



BARCELONA  
SCHOOL OF  
MANAGEMENT

# Executive MBA

2026-2027



Master Program

[bsm.upf.edu](https://bsm.upf.edu)

VALUE PROPOSITION

# For Those Who Refuse to Stand Still

We are living through an era of unprecedented transformation. The rapid rise of AI, digital disruption, and automation is **redefining industries, while economic volatility, geopolitical uncertainty, and ESG imperatives are reshaping the responsibilities of executives.**

The traditional corporate ladder is disappearing—today's leaders must adapt, innovate, and make bold, data-driven decisions in an environment that is complex - more than ever.

**The UPF-BSM EMBA is not for spectators**—it's for professionals who are already achievers, but know there's another level of impact waiting.

For those who understand that leadership isn't inherited, but shaped. Who create the future instead of waiting for it.







For those that believe that

☐ Leaders aren't born

For those who know that

☐ Leaders are made

■ Are you ready?





## 01 Lead with Integrity in a Complex World

Modern leadership demands more than just business acumen—it requires a strong moral compass. Our Executive MBA challenges you to navigate the ethical and moral dilemmas faced by C-suite executives and board members, equipping you with the decision-making framework to lead with integrity beyond sustainability.



## 02 Learn, Collaborate, and Build Lifelong Bonds

Success in business is built on relationships. Through immersive teamwork experiences, our program fosters deep collaboration, strengthening your ability to work with and learn from diverse, high-calibre professionals. You won't just gain knowledge—you'll build trusted connections that last a lifetime.



## 03 Join a Powerful Global Network

Your MBA journey doesn't end at graduation—it's just the beginning. Become part of an elite community of over **33,000 alumni**, opening doors to global career opportunities, mentorship, and lifelong professional support.





THE SCHOOL

# UPF-BSM: The Future You Want Starts Here



Being part of The **UPF Barcelona School of Management (UPF-BSM)** means choosing a global school with a strong focus on innovation, academic rigor, and a personalized education model. We are committed to research and knowledge creation to generate social impact and promote sustainable development.

At **UPF Barcelona School of Management**, we will train you to become professionals with a strategic, ethical, and sustainable vision, prepared to tackle major global challenges with leadership and responsibility.

We aim to support your **development in management**, helping you thrive in an ever-evolving world. You will become a professional capable of managing companies and institutions, leading projects with a global perspective. Join a community of individuals committed to creating value, driving innovation, and transforming society through culture and global well-being.



Are you ready to take  
the next step that will  
shape your career?



# Accreditations and Rankings

In a world where credibility defines success, holding dual international accreditations isn't just a mark of prestige—it's a statement of quality, impact, and global recognition. AMBA and EQUIS stand as two of the most rigorous business school accreditations, awarded only to institutions that meet the highest standards in academic excellence, innovation, and corporate relevance.

We are a **double-accredited institution by AMBA and EQUIS**, two of the three most prestigious academic accreditations in the sector that validate our academic excellence and commitment to continuous improvement.

We are also recognized in the most prestigious sector rankings, such as Financial Times, QS World University Rankings, and Higher Education, reflecting the quality of our programs and the impact of our graduates.

Built on  
Excellence.  
Recognized  
Worldwide.

## International & National Accreditations

EQUIS



AMBA



BSIS



AQU



## Rankings

QS Executive  
MBA Ranking



FT Executive  
Education



Positive  
Impact  
Rating



# UPF-BSM in Numbers







\* 2024 Data, without Master's in Law and Legal Practice.





