

Co-opetition ← vs → Competition

*Doubt  
everything,  
until that which  
cannot be  
doubted is left*

Descartes

**A methodology based on a desire  
to know, examine, demonstrate,  
prove, innovate, cooperate.**

Learning and starting up

# MASTERS

Barcelona + School + Management + Science

Four words that define who we are and what we stand for

*Just as houses are  
made of stones, so is  
science made of facts.*

J.H.Poincaré

# OF

*A theory is a  
good thing.  
But a good  
experiment is  
forever.*

P. Kapitsa

With one clear objective → find original, real solutions.

# SCIENCE

With what tools? **Three.** Analysis, research and insights.

An approach to wholly  
scientific knowledge.  
Without preconceptions.  
But with curiosity.



Universitat  
Pompeu Fabra  
Barcelona

barcelona  
school of  
management

The Science of Business

# Barcelona School of Management

Acquiring knowledge is one of the most complex and curious human processes. It requires three stages basically: stimulus, perception and awareness.

The end result depends on the kind of information we have used to provide this stimulus, mould this perception and arrive at this awareness.

If we use hypothetical data, we get subjective, conjectural knowledge. By contrast, if we use precise data, empirical evidence, analysed and proven information, the result is purely objective, accurate knowledge.

Here in Barcelona School of Management, we are 100% behind the second option. A totally scientific approach to knowledge.

Only in this way is it possible to guarantee a worthwhile, solid training that's based on reality.

That's the method. Now what about the team?

This is the Barcelona School of Management's strong point.

Hand-picked faculty. Mainly from Pompeu Fabra University and a selection of professionals who are leading experts in their fields.

Known for their scientific state of mind. For their high ratings in international rankings. For their constant contribution to creating knowledge. For their high-level ability to be stimulating and to convey knowledge.

A world which never stops turning, changing and evolving, where everything is interlinked and connected needs professionals ready for change.

And that's why our methodology includes crossover between subjects. Because we believe that by sharing different points of view, we'll get a bigger picture, a broader, more realistic view.

## One system (Three core ideas)

{01}

### Evidence-based Management

We believe in empirical evidence, in disciplined research, in analytical ability. They are the only driving force for sound, indisputable, irrefutable solutions.

{02}

### Entrepreneurship & Innovation

Where some see difficulties, we see challenges. And behind each challenge there is an opportunity. To discover. To innovate.

{03}

### Engaged Social Value

Working together, cooperating, co-creating. Some of our favourite verbs. The kind which mean joining forces. Which lead to more interesting and ambitious outcomes.

#### 7 Masters of Science

Length of course 12-15 months

Master degrees taught exclusively in English. Specially thought out for graduates with less than three years' work experience. The ideal basis for pursuing an excellent professional career through applying analytical methodologies.

#### 17 Executive masters

Length of course 1-2 years

Master degrees directed towards working professionals interested in specialising in a particular area or going into management.

#### 40 Postgraduate and specialised courses

Length of course from 3-day courses to 9-month postgraduate courses

Aimed at professionals who want to study specific areas in-depth, contributing more to their organisation.

#### In Company training

Master, postgraduate and specialised courses and seminars specially designed to the specific needs of an organisation.

Talent will always be a very valuable currency. The fuel of human progress. As a society we should invest in it. For the greater good.  
At Barcelona School of Management we keep our eyes wide open, so as to spot this and feed it with sound knowledge. Encouraging working together and cooperation. Developing a critical and proactive spirit.

Depth of knowledge + Open mind =  
Future answers and opportunities

## Areas of knowledge

- > Business Administration and Management
- > Marketing
- > Accountancy and Finance
- > Human Resources
- > Health Economics
- > Public Administration and Management

