MORE THAN A LEARNING EXPERIENCE

MASTERS OF SCIENCE

- International Business
- Marketing
- Finance and Banking
- Management

Business Analytics
Entrepreneurship
Marketing
Operations and Supply Chain Management
UPF Barcelona School of Management
UPF & RANKINGS

TIMES HIGHER EDUCATION (THE) 2021

1st SPANISH UNIVERSITY

(152th Worldwide and 65th in Europe).
TIMES HIGHER EDUCATION RANKING (2021)
In 2020 we became one of the 10 centres accredited by AQU Catalunya, the university system quality agency. This institutional accreditation endorses the teaching quality of all our university courses.

In 2021, the international Association of MBAs recognized the academic quality and reputation of our EMBA and Master of Science in Management programs. The AMBA accreditation places us among the world’s leading management schools.

We are also in the process of obtaining EQUIS accreditation, an organization which certifies internationally recognized business schools.
We understand management from a perspective based on facts, interdisciplinary knowledge and humanist and social perspective. At UPF Barcelona School of Management we look for students who seek challenges. Students who want to take the leading role in their learning process and be part of a school where talented people become key players in the future of companies and organizations. You will acquire the knowledge and the necessary tools to provide ground-breaking solutions for a changing future and also for yourself. We will help you find and succeed in the search for your best self as a professional connected to a global environment.

**Masters of Science programs** bring together students from more than 30 different countries each year. You will learn to work in an international environment to leverage the power of diversity and communicate with people from many different backgrounds. In this diverse international environment, you will develop a deep understanding of business from a global perspective.
Barcelona is not only a vibrant, cosmopolitan city, but also one of the largest university communities in Europe. With seven universities, more than 200,000 students and around 12,500 lecturers, it is a powerful hub for scientific research and technical and academic talent.

Considered the third most innovative city in Europe (Innovation Cities Index, 2019), it is an international magnet for the business and entrepreneurial base. Spearheading industry 4.0, creativity and innovation makes it one of the preferred European cities for setting up startup companies (The State of European Tech 2018 by Atomica) with a greater volume of investment received for new companies in recent years.

Multinationals from all around the world, from the USA to Australia, such as Facebook, Moodle, Siemens, Lidl and N26, have chosen Barcelona to host their tech centres.

The quality of life, the city’s infrastructure and efficient connections with Europe and the entire Mediterranean area, are advantages that put the Catalan capital in an attractive position in the European framework.
Number of inhabitants 2021

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universities</td>
<td>7</td>
</tr>
<tr>
<td>Universities students</td>
<td>+ 200,000</td>
</tr>
<tr>
<td>Beaches</td>
<td>10</td>
</tr>
<tr>
<td>Parks</td>
<td>90</td>
</tr>
<tr>
<td>Sporting facilities</td>
<td>100</td>
</tr>
<tr>
<td>Public transport</td>
<td>12</td>
</tr>
<tr>
<td>Metro lines</td>
<td>6</td>
</tr>
<tr>
<td>Tram Lines</td>
<td>6</td>
</tr>
<tr>
<td>Bus Lines</td>
<td>101</td>
</tr>
<tr>
<td>Foreign residents</td>
<td>22%</td>
</tr>
</tbody>
</table>

Total population: 1,664,182
OUR CAMPUS

BALMES BUILDING

UPF Barcelona School of Management teaches a large part of its masters and postgraduate courses in the Balmes Building in central Barcelona.

The Balmes Building owes its name to its strategic location on Balmes street, which is located in the heart of Barcelona in one of the city’s main thoroughfares.

In the Balmes Building, all UPF-BSM students can use the common spaces such as Koiné, where there is a study room and a coworking space for students, and enjoy views of Barcelona from the rooftop terrace.
Located just a few metres from Ciutadella Park and only 200 metres from the sea, the Ciutadella Campus is UPF’s largest urban site. It comprises six unique buildings, which are connected one to another by a series of broad walkways and terraces.

The campus is home to UPF’s prestigious Department of Economics and Business in addition to various innovation and research centres.
Our MSc programs provide training in business, management, and economics, and combine academic excellence with hands-on business practice. They are jointly offered by UPF Barcelona School of Management and the top-ranked UPF Department of Economics and Business and they will prepare you to become a highly qualified professional, ready to successfully navigate a constantly changing business world.

