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Facultad de Ciencias Económicas y Empresariales  
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## Education

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Universidad Complutense de Madrid, Madrid Spain

Doctorate cum laude in Economics- Applied Economics- 2000  
Thesis dissertation: Analysis of Investment Theories in Stock  
Markets.

Fundacion Universitaria San Pablo C.E.U. Instituto de Estudios Superiores, Madrid  
Spain

Master in Financial Markets-1991

Universidad Complutense de Madrid, Madrid Spain

Degree in Economics- Economic Development- 1988

## Academic Positions

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2004-present: Profesor Colaborador Doctor- UNED  
2000-2004: Profesor Asociado- UNED  
1999-2001: Profesor Asociado. CUFVi. Colegio Universitario Francisco de  
Vitoria.  
1995-1999: Profesor Asociado. CEES . Centro Europeo de Estudios Superiores.

## Teaching Assignments

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### UNED 2000-present

2011-present: Doctoral Program: Master in Economic Research, Game Theory.  
2011-present: Doctoral Program: Master in Economic Research, Applied Statistics  
to Economics and Business Administration.  
2006-2012: Doctoral Program: Statistics Applied to Economics and Business  
Administration. Mathematics and Statistics Applied to the Study of  
SME-s in Europe.  
2004-2012 Doctoral Program: Statistics Applied to Economics and Business  
Administration. Game Theory.  
2004-2012 Doctoral Program: Statistics Applied to Economics and Business

- Administration. Coalition Theory.
- 2004-2012 Doctoral Program: Statistics Applied to Economics and Business Administration. Information Theory.
- 2004-2012 Doctoral Program: Statistics Applied to Economics and Business Administration. Analysis of Stock Markets.
- 2002-2012: Doctoral Program: Statistics Applied to Economics and Business Administration. Analysis of Stock Markets.
- 2001-present: Master in Stock Markets and Financial Derivatives. Fundamental Analysis.
- 2001-present: Master in Stock Markets and Financial Derivatives. Portfolio management.
- 2003-present: Master of Arts in Economics. Strategy.
- 2007-2013: Degree in Business Administration. Econometrics I.
- 2000-present: Degree in Business Administration. Mathematics II (Calculus).
- 2010-present: Degree in Business Administration. Introduction to Statistics.
- 2010-present: Degree in Tourism. Introduction to Statistics.
- 2000-2001: Degree in Business Administration. Business Statistics.
- 2000-2012 Degree in Economics. Statistical sampling
- 2007-2012 Diploma in Business Administration. Mathematics (Calculus)
- 2006-2012 Diploma in Tourism. Statistics Applied to Tourism.
- Colegio Universitario Francisco de Vitoria. CUFVi 1999-2001**
- 1999-2001: Degree in Business Administration. Stock Markets.
- Centro Europeo de Estudios Superiores. CEES 1995-99**
- 1998-1999: Degree in Business Administration. Management and Business Organization.
- 1998-1999: Degree in Business Administration. Strategic Management II.
- 1998-1999: Degree in Business Administration. Strategic Management I.
- 1997-1999: Degree in Business Administration. Banking and Stock Markets
- 1995-1997: Degree in Business Administration. Financial Mathematics.

**International Projects. The European Commission. The Lifelong Learning Program.**

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Projects, financed by The European Commission, developed in partnerships with various European universities. Main Researcher and Director for UNED.

- 2010-2013: I2AGORA. KA4. Dissemination and Exploitation of results and Exchange. 375.618€
- 2010-2013: Cross Border Virtual Incubator (CBVI). Erasmus Program. 427.280€
- 2008-2010: Cross Border Virtual Entrepreneurship (CBVE). Erasmus Program. 399.451€
- 2006-2008: Cross Sector Virtual Mobility (CSVM). Leonardo Project. 460.011€
- 2003-2006: International Comparative Studies and Course on SME-s. Leonardo Project. 646.625€

## National Research Projects

As a researcher.