# Masters {MSc} of Science

## 10 Good reasons to do a Master of Science in Barcelona School of Management

- (1) Because UPF is the best Spanish university in terms of the quality of its scientific production (Fundación Conocimiento y Desarrollo, 2012 report)
- (2) Because UPF holds a privileged position in international rankings:
  - > 25th highest ranked university in the world among those under 50 years of age (Times Higher Education ranking 2013).
  - > Among the 150 best centres in the world for economics and business (Shanghai Academic Ranking of World Universities 2013).
  - > In 34th place in the world in social sciences and management and 25th highest ranked university in the world among those under 50 years of age (QS World University Rankings 2013).
  - > Among the 50 best centres for economics in the world (The Tilburg University Top 100 Worldwide Economics Schools Research Ranking, 2012).
- (3) Because of its international scope. 83% of its students come from abroad, from 41 different countries.
- (4) Because it's Barcelona, a unique city. For its innovative nature, constantly dynamic and creative.
- (5) Because of the scientific diversity in its teaching and the opportunities for specialising.
- (6) Because of its professional development programme which runs alongside and complements the academic programmes.
- (7) Because of its attractive internship programme.
- (8) Because of its method for attaining knowledge. For its empirical mentality, based on analysing the evidence.
- (9) Because of agreements set up with over 350 universities throughout the world.
- (10) Because 87% of our students would recommend our programmes and 86% say they are highly or very highly satisfied with the programme they have done.