Our Masters of Science feature an innovative curriculum based on an empirical methodology. Practically focused and internationally oriented, they seek to develop an integrated and critically-aware understanding of management and organizations in students.

Additionally, due to its academic quality and reputation, the MSc in Management has been awarded with the AMBA accreditation. Only 3 universities in Barcelona, and 6 in Spain have this seal.

### Main Features

- Officially accredited: recognized by the Spanish Ministry of Education and the European Higher Education Area (EHEA)
- Fully taught in English
- Full-time programs
- 60 ECTS
- Based on the scientific method
- Methodology: lectures, practical case studies, individual exercises, group-based activities, presentations, in-class discussions

### Additional Features

- Double Degrees: All our Masters of Science allow the option of studying for double degrees in collaboration with different universities around the world.
- QTEM Program: UPF-BSM is the only institution in Spain admitted by the QTEM (Quantitative Techniques for Economics and Management Network). The QTEM program is an extension of the MSc in Management (and specializations) and the MSc in Finance and Banking at UPF-BSM. It gives you the opportunity to study abroad at international leading universities that are leaders in the field of economics and do internships in international partner companies. After completing the program, you will receive the QTEM Network Certificate and the Official Master’s Degree awarded by Pompeu Fabra University.

### Career Development Program

You will have the opportunity to attend sessions, workshops and recruitment events to empower you to embark on your professional career.

### Spanish Course

By studying a Master of Science with us you will benefit from a one-term, free Spanish course at UPF’s Language school.

### Visits, talks and much more

During your experience as an MSc student you will have the opportunity to join networking events, company visits, team-building activities, seminars, workshops and many other activities to know better Barcelona and its professional and cultural environment.

### A Renowned Faculty

A teaching body made up of an international mix of UPF academics, researchers and eminent professionals from different sectors.

A rich learning experience provided by teaching staff trained at the world’s best universities: London School of Economics, INSEAD, Oxford, Harvard, MIT and Stanford.
WHO WILL YOU STUDY WITH?
STUDENTS PROFILE

- **Average age**: 24
- **Average years working experience**: 2,5

**International students**: 89%

- **North America**: 8%
  - Canada
  - United States
- **Europe**: 47%
  - Albania
  - Austria
  - Croatia
  - Denmark
  - Estonia
  - France
  - Germany
  - Greece
  - Italy
  - Lithuania
  - Netherlands
  - Norway
  - Poland
  - Portugal
  - Russia
  - Switzerland
  - Turkey
  - Ukraine
- **Asia**: 21%
  - China
  - India
- **Latin America**: 12%
  - Dominican Republic
  - Ecuador
  - Honduras
  - Mexico
  - Paraguay
  - Venezuela
- **Africa**: 1%
  - Libya
- **Spain**: 11%

**Student Profile**

- **Average age**: 24
- **Average years working experience**: 2,5
MSC STUDENTS

THE STUDENTS SAY...

Franziska Schöffer
Germany
MSc in Management

Being a student of such a well-known and networked university makes me very proud. You can see by yourself how the university goal is not only to teach, but also to help students to develop themselves at a professional and personal level. One example is the Career Services department, which organizes a lot of networking events. The staff is always available for any questions or doubts.

Yannik Stumm
Germany
MSc in Marketing

I chose the MSc in Marketing due to the number/data-driven approach of the program and the fact that the core and elective courses available combined various marketing areas. In addition to this, the activities we had in the Career Development Program were overall really good. It was an amazing experience that went by way too fast, the international friends and connections I made are invaluable. Even though there are things that can be improved, I would always make the decision to come to Barcelona and study at UPF Barcelona School of Management again.

Evan Derian
United States
MSc in International Business

I would say that the most valuable aspects of my relationship with the UPF Barcelona School of Management are the personal connections I've established with my professors and fellow classmates. The program size (just 32 students) makes it a lot easier to get to know everybody on a personal level. Also, the international student body enhances our discussions and learning experience immeasurably.

