MBA
SPORTS MANAGEMENT
MASTER'S DEGREE • TAUGHT IN ENGLISH • 2016/17 • MURCIA, SPAIN
PERSON TO PERSON, FACE TO FACE

At UCAM, students receive personal attention that is tailored to their individual needs. Personal relationships in the context of learning are highly valued. Thus, each student is assigned an individual tutor and the number of students per class is deliberately kept small. The range of academic programs on offer is constantly being adapted to meet the needs of society and the majority of UCAM’s titles and degrees are recognized throughout the European Higher Education Area. This reflects the ideal at the heart of UCAM’s mission: each and every student gives us a reason to continue to strive for excellence.

LEARNING IN ACTION

UCAM empowers students to develop their skills and abilities tailored to their professional profiles. UCAM’s campus combines first-rate infrastructure with well-equipped laboratories and research facilities, which enable students to put their newly acquired knowledge into practice. All students are able to gain hands-on work experience in public or private institutions, where they can get a feel for their future field of expertise. Moreover, UCAM supports more than 50 research teams working in close collaboration with companies such as Coca Cola, Danone, LaLiga, Santander, Repsol and Vodafone.

SPORTS ELITE

The University has developed a special commitment to sports. Currently, UCAM sponsors more than 20 teams and is proud to have more than 500 athletes within its student body. It is the only European university with a professional basketball team in the First National League (ACB League, Spain). Following the Anglo-Saxon university model, sports is part of UCAM’s DNA. Moreover, the Institution was hailed as the winner of Spain’s University Championships with 118 medals (76 gold). UCAM’s best athletes include Olympic medallists such as Mireia Belmonte and David Cal, and World Cup participants such as Melanie Costa. All of the University’s sports facilities are led by the UCAM Sports Center, a high tech gym accessible to all University students and stakeholders.

OPEN AND GLOBAL

UCAM has a strong international focus, enabling students to develop a global perspective throughout their studies. The University has joint programs, partnerships and exchange agreements with more than 160 universities around the world, including Stanford, the University of Berkeley, the National University of Singapore (NUS), Nanyang Technological University (NTU), the University of Bologna, PUC - Rio Grande do Sul, Beijing University of Foreign Studies and Wuhan University. UCAM is also present in Indonesia, Singapore, China, India, Romania, Russia, Uruguay and the United Arab Emirates, working together with representatives from universities all over the world in order to further develop the Institution’s international strategy.

MORE THAN KNOWLEDGE: VALUES

UCAM, as a Catholic institution committed to the Church, does more than just provide high quality education. The transmission of morals is one of the University’s cornerstones and adds value to the future of its students: not only do they become great professionals but they also develop strong personal ethics and empathy. At UCAM, education is integrated and comprehensive while simultaneously providing unique opportunities for personal development through volunteer activities, conferences, seminars, research projects and religious services.

MURCIA’S LIFESTYLE, YOUR LIFESTYLE

UCAM’s Campus de Los Jerónimos is located in Murcia, the capital city of the southeastern region of Spain, where the Mediterranean climate merges with the natural beauty of the beaches of Costa Cálida, and the mountains and fields of the Huerta de Europa. The heritage of Spanish culture, known for flamenco, tapas and fiesta, is reflected in Murcia’s people who are welcoming, warm, enthusiastic and sociable. As a midsize region (1.5 million inhabitants), Murcia is full of artistic and social dynamics and provides a safe environment and modern infrastructures at especially affordable living costs.
At UCAM, we focus on the individual and put great emphasis on displaying the Christian values of humanism.

In this context, our firm commitment towards sports must be understood to rest on the following pillars: teaching, research and competition. These are aspects the Professional Football League also feels dedicated to. Therefore, our two organizations have joined forces to create the LaLiga - UCAM University, targeting the training of great professionals in the field of sports management.

In this day and age, where it seems that only short-term results matter, there are those well-managed institutions that stand out from all the others because of their commitment to a strong ethical conduct and their practice of putting people in the center of attention throughout their endeavors. It is this understanding that makes UCAM’s students excel in the labor market.

In order to comply with our striving for excellence, UCAM’s academic staff comprises highly qualified professionals and professors from the world of sports, that show a maximum level of personal involvement and teaching skills. In accordance with our Institution’s mission and vision, we desire students to receive the most holistic education possible.