## Student profile

### Age

**73%** **27%**

21 → 25

26 → 30

### Gender

**53%** **47%**

Male

Female

## Academic background

**64%**

**Economics and Business Administration**

**18%**

**Engineering**

**7%**

**Humanities**

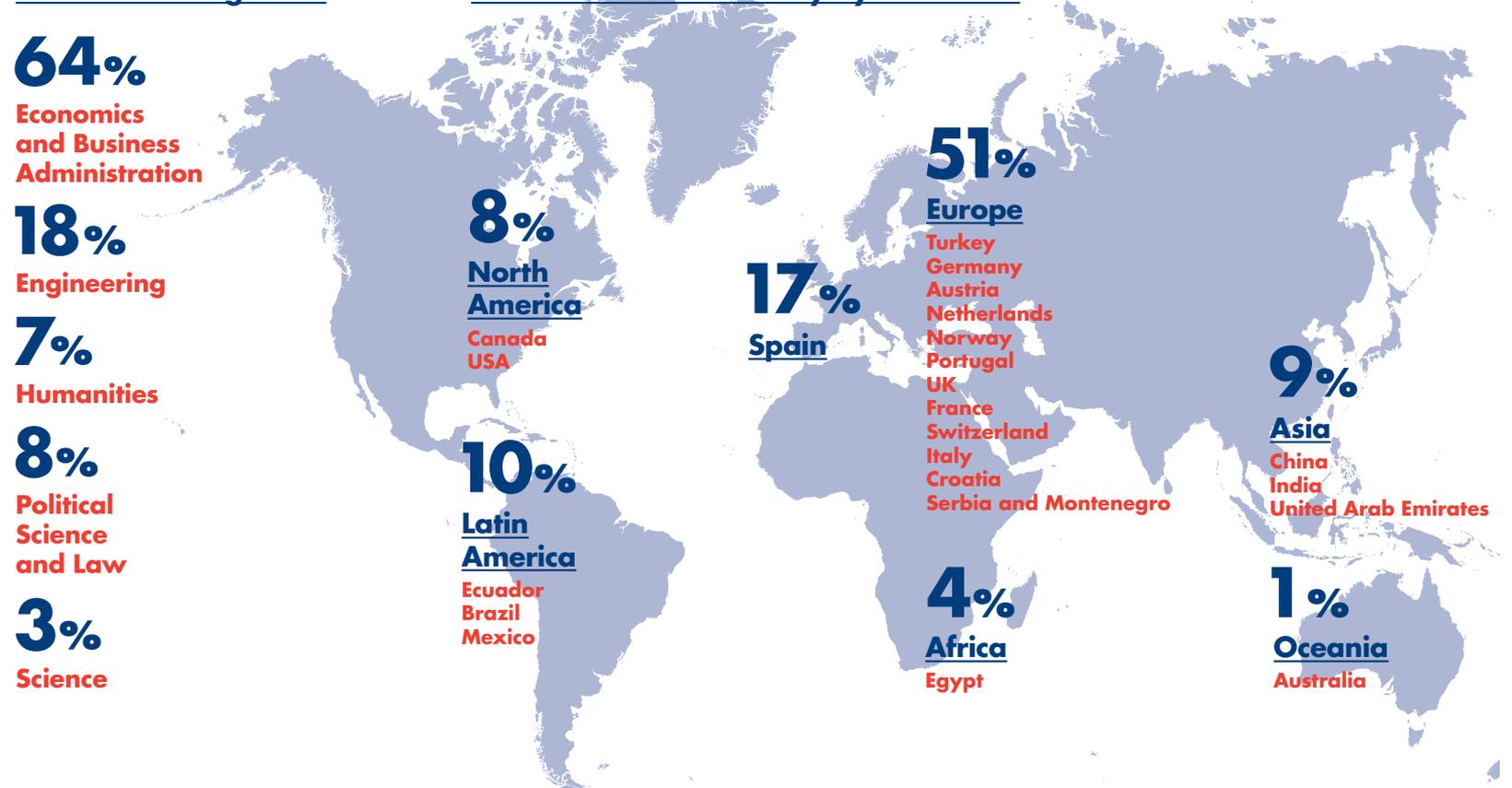
**8%**

**Political Science and Law**

**3%**

**Science**

## Distribution of nationality by continents



## Academic staff profile

- The team combines experienced UPF professors with professionals who hold high profile positions and duties in different sectors.
- 71% have international experience.
- 74% hold a PhD.
- 46% are working professionals.

### SPAIN

Autonomous University of Madrid  
Autonomous University of Barcelona  
Carlos III University of Madrid  
ESADE  
IESE  
Jaume I University  
Polytechnic University of Catalonia  
Pompeu Fabra University  
Ramon Llull University  
University of Barcelona

### EUROPE

Catholic University Leuven  
Erasmus University Rotterdam  
ESC Toulouse  
INSEAD  
Leeds University Business School

### USA

London School of Economics  
Oxford University  
Paris-Sorbonne University  
Swiss Business School  
Toulouse University  
University of Florence  
University of Lancashire  
University of York  
University Pierre et Marie Curie

### USA

Carnegie-Mellon University  
Cornell University  
Harvard University  
Massachusetts Institute of Technology  
Stanford University  
The Johns Hopkins University

### University of California, Los Angeles

University of Chicago  
University of Florida  
University of Illinois  
University of Minnesota

### ASIA

National University of Singapore

A body of faculty and programme directors who are leaders in research, educated in top worldwide universities.

# Masters of Science {MSc}

## Objectives

## Career opportunities

## Common subject

### Master of Science in ICT Strategic Management

Learn how to use and manage large quantities of information in order to transform it into specific benefits for the organisations.

- > IT Management and Consulting
- > Logistics and Big Data
- > Innovation Management
- > Companies in the IT sector and Digital Contents
- > IT-based Entrepreneurship
- > Business Development and Strategy
- > Internet Marketing
- > BIS consulting and IT Analyst

#### New Eyes for a New World Course

Skills and Competencies in Creativity, Thinking and Collaboration

### Master of Science in International Business

Learn how to operate in international markets, manage cross-cultural teams and communicate and negotiate internationally.

Offered jointly with:  
**ESCI** upf.  
 International Business

- > Import-Export Management
- > International Expansion
- > International Sales Management of Foreign Subsidiaries
- > International Entrepreneurship
- > International Logistics
- > International Marketing and Research

#### New Eyes for a New World Course

Skills and Competencies in Creativity, Thinking and Collaboration

### Master of Science in Finance and Banking

Learn the necessary skills for decision-making in corporate finance, banking and financial regulation for a successful career in corporate financial management or in the financial services industry.

- > Financial Analyst / Financial Manager
- > Investment Banker
- > Commercial Bank Manager
- > Central Bank Employee
- > Business Consultant
- > M&A Advisor
- > Private Equity Manager
- > Treasurer / Controller

#### New Eyes for a New World Course

Skills and Competencies in Creativity, Thinking and Collaboration

| September       |                      | Brush up Courses   |  |
|-----------------|----------------------|--|--|
| <b>1st Term</b> | September — December | <ul style="list-style-type: none"> <li>• <b>Track A</b><br/>Management for engineers</li> <li>• <b>Track B</b><br/>ICT for business</li> <li>• <b>Common course</b><br/>Knowledge Economy</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Internal and External Diagnosis</b></li> </ul>   |
| <b>2nd Term</b> | January — March      | <ul style="list-style-type: none"> <li>• <b>Tools for Management</b></li> </ul>  | <ul style="list-style-type: none"> <li>• <b>International Strategic Planning</b></li> </ul>  |
| <b>3rd Term</b> | April — June         | <ul style="list-style-type: none"> <li>• <b>Business Strategy</b></li> </ul>   | <ul style="list-style-type: none"> <li>• <b>International Business Operations</b></li> <li>• <b>International business mission</b><br/>(one week trip included)</li> <li>• <b>MSc final project</b></li> </ul> |
| <b>4th Term</b> | September — December | <ul style="list-style-type: none"> <li>• <b>Internship:</b> Experiencing the World of ICT (compulsory)</li> <li>• <b>MSc final project</b></li> </ul>  | <ul style="list-style-type: none"> <li>• <b>Internship</b> Experiencing the World of International Business (compulsory)<br/>From June to December, minimum 300 hours</li> </ul>                               |

