

**The Best Business School in Bolivia
Ranked #7 in Latin America and #2 in Academic Strength***

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INTERNATIONAL
MBA
FULL TIME



Welcome from the President

It is my pleasure to invite you to enroll in our flagship program: the Full-Time MBA, now in its 19th edition. This program demands full dedication and a high level of commitment from its participants. Through this study format, I guarantee we will develop executives capable of making strategic decisions and facing the challenges posed by the global economy and the competitive business environment in Bolivia

UPB's Business School has been ranked as the best in Bolivia for the eighth consecutive year and 7th in Latin America by *América Economía* magazine, based on the international quality standards of our faculty and the use of Harvard University's case study methodology.

I am confident that those who take on this challenge in their professional education will, through their efforts, become members of the elite group of business management professionals.


Oscar Molina Tejerina, Ph.D.
Rector

Key Differentiators of the MBA

1. Total Immersion in Learning: One of the most significant differentiators of the Full-Time MBA is the total immersion in the learning process. Students have the opportunity to fully dedicate their time and energy to their studies, allowing for a deeper understanding of the material and the development of critical problem-solving skills.

2. Academic Strength and Case Study Methodology: The full-time format encourages greater interaction with professors and peers. Students have more time to participate in class discussions and individual consultations with professors. This interaction enriches the learning

experience and provides opportunities to build strong relationships with professionals and distinguished academics. The case study methodology provides an equivalent of five years of decision-making experience.

3. Business Engagement and Networking: The Full-Time MBA offers students the chance to engage in research and special projects. International experiences with partner universities and interaction with foreign professors and students allow students to apply the knowledge gained in practical situations and acquire relevant experience in the business world.



Advantages of UPB's International Full-Time MBA

It is one of the eleven programs worldwide that intensively uses the case study method in all its courses, with modern and exclusive facilities. The professors in this program specialize in teaching through this method and conduct research in their area of expertise.



This MBA is of high quality both nationally and internationally, establishing itself as a benchmark that integrates highly qualified professionals into the workforce who contribute to the country's development.

Case Study Methodology

The Full-Time MBA uses the case study methodology developed by Harvard Business School, successfully applied by INCAE as a primary teaching tool to immerse students in real-world business scenarios.

This technique facilitates an efficient learning process through reasoning about a specific business problem, which is analyzed and solved through individual study, group discussion, and plenary sessions led by a facilitator. The best decisions are made in these sessions, and an action plan is proposed, emphasizing the ability to make better decisions in a changing environment.

The three steps of this methodology are:

Individual Case Reading

Understanding the case background and identifying the problem.



Group Discussion

Achieving qualitative leaps in thinking through diverse perspectives and experiences.



Plenary Session

Individual contributions promote debate, concluding with decision-making and action planning.



Outcomes

This method develops a global business vision, analytical skills, and intense preparation for decision-making in the business world.

Testimonials

"Thanks to the Full-Time MBA, I enhanced my leadership and decision-making skills, which in such a competitive and challenging world are not just an advantage but a necessity that opens doors for professional growth and development".

Mariela Goitia Ojeda (MBA 2019)

Sales Executive, Cochabamba
National Brewery of Bolivia

"Choosing a Full-Time MBA with a case-based academic methodology developed by a multidisciplinary team allows you to apply theoretical concepts from various business administration fields to real situations, shaping executive leaders, enhancing strategic decision-making, direct competencies, and boosting their skills, ensuring the success, quality, and professional excellence of the students".

Iara Stephanie Bascopé Aguada (MBA 2018)

Promotion Director, "Cobija te Cobija"
Municipal Government of Cobija

Academic Advisor - Faculty

John C. Ickis, D.B.A.
Harvard University

Faculty

Business Strategy

Kenneth L. Hoadley, D.B.A.
Harvard University

Organization

John C. Ickis, DBA
Harvard University

Finance

Francisco J. Mayorga, Ph.D.
Yale University

International Management

Manuel Olave Sarmiento, Ph.D.
University of California

Competitive Strategy

Marina Nicolaeva, Ph.D.
The Pennsylvania State University

Macroeconomics

Pamela Córdova Olivera, Ph.D.
UPB

Marketing

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Polytechnic University of Valencia

Marketing

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Industrial Organization

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Polytechnic University of Valencia

Microeconomics

Ricardo Nogales Carvajal, Ph.D.
University of Geneva

Managerial Control

Raúl Barrientos, Ph.D.
Polytechnic University of Valencia

Negotiation and Conflict Management

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University of Seville

Quantitative Methods

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Human Resources Management

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Production and Operations Management

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International Finance

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UPB

Management Information Systems

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Ethical Leadership and Corporate Responsibility

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Financial and Cost Accounting

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Management Information Systems

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Business Intelligence

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Case Study Analysis

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Macroeconomics

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Economic and Political Environment Analysis

María Teresa Zegada Claire, Ph.D.
University of Arts and Social Sciences, Santiago