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2007-2008:	Strategic Plan of Development of the Autonomous City of Melilla. 100,000€
2005-2006:	Strategic Plan of Business for SME-s in the Distribution of Household Appliance Sector of Madrid. 60,000€
2004-2005:	Analysis of Castilla León Economy through Input-Output Model. Autonomous Government of Castilla y León. 6,000€
2004-2005:	The Economic Cycle of Castilla León. Autonomous Government of Castilla y León. 6,000€
2003-2006:	Study of the Information Sources of Commerce in Spain. Secretaría de Estado de Comercio. Ministerio de Economía. Ministry of Economy. 30,000€
2003-2004:	Report on Evaluation of Intermediate Measures for Anticipated Cease in Agricultural Activity III. Ministerio de Agricultura, Pesca y Alimentación. Convenio con la UAM. Ministry of Agriculture. 180.000€
2002-2003:	Report on Evaluation of Intermediate Measures for Anticipated Cease in Agricultural Activity II. Ministerio de Agricultura, Pesca y Alimentación. Convenio con la UAM. Ministry of Agriculture. 180.000€
2002-2003:	Report on Evaluation of Intermediate Measures for Anticipated Cease in Agricultural Activity I. Ministerio de Agricultura, Pesca y Alimentación. Convenio con la UAM. Ministry of Agriculture. 180.000€
2002-2003:	Analysis of the Quality of the Spanish Postal Service. Ministerio de Fomento. Spain. 580.000€
2001-2002:	Analysis of Castilla León Economy through Input-Output Model. Autonomous Government of Castilla y León. 12,000€.
2000-2001:	Strategic Report on the Viability of a Section of a Multinational Consultant Firm. IDM Consultants. 45,000€
2000-2001:	Strategic Report on the Viability of a Firm Based in Cataluña. IDM Consultants. 60,000€
2000-2001:	Inventory and stocktaking management system of the FNMT (Spanish Royal Mint).

## Peer Reviewed Publications

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1. Models and practices of Virtual Internships Outside Europe. International Journal of advances in Management and Economics.
  2. Case study: Downsizing strategy influence on the structure of the firm. Management. Journal of Contemporary Management Issues Vol.17. No. 1. (2012)
  3. Capital Humano: Innovación tecnológica y prácticas virtuales en el contexto universidad-empresa. Formación y Desarrollo N° 265 May 2012 95.

4. Cross Border Virtual Entrepreneurship: Design of Flexible Entrepreneurship Courses for Versatile Student Cohorts. *The International Journal of Business Research and Management*, (IJBRM), Volume (2): Issue (3). 2011.
5. On Systemic Change in Economic Education. *Essie Journal. JSIE* Volume 1 (2011), Issue 1
6. Methodology&Evaluation of Entrepreneurship Courses. *The International Journal of Business Research and Management*, (IJBRM), Volume (1): Issue (3). 2011.
7. Virtual Internship Arrangements for Developments of Professional Skills and Competences. "Communication and Cognition" Vol. 44, NR1-2, 2011.
8. Promoting the learning mobility of future workers: experiments with virtual placements. *Elearningeuropa*. 2010.
9. Challenges for Open and Distance Learning in the Post-2010 Decade: Scenarios for Institutional Innovation. *Elearningeuropa*. 2010.
10. Synthetic Forward  
Review on Economic Cycles. Volumen VII. December 2003

### Books and Book Chapters

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11. Herrero. *Asset Management. Gestion Patrimonial*. Editorial Pirámide. *Chapter 7 Derivatives Market*. 2013
12. Herrero et al. *Calculus for Businessmen and Economists*. Ediasa. 2011.
13. Muñoz, Herrero. *Introduction to Statistics for Tourism*, Ediasa, 2011.
14. Muñoz, Herrero. *Commercial and Financial Management of Tourism Sector*. 2010.
15. Muñoz, Herrero. *Human Resources, Quality and New Technologies in the Tourist Sector*. 2010.
16. Herrero et al. *Entrepreneurship Education and Training*. EADTU. 2009
17. Herrero et al. *Stimulating Employability through Cross Sector Virtual Mobility*. 2008
18. Herrero et al. *Calculus for Business Administration*. Ediasa. 2007.
19. Herrero et al. *SME-s in Spain 2003-2006*. 2006
20. Herrero et al. *Functional Strategy VI: Logistics*. 2005
21. Herrero et al. *Functional Strategy V: Quality*. 2005
22. Herrero et al. *Functional Strategy IV: Human Resources*. 2005
23. Herrero et al. *Functional Strategy III: Commercial*. 2005
24. Herrero et al. *Functional Strategy II: Production*. 2005
25. Herrero et al. *Functional Strategy I: Financing*. 2005
26. Herrero et al. *Strategic Management*. 2005
27. Herrero et al. *Stock Market: Analysis and Investment Management*. 2002.