Our University has been breaking new frontiers for years; this momentum is also reflected in the LaLiga - UCAM University in terms of a diversified academic offer, personalized to the individual, yet with a clear international vocation.

By providing sports professionals with a qualified academic education, a more efficient and effective management of sports organizations is achieved. This also reflects the LaLiga’s strong commitment to and understanding of the importance of continuous training.

According to the International Federation of Football History and Statistics, Spain is considered to have the best football league in the world. Therefore, it is of crucial importance that all sports organizations that participate in our official competitions, as well as in other athletic contests, display excellent management capabilities in the areas of administration, quality assurance, research, and marketing and media.

UCAM has LaLiga’s full support and, due to the strong collaboration with the League, provides high quality sports-related postgraduate courses with internationally recognized qualifications. At LaLiga, we will continue to actively assist UCAM in its endeavors, in order to further educate professionals and empower qualified managers.

Greetings from the Presidents

José Luis Mendoza Pérez
President of UCAM, Universidad Católica San Antonio de Murcia

“Our University was established with the goal of providing comprehensive, high quality education across all the degrees offered.”

Javier Tebas Medrano
President of the Spanish Professional Football League

“As President of the Professional Football League, I am delighted to be able to introduce the LaLiga - UCAM University, which was established as a result of the cooperation between the LaLiga and UCAM.”

MBA Sports Management

The need to train professionals in all areas of sports has arisen as a consequence of the great progress that has been made in the sports sector over the last decade. Hence, sports management is one of the areas of expertise that has increasingly gained importance due to international efforts to effectively and efficiently manage each of the organizational aspects of sports.

The content and development of this MBA in Sports Management is continuously being adjusted to the professional demands required in professional practice. The program is aimed at the management and direction of sports organizations, public and private institutions and facilities, as well as the design, leadership and development of sports events of any nature or size.

During this time of progressive academic adaptation across the European Higher Education Area, it is essential to enlarge UCAM’s postgraduate studies portfolio with a qualitatively high master’s program specifically aimed at obtaining the skills required to compete in a global and interconnected world. To achieve this, teaching staff has carefully been selected, comprising highly qualified university academics as well as professionals from our country’s top sports institutions.

In order to experience the exciting reality of sports management, visits to the most representative facilities of the Community of Madrid and the Region of Murcia will be offered, as well as an international trip to Qatar and the UAE, during which students will be able to visit the most innovative facilities in the world of sports. As part of these visits, students will attend lectures related to different subjects such as: practical knowledge of the organizational functioning and management of sports institutions and complexes, recognizing information systems and performance indicators, quality management models, human resources organization, and identification of distinct areas of management with regards to the sports sector.

The MBA Sports Management aims to prepare future sports managers for the role of directing sporting organizations, by emphasizing industry-specific management and planning capacities.

To this end, the Master’s addresses the acquisition of advanced training of a specialized nature, geared towards a professional qualification.

Similarly, this Master’s degree targets future leaders in the sporting industry who wish to contribute to sustainable social and economic development, leaders with empathy and ethics who put effort into the projects they encounter, upholding team spirit and a general eagerness to help others succeed.

In order to be considered for UCAM’s MBA Sports Management, prospective students should fall into at least one of the following categories:

• Professionals from the sporting sector (with proven relevant work experience);
• Elite or professional athletes;
• Successful graduates holding a bachelor’s degree (or higher), wishing to pursue a career in sports management.

Objectives

Student Profile

UCAM’s excellent institutional relationships provide our students with an excellent combination of high quality education and practical deployments.

FRANCISCO JAVIER NOGUERA PLAZA
Coordinator of the MBA Sports Management

ANTONIO SÁNCHEZ PATO, PhD
Head of the MBA Sports Management
Dean of the Faculty of Physical Activity and Sports Science

“UCAM’s excellent institutional relationships provide our students with an excellent combination of high quality education and practical deployments.”

MBA Sports Management

The program of MBA Sports Management is aimed at both professionals with years of experience in this particular field, as well as recent graduates coming from a non-sporting background who explicitly wish to direct their careers towards a task area in sports management and planning.

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Career Opportunities

The training provided by the MBA Sports Management paves access to both the private and public sectors of the labor market.

Successful MBA Sports Management graduates can meet a wide range of professional requirements and profiles. Skills obtained during the course prepare students to obtain leading positions in companies, draw up their own business plan and become successful entrepreneurs.

