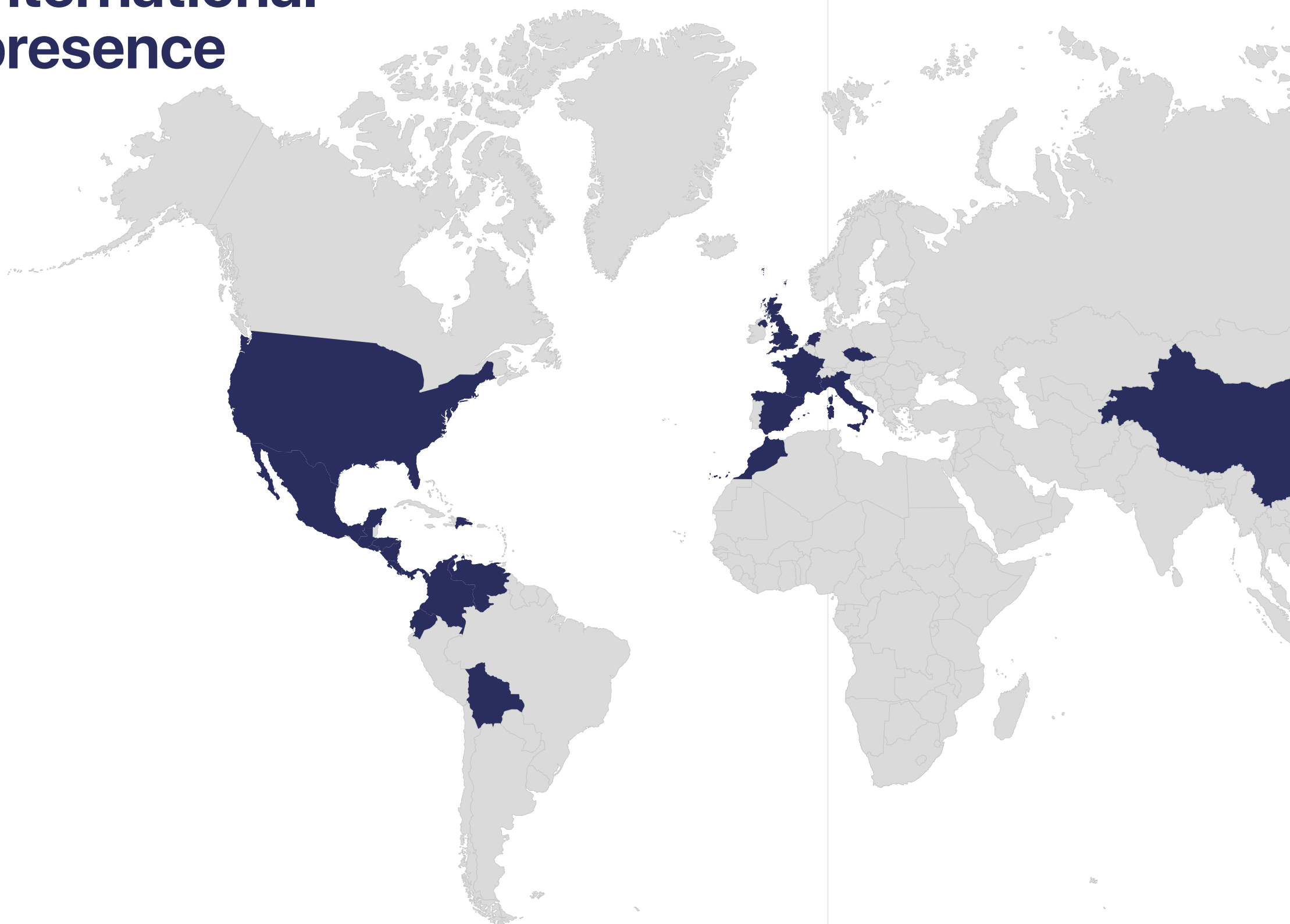


With over 20 years of experience in operations, supply chain, and business transformation, he has held leadership positions at Pfizer, Amazon, SABIC, GE Plastics, and VAM Operations Consulting. His expertise spans operational excellence, digital transformation, sustainability, and continuous improvement. In addition, he actively mentors innovation projects and regularly contributes to academic and professional initiatives as a speaker and advisor.





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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UNIVERSITY**

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