

More than a learning experience

# Masters of Science

- International Business
- Marketing
- Finance and Banking
- Management:
  - Business Analytics
  - Entrepreneurship
  - Marketing
  - Operations and Supply Chain Management



Barcelona School  
of Management

More than a learning experience

---

# Masters of Science

- 
- International Business
  - Marketing
  - Finance and Banking
  - Management:
    - Business Analytics
    - Entrepreneurship
    - Marketing
    - Operations and Supply Chain Management



# Welcome to BSM-Pompeu Fabra University

Welcome to BSM, Pompeu Fabra University's school of management. A school that sees management as the ability to make ideas, projects and even dreams become true in any knowledge area and professional sector.

At BSM we look for students who seek challenges. Students who want to take the leading role in their learning process and be part of an ecosystem where talented professionals become key players in the future of companies and organizations.

You will acquire the knowledge and tools you need to be a disruptive mind, 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.

A personalized  
education

Professors known  
for their academic  
excellence and  
professional prestige

An international  
experience

Connection with the  
professional world

A multidisciplinary  
talent ecosystem

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.





# Pompeu Fabra University



upf.

Pompeu Fabra University is a public,  
international and research-intensive university,  
recognised as one of the best in Europe.

→ **1st Spanish university  
(135th worldwide  
and 58th in Europe).**

Times Higher Education Ranking (2019)

→ **11th best university in the world  
among those under 50 years old  
(1st in Spain and 5th in Europe).**

Times Higher Education under 50 ranking (2018)

→ **Among the 100 top universities  
in the world in economics.**

QS Ranking (2019)

→ **Among the 250 top  
universities in the world.**

University of Shanghai Ranking (2018)

---

Part of Pompeu Fabra University's mission is to deploy a rigorous, innovative and personalized educational model, as well as becoming a research university at the forefront of scientific discoveries and innovations and an international leader in social transformation and innovation.

Distinguished by the Ministry of Education as a Campus of International Excellence (Campus de Excelencia Internacional - CEI), Pompeu Fabra University also stands out in leading rankings.



# Barcelona

Barcelona is not just a vibrant, cosmopolitan city, it is 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 eighth most innovative city in Europe (Innovation Cities Index, 2018), 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 emerging companies (The State of European Tech 2018 by Atomico) 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.

**5th best city  
in the world.**

**The World's Best Cities, 2018**

**8th most innovative  
city in Europe.**

**Innovation Cities Index, 2018**

**The 3rd most  
popular city on  
Instagram after  
London and  
Paris**

Number of  
inhabitants 2018

**1.628.936**

Foreign residents — 18,5%

Universities

**7**

University  
students

**+ 200.000**

**62** — Museums and  
exhibition centres

**225** — Theatres and  
cinemas

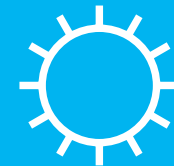
**22** — Music  
festivals

**40** — Libraries

**10** — Beaches

**89** — Parks

**100** — Sporting facilities



**2.600**  
Hours of  
sunshine  
per year

**Public  
transport**

**11** — Metro lines

**6** — Tram lines

**126** — Bus lines



# The Ciutadella Campus



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.



A meeting  
point for  
talent



## Mercè Rodoreda Building



The **Mercè Rodoreda Building** in the Ciutadella Campus is where the Masters of Science and the Master of Arts in Communication Management programs are taught.

The campus's two main buildings, Jaume I and Roger de Llúria, were built in 1887 and originally used as army barracks. Today, they are a key study and research hub for UPF students.



## Balmes Building

BSM 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 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.





# Our MSc programs

BSM's Masters of Science programs provide training in business, management and economics, and combine academic excellence with hands-on business practice. They are jointly offered by BSM 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.

## 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

## 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.

## Additional features

Member of:



### — Dual Degrees

All our Masters of Science allow the option of studying for dual degrees in collaboration with different universities around the world.

### — QTEM Program

BSM is the only institution in Spain admitted by 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 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.

### — Brush-up courses: setting you up for the term

Our MSc programs include free refresher courses to align your knowledge with the master's requirements. Secure the basics before the course start meeting your future classmates.