Qualification

This qualification has the recognition, support and accreditation of UCAM and LaLiga of Spain. Both institutions enjoy high international prestige and facilitate the further training of professionals, educating them in all areas of sports management.

Upon the completion of this program, students are qualified to:
• Correctly and accurately interpret the law regarding sports by which both public and private sports organizations are governed
• Manage quality processes and policies in sports organizations
• Execute human, organizational, and financial resource planning of sports institutions
• Manage any type of sports facility in a sustainable manner
• Organize sports events at local, national and international level
• Create a communication plan for organizations and sports events
• Research and teach sports management

This qualification has the recognition, support and accreditation of UCAM and LaLiga of Spain. Both institutions enjoy high international prestige and facilitate the further training of professionals, educating them in all areas of sports management.

Through its Physical Activity and Sports Science Faculty and the LaLiga - UCAM University, UCAM has many partnership agreements with private and public entities (companies, associations, federations, councils, etc.), where our students can develop their practical and research activities.

Once all studies have been completed, students will receive the official title of MBA Sports Management, in collaboration with the Spanish Professional Football League and endorsement of the Spanish Olympic Committee.
2016/17 Plan of Studies

I. LEGAL ASPECTS OF SPORTS MANAGEMENT, DIRECTION AND SPONSORSHIP
This subject details the legal aspects of sports organizations, exploring those considerations that affect the decision making of sports institutions.

II. RESEARCH METHODOLOGY
The second part of this module considers the elements necessary to understand the basic characteristics of market research methodology, focusing on the direction and management of sports organizations.

III. SPORTS MARKETING
Sports marketing is one of the primary tools with regards to facilitating decision making that brings leaders closer to the efficient management of resources by reconciling human, financial and technological aspects.

IV. COMMUNICATION AND PROTOCOL IN SPORTS
This subject teaches communication and protocol skills that are of crucial importance in the sports market, hereby bearing in mind the distinctive characteristics of the respective product. The ability to communicate a message effectively and engagingly to specific audiences is a fundamental pillar of success in the sports management and direction environment.

V. HUMAN RESOURCES MANAGEMENT AND ADMINISTRATION
The first part of this module focuses on employee enhancement, team dynamics, and the evaluation of processes implemented to enable and motivate employees to achieve the objectives of the organization.

VI. STRATEGIC PLANNING
Strategic planning aims at increasing awareness of the importance of aligning sports managers’ actions to a future-oriented vision for their company, one that must be known by, and shared with all stakeholders.

VII. FINANCIAL MANAGEMENT
The methods and procedures that are applied to administration, taxes, procurement, cost analyses and budgets are indispensable tools for the management of sports organizations. Hence, this subject desires to show students the different techniques of financial planning in order to ensure the profitability of sports products.

VIII. QUALITY AND SUSTAINABILITY IN SPORTS
The management of sports organizations should be imbued with the principles of quality. Sports managers must therefore be familiar with the necessary tools in this context, including qualitative aspects and their public perception by internal and external customers.

IX. MORPHOLOGY AND PLANNING OF SPORTS FACILITIES AND EQUIPMENT
This subject analyzes various types of facilities in order to assess tasks such as planning, scheduling, and the organization and control of sports facilities. It also leads students through the entire process of the creation and maintenance phase of a sports facility.

X. ORGANIZATION AND MANAGEMENT OF SPORTS SERVICES AND EVENTS
This part of the module aims at assisting students in developing all the skills necessary to manage the broad variety of individual sporting events, including their planning, logistical, financial, sponsorship and third party agreement aspects, risk management and insurance factors, as well as marketing components.

XI. INTERNSHIPS
These placements provide students the opportunity to receive practical experience in a professional working environment. Students can be placed in a professional or amateur sports company, services firm or organization. Each student’s progress will be supervised individually by a member of the organization as well as by a university tutor.

XII. PROFESSIONAL MASTER’S PROJECT
As part of the Master’s last module, students must produce an original work of professional nature (a technical report, project development, etc.) based on the knowledge and skills acquired during the course of the Master’s and the undertaken work placement. To achieve this, students will have the assistance of a personal tutor who will outline the guidelines and framework to be followed by a member of the organization as well as by a university tutor.
International Educational Trip to Dubai and Abu Dhabi (included in the price)

During the course there will be an exciting international educational trip to Dubai and Abu Dhabi in which students can corroborate what they learned throughout the academic year, while at the same time they can enjoy the various tourist attractions in the area.

