

## EXECUTIVE MBA

—

El impulso que acelerará tu  
carrera profesional

Deusto Business School se reserva el  
cambio del programa lectivo por razones  
de profesorado, logística u otros.

El programa puede sufrir cambios debido  
a necesidades académicas y/o  
disponibilidad de profesorado.



# Justification of Course Mappings to Criteria

---

## **Gestión del Cambio**

C1: Focuses on organizational transformation, positively impacting organizations and society.

C3: Covers leadership and managing teams effectively.

C4: Critical decision-making in organizational change is emphasized.

C6: Integrates strategic change models with management practices.

C8: Explicit focus on managing and responding to organizational change.

A4: Discusses strategic management at operational levels.

A8: Addresses ability to manage change explicitly.

A9: Covers business strategy during transformation.

## **Marca Personal**

C1: Helps individuals improve themselves and their role within organizations.

C3: Covers interpersonal communication and HR issues.

C7: Focus on cross-cultural brand adaptability.

A3: Addresses HRM and communications in personal branding.

A9: Personal branding and strategic career management.

A14: Touches on international aspects of personal branding.

## **Gestión de la Carrera Profesional**

C1: Focus on personal and organizational growth.

C3: Covers HR issues in career development.

C6: Relates personal career strategies with broader management goals.

A3: HR and communications covered in career management.

A9: Touches on strategic career management.

### **Comunicación de Alto Impacto**

C1: Effective communication skills impact both individuals and organizations.

C3: Covers communication in HR and organizational contexts.

C7: Focus on communication in cross-cultural settings.

A3: Covers interpersonal communications.

A14: Relates to international dimensions of communication.

### **Liderazgo y Resolución de Conflictos**

C1: Focuses on conflict resolution and leadership, impacting organizations.

C3: Leadership and team management are core topics.

C4: Covers critical decision-making and ethical leadership.

C6: Leadership applied to strategic team management.

A3: Covers organizational behavior, HR, and leadership.

A4: Addresses strategic and operational management issues.

A9: Leadership and strategic conflict resolution.

### **Gestión por Confianza**

C1: Covers trust-building as a key organizational factor.

C3: Focuses on interpersonal communication and trust in teams.

C4: Decision-making based on trust and ethics.

C6: Trust-building integrated with strategic management.

C7: Cross-cultural issues addressed through trust management.

A3: HR and communications through trust-building.

A4: Strategic and operational management of trust.

A8: Emphasizes trust-building in organizational change.

## **Organizational Behavior & HR**

C1: Organizational behavior significantly impacts personal and organizational growth.

C3: Covers HR issues, interpersonal communication, and team dynamics.

C4: Critical thinking in managerial decision-making.

C5: Covers regulatory environment and stakeholder management.

C6: Strategic HR and organizational behavior integration.

C7: Effective team management in cross-cultural settings.

A3: Covers HRM, organizational behavior, and communications.

A4: Discusses operational and strategic management.

A9: Covers business policy and HR strategy.