## Degree

Elective courses might vary depending on student demand.

### MSc. in Information and Communication Technologies (ICT) Strategic Management

Degree awarded by Pompeu Fabra University and the Spanish Ministry of Education

**90 ECTS**  
15 months



### Master in International Business

Degree awarded by Pompeu Fabra University and the Spanish Ministry of Education

**60 ECTS**  
12 months



### M.Sc. in Corporate Finance and Banking

Degree awarded by Pompeu Fabra University and the Spanish Ministry of Education

**60 ECTS**  
12 months



# Masters of Science {MSc}

## Objectives

## Career opportunities

## Common subject

### Master of Science in Management

Learn how to use analytical tools to manage a company.

- > Strategic Consulting
- > Strategic Management
- > Supply Chain Management
- > Market Research
- > Business Development
- > Strategic Planner
- > Business Analyst
- > Digital Analyst

### New Eyes for a New World Course

Skills and Competencies in Creativity, Thinking and Collaboration

### Master of Science in Management. Specialization in Marketing

Learn marketing management applied to fields such as brand management, marketing research, retail management or digital communications.

- > Marketing Consulting
- > Brand Management
- > Retailing
- > Market Research
- > Communication Management
- > Internet Marketing

### New Eyes for a New World Course

Skills and Competencies in Creativity, Thinking and Collaboration

### Master of Science in Management. Specialization in Business Analytics

Learn how to apply quantitative methods and data mining to solve business problems.

- > Consulting
- > Supply Chain Management
- > Project Management
- > Data Analyst
- > Market Research
- > Financial Forecasting
- > Digital Analyst

### New Eyes for a New World Course

Skills and Competencies in Creativity, Thinking and Collaboration

| September       |                      | Brush up Courses  | Brush up Courses  | Brush up Courses   |
|-----------------|----------------------|---|---|--|
| <b>1st Term</b> | September — December | <ul style="list-style-type: none"> <li>• Analytical Tools</li> <li>• Management Theories</li> <li>• Thesis Advising I</li> </ul>  |   |  |
| <b>2nd Term</b> | January — March      | <ul style="list-style-type: none"> <li>• Strategy</li> <li>• Marketing</li> <li>• Thesis Advising II</li> </ul>   | <ul style="list-style-type: none"> <li>• Consumer Behaviour, Marketing Strategy, Brand Communications</li> <li>• Thesis Advising II</li> </ul>  | <ul style="list-style-type: none"> <li>• Quantitative Methods in Management, Data Mining and Business Intelligence</li> <li>• Thesis Advising II</li> <li>• + 2 electives</li> </ul>   |
| <b>3rd Term</b> | April — June         | <ul style="list-style-type: none"> <li>• Operation Management</li> <li>• MSc final project</li> <li>• <b>Internship:</b> Experiencing the World of Management (optional)</li> </ul> | <ul style="list-style-type: none"> <li>• Marketing Research, Analytics, and Digital Marketing</li> <li>• MSc final project</li> <li>• <b>Internship:</b> Experiencing the World of Marketing Management (optional)</li> </ul> | <ul style="list-style-type: none"> <li>• Operations Management, Forecasting, Revenue Management and Pricing</li> <li>• + 2 electives</li> <li>• MSc final project</li> <li>• <b>Internship:</b> Experiencing the World of Business Analytics (optional)</li> </ul> |
| <b>4th Term</b> | September — December |   |   |  |

## Degree

Elective courses might vary depending on student demand.