The most important and most innovative facilities in Dubai and Abu Dhabi will be visited, among which the following stand out:

- Ferrari World
- Yas Marina Circuit. Circuito de Abu Dhabi
- Dubai Sport City
- Ski Dubai
- Dubai Sports World
- Hamdan Sports Complex
- XDubai
- Zayed Sports City
- Sede de LaLiga en Dubai
- Ifly
- Jumeirah Golf

* The management reserves the right to modify the facilities due to organizational necessity. In the international educational trip, flight and accommodation costs are included in the price of the Masters.

National Educational Trip to Madrid, Murcia and Barcelona (included in the price)

Besides the international study trip, students of MBA in Sports Management will also visit various public and private sports institutions as well as facilities concerned with the organization of sporting events, of Madrid, Murcia and Barcelona.

These cities grouped several of the biggest clubs in football and basketball, and are the epicenter of many sporting events. Throughout the duration of these visits, the students will also attend lectures related to the different subject matter of the course such as: practical knowledge of the organizational functioning and management of sports institutions and complexes; recognizing information systems and performance indicators; quality management model; human resources organization; identification of areas of management; etc.

Some of the sports complexes planned to be visited are the following:

- Comité Olímpico Español (Madrid)
- Rayo Vallecano de Madrid (Madrid)
- Getafe Club de Fútbol (Madrid)
- Agrupación Deportiva Alcorcón (Madrid)
- Consejo Superior de Deportes (Madrid)
- Mutua Open de Madrid (Madrid)
- Reebok Sport Club (Madrid)
- Circuito Ricardo Tormo (Valencia)
- Espanyol (Barcelona)
- Asociación de Clubes de Baloncesto, ACB (Barcelona)
- Club Joventut de Badalona (Barcelona)
- Real Club Deportivo Español (Barcelona)
- Camp Nou (Barcelona)
- La Manga Club (Murcia)
- Pinatar Arena Football Center (Murcia)
- UCAM CB (Murcia)
- Juan Carlos Ferrero - Equelite Sport Academy (Alicante)

** The management reserves the right to modify the facilities due to organizational necessity. In the national educational trip, transportation and accommodation costs are included in the price of the Master’s.
Faculty Members

Alex Aranzabal, PhD
President of Eibar

Germán Argüelles
Co-founder / CEO generation Adidas International

José Luis Astiazarán
Ex-director of LaLiga

David Blay
Director of League Valencia 2015

Miguel García Caba, PhD
Legal adviser of LaLiga

José Miguel Garrido
Director of UCAM Basketball Marketing and Commerce

Ramiro Lahera
Marketing Director at 2014 Basketball World Championship. Managing Director, Tactika Sports Culture.

Edouard Legendre
Director of Strategic planification in Geometry Global, Ogilvy and Mather, Long Run

Miguel Mateo Marcellán
TV & Media Manager, EHF Marketing GmbH

Alfonso León Lizé
International Sports Lawyer and Associate of Juan de Dios Crespo Pérez’s firm

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José Moya Gómez
Director of LaLiga - UCAM University

Mª Teresa Nadal
International Sports Lawyer at NF Sports Law and Tebas & Codinhas - Sport Law

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Coordinator of the MBA Sports Management

Francisco Roca
President of ACB Endesa Basketball League

Javier Tola
Ex-Director of Deportes

Ignacio Trujillo
General Director of Innovation and Global Development of LaLiga

Pablo Vega
Ex-director of NBA Spain

Juan de Dios Crespo Pérez
International Sports Lawyer, previously worked as lawyer of Villarreal CF, Sevilla CF, Real Madrid, AS Roma, among others

Francisco de Paula
General Manager of Pinatar Arena Football Center

Pedro Díaz
Talent consultant, Management Professor, Real Madrid Graduate School

Diego Fructuoso Pérez
Olympics Shooting Athlete for Telefónica Team

Michael Brenton
Creative Director at Radiant Studios

Vicente Casado
Ex-Director of Malaga Football Club

Raúl Ciprés
Member of Marketing & Expansion at Club Joventut Badalona and Former General Marketing Director of RCD Espanyol

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Javier Tola
Ex-Director of Deportes

Ignacio Trujillo
General Director of Innovation and Global Development of LaLiga
Life in Murcia

By attending UCAM’s degree classes on campus, students will have the opportunity to experience the true Spanish lifestyle and discover Murcia as a cultural melting pot, in which international students are especially welcome.