# The Executive MBA Cohort 2027

<b>Welcome Residential Week</b> 📅 To be confirmed	<b>Term A</b> <b>EXPLORE</b> 15 ECTS [CORE]	<b>Term B</b> <b>DEVELOP</b> 15 ECTS [CORE]	<b>Term C</b> <b>INTEGRATE</b> 12 ECTS [CORE]	<b>Term D</b> <b>LEAD</b> 12 ECTS [Electives]	<b>Final residential week</b> 📅 To be confirmed
<ul style="list-style-type: none"> <li>➤ <b>Institutional Welcome</b> UPF Barcelona School of Management</li> <li>➤ <b>EMBA Program Presentation</b></li> <li>➤ <b>Master Class</b> Fundamentals of Finance</li> <li>➤ <b>Team-building and networking activities</b></li> <li>➤ <b>Professional Development</b> Leadership and Self Awareness</li> <li>➤ <b>Business trends and the Executive MBA 2026</b></li> <li>➤ <b>Workshop</b> Moonshot Thinking</li> <li>➤ <b>Visit</b> Barcelona Super Computing Center <a href="https://www.bsc.es">https://www.bsc.es</a></li> </ul>	<ul style="list-style-type: none"> <li>▪ Global Economics and Geopolitics</li> <li>▪ Competitive Strategy and New Business Models</li> <li>▪ Decision-making based on the analysis of financial statements</li> <li>▪ Impact of new technologies on AI</li> <li>▪ Leadership, self-awareness, and applied neuroscience</li> <li>▪ Presentation: Industry Challenge</li> </ul>	<ul style="list-style-type: none"> <li>▪ Human Capital</li> <li>▪ Strategic marketing in the digital era</li> <li>▪ Logistics processes and sustainability</li> <li>▪ Supply Chain 4.0</li> <li>▪ Corporate finance</li> <li>▪ Presentation Final Industry Challenge</li> <li>▪ Professional Development: Find your Purpose (recommended Elective)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Global Business and Organizational Growth</li> <li>▪ Business implementation through gamification</li> <li>▪ Data management and analysis for businesses</li> <li>▪ Executive Skills: Business communication skills</li> </ul> <hr/> <ul style="list-style-type: none"> <li>▪ Risk Management and Business Ethics (recommended Elective)</li> <li>▪ Professional Development: Personal brand (recommended Elective)</li> <li>▪ Your Digital Brand</li> </ul>	<p><b>Spanish Electives</b></p> <ul style="list-style-type: none"> <li>▪ Innovación y Corporate Venturing</li> <li>▪ Sostenibilidad Empresarial y Gestión Holística</li> <li>▪ Negociación estratégica y gestión de conflictos</li> </ul> <hr/> <p><b>Elective Abroad</b></p> <ul style="list-style-type: none"> <li>▪ Doing Business in China September 2027</li> </ul> <hr/> <p><b>Concentration Tracks</b></p> <p><b>MEDTECH</b></p> <ol style="list-style-type: none"> <li>1. Medtech Development Strategy and Product Innovation</li> <li>2. Medtech Leadership Strategies and Business Operations</li> </ol> <p><b>AI &amp; DATA DECISIONS</b></p> <ol style="list-style-type: none"> <li>1. How AI is Transforming Business</li> <li>2. AI, Block Chain &amp; Crypto Currency</li> </ol>	<ul style="list-style-type: none"> <li>➤ <b>Welcome to the closing ceremony of the program:</b> Institutional event</li> <li>➤ <b>Welcome to the UPF BSM Alumni Network:</b> meet the ambassadors</li> </ul> <div data-bbox="1895 719 2145 815"> <p><b>Final Master Thesis Defense</b></p> </div> <ul style="list-style-type: none"> <li>➤ <b>Your professional transformation</b> Support for the careers of graduates</li> <li>➤ <b>Graduation Ceremony &amp; Keynote Speaker</b></li> </ul> 
<div>  <div> <div></div> <b>CEO Speaker Series</b> <div></div> </div> </div>	<div>  <div> <div></div> <b>International Guest Faculty Sessions</b> <div></div> </div> </div>	<div>  <div> <div></div> <b>Final Master Thesis</b> <div></div> </div> </div>			



EXECUTIVE PROGRAM ONLINE

## A flexible and personalized modality

At UPF-BSM, we redefine online learning with a dynamic and adaptable experience tailored to your professional goals. Anytime, anywhere, you set the pace—while staying connected to a cutting-edge virtual environment. Gain 24/7 access to interactive materials, collaborative tools, and real-time progress tracking.

Engage in live webinars, discussion forums, and weekly tutorials that transform knowledge into action. This is more than online education—it's a pathway to growth, designed for those who never stand still.





### Built for the Bold

Designed for executives, entrepreneurs, and rising leaders who refuse to settle and are ready to take control of their future, embracing the flexibility of our online EMBA program to balance ambition with busy lives.



### Connection between Theory and Practice

Combined with practical activities, sessions allow students to acquire advanced competencies directly applicable to their professional field, achieving an effective link between academic theory and the realities of the business world. This connection is further strengthened by company visits and masterclasses with executives.