**Mapping EMBA onsite 2025 against AMBA 2022 Criteria**  
**The MBA Class of 2025 TOTAL**

				Knowledge & Understanding								
Horizon	Semester	Subject	Course EMBA 2025	Have a positive impact on themselves, organisations, and society (in the broadest sense), for the benefit of all stakeholders	Understand and respond through sound business practices to the challenges facing the planet (environment, climate change, global warming, social cohesion)	Lead themselves and others in the achievement of organisational goals within the context of sustainable development, contributing effectively to a diverse and inclusive team environment	Think critically and make decisions with integrity based on complex information, understanding the overall impact of managerial decision-making	Understand organisations and their stakeholders, and have an awareness of public policy and the	Integrate functional knowledge and apply strategic management skills at a senior level in changing business environments	Operate effectively and respectfully in cross-cultural settings	Enhance their careers and commitment to lifelong learning	
Horizon 1 - The Company and its Environment	1st Semester	SUBJECT 1 - NAVIGATE CHANGE (THE COMPANY AND ITS ENVIRONMENT)	Topsy-Torvy Environment									
			Comprensión del entorno Macroeconómico									
			Entorno digital									
			Gobierno Corporativo									
			Derecho Mercantil									
			Análisis de Países									
			Comprensión del entorno Microeconómico									
	1st Semester	SUBJECT 2 - SET THE COURSE (STRATEGY)	Comunicación									
			Conceptos clásicos de Estrategia									
			Strategy into action									
			Gestión humanista de la empresa									
			International Strategy									
Horizon 2 - The XXI Century Firm	1st Semester	SUBJECT 3 - CREATE VALUE (MARKETING)	Estrategia Digital									
			La estrategia en la práctica empresarial									
			Marketing Estratégico									
			Marketing Digital									
			Marketing de Servicios									
			Habilidades directivas									
	2nd Semester	SUBJECT 4 - MEASURE VALUE (FINANCE AND ACCOUNTING)	Marketing B2B									
			Plan de Marketing									
			Introduction to Finance & Accounting (optional)									
			Análisis y planificación financiera									
2nd Semester	SUBJECT 5 - IMPLEMENTATION & EXECUTION	Mercados financieros										
		Finanzas Corporativas										
		Valoración de empresas										
		Management Information Systems										
Horizon 3- Leading the Firm	2nd Semester	SUBJECT 6 - LEAD (HUMAN RESOURCES)	Dirección de Operaciones									
			Executive skills: Personal Brand									
			Supply Chain Management									
			Organisational Behaviour									
			Gestión de equipos de alto rendimiento									
			Gestión por confianza									
	3rd Semester	SUBJECT 7 - INNOVATE & START UP (CREATIVITY, INNOVATION AND ENTREPRENEURSHIP)	Gestión de la carrera profesional									
			Liderazgo									
			Gestión del Cambio									
			Innovación									
Final Project	3rd Semester	FINAL PROJECT	Visual Thinking									
			Product-service innovation: Hybrid business									
			Industria 4.0									
			Creatividad e Innovación a través del D.T.									
International Week	3rd Semester	VALUE INNOVATION	Value Innovation									
International Week	3rd Semester	MANAGING GLOBALLY IN THE	MANAGING GLOBALLY IN THE 21st CENTURY									

Mapping EMBA onsite 2025 against AMBA 2022 Criteria  
The MBA Class of 2025 TOTAL

				MBA programme should encompass relevant knowledge and skills						
Horizon	Semester	Subject	Course EMBA 2025	the concepts, processes and Institutions in the production and marketing of goods and/or services, and the financing of business enterprise or other forms of organisation	the concepts and applications of accounting, of quantitative methods and analytics, and management information systems, including digital innovations	organisation theory, behaviour, HRM issues and interpersonal communications;	the processes and problems of general management at the operational and strategic level;	Macroeconomics and microeconomics;	business research methods and consultancy skills;	the impact of environmental forces on organisations, including ethical and social issues and risks as well as those associated with legal systems, policy. demographics and technological change;
Horizon 1 - The Company and its Environment	1st Semester	SUBJECT 1 - NAVIGATE CHANGE (THE COMPANY AND ITS ENVIRONMENT)	Topsy-Torvy Environment							
			Comprensión del entorno Macroeconómico							
			Entorno digital							
			Gobierno Corporativo							
			Derecho Mercantil							
			Análisis de Países							
			Comprensión del entorno Microeconómico							
			Comunicación							
	1st Semester	SUBJECT 2 - SET THE COURSE (STRATEGY)	Conceptos clásicos de Estrategia							
			Strategy into action							
			Gestión humanista de la empresa							
			International Strategy							
			Estrategia Digital							
			La estrategia en la práctica empresarial							
Horizon 2 - The XXI Century Firm	1st Semester	SUBJECT 3 - CREATE VALUE (MARKETING)	Marketing Estratégico							
			Marketing Digital							
			Marketing de Servicios							
			Habilidades directivas							
			Marketing B2B							
			Plan de Marketing							
	2nd Semester	SUBJECT 4 - MEASURE VALUE (FINANCE AND ACCOUNTING)	Introduction to Finance & Accounting (optional)							
			Análisis y planificación financiera							
			Mercados financieros							
			Finanzas Corporativas							
	2nd Semester	SUBJECT 5 - IMPLEMENTATION & EXECUTION	Valoración de empresas							
			Management Information Systems							
			Dirección de Operaciones							
			Executive skills: Personal Brand							
Horizon 3- Leading the Firm	2nd Semester	SUBJECT 6 - LEAD (HUMAN RESOURCES)	Supply Chain Management							
			Organisational Behaviour							
			Gestión de equipos de alto rendimiento							
			Gestión por confianza							
			Gestión de la carrera profesional							
			Liderazgo							
	3rd Semester	SUBJECT 7 - INNOVATE & START UP (CREATIVITY, INNOVATION AND ENTREPRENEURSHIP)	Gestión del Cambio							
			Innovación							
			Visual Thinking							
			Product-service innovation: Hybrid business							
Final Project	3rd Semester	FINAL PROJECT	Industria 4.0							
			Creatividad e Innovación a través del D.T.							
International Week	3rd Semester	VALUE INNOVATION	Entrepreneurship - Master Final Project							
			Consultancy - Master Final Project							
International Week	3rd Semester	MANAGING GLOBALLY IN THE								
			Value Innovation							
International Week	3rd Semester	MANAGING GLOBALLY IN THE								
			MANAGING GLOBALLY IN THE 21st CENTURY							

