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UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

Report on university master's degrees: Business Administration and Management (MUADE) Marketing Management (MUDM)

Performance
Period between 2019 and 2023

Euncet, September 2024

1 Description

Euncet, with the aim of reporting and presenting its results on an annual basis, has prepared the following report detailing the data obtained in the processes listed below,

- Academic results of the Master's Degree in Business Administration and Management.
- Academic results of the Master's Degree in Marketing Management.

The performance evaluation for each of the master's degrees is detailed based on the results obtained and published on the UPC indicators portal according to the following criteria: Performance Rate, Dropout Rate, Pre-enrolment Rate, Efficiency Rate and Success Rate.

These results are contrasted and analysed in accordance with the ranges or limits that we have declared and reported to the reports for each of the official degrees.

1.1 Academic results of the Master's Degree in Business Administration and Management

The following table shows the academic results of the students:

	Resultados académicos MUADE				
	19-20	20-21	21-22	22-23	23-24
Tasa eficiencia	84,1%	88,1%	83,7%	82,9%	90,9%
Tasa Graduación	93,3%	92,6%	94,4%	98,0%	
Tasa Abandono	6,7%	3,7%	5,6%	2,0%	

MUADE verification report: Graduation Rate 90%, Dropout Rate 5% and Efficiency Rate 95%.

The results show continuous improvement in most indicators. The Graduation Rate is well over 90% in all courses, which shows the high commitment and satisfaction of the student body. In addition, the Dropout Rate has been decreasing to stand at an excellent 2% in the last year, below the established 5%. As for the Efficiency Rate, positive progress has been observed that has taken it to 90.9%, demonstrating the firm will to achieve the objective of 95% in the short term.

If we analyse the behaviour of the rest of the rates:

	Resultados académicos MUADE				
	19-20	20-21	21-22	22-23	23-24
Tasa Rendimiento	94,5%	96,4%	97,8%	96,2%	98,0%
Tasa Éxito	98,1%	98,3%	99,2%	98,3%	98,2%
Tasa Presentados	96,3%	98,1%	98,6%	97,8%	99,8%

The Performance, Success and Presented data show excellent level and steady progress. In all cases, the figures far exceed 94%, demonstrating the strong involvement and good

functioning of the programme. Especially noteworthy is the Sit Rate, which is close to 100% in the last year, indicating a very high student commitment.

1.2 Academic results of the Master's Degree in Marketing Management

The following table shows the academic results of the students:

	Resultados académicos MUDMK				
	19-20	20-21	21-22	22-23	23-24
Tasa eficiencia	89,1%	88,8%	78,8%	83,9%	76,8%
Tasa Graduación	86,7%	100,0%	94,9%	100,0%	
Tasa Abandono	13,3%	0,0%	5,1%	0,0%	

MUDM verification report: Graduation Rate 90%, Dropout Rate 5% and Efficiency Rate 95%.

The results show an excellent evolution in the Graduation Rate, which reaches or even exceeds 90% in several courses, reaching 100% on more than one occasion. In addition, the Abandonment Rate has been drastically reduced to values of 0% in several years, below the 5% committed. Although the Efficiency Rate is not yet 95%, continuous improvements are being implemented to achieve the objective and maintain training excellence.

If we analyse the behaviour of the rest of the rates:

	Resultados académicos MUDMK				
	19-20	20-21	21-22	22-23	23-24
Tasa Rendimiento	96,6%	100,0%	98,8%	97,9%	97,7%
Tasa Éxito	100,0%	100,0%	99,4%	99,0%	97,7%
Tasa Presentados	96,6%	100,0%	99,5%	98,9%	100,0%

Results in Performance, Success, and Presented remain at very high levels, often exceeding 97% and even reaching 100%. These indicators show the dedication of the students and the quality of the training, consolidating the excellence of the program.

1.3 Conclusions of the academic results

In accordance with the academic results obtained and as reported in the reports for each of the official degrees, the following is concluded:

MUADE:

The Master's Degree in Business Administration and Management has very satisfactory academic results. On the one hand, the Graduation Rate consistently exceeds 90% and the Dropout Rate remains clearly below 5%, even reaching 2% in the last period. This reflects the high involvement of the student body and the quality of the program. On the other hand, the Efficiency Rate has been progressively approaching the committed 95%, reaching 90.9% recently, while the Performance, Success and Presented indicators usually exceed 95%. Taken together, these figures demonstrate the training excellence and continuous effort to improve the MUADE.

University Master's Degrees Report

MUDM:

The Master's Degree in Marketing Management has excellent academic results in most indicators. Graduation Rates consistently exceed or reach 90%, with periods where they reach 100%. At the same time, the Dropout Rate has dropped significantly, standing at 0% in several years. In addition, the Performance, Success and Presented indicators often exceed 97%, showing a high level of commitment and teaching quality. Although the Efficiency Rate does not yet reach the desired 95%, continuous improvements are being implemented to achieve this objective and reinforce the training excellence of the program.