### Integrated Learning through the Master Thesis

Related to the business environment, the Master Thesis provides participants with the opportunity to connect theory and practice, integrating multidisciplinary competencies and transferring acquired knowledge and skills to professional practice. This culminates in the development and defence of a professionalizing project. The Thesis is developed individually by participants with the support of their mentor and Program Management.



### Continuous assessment and support

Personalized assessments, self-assessments, and case studies measure your progress throughout the course. Faculty and tutors provide constant feedback, while program managers support you throughout the entire process, ensuring that you achieve your goals.



### AI, Innovation & Global Impact

The future of leadership demands digital fluency, strategic agility, and sustainability-driven decision-making—and we put you at the centre of it all, empowering you to shape the future of business.



### Real-World Strategy, Not Just Theory

Every module, every case study, and every challenge is focused on immediate, real-world application—because leadership happens in action, preparing your adaptation to complex business challenges and accelerate your career trajectory.



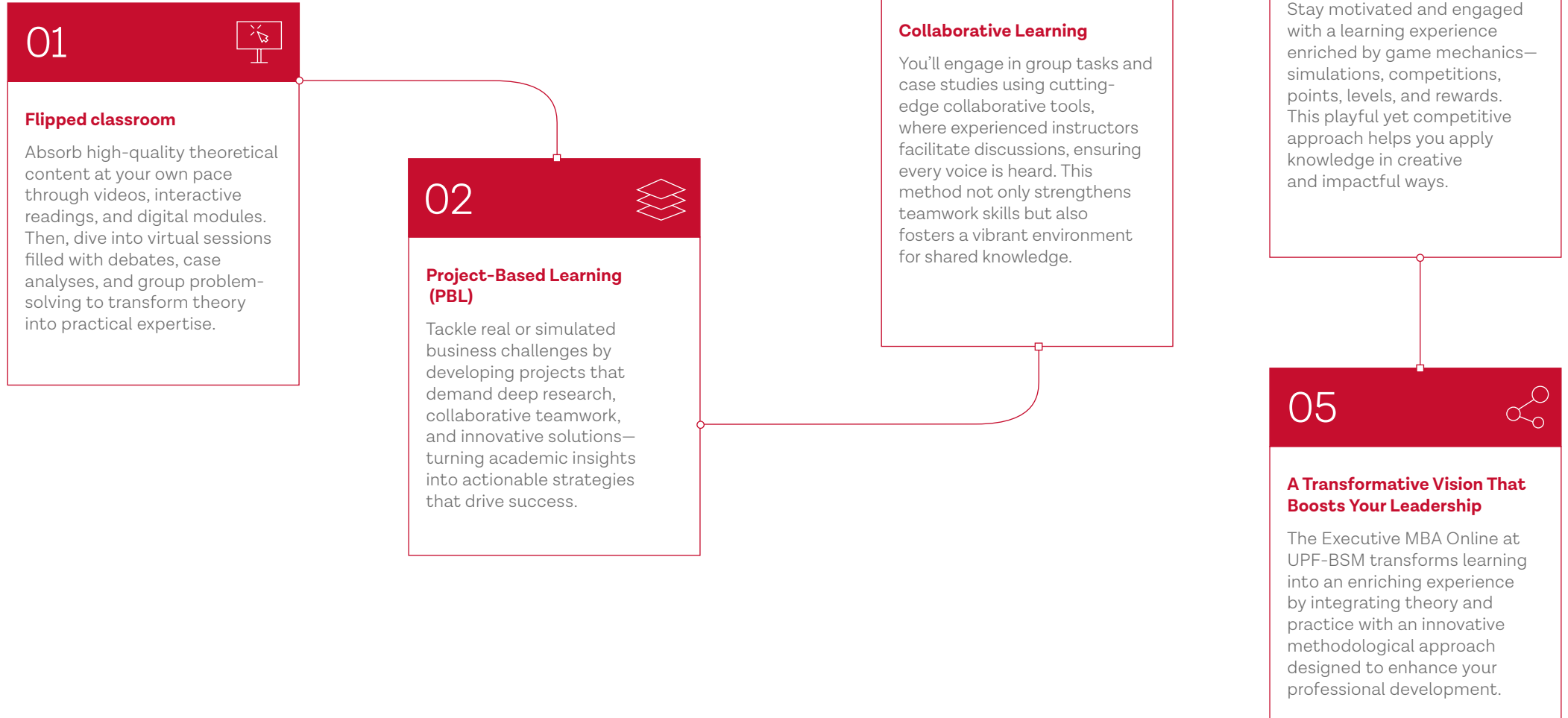
## METHODOLOGY

# Designed for Leaders – Flexible, Connected, and Impact-Driven

The program's methodology is designed to prepare today's leaders for tomorrow's challenges, fostering active learning focused on the real challenges of a constantly evolving business environment.