Paula Valero
Spain
MSc in Finance and Banking

The program gives you multiple options in terms of module section which allows each student to decide their own learning path. I came to UPF Barcelona School of Management with extremely basic finance concepts and my learning curve has risen in the past months. One thing I will mainly highlight from the Master is the focus on communication skills by acquiring the ability to speak accurately and confidently in public and deliver high-quality presentations. Overall, my experience was unique. I never thought there would be so much diversity, in terms of student background and culture, concentrated in a single room. As a general small class, we managed to learn and grow in an extremely friendly environment and support each other in our journey.
MASTERS
OF SCIENCE
# MSC in International Business

**This course will help you:**

1. Acquire the management skills required to communicate and negotiate in a multicultural business environment.

2. Understand and implement commercial, financial, human resources, and operational strategies.

3. Master the analytical tools used in preparing and implementing International Business Plans.

**The Master of Science in International Business inspires you to operate in international markets, to manage cross-cultural teams, and to communicate and negotiate internationally.**

## AT A GLANCE

**12-month program**
- Business Trip
- Curricular Internship
- Double Degrees
- EBS Business School (Germany)

**Career Prospects**
- Import-Export Management
- International Entrepreneurship
- International Expansion Department
- International Logistics
- International Marketing and Research Consulting
- International Sales Management
- Management of Foreign Subsidiaries

## Program Contents

<table>
<thead>
<tr>
<th>PRE-TERM</th>
<th>1st TERM</th>
<th>2nd TERM</th>
<th>3rd TERM</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 WEEKS</td>
<td>SEP - DEC</td>
<td>JAN - MAR</td>
<td>APR - JUN</td>
</tr>
</tbody>
</table>

### Brush-up Courses
- International and external diagnosis
- Strategic Planning
- Business operations

### International Business Plan (MSc thesis)
- Business Trip

### Off-Program Activities
- Career Development Program
- Optional Spanish Course
- Microfinance
- Career Development Program
- Optional Spanish Course
- Microfinance
- Career Development Program
- Optional Spanish Course
- Microfinance

## Jointly offered with

[ESCI logo]

School of International Trade
The Master of Science in Marketing will inspire you the magic of marketing backed up with scientific rigour. You will develop an innovative, up-to-the-minute, comprehensive view of the new trends in this dynamic sector.

### AT A GLANCE
- 9-12 month program
- Curricular or Extracurricular internship
- Elective courses
- Double Degrees
  - EBS Business School (Germany)
  - HSE Saint Petersburg (Russia)

### CAREER PROSPECTS
- Brand Management
- Communication Management
- Digital Marketing
- Internet and Social Marketing
- Market Research
- Marketing Consulting
- Retailing
- Marketing Departments in any sector

### Program contents

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bring you closer to the world of marketing, using the most up-to-date analytical tools and the contributions of professionals active in the sector.</td>
<td>Benefit from a teaching staff made up of top-level professors from national and international universities and working professionals.</td>
<td>Innovate and adapt to the professional reality of the moment: its academic contents are updated every year, drawing on new trends in marketing (digital marketing, Big Data, etc.).</td>
</tr>
</tbody>
</table>

### 1st TERM SEP - DEC
- Strategic Marketing Planning
- Consumer Insights: Market Research
- Brand Management
- Communication
- Elective Courses

### 2nd TERM JAN - MAR
- MSc Thesis

### 3rd TERM APR - JUN
- Off-Program Activities
  - Career Development Program
  - Optional Spanish Course

### Internship
MSC IN FINANCE AND BANKING

This course will help you...

1. Obtain a deep understanding of how financial markets and financial institutions work.

2. Learn how to make the best investment and financing decisions in a corporation.

3. Master the most recent tools and techniques used by financial analysts.

The Master of Science in Finance and Banking provides you with the necessary skills for solid decision-making in finance, banking, and financial regulation.

AT A GLANCE
- 9-12 months program
- Curricular or Extracurricular internship
- Elective courses
- CFA member
- QTEM program
- Double Degrees
  - EBS Business School (Germany)
  - Washington University in St. Louis (USA)
  - HSE Saint Petersburg (Russia)

CAREER PROSPECTS
- Business Consultant
- Central Bank Employee
- Commercial Bank Manager
- Corporate Financial Services
- Investment Banker
- M&A Adviser
- Private Equity Manager
- Treasury Manager
- Financial Analyst

Program contents
<table>
<thead>
<tr>
<th>PRE-TERM</th>
<th>1st TERM</th>
<th>2nd TERM</th>
<th>3rd TERM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brush-up Courses</td>
<td>Core Courses: Basics of Finance and Banking</td>
<td>Elective Courses: Financial Analytics, General Electives, Professionalization Courses</td>
<td>Internship</td>
</tr>
</tbody>
</table>

Off-Program Activities
- MSc Thesis
- Optional Spanish Course
- Career Development Program
- Optional Spanish Course

CFA Institute | QTEM
The Master of Science in Management focuses on the pillars of business management while providing solid understanding of organizations as a whole.