- Quantitative Methods
- General Economics
- Accounting and Finance
- Statistics
- Econometrics

### — Spanish Language 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.





# Who will you study with?

24

Average age

2,5

Average years working experience

82%

international students

4%

North America

Canada  
United States

9%

Latin America

Argentina  
Brazil  
Colombia  
Ecuador  
Paraguay  
Puerto Rico  
Uruguay

18%

Spain

3%

Africa

Morocco

47%

Europe

Belgium  
Bulgaria  
Croatia  
France  
Germany  
Greece  
Ireland  
Italy  
Netherlands  
Norway  
Portugal  
Romania  
Russia  
Switzerland  
Turkey  
United Kingdom

19%

Asia

China  
Lebanon  
Qatar  
Saudi Arabia



# The students say...

*I love Barcelona, it is my home away from home. There is so much beauty in the city; its people, food, traditions, and vibrant atmosphere. I made the right decision when I chose Barcelona and I couldn't be more thankful to be able to experience the Spanish culture.*

**Brenda Gutierrez**  
US, Colorado  
2017-2018

*What I value most of my relationship with UPF Barcelona School of Management is how personal it is. Every master program has its own director that is always willing to help you in any possible way. Even if your own program director is not available you can ask any question to the Program Manager so there is always someone available for questions.*

**Chloe Veurink**  
The Netherlands  
2017-2018

## Video!

Looking for a place to be an entrepreneur — Julian May



*Being a student of such a well-known and networked university makes me very proud. You can see yourself how the university goal it is not just 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.*

**Franziska Schöffner**  
Germany  
2017-2018

*I would say that the most valuable aspects of my relationship with the BSM 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.*

**Evan Derian**  
US, California  
2017-2018





**MSc**

**Masters of Science**





# Master of Science in International Business

Jointly offered with:

**ESCI**   
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.

## At a glance

- 12-month program
- Business Trip
- Curricular internship
- Dual Degree
  - EBS Business School (Germany)