Located in the southeast of Spain, the Region of Murcia is characterized by mild temperatures and long hours of daylight. Here, just as if it were a small continent of its own, a variety of cultural activities and diverse flora and fauna offer endless possibilities for leisure time enjoyment. Beautiful beaches, rural areas, historical cities, rich traditions, enchanting folklore and spirited culture mix together to form a dynamic and attractive living environment.

The region is a synonym of warmth, friendliness and security! The soul of Spanish culture can be found throughout Murcia’s city center, beautiful squares, historic buildings, museums and university campuses. As capital city of the region, the network of services, supported by modern infrastructure, guarantees a high quality of life.

“Quality of life is the best expression to describe Murcia.”
—Raphael Cordeiro, Brazil

“Life in Murcia is a real discovery: it is a very vibrant city, full of students coming from all over the world.”
—Matteo Ercole, Italy

“The stunning natural surroundings of the city make Murcia one of the best regions to explore.”
—Justyna Sierakowska, Poland

“It is amazing to live in such a historical place, where so many cultures left their legacy.”
—Jonathan Tobin, Ireland

“I love the wide range of leisure activities that I can find in and around Murcia.”
—Maria Monreal, Spain

“During my stay at UCAM I had the great opportunity to visit the financial districts of Madrid and Barcelona.”
—José Maria Caldeira, Portugal

COST OF LIVING (€450-550/month)

- Accommodation: €150 - 250/month
- Public Transport: €20/month
- Groceries: €120/month
- Sports Center: €20/month
- Lunch at UCAM: €3 - 5
- Cinema Ticket: €6
- Coffee: €1
- Fast Food Menu: €5 - 8
- Tapas Dinner: €7 - 15
- Night Out / Fiesta: €0 - 15

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Student Testimonials

Iulia Necula - Romania
As a professional athlete and Olympian (Beijing 2008), here at LaLiga - UCAM University I had the unique opportunity to combine my professional career with the academic study. After graduating my Bachelor’s in Sport Science and Tourism I decided to go for MBA Sports Management and it turned out to be the best decision I made. Not only I got to learn from the best professionals in the branch but I also got the possibility to do my internship and work with many sport institutions and clubs that collaborate with the University. At LaLiga - UCAM I had the chance of doing from my passion, my work.

Akira Afif - Indonesia
I choose MBA Sports Management because I want to follow my passion which is in sports and combine it with my economy knowledge that I earned from my bachelor study. I hope this master by LaLiga - UCAM University could give me a great experience and knowledge as well as providing path to a bright future in the field of sports industry.

Pedro Pemartin - Spain
After more than 5 years of working in different industries, I took the life-changing decision to study MBA Sports Management at LaLiga - UCAM, and it has been the most rewarding decision I have made. This MBA has given me the opportunity to carry out an internship in the LaLiga (Spanish Football League) after which I was offered a permanent job as head of marketing at the LaLiga - UCAM University. In addition I am in charge of the organization of international sporting events such as football tournaments, mountain bike races and trails. I feel that I have now fulfilled my life-long dream.

Admission Process

The process to apply to UCAM is simple and the International Admissions Office will assist you every step of the way. Feel free to contact us on: laliga@ucam.edu or +34 968 278 525.

THE ADMISSION PROCESS CONSISTS OF THE FOLLOWING STEPS:

**Online Application**
Submit your personal data and attach the required documents:
- Official documents of previous education: Degree and transcript of results
- Proof of Language Proficiency, e.g. Diploma of B2 English level or equivalent*
- Passport copy
- ID Photo
* UCAM can offer special preparatory language courses on campus.

The International Admissions Office at UCAM will assess all the above documents.

**Personal Interview**
The interview takes place over Skype and lasts 20 to 40 minutes containing questions related to the documents relevant to the application as well as questions about personal motives, future aspirations, extracurricular activities and hobbies, leadership skills, creativity, social engagement and emotional intelligence.

