

# MEET MASTER ONLINE

## ***Introduction***

Looking for high quality and specialized university education? Need to take a step forward in your professional career? Do you have very little time and require maximum flexibility? Do you also want to do it through the latest online learning technologies and in one of the best European universities? Master Oline fulfills these learning needs and offers you the solution you're looking for to satisfy your professional development at the Universidad Autónoma de Barcelona.

## ***Autonoma of Barcelona University – Master Online***

The Universidad Autónoma de Barcelona presents itself as one of the Spanish leader universities, nationally and internationally known for its teaching excellence, and its quality investigation, as well for its constant commitment to strengthen the university –company link, always thinking on its student's professional success and development profit. Fruit of this university-company link commitment Master Oline is born. Master online responds to a market reality characterized for the constant necessity of continued learning as a key to overcome the high competitiveness levels. A market reality characterized for an all level internationalization that makes necessary to present flexible learning solutions and accessibility to all kinds of geographical condition and time availability.

## ***Professor Team***

Master Online teacher group is composed from one side by teachers from Universidad Autónoma de Barcelona itself, specialists in different areas with a extensive teaching career. Those teachers are joined by guest lecturers from other universities both nationally and internationally that provide new insights and approaches. Likewise, the teaching team is completed by professionals and managers from different sectors and markets with high communication skills and outstanding experience in various business environments. They offer, in addition to the lectures, high-level virtual conferences that in a on-site methodology would be impossible to provide, given the tight schedules of the contributors or the inability of certain trips.

## ***Student Profile***

Master online addresses students and professionals searching for a specialization and a teaching flexibility in the Universidad Autónoma de Barcelona. One of the most prominent profile elements is the plurality of geographic origins, a plurality that makes possible to establish profitable synergies and ensures a multicultural learning.

## ***Training Offer***

Master online offers masters focused to marketing, commerce, distribution, logistics, finances and human resources. Although faithful to its commitment to satisfy the current business necessities, master online is aware of the importance of constantly covering new teaching disciplines linked to business administration and direction. Because of this we are actively searching opportunities that can provide a consolidated and always up to date to the market necessities learning offer.

## ***4-Learning Methodology***

4-learning is the Master Online's teaching methodology, a unique methodology, innovative and technologically very advanced that has four elements. The fusion of those four elements assures a complete knowledge management.

To start with it includes knowledge management through social networking. Nowadays networks and interactive spaces of "networking" type are up to date, they take part of our reality. For this and with the aim of offering a well-linked to our time reality education, Master Online's methodology assures the continuous interaction of all of its participants: students, coordinators, teachers and tutors. In this way learning becomes a socialization experience in which everybody learns from the others.

The second element of the 4 learning methodology is represented by the knowledge management based on contents. We are talking about the study material itself, that far from being presented in a digital book format, are formulated using innovative technologic tools of design and edition under a different approach where the ease of study takes the leading role.

The third element materializes through knowledge management based on forums. The learning process in Master Online includes, for each course, an online module, a forum in which students, teachers and tutors themselves

participate in an exceedingly active way. It is a channel represented like an attractive discussion space, doubts resolution and, in short, a useful complement for the study.

The fourth and last piece integrated on the methodology 4learning is the one making reference to knowledge management based on virtual lectures. Those lectures are presented as a 100% virtual space in which teacher and students meet, each one of them with a simple ADSL connection, a webcam, a microphone and a computer. From anywhere they can connect and a virtual session takes place, which is a real on-site lecture thanks to functionalities like being able to ask permission to speak, to see the course-mates and the teacher or being able to write on the blackboard. It is a last generation tool very useful, for example, to develop the case method.

### ***Virtual Campus***

The integrating elements of the 4-learning method for each master are centralized in a strong virtual campus platform based on moodle technology, that, on one side, allows the student to access and administer in a clear and organized way all the learning resources. On the other side, calendars for each course, also delivering of practical cases, grade visualization, email service, personal agenda service and a long etcetera of functionalities with the aim to facilitate monitoring of the course to students.

### ***Mentoring***

The online methodology requires a greater study discipline and a greater planning by the student, so that the course monitoring is guaranteed. With the aim to plan and motivate the student without losing the course's quality standards, Master Online adds to its innovative methodology a powerful human component of proximity to the student: the tutor.

The tutor follows individually each student's evolution, contacts him or her by phone periodically, monitors his or her attendance at the campus and also solves his or her doubts and suggestions. In short, represents a valuable support to the study.

### ***Propuesta Formativa Única***

Thus, master online presents itself as a unique learning process in our time: unique for its teaching quality, unique too for its learning method and unique for its constant innovation commitment and business reality proximity. Take part, contact us, and invest now in your professional career.