# Active Learning Methodologies





CLOISTER

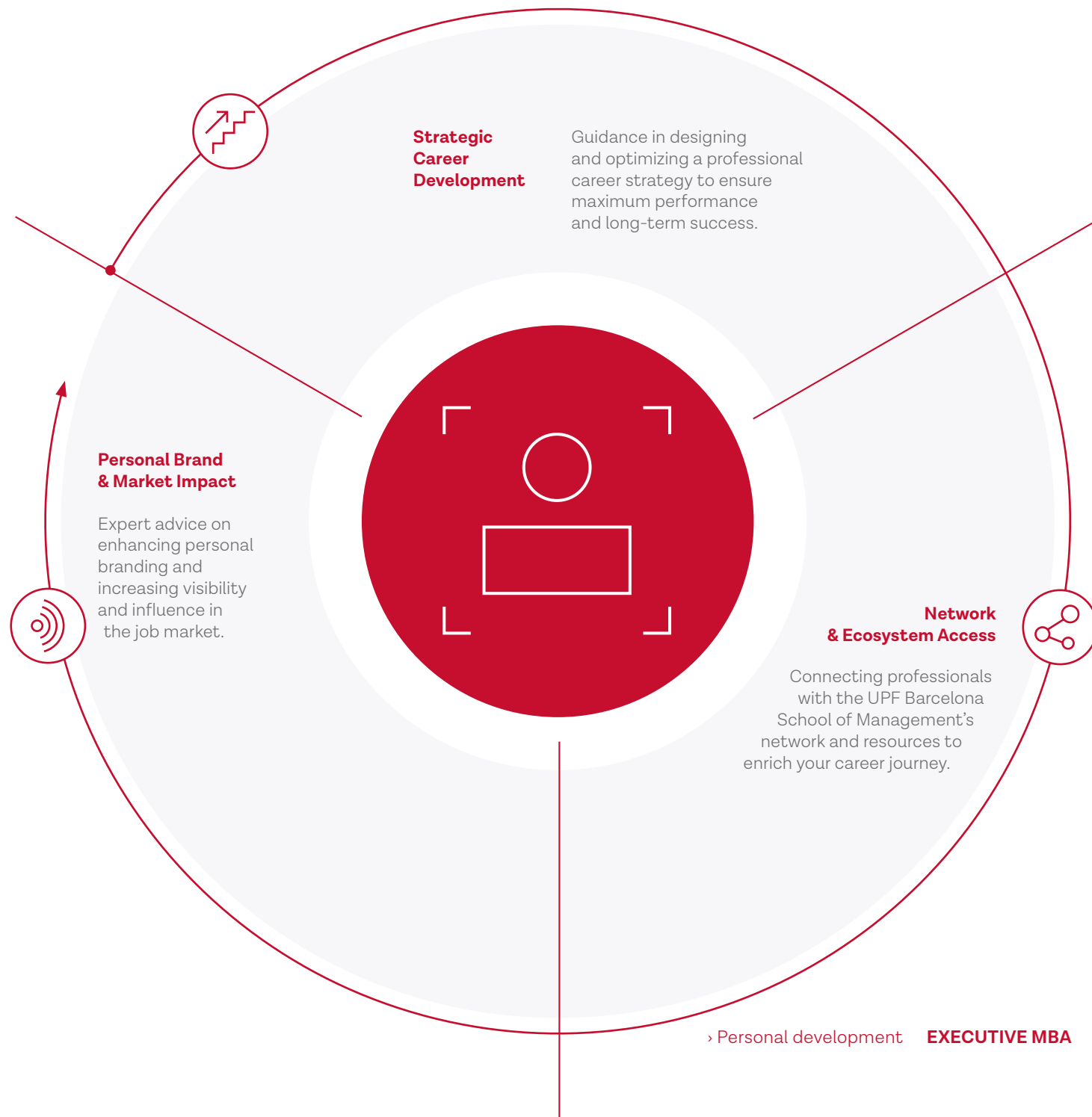
## World-class Faculty

The Executive MBA at UPF Barcelona School of Management brings together a combination of academic acumen, PhDs, broad professional experience in many fields and diverse profiles.