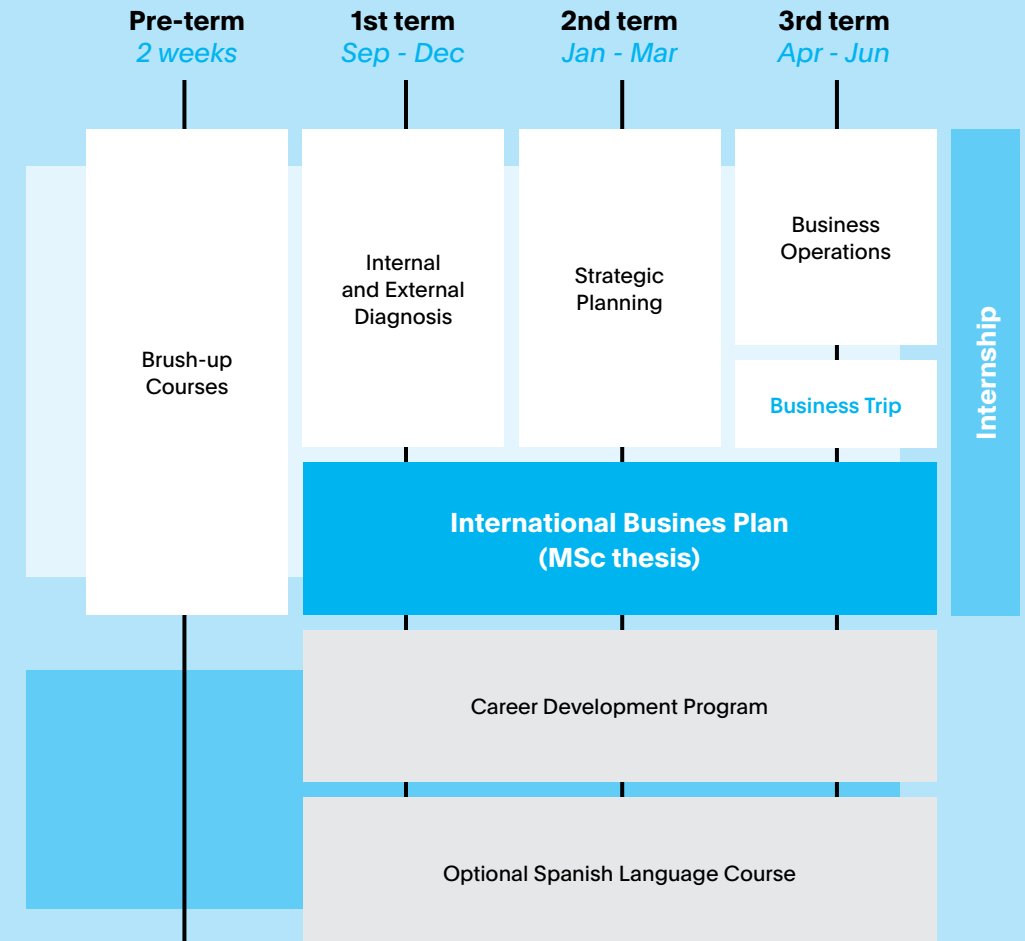
## Career prospects

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

*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.*

## Program contents

## Off-Program Activities



# Master of Science in Marketing

## This course will help you...

1

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.

2

Benefit from a teaching staff made up of top-level professors from national and international universities and working professionals.

3

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.).

### At a glance

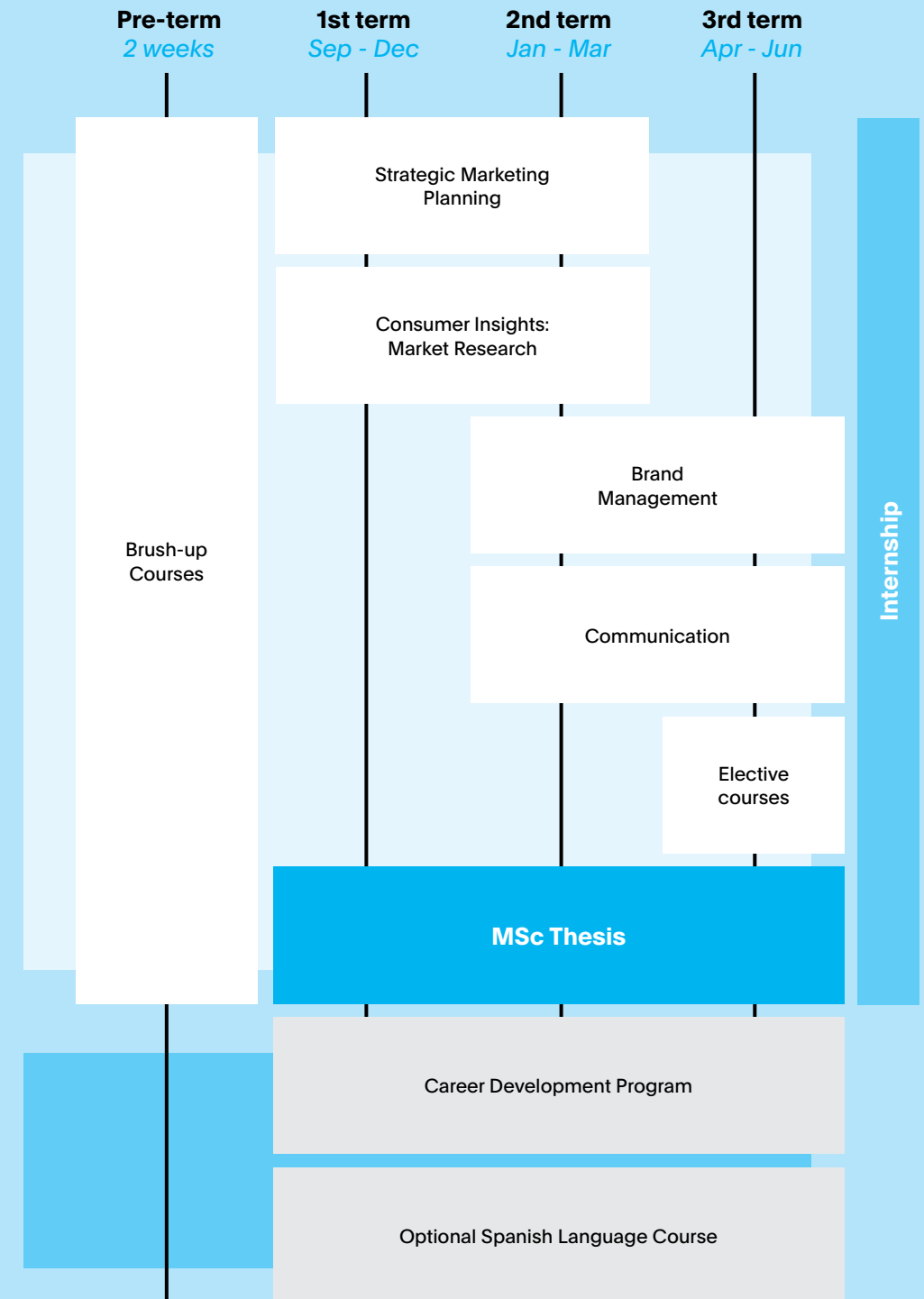
- 12-month program
- Curricular internship
- Elective courses
- Dual Degree
- EBS Business School (Germany)