Organization I

Mgr. Soraya Alcoba Poppe
EMI - ITESM

Control & Balanced Scorecard

Mgr. Tomas Bize Brintrup
University of Barcelona

Economic and Political Environment Analysis

Mgr. Erika Brockman Quiroga
CIDES - UMSA

Managerial Processes

MBA. Tatiana Durán Ayoroa
UPB

Team-Building Workshop

Mgr. Dennisse Estremadoyro Morales
Framingham State College

Managerial Processes

MBA. Branko Fernández Rojas
UPB

Leadership

MBA. Gustavo Molina Dávalos
Universidad Privada Boliviana

Leadership

MBA. Iván Montellano Irazoque
INCAE

Organization II

Mgr. Alexis Riquelme Jiménez
University of Tarapacá

Organization I

Mgr. Ingrid Salazar Linares
University of Salamanca

Finance

MBA. Juan Carlos Sánchez Valda
INCAE

Business Testimonial

“Our experience with the Full-Time MBA graduates from UPB is based on innovation and commitment. They are top-tier professionals with strengthened competencies that positively impact the team and the company's strategy, as well as the services we provide. We are confident in their capacity and results-oriented leadership management”.

Mauricio Quintanilla Villazón
CEO-Founder
Reinventar-RSE

Program Objectives

To train business and management leaders at the highest level in national and international business, enabling them to take on responsibilities in corporate management by emphasizing the development of the following professional competencies:

- Effectively using techniques and tools to solve business problems.
- Developing analytical and strategic thinking to integrate all areas of the company and achieve profitability.
- Developing attitudes of change and innovation that adapt to new organizational systems.
- Developing leadership and decision-making skills.
- Fostering a practical attitude to understand the functioning of a company's operational levels.
- Cultivating an empathetic attitude to understand diverse opinions.

Program Format and Duration


This is a full-time program, delivered intensively in successive 22-day modules, with between eight and twelve hours of study per day. Each module includes three subjects or their equivalent in workshops. The program consists of 2,592 total hours with in-person sessions over the course of one year.

Curriculum

- **Leveling Course:** to prepare and/or review the knowledge required for the master's degree.
- **Nine modules:** each with three subjects.
- **In the final module,** emphasis is placed on specialized areas.
- **Final Thesis:** through consulting in companies or business simulations.

Daily Schedule

(Monday to Friday)

	08:00 - 09:20 Plenary Session (Subject 1)
	09:20 - 09:40 Break
	09:40 - 10:40 Group Discussion (Subject 2)
	10:40 - 12:00 Plenary Session (Subject 2)
	12:00 - 13:40 Lunch
	13:40 - 14:40 Group Discussion (Subject 3)
	14:40 - 16:00 Plenary Session (Subject 3)
	16:00 - 17:00 Individual Reading (Subject 1)
	17:00 - 18:00 Group Discussion (Subject 1)
	20:00 - 22:00 Individual Reading (Subjects 2 and 3)

Materias del Programa

Leveling Courses

Decision Making
Applied Mathematics and Statistics
Accounting
Low Rope Team-Building Workshop

Modular Courses

Case Study Analysis (ANEC)
Managerial Communication and Negotiation
Organization I
Speed Reading Workshop
Microeconomics for Managers
Human Resources Management
Financial and Cost Accounting
Macroeconomic Environment Analysis
Marketing Management I
Quantitative Methods
Finance I
Economic and Political Environment Analysis
Marketing Management II
Finance II
Business Law
Industrial Organization
Ethical Leadership and Corporate Responsibility
Business Strategy
Operations Management
Market Research
Managerial Control
Technology and Information Systems Management
Organization II
International Finance
International Management
Leadership
Managerial Processes (Business Simulation)
Specializations:
International Trade & Logistics
Family Business Entrepreneurship
Agribusiness
Management in the Hydrocarbon Industry
Marketing
Finance
High Rope Team-Building Workshop

Application Requirements

- Complete the online "Application Form."
- Submit an Essay.
- Take the Admission Test (PAEP).
- Submit an updated Resume.
- Interview with the Program Director.
- Socio-personal Evaluation.

Enrollment Documents

- Admission Letter to the program.
- Complete the "Enrollment Form."
- Recommendation Letters in UPB format.
- Legalized photocopy of Academic Diploma.
- Legalized photocopy of National Degree Certificate.
- Simple photocopy of identity card or passport.
- Original computerized birth certificate.
- Color photographs (3 x 3.5 cm, blue background, formal attire for Graduation).
- Payment Commitment Signature

Scholarships

The program offers scholarships covering up to 50% of tuition.

CAMPUSES



Postgraduate Building "Stephan Schmidheiny"
– Julio León Prado Campus
Cochabamba



Santa Cruz Campus



Graduate Building "Fernando Romero"
La Paz

Start Dates

Leveling Course:	Cochabamba La Paz and Santa Cruz	February
First Module	Cochabamba La Paz and Santa Cruz	March



Inquiries and Enrollment

Cochabamba

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La Paz

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Santa Cruz

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