▮ **Katharine D'Amico**  
Academic Director

# Professional executive development

UPF-BSM's Career Services connects companies with qualified professionals trained at the school, offering expert advice to boost student's careers and meet the needs of business talent.





# Support at Every Stage of the EMBA

<p>Kick-Off</p> <p><b>A Careers Kick-Off with a Focus on Leadership and Self-Awareness</b></p>		<p><b>Develop a deep understanding of your leadership style</b> and strengths through interactive sessions designed to enhance self-awareness. During the Welcome Residential Week will help you align your personal and professional aspirations while equipping you with the tools to become a more effective and inspiring leader.</p>
<p>Term A</p> <p><b>Industry Challenge</b></p>		<p><b>Engage in a hands-on learning experience</b> where you will tackle a real-world industry challenge. Through a carefully curated case study, you'll apply strategic thinking and problem-solving skills to address complex business scenarios, bridging the gap between theory and practice.</p>
<p>Term B</p> <p><b>Find Your Purpose Workshop</b></p>		<p><b>Discover your true professional calling</b> through dynamic and interactive workshops designed to enhance your skills and broaden your career vision. Gain clarity on your strengths, motivations, and long-term goals to build a meaningful and impactful career path.</p>
<p>Term C</p> <p><b>Your Own Personal Brand</b></p>		<p><b>Define and refine your personal brand</b> by integrating your unique skills, experiences, and identity. Learn how to position yourself strategically in the job market, making yourself more attractive to potential employers and business opportunities.</p>
<p>Cierre del programa</p> <p><b>Professional Support for Graduates</b></p>		<p><b>Your journey doesn't end at graduation.</b> Stay connected with the Professional Development Department and leverage exclusive resources, networking opportunities, and career support to continue advancing in your professional journey.</p>

BEYOND THE CLASSROOM

# Welcome to Barcelona

Barcelona is not just an academic destination but also shares a vibrant ecosystem of innovation, business, and entrepreneurship. As one of Europe's leading cities for talent attraction and home to major international events, the key stages of the EMBA means you are becoming part of a global community with access to unique opportunities.

## Innovation and business hub

Barcelona is home to over 1,400 startups and is a key player in sectors such as technology, healthcare, and sustainability, providing an ideal environment for business creation and expansion.



## Networking and major events

The city hosts prestigious international conferences like the Mobile World Congress, Smart City Expo World Congress, and ISE (Integrated Systems Europe), offering direct access to industry leaders, top-tier companies, and cutting-edge innovations.



## Presence of multinational corporations

Barcelona is a strategic hub for investment and professional growth, attracting leading multinational corporations across key industries such as technology, life sciences, logistics, and finance. With a thriving business ecosystem and strong infrastructure, the city fosters innovation, collaboration, and global expansion opportunities for professionals.



# An immersive experience

The program includes diverse scenarios like complement academic training, promoting experiential learning and strengthening the network of contacts among participants.

## On-Site Experiences



### Kick-Off Residency

Your journey begins with an intensive onboarding experience designed to set the stage for success, connect with peers, and ignite your leadership potential.



### Barcelona Finale

The grand finale where you'll present your Master Thesis amidst the inspiring backdrop of Barcelona, capped off by an unforgettable closing ceremony, and a chance to network with peers.

## Experiences Throughout



### CEO Speaker Series

Get exclusive access to virtual sessions with world-class CEOs. Dive into interactive discussions where these top executives reveal the real-world challenges and triumphs of high-stakes decision-making, equipping you with the strategic insights to lead boldly.



### Unlock Your Potential with Concentration Tracks

Choosing electives within a concentration track gives you a strategic edge by deepening expertise, boosting career prospects, and expanding your professional network. Gain specialized skills, real-world experience, and a competitive advantage in your field.



### International Guest Faculty

The program brings together a distinguished network of international guest faculty, featuring professors with extensive executive experience across various industries. These experts -recognized for their leadership and academic contributions- will guide you through an enriching, interactive learning experience.

