

Learning outcomes

Basic competences:

- **CB6.-** Possess and understand knowledge that provides a basis or opportunity to be original in the development and/or application of ideas, often in a research context.
- **CB7.-** The students know how to apply the acquired knowledge and their ability to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to their area of study.
- **CB8.-** Students are able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.
- **CB9.-** The students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.
- **CB10.-** Students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

General competences:

- **CG2.-** The student must be able to systematically understand the relevant information of the company, its context and how to apply it to complex situations, taking into account how it affects other departments.
- **CG3.-** The student must master the techniques of business information analysis.
- **CG5.-** The student must be able to communicate, in a business environment, correctly both orally and in writing, using the most current technology.
- **CG6.-** The student must be able to act autonomously in the planning and implementation of projects and business decisions.

- **CG7.-** The student must be able to play different roles within a company team, in particular the leader.
- **CG8.-** The student must be able to recognize the need for change in the company or in any of its departments, and must have the necessary skill to manage it.
- **CG9.-** The student must be able to act autonomously in a framework of responsible freedom in the business field.
- **CG10.-** The student must be able to add value to the company through his/her creativity and participation.
- **CG11.-** Ability to integrate the values and policies of effective equality into the organization and governance of the company, especially between women and men, and with attention to disability.

Specific competences:

- **CE1.-** Understand and manage new concepts in the area of human resources for the exercise and supervision of the management of teams and people.
- **CE2.-** Generate new managerial skills and integrate them into the management environment of companies and teams.
- **CE4.-** Analyze the strategic situation of a company and its product or service, and make decisions for the implementation of the marketing strategy embodied in a marketing plan.
- **CE6.-** Analyze and Interpret accounting information, with the ability to use it in decision making in the business field.
- **CE7.-** Analyze and interpret the accounting and financial value of a company, and be able to use that information, in making decisions within the scope of the company.
- **CE8.-** Ability to develop the vision, mission and cultural values of an organization, and thus be able to define objectives, policies and strategies necessary for the future of the company and the processes of monitoring and control of them.
- **CE9.-** Analyze and interpret the company's Balanced Scorecard with its key indicators, and be able to use it in decision making in the business field.
- **CE10.-** Be able to evaluate and reorganize the operational and logistic processes of a company for its improvement in the business field.
- **CE11.-** Determine the viability of a business idea from the in-depth study of all aspects related to the opportunity (human, financial, economic, environment, etc.).
- **CE12.-** Integrate the knowledge of the different areas of the company learned in the Master's degree and apply them in the preparation of the final Master's research project.

- **CE13.**- Obtain, analyze and evaluate relevant information that allows the student to develop knowledge applied to business sciences, oriented towards the creation and management of companies.
- **CE14.**- Implement the knowledge and other skills acquired in the subjects of the program in professional practice.
- **CE20.**- Integrate the acquired knowledge, analyze it critically and evaluate the information in the business field.