### Career prospects

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

*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.*

## Program contents





# Master of Science in Finance and Banking

Member of:



## This course will help you...

1

Gain a deep understanding of how financial markets and financial institutions work.

2

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

3

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

### At a glance

- 12-month program
- Curricular internship
- Elective courses
- CFA member
- QTEM program
- Dual Degrees
  - EBS Business School (Germany)
  - Washington University in St. Louis (USA)

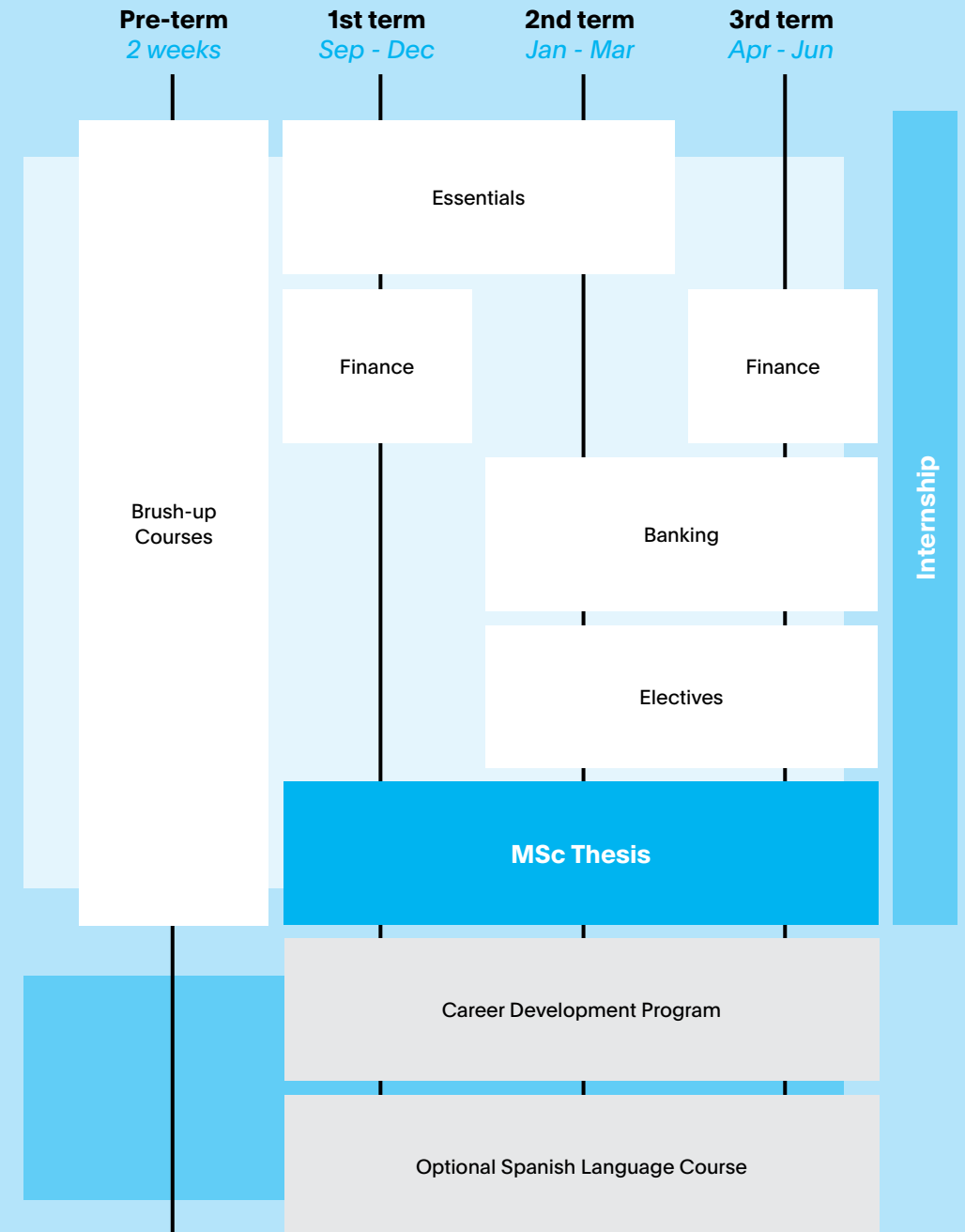
### Career prospects

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

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

## Program contents

### Off-Program Activities



# Master of Science in Management

Member of:



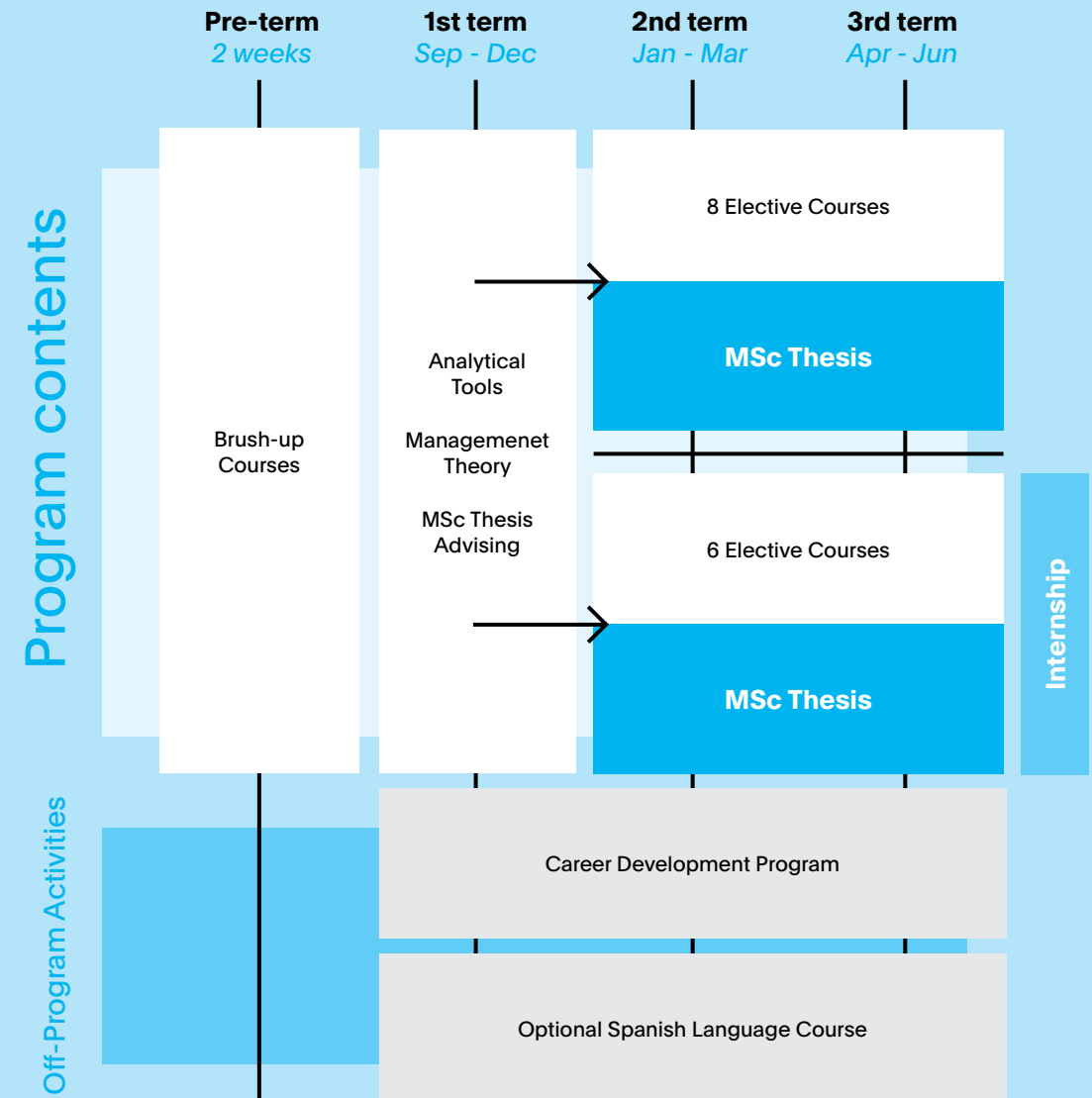
## It is offered in 5 specializations



### At a glance

- 9 month program
- Curricular or extracurricular internship
- Elective courses
- QTEM program
- Dual Degree
  - EBS Business School (Germany)