### Master of Science in Management

Degree awarded by Pompeu Fabra University and the Spanish Ministry of Education

**60 ECTS**  
1 academic year



### Master of Science in Management

Degree awarded by Pompeu Fabra University and the Spanish Ministry of Education

**Specialization in Marketing**  
Certificate awarded by Barcelona School of Management

**60 ECTS**  
1 academic year



### Master of Science in Management

Degree awarded by Pompeu Fabra University and the Spanish Ministry of Education

**Specialization in Business Analytics**  
Certificate awarded by Barcelona School of Management

**60 ECTS**  
1 academic year



# Masters of Science {MSc}

## Objectives

## Career opportunities

## Common subject

|          |                      |   |
|----------|----------------------|---|
|          | September            | Brush up Courses  |
| 1st Term | September — December |   |
| 2nd Term | January — March      | <ul style="list-style-type: none"> <li>• Entrepreneurship, Innovation Management and New Business Ideas, Business Plan: How to Set Up a New Company</li> <li>• Thesis Advising II</li> <li>• + 2 electives</li> </ul>                                 |
| 3rd Term | April — June         | <ul style="list-style-type: none"> <li>• Financing for Start-Ups, Best Practices in New Business Venturing</li> <li>• +2 electives</li> <li>• MSc final project</li> <li>• Internship: Experiencing the Life of an Entrepreneur (optional)</li> </ul> |
| 4th Term | September — December |   |

## Degree

Elective courses might vary depending on student demand.

## Master of Science in Management. Specialization in Entrepreneurship

Learn how to transform innovation into business opportunities: How to go from a new idea to a business idea.

- > Entrepreneur
- > Start Up Jobs
- > Product Development
- > Intraentrepreneur
- > Consulting
- > Business Plan Analyst

## New Eyes for a New World Course

Skills and Competencies in Creativity, Thinking and Collaboration

## Brush up Courses

- Entrepreneurship, Innovation Management and New Business Ideas, Business Plan: How to Set Up a New Company
- Thesis Advising II
- + 2 electives

- Financing for Start-Ups, Best Practices in New Business Venturing
- +2 electives
- MSc final project
- Internship: Experiencing the Life of an Entrepreneur (optional)

## Master of Science in Management

Degree awarded by Pompeu Fabra University and the Spanish Ministry of Education

**60 ECTS**  
1 academic year

## Specialization in Entrepreneurship

Certificate awarded by Barcelona School of Management



## Key information

01

### {01}

#### Language

Classes taught entirely in English

### {02}

#### Foreign language courses available (free of charge)

Spanish and Catalan

### {03}

#### Scholarships

Available

### {04}

#### Internships

Agreements with many Spanish and international companies

### {05}

#### Application period

November - June

### {06}

#### Campus

Ciutadella

## Scholarships



03

Set up to reward talent, excellence and effort. To support those who are determined to do more, go further, offer more. Those who demonstrate it on a daily basis. With a good academic track record, with outstanding professional skills, with an exceptional personal attitude or with a noteworthy social commitment.

