



**The Best Business School in Bolivia
Ranked #7 in Latin America and #2 in Academic Strength***
*América Economía Magazine, September 2023



MADE

Master's in Business
Administration
and Management

WELCOME FROM THE PRESIDENT

I am delighted to invite you to join our prestigious Master's in Business Administration and Management (MADE). This program is specifically designed for business leaders seeking to acquire new skills, advanced tools, and managerial capabilities needed to navigate today's complex global environment. Our Master's program ensures a rich learning experience in strategic business management, emphasizing the development of professional competencies, interpersonal skills, and core values that will enhance your performance and career trajectory.

UPB's Business School is proud to hold a four-star rating from the QS STARS Rating System and has been recognized by América Economía magazine as the top business school in Bolivia for nine consecutive years, and among the top seven in Latin America. This recognition is a testament to the high international standards of our faculty and the application of Harvard University's renowned case study methodology. I am confident that those who embrace this challenge will elevate their professional development and join the elite ranks of distinguished business management professionals.




Oscar Molina Tejerina, Ph.D.
President

OBJECTIVES

- Develop managerial skills in participants through the Case Study Methodology.
- Equip participants for managerial decision-making, developing flexibility and breadth of judgment through intensive practice.
- Respond effectively and proactively to changes in the business environment.
- Develop the ability to determine the direction and strategy for the company.
- Strengthen business management skills with strong motivation to achieve objectives through creativity and teamwork.

CURRICULUM

CORE SUBJECTS

- Administration and Organization.
- Accounting and Finance.
- Leadership.
- Financial Policy and Strategy.
- HR Policy and Strategy.
- Commercial Policy and Strategy.
- International Marketing.
- International Finance.
- Development Strategy and Economic Policy.
- Organizational Change.
- Production Management and Technological Innovation.
- Strategic Management.
- Competitive Strategy.

WORKSHOPS

- Entry Residency Workshop.
- Communication, Negotiation, and Conflict Management Workshop.
- Emotional Intelligence Workshop.
- Ethics Workshop.

SPECIALIZATIONS

- Finance
- Marketing
- Human Resources
- International Trade
- Business Intelligence

At least 8 participants are required to offer a specialization.



FACULTY

The faculty members are accomplished professionals with doctoral degrees or advanced doctoral studies, bringing extensive expertise and experience in their respective fields of specialization.

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

Francisco Mayorga, Ph.D.
Yale University – USA

Manuel Olave Sarmiento, Ph.D.
University of California – USA

Juan Carlos Durán Machicado, Ph.D.
Universitat Politècnica de València – Spain

Oscar Molina Tejerina, Ph.D.
Universitat Politècnica de València – Spain

Rosmy Pol Rojas, Ph.D.
Universidad de Sevilla – Spain

María Isabel Pueyo Roy, Ph.D.
Universidad de Zaragoza – Spain

Pablo Zegarra Saldaña, Ph.D.
Universitat Politècnica de València – Spain

Tommy Pozo Vila, Ph.D.
Universität Duisburg-Essen – Germany

Alejandro Vargas Sánchez, Ph.D.
UPB – Bolivia

Sergio García Agreda Ballivián, Ph.D.
Universitat Politècnica de València – Spain

Alberto Sanjinés Unzueta, Ph.D.
UPB – Bolivia

Johnny Burgos Mendoza, Ph.D(c).
UPB - Bolivia



SCHEDULE

Monday: Inaugural plenary session: 19:00 to 21:00 (Synchronous #1)

Wednesday to Friday: 19:00 to 22:30 (Synchronous #2, #3, #4)

Saturday: 08:30 to 13:30

Sunday: 09:00 to 13:30 (Synchronous #6)

LEARNING MODE

The Master's program is modular, with live interactive sessions one week per month from Wednesday to Sunday. Asynchronous preparation activities take place 11 days prior. Classes will be 100% virtual; however, 3 subjects will be delivered in person, with a multimodal option if necessary.

GRADUATION MODALITY

Participants who complete the curriculum and academic requirements may graduate through the "Business Simulation" modality and earn the following degrees:

- Masters in Business Administration and Management.
- Diploma in Business Management.
- Diploma in Soft Skills.

ADMISSION REQUIREMENTS

To apply for the program, participants must:

- Complete the "Application Form".
- Submit an Essay.
- Provide an updated Resume.
- Attend an Interview with the Program Director.
- Undergo a Socio-Personal Evaluation.

ENROLLMENT REQUIREMENTS

Upon receiving the admission letter, participants must submit the following documents:

- Completed "Enrollment Form".
- Recommendation letters in UPB format.
- Notarized copy of Academic Diploma.
- Notarized copy of National Degree Certificate.
- Photocopy of identity card or passport.
- Original birth certificate (computerized version).
- Color photographs (3 x 3.5 cm, blue background, formal attire for graduation).
- Signed Payment Commitment.



PAYMENT OPTIONS

The participant can opt for a tuition payment plan of up to 18 installments.

LUMP SUM PAYMENT DISCOUNTS

If the tuition is paid in full, the participant will benefit from a 10% discount on the total tuition.

DISCOUNTS

Discounts are available for groups from companies, UPB alumni, and members of trade associations with which UPB has agreements.

WE ARE MEMBERS OF:



Graduate Building "Stephan Schmidheiny"
Julio León Prado Campus - Cochabamba



Santa Cruz Campus 2020
Pirai Extension, Av. Ivo Kuljis between 6th and 7th ring (5 blocks from the 6th ring)



Graduate Building "Fernando Romero"
Av. Hernando Siles No. 5080, corner of Calle 5, Obrajes - La Paz

INFORMATION AND ENROLLMENT

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