

## **Master Degree in Product and Service Management**

The phenomenon of globalisation, the increasingly rapid advances in technology, and the growing importance of knowledge, place ever greater demands on organisations, with the results that, to achieve greater levels of efficiency, they need to implement changes in their behaviours, strategies, and internal structures.

### **Objectives**

The Master Degree in Product and Service Management will provide its students with the capabilities to meet all the challenges of globalisation, technological progress, and the Knowledge Society. We will teach the students professional management techniques, and we put a particular stress on the management of business procedures and services in an international context. By the end of the programme, students will be capable of assuming a position of responsibility in any organisation, whether it be private or public.

### **Specialities**

Advanced Services Management (Spain)  
Product Technologies (Germany)

### **Aimed at**

- Students graduating from the University to pursue a career in either public or private organisations
- Students who wish to complete a degree in Organisation Management
- University Graduates who are going to occupy positions of responsibility in international companies or institutions

This course is suitable for people who have graduated in: Business Administration and Management (ADE), Engineering (particularly Management speciality), Industrial Engineering, other engineers and degree holders specialising in Management, other degree holders with management experience. Students should have a good level of English.

### **No. Credits**

90-120 ECTS Credits

### **Structure of the Master**

- A) For domestic students: Master Oficial en Gestión de Empresas, Productos y Servicios
- B) For international students (with a minimum of one semester in Germany): Master Degree in Product and Service Management

## **First Course**

Semester A: Introductory Module (according to previous degrees)

Semester B: Compulsory Module (Innovation, Product Planning and Management, Service and Sales, Logistics, Product Project)

## **Second Course**

Semester A

- Specialities
  - Advanced Service Management (Spain)
  - Product Technologies (Germany)
- Optional Module (from the Master in Financial Management or other optional subjects in Germany)

Semester B: Final Master Dissertation

**Clarification:** Only the course units from the First Course, semester B, will be English. The rest will be in Spanish, apart from units taught in Germany.

## **Contact Information**

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More information on postgraduate degrees can be found at

[www.upv.es/postgradooficial](http://www.upv.es/postgradooficial)

Other specific information at [www.upv.es/entidades/ADE/menu\\_637622c.html](http://www.upv.es/entidades/ADE/menu_637622c.html)

## **Admission Criteria**

- Academic Qualifications
- Professional Experience
- Experience in research, academic, or professional products
- Academic Success
- English Qualification

## **Organised by**

Faculty of Business Administration and Management  
Universidad Politécnica de Valencia (Spain)

## **Taking Part**

Faculty of Business Administration and Management  
Department of Management  
Universidad Politécnica de Valencia (Spain)

Fachhochschule Ansbach (Bayern, Germany)