AT A GLANCE
- 9-12 months program
- Curricular or extracurricular internship
- Elective courses
- OTEM program
- Double Degrees
  - EBS Business School (Germany)
  - HSE Saint Petersburg (Russia)

AMBA ACCREDITATION
The MSc in Management is one of UPF-BSM’s programs accredited by AMBA. The AMBA accreditation recognizes the quality, reputation and academic excellence of this Master of Science.
SPECIALIZATION IN GENERAL MANAGEMENT

This course will help you:

1. Obtain a cross-functional approach to management.
2. Provide in-depth knowledge of analytical tools applied to management.
3. Learn the required technical and managerial skills for key decision-making processes.

With the Master of Science in Management you will gain in-depth knowledge in strategic, analytical & innovative management.

CAREER PROSPECTS
- Business Analysis
- Business Development
- Digital Analysis
- Market Research
- Supply Chain Management
- Strategic Consulting
- Strategic Management
- Strategic Planning

SPECIALIZATION IN BUSINESS ANALYTICS

This course will help you:

1. Understand the role of business analytics within the context of an organization.
2. Apply state-of-the-art analytical tools to business consultancy and strategic decision-making.
3. Connect the existing techniques, functional knowledge and applications within an organization.

CAREER PROSPECTS
- Consulting
- Data Analysis
- Digital Analysis
- Supply Chain Management
- Financial Forecasting
- Market Research

The specialization in Business Analytics provides you with the necessary analytical and managerial skills required to transform strategic plans into business decisions.
MSC IN MANAGEMENT

SPECIALIZATION IN MARKETING

The specialization in Marketing provides you with the technical and creative skills needed to satisfy customer needs from a strategic, managerial and empirical perspective.

This course will help you...

1. Understand the latest marketing trends and techniques from an analytical approach.
2. Develop skills such as business creativity, team collaboration, and corporate commitment in the field of marketing management.
3. Anticipate and identify today’s consumer needs and communicate them in an innovative way.

CAREER PROSPECTS
- Brand Management
- Communication Management
- Digital Marketing
- Internet and Social Marketing
- Market Research
- Marketing Consulting
- Marketing departments in any sector
- Retail

SPECIALIZATION IN ENTREPRENEURSHIP

The specialization in Entrepreneurship provides you with the knowledge and strategies to transform innovation into corporate opportunities. Turn a new idea into a business plan.

This course will help you...

1. Execute all the functions laid out in a business plan: marketing strategy, supply chain management and fundraising.
2. Develop key entrepreneurial skills: risk-seeking, opportunity identification, creativity, and talent management.
3. Learn how to apply innovation strategies within existing organization departments.

CAREER PROSPECTS
- Business Plan Analyst
- Consulting
- Entrepreneur
- Intra-entrepreneur
- Marketing departments in any sector
- Product development
- Start-up jobs
MSC IN MANAGEMENT

SPECIALIZATION IN OPERATIONS AND SUPPLY CHAIN MANAGEMENT

This course will help you...

1. Obtain a profound understanding of the processes and techniques for developing operations strategy, managing operations, and supply chain activities.

2. Learn to foster a relationship between supply chain management and other operations departments within an organization.

3. Apply your knowledge by undertaking a work-based project in conjunction with industry, connecting the existing techniques, functional knowledge and applications within an organization.

The specialization in Operations and Supply Chain Management provides you with the skills required to achieve effective operations and supply management in today’s global and highly competitive markets.

CAREER PROSPECTS

- Business Analysis
- Business Development
- Digital Analysis
- Market Research
- Supply Chain Management
- Strategic Consulting
- Strategic Management
- Strategic Planning
UPF-BSM SERVICES
STUDENT’S ROOM
FEEL AT HOME

As a UPF-BSM student you will have access to your Student’s Room within the e-Campus, the UPF-BSM online portal. A space where you will find:

- Information on how to activate your Student Email
  Your new account where you will receive all the information and news of your program.

- Information on the Student Services Area
  We will offer you advice and guidance on the activities carried out at UPF-BSM.

- International Students
  With all the information of interest to manage your arrival in Barcelona.