## Presentations in Conferences

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- 2014 On the Separability of the real and the Financial Decisions in Project Analysis. 77<sup>th</sup> International Atlantic Economic Conference. Madrid. Spain.
- 2013 On Systemic Change in University Education. UNED ICDE World Conference. Madrid. Spain.
- 2012 Methodology of Entrepreneurship Courses. ICL 2012. Villach Austria
- 2012 El Fracaso Empresarial en el Sector Constructor Español. European Academy of Management and Business Economies. XXVI Annual Conference. Barcelona. Spain
- 2012 Human Capital: Innovation, Technology and Virtual Internships in the University-Enterprise Context. European Academy of Management and Business Economies. XXVI Annual Conference. Barcelona. Spain
- 2012 The Current Economic Crisis and Economic Education. Essie Annual Convention 2012. "Change in Education". Leuven. Belgium
- 2011 On systemic change in economic research methodologies. ICERI 2011 Madrid. Spain.
- 2011 On Systemic Change in Economic Education. Essie Annual Convention 2011. "Change in Education". Leuven. Belgium
- 2011 Innovating entrepreneurship courses: Exploring new socio-instructional formats and business evaluation/assessment methods EDULEARN Barcelona. Spain.
- 2010 Methodology & Evaluation of Entrepreneurship Courses. ICERI 2010 Madrid. Spain.
- 2010 Systemic Innovation In Education: The Case of Virtual Internships in University-Business Arrangements. ICERI 2010 Madrid. Spain.
- 2010 Metodología y evaluación de los cursos de emprendedores en la economía del conocimiento. XII REM Santiago de Compostela. Spain.
- 2009 From emerging to good practice: flexible masterclass entrepreneurship and virtual business planning at UNED Interactive Computer aided Learning (ICL) Villach (Austria)
- 2009 Business Creation, Education and Experiences at UNED. ICDE 23rd World Conference. Maastricht. The Netherlands.
- 2009 Las prácticas virtuales como un Nuevo modelo de relación universidad-empresa. Las prácticas virtuales como un Nuevo modelo de relación universidad-empresa. Madrid. Spain.
- 2008 Professional experience by the click of a mouse. EADTU. Poitiers. France.
- 2007 Virtual Internships outside Europe. EADTU. Lisbon. Portugal.
- 2007 Time Diversification of Investments IX REM Sociedad de Economía Mundial. Madrid. Spain
- 2007 Time Diversification of Investments THE 63rd International Atlantic Economic Conference Madrid. Spain.
- 2007 La diversificación temporal de las inversiones en Bolsa IX REM. Una mirada a Asia Madrid. Spain.
- 2004 Estrategia y Crecimiento en la Banca VI Reunión de Economía Mundial Universidad de Extremadura. Badajoz. Spain.
- 2004 Estrategia y Crecimiento en la Banca Asepelt 2004 2004. Universidad de León. León. Spain.
- 2004 Estrategia y banca V Encuentro Internacional de Finanzas. Universidad de Santiago de Chile. Chile

- 2003 Is it Possible for a Bank to Obtain Revenues when the Cost of Funds Exceeds the Interest Rate of Investments? Isini 's 7th International Conference 2003. Ecole Supérieure de Commerce de Lille. Lille. France.
- 2000 The Hog Cycle First International Meeting on Economic Cycles2000. Orense. Spain.
- 2000 The use of Economic Cycle Theory as a Strategy of Diversification of the Stock-Market Investments. First International Meeting on Economic Cycles2000. Orense. Spain.

### **Service and Other Activities**

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Director and teacher of “Programa Comienza”. Entrepreneurship Course. 2014-2020. Fundación UNED. Financed by Phillip Morris. 250,000€.

App inventor. Entrepreneurship teacher. Fundación CSEV, Telefónica, UNED and MIT

Thesis Director. Dinamic Analysis of Corporate Control through Game Theory. UNED. 2011. Sobresaliente “Cum Laude”. First class

Thesis Director. Downsizing strategy influence on the structure of the firm. Telefonica Case. 2009. Sobresaliente “Cum Laude”. First class

Thesis Committee. Secretary. UNED. July 2008

Thesis Committee. Secretary. UNED. June 2008

Thesis Committee. Secretary. UNED. December 2007

Editorial Board. Business & Entrepreneurship Journal. Scienpress Ltd, United Kingdom .2012

Director of Master in Stock Markets and Financial Derivatives. UNED. 2007-present.

Director of Master of Arts in Economics. UNED. 2007-present.

Coordinator of the Doctoral Program at the Department of Applied Economy and Statistics: Statistics Applied to Economics and Business Administration. 2001-2006.

Member of the Senate of UNED. 2004-2008.

### **Other Employment**

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IDM International. Senior Consultant. 2000-2001.

Husson Consultores. Senior Consultant.1995-1996.

FENIN, sectorial of CEOE (Spanish Confederation of Employers' Organizations)Assistant to the Secretary General of FENIN.1992-1994.

Natwest Bank. Spain. Deputy Director of Velázquez Branch. 1991-1992.

Sindicato de Banqueros de Barcelona. Deputy Director of Velázquez Branch.1989-1991.

Military Service. Military Police at the Air Force Headquarters. Madrid.1988-1989.

### **Languages**

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Mother tongue: Spanish. Fluent in English. Knowledge of French.

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