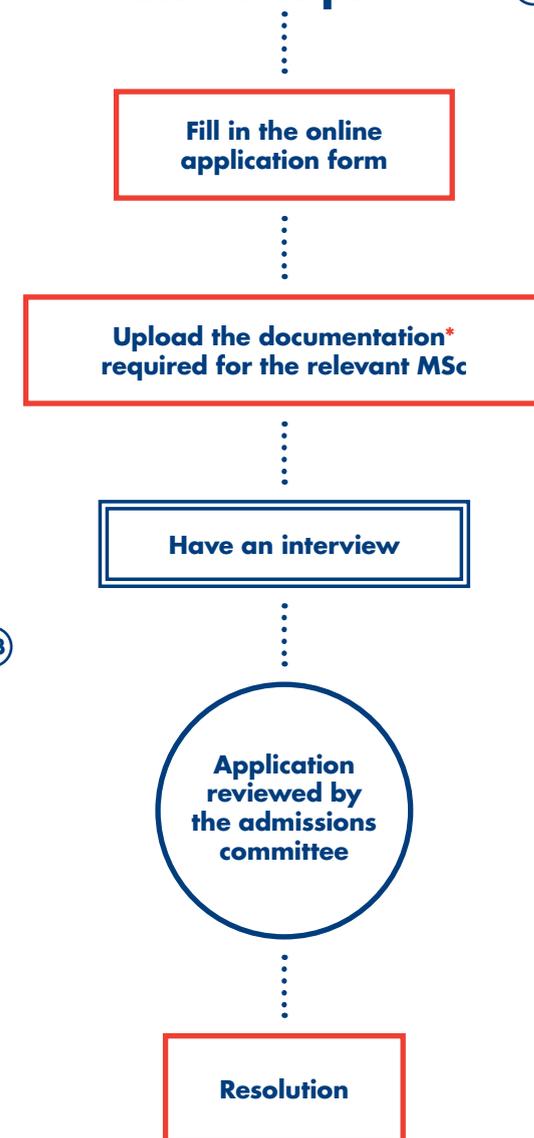
## Admission requirements

02

- University qualification
- Excellent academic record
- English (advanced level)
- A maximum of 3 years professional experience
- GRE/GMAT (strongly recommended)

## Admission process

04



(\* ) Check what's needed on the website.

## Career & Alumni Services

The Careers and Alumni Service accompanies the students during the programme and remains available once they have graduated.

We stay near the student through the Career Development Programme, organising workshops that will adapt to their career needs and job market requirements. This is done through individual sessions making sure their specific career needs are covered, and also collaborating with programme management in finding the most adequate internships for the students.

The student is considered part of the alumni community from day one and is invited to participate in the knowledge share sessions and networking activities that are regularly organized. Here they have the opportunity to interact and network with other students and alumni and to join in stimulating and inspiring events where leading figures from different areas of society are invited.

### Our objectives are:

- To improve the student's CV and their approach to potential employers
- To help the student identify internship and job opportunities
- To give the student tools that may help them in their future career
- To create networking environments
- To listen to and understand the student's career needs
- To support our alumni in their professional development

//

*I can proudly say that the year spent at the UPF Barcelona School of Management studying the Master of Science in Management has really helped me grow as a person. Not only have I earned a "more in-depth knowledge" of the business world, but also I have gained confidence as an individual who is now stepping into the marketplace. I am sure this confidence will help me succeed in my professional future.*

*I can, therefore, highly recommend studying at the UPF Barcelona School of Management to anyone who is seeking to participate in a Master of Science in Management. Throughout the academic year you will meet a broad range of people from different nationalities with similar interests to yours. Plus, it is held in Barcelona: a city that will not disappoint you!*

**Lucas Lodewijk Bröcker (Holland)**

Master of Science in Management  
2013 Class

//

*The Master of Science in ICT Strategic Management has helped me identify the main aspects of the business that need to be improved and how to use technology as a strategic element to drive business success. For each practical case, data analytics is very important as a tool to understand the core of the business, according to the strategies of a company and how they turn into smart decisions.*

*During the master programme, I worked with a group of professionals from different areas and countries who gave me the opportunity to understand each problem in class from a different point of view. Studying the master gave me the opportunity to learn from professors with a high academic level and also from very knowledgeable and experienced professionals from the technological industry."*

**Jorge Pantoja (Ecuador)**

Master of Science in ICT Strategic Management  
2013 Class

## B for Business

# B

**Living, working or studying in Barcelona is not like living, working or studying anywhere else in the world. Barcelona is a very special place. A spontaneous city, open to whatever comes. To whoever comes. Where living well are not just two words but a philosophy of life.**

A capital that's 100% Mediterranean. Privileged. With its long beaches and mild climate.

Where culture, art and wisdom are all around. On every street corner. Where what's old does not crumble but is protected, pampered. Where the most Roman, most medieval and most art nouveau rub shoulders with the most modern and avant-garde.

Which adores what's new, change. Looking to the north, south, east and west.

An ideal meeting place. Where doing business is a tradition. A pleasure. A magnet drawing talent, a source of inspiration, thought and ideas.

Here in this exceptional city you can find Barcelona School of Management. Right in the very centre, in the Eixample district. Right there where business is at its most hyperactive.

And with a campus 100 metres from the sea. Maybe less. In the Ciutadella Park. One of the green lungs of the city. A place that's become a benchmark. Conceived for thinking, researching, sharing and moving forward.

## B for Barcelona

- **Balmes building**  
Balmes, 132-134  
08008 Barcelona – Spain
- **Ciutadella Campus**  
Ramon Trias Fargas, 25-27  
08005 Barcelona – Spain

## B for Be Welcome

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