- Access to Welcome activities
  Webinars on visa requirements, meeting with your Program Manager, webinars with Career Services, among others.

- Contacts of interest
  A list of useful contacts of the team who will guide you and provide you support during your studies at UPF-BSM.
The mission of the Career Services team is to empower you to embark on your professional career with a clear direction and the appropriate equipment to transform yourself and the world around you.

We know every student is unique and we work in that direction with a team of trained professionals who will assist you through all stages of the adventure you are about to begin, by providing training and resources, coaching and opportunities for connecting with experts and employers.
CAREER SERVICES

MAIN FEATURES

The careers team maintains an active relationship with companies and organizations.

- Promotes students as candidates.
- Provides resources, tools and training for professional development.
- Offers opportunities for networking with potential employers and alumni.
- Manages internship agreements.

WHAT DO WE OFFER YOU?

- Company presentations
- Career development courses
- Recruitment talks
- Group training sessions
- Networking events
- One-to-one career counselling sessions

These are just some of the companies that have placed their trust in our students in recent years:

PWC
UNILEVER
DANONE
PUMA
INFINIA
PROCTER & GAMBLE
ROYN MERGERS & ACQUISITIONS ADVISORS
HENKEL IBERICA
ACCENTURE
UNITED NATIONS
ANTALIS
BANK SABADELL
LE MERIDEN
ESAT
SELBYTEL
PRONOVAS
BMW
COTY

+180 internship companies
68% internships in Spain
39% internships worldwide

+180 internship companies
68% internships in Spain
39% internships worldwide
ALUMNI SERVICES

YOUR NETWORKING PLATFORM

The more than 25,000 alumni are an essential part of UPF-BSM talent ecosystem. The creation of a network of diverse and heterogeneous talent promotes connections and generates opportunities between UPF-BSM alumni through multiple initiatives. Among other activities, alumni can play a key role in acting as references and mentors to current students, as well as being in a privileged position to detect and recruit valuable talent for their organizations.

The Alumni Program is built and developed on 3 main pillars:

KNOWLEDGE
Activities and contents to update both academic and cross-cutting knowledge and keep abreast of the issues and trends with the most global impact.

SKILLS
Sessions and resources to develop the most relevant skillset for the more up-to-date than ever professionals.

COMMUNITY
Spaces and opportunities to develop personal and professional relationships.

Alumni have access to a unique Alumni Platform (www.alumni.bsm.upf.edu) to benefit from staying up to date with knowledge and skills, finding and sharing professional and personal opportunities and having at your disposal a large directory of former colleagues from your specialization and others.
APPLICATION AND ENROLLMENT

APPLICATION CHECKLIST

To be considered for admission you must submit a series of documents that the Admissions Committee will need to evaluate.

- Scanned copy of your Bachelor’s degree*
- Scanned copy of your Transcript of Records, including your GPA (Grade Point Average)
- Scanned copy of your Passport/ID
- Statement of purpose or video CV
- CV
- Photo (.jpg)
- 2 academic letters (mandatory) and 1 professional letter (optional)

* If you do not have your bachelor’s degree certificate yet, simply submit your current Transcript of Records for the time being.

Submit official proof of English level

In order to be successfully enrolled, the presentation of an official English Certificate is required. Admissions without an official English Certificate will be considered conditional until the certificate is provided.

English certificate is not mandatory for applicants whose mother tongue is English or who have completed an entirely taught Bachelor Degree in English.

Required minimum English scores:

- TOEFL: iBT: > 100
- TOEFL: PBT: > 575
- TOEFL: CBT: > 235
- Cambridge: C1 Advanced (CAE)
- IELTS: 6.5
- Duolingo: > 115

Do I need to take the GMAT test?

For the Master of Science in International Business and Master of Science in Marketing, GMAT is not required.

For all other Masters of Science, GMAT is:

- Required for students from non-analytical bachelor’s degrees (humanities, communication, tourism, law, politics etc.) and for science students (biology, pharmacy, medicine, etc.). You must achieve 650 points as a minimum score.
- Not required for students from analytical-related bachelor’s degrees (economics, business and management, international business, statistics, engineering, maths, physics, etc.).

ADMISSION PROCESS

1. Fill in the online application form
2. Pay the 120€ admission fee (refundable if you are not admitted)
3. Upload your application documents
4. Have an online admission interview
5. Academic Admission Committee

The content of this brochure is for information purposes only and may be subject to some changes.