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





# Master of Science in **Management**

## *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.

### **Career prospects**

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

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

# Master of Science in **Management**

## *Specialization in Business Analytics*

### **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.*

### **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.

# Master of Science in **Management**

## *Specialization in Entrepreneurship*

### 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 every sector
- Product development
- Start-up jobs

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

# Master of Science in **Management**

## *Specialization in Marketing*

### 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 every sector
- Retail

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



# *Specialization in Operations and Supply Chain Management*

## **This course will help you...**

**1**

Gain 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.

## **Career prospects**

- Supply chain / operations consulting
- Operations management
- Purchasing management
- Production management
- Inventory management
- Logistics and distribution management
- Warehouse design and management
- Supply chain design and planning

***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.***

# Scholarships and funding

## **Talent Scholarships**

Apply for one of our Talent Scholarships, awarded to master's degree students who can demonstrate an exceptional academic, professional or personal track record.

## **Partner Talent Scholarships**

If you have graduated from one of the BSM partner universities you can apply for the Partner Universities Scholarships.

## **UPF Partner Universities Discount**

Check if the university where you took your undergraduate studies is a UPF partner university and obtain a 10% discount off your master's tuition fees. Ask your Program Advisor for more information.

## **Discounts**

Benefit from our student discounts if you are an alumnus, belong to the UPF community or work for one of our collaborating institutions.

# BSM services



## Welcome services

As a member  
of the BSM  
Community,  
we offer you our  
welcome services

### Preparing for your arrival

- Welcome information pack.
- Portal for international students to connect with the institution and other students.
- Legal advice and administrative procedures:
  - how to obtain a visa
  - health insurance
  - getting your foreigner ID number (NIE).
- Arriving in the city: finding accommodation, opening a bank account, etc.

### After arrival

- Social and cultural activities
- Legal support
- UPF facilities





# Career services

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.

## Main features

### The BSM 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

---

# +180

internship companies

---

---

# 68%

internships in Spain

---

## The Challenge Garage experience

Video!



From the beginning of your experience as a BSM student, the Careers team will be by your side. They will welcome you with The Challenge Garage experience, a real professional challenge that will put all MSc students to work in multidisciplinary teams. An experience that will allow you to tackle

a real professional challenge (each year a renowned company proposes a new challenge related to innovation), working together with classmates from different backgrounds, perspectives and diverse cultural situations. Bayer, Puma and Seat have posed challenges for our MSc students in the last three years.



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

*PWC, Unilever, Danone, Puma Iberia, Procter & Gamble, Rovin Mergers & Acquisitions advisors, Henkel Iberica, Mango, Accenture, United Nations, Antalis, Banc Sabadell, Le Meridien, Seat, Sellbytel, Pronovias, Magneti Marelli.*

---

# 39%

internships worldwide

---

# Alumni services

## Your networking platform

The more than 25,000 alumni are an essential part of BSM talent ecosystem.

The creation of a network of diverse and heterogeneous talent promotes connections and generates opportunities between 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 content 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](http://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 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
- ☐ Official proof of English level
- ☐ 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.

## Submitting official proof of English level

Required minimum scores:

- CAE: C1
- IELTS: > 6.5
- TOEFL IBT: > 100
- TOEFL PBT: > 575
- TOEFL CBT: > 235

## 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 strictly 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



**Video!**

Fill in the online application form

Upload your application documents

Pay the admission fee (120€)

Have a Skype admission interview

Academic Admission Committee

**Check the admission resolution**

**Welcome to  
BSM-Pompeu  
Fabra University**

Tel. +34 93 547 81 82  
info@bsm.upf.edu  
Balmes 132-134  
08008 Barcelona

**[www.bsm.upf.edu](http://www.bsm.upf.edu)**