Mapping EMBA onsite 2025 against AMBA 2022 Criteria  
The MBA Class of 2025 TOTAL

knowledge and understanding of organisations,										
Horizon	Semester	Subject	Course EMBA 2025	explicit coverage of the ability to respond to and manage change;	business policy and strategy;	leadership and entrepreneurship;	explicit coverage of the ability to respond to and manage issues of corporate social responsibility, sustainable development and societal wellbeing	an understanding of the impact of ethics and risk management on business decisions and performance, and on society as a whole;	further contemporary and pervasive issues, such as creativity, enterprise, innovation, e-commerce, and knowledge management;	the international dimension to the above, including political risk and contemporary processes of regionalisation, emerging markets, global governance and globalisation
Horizon 1 - The Company and its Environment	1st Semester	SUBJECT 1 - NAVIGATE CHANGE (THE COMPANY AND ITS ENVIRONMENT)	Topsy-Torvy Environment							
			Comprensión del entorno Macroeconómico							
			Entorno digital							
			Gobierno Corporativo							
			Derecho Mercantil							
			Análisis de Países							
			Comprensión del entorno Microeconómico							
			Comunicación							
	1st Semester	SUBJECT 2 - SET THE COURSE (STRATEGY)	Conceptos clásicos de Estrategia							
			Strategy into action							
			Gestión humanista de la empresa							
			International Strategy							
Horizon 2 - The XXI Century Firm	1st Semester	SUBJECT 3 - CREATE VALUE (MARKETING)	Marketing Estratégico							
			Marketing Digital							
			Marketing de Servicios							
			Habilidades directivas							
			Marketing B2B							
			Plan de Marketing							
	2nd Semester	SUBJECT 4 - MEASURE VALUE (FINANCE AND ACCOUNTING)	Introduction to Finance & Accounting (optional)							
			Análisis y planificación financiera							
			Mercados financieros							
	2nd Semester	SUBJECT 5 - IMPLEMENTATION & EXECUTION	Finanzas Corporativas							
			Valoración de empresas							
			Management Information Systems							
Horizon 3- Leading the Firm	2nd Semester	SUBJECT 6 - LEAD (HUMAN RESOURCES)	Dirección de Operaciones							
			Executive skills: Personal Brand							
			Supply Chain Management							
			Organisational Behaviour							
			Gestión de equipos de alto rendimiento							
			Gestión por confianza							
	3rd Semester	SUBJECT 7 - INNOVATE & START UP (CREATIVITY, INNOVATION AND ENTREPRENEURSHIP)	Gestión de la carrera profesional							
			Liderazgo							
			Gestión del Cambio							
			Innovación							
			Visual Thinking							
			Product-service innovation: Hybrid business							
Final Project	3rd Semester	FINAL PROJECT	Industria 4.0							
			Creatividad e Innovación a través del D.T.							
International Week	3rd Semester	VALUE INNOVATION	Entrepreneurship - Master Final Project							
			Consultancy - Master Final Project							
International Week	3rd Semester	MANAGING GLOBALLY IN THE								
			Value Innovation							
International Week	3rd Semester	MANAGING GLOBALLY IN THE								
			MANAGING GLOBALLY IN THE 21st CENTURY							