**Payment of Pre-Inscription Fee and Visa Application**
In the event of a successful application, UCAM will issue a Conditional Offer Letter (COL) to following non-EU students for their visa application process. Please make sure to check the requirements on the Spanish Foreign Affairs Ministry’s website before proceeding with your visa application.

The Pre-inscription deposit is imperative to guarantee the placement offered to students, and for the enrollment procedures that follow after.
* A formal “Letter of Acceptance” will be issued once the placement has been confirmed with the payment made to UCAM and the documents legalized (where applicable).

**Enrollment at UCAM**
We will send you instructions on how to complete the online pre-inscription processes and then... That is it! You have completed the enrollment and can begin your preparations for the start of the course and your move to Murcia!

**Important Note**
If you have completed your higher education outside of the EU, the Official Transcript and Diploma of your prior university studies need to be recognized by one of the following means:
- Official University Degrees from an European Union country are automatically recognized by UCAM
- The Hague Apostille (please consult the list of signatory countries in: international.ucam.edu/admission/hague-apostille-countries)
- The Andrés Bello Convention (Bolivia, Chile, Colombia, Cuba, Ecuador, Spain, Mexico, Panama, Paraguay, Peru and the Dominican Republic) + the stamp from the Ministry of Education and Foreign Affairs where documents were issued + Spanish consulate stamp
- The diplomatic pathway, with the compulsory four stamps i.e. Ministry of Education and Ministry of Foreign Affairs of the country where documents were issued + stamp from the Spanish Consulate and the Spanish Foreign Affairs Ministry in your home country

All documents that are not in English, Spanish nor Italian, must be duly translated into Spanish by a sworn translator (this applies to EU and non-EU Degrees).
## Spanish Language Program

The following course is included in the Master’s tuition fee:

<table>
<thead>
<tr>
<th>COURSE</th>
<th>Spanish Language and Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DURATION</strong></td>
<td>3 months</td>
</tr>
<tr>
<td><strong>DATE</strong></td>
<td>November - December/January or February/March - April (student’s choice)</td>
</tr>
<tr>
<td><strong>HOURS</strong></td>
<td>42</td>
</tr>
<tr>
<td><strong>LEVEL</strong></td>
<td>A1, A2, B1.1, B1.2, B2.1, B2.2, C1.1</td>
</tr>
</tbody>
</table>

We also offer the following course options which you can choose to take alongside or apart from your degree.

The courses below are also open to non-students. All are welcome. The following table details course availability, dates and prices. For further information on these language courses please contact: rcalatyud@ucam.edu

### GENERAL COURSES 2016/2017

<table>
<thead>
<tr>
<th>COURSE</th>
<th>Preparatory</th>
<th>Spanish Language Course</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DURATION</strong></td>
<td>1 academic year</td>
<td>6 months</td>
</tr>
<tr>
<td><strong>DATE</strong></td>
<td>October - July</td>
<td>February - July</td>
</tr>
<tr>
<td><strong>HOURS</strong></td>
<td>660</td>
<td>480</td>
</tr>
<tr>
<td><strong>LEVEL</strong></td>
<td>A1 → B1</td>
<td>A1, A2, B1</td>
</tr>
<tr>
<td><strong>FEES</strong></td>
<td>€4,000</td>
<td>€2,370</td>
</tr>
</tbody>
</table>
INTERNATIONAL ADMISSIONS (SPAIN)
admissions@ucam.edu
(+34) 968 278 786

CHINA
beijing@ucam.edu
(+86) 10 5879 9755 ext. 54255

INDIA
apandey@ucam.edu
(+91) 808 0419 495

INDONESIA
cmelgares@ucam.edu / 
info-asia@ucam.edu
(+62) 21 7918 7066/67

ITALY
dcostante@ucam.edu / 
uvagnozzi@ucam.edu
(+34) 968 278 724

SINGAPORE
pweitichan@ucam.edu / 
asia@ucam.edu
(+65) 9732 9232

PHILIPPINES
ksanjuan@ucam.edu
(+632) 737 9402

ROMANIA
jgnecula@ucam.edu
(+34) 968 278 525

RUSSIA
nlekareva@ucam.edu
(+34) 968 278 798

UNITED ARAB EMIRATES
info@ae.ucam.edu
(+971) 4430 8286

URUGUAY
info@uy.ucam.edu
(+598) 2705 2700

VIETNAM
nhoai@ucam.edu
(+84) 4 3232 1242