- › Focus your learning.
- › Maximize your impact.





POMPEU FABRA UNIVERSITY

# UPF-BSM, Part of the Pompeu Fabra University ecosystem



**The Barcelona School of Management is the management school of Pompeu Fabra University (UPF).** Founded in 1990, UPF is a public university rooted in the city of Barcelona, highly competitive in research, and dedicated to educational transformation to address future challenges.

As a public university, UPF's commitment to the major challenges of the 21st century is reflected in the generation, transmission, and transfer of new multidisciplinary knowledge that guides the implementation of wise policies and inspiring leadership.

# Rankings



1<sup>a</sup>

Spanish University  
Universities under 50 years old in the world



1<sup>a</sup>

Spanish  
University

4<sup>a</sup>

European  
University



TOP  
5

9 of the 13 evaluated degrees





## UPF in Numbers

### Programs



Undergraduate Degrees

26

Master's Degrees

32

Doctorates

9

### Students



Annual Undergraduate Students

+10k

Annual Master's Students

+1k

Annual Doctoral Students

+1k

### International Projection



Students who are staying abroad

35%

International Master's and PhD students

44%

International agreements signed

390

# What are the selection criteria?

The selection process for the Executive MBA Online assesses the suitability of the candidate's profile and previous experience with the objectives of the program, considering aspects such as their academic record, relevant professional experience, and personal motivation.

Through a presentation and an interview with the academic management, their achievements, roles of responsibility and ability to make strategic decisions are assessed, ensuring that participants are aligned with the competencies and challenges posed by the Online Executive MBA.

Candidates must demonstrate a working knowledge of English at an advanced level.

## Step 1

### Application and documentation

Complete the admission form.  
Pay the €120 admission fee.  
Upload the following documents:

- › Cover letter or presentation video
- › Curriculum Vitae
- › Two letters of recommendation
- › A scanned copy of your university degree or provisional certificate
- › Scanned copy of your academic transcript
- › Scanned copy of your ID card or Passport
- › A passport-size photo (in JPG format)

## Step 2

### Personal interview

After an initial review, shortlisted candidates are invited to a personal interview, in which they discuss their motivations, skills and expectations of the programme.

## Step 3

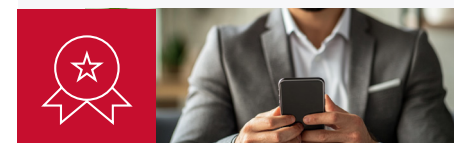
### Evaluation of candidates

The admission committee evaluates all the criteria (academic record, professional experience, suitability to the profile of the program) and decides on admission.

## Step 4

### Notification of Admission

Successful candidates receive a formal notification with the offer of admission to the program.










# Transform Your Leadership, Maximize Your Impact

The return on investment lies in your evolution as a leader. **The Executive MBA by UPF Barcelona School of Management** is designed to propel your strategic thinking, decision-making, and executive presence to new heights.

This is more than an academic journey—it's a transformation that empowers you to navigate complexity, drive innovation, and redefine your role at the top.



## Executive MBA Online

 Schedule	Friday afternoon 15:00–20:00 CET
 Duration	18 months Part-time
 Start date	March 2nd
 ECTS credits	60
 Price	€ 25,000

## ALUMNI

# The network in which to continue growing professionally

At UPF Barcelona School of Management, **we are committed to our Alumni community**. This initiative is designed to connect and strengthen our alumni community, fostering their impact on the business fabric and society.

At Alumni we accompany and guide our alumni so that they can continue to enhance their profile and grow by our side. We work on initiatives to develop the **employability** of alumni at various levels, extend their networking through our global alumni network and the various meetings organized and continue to be part of constant change and learning through **lifelong learning**.





# More than a degree: Your strategic partner for life.

## Lifelong learning

Inspired by the alumni community, our Executive MBA program gives you **permanent access to cutting-edge content, executive seminars, and global thought leadership**. Whether you're pivoting industries or preparing for board-level roles, you'll always have fresh knowledge at your fingertips.

- › **Unlimited access** to future Executive MBA program updates
- › Invitations to exclusive masterclasses, leadership forums, elective abroad and CEO Speaker series
- › Priority access to Concentration Tracks in Medtech, AI and Data Driven Decisions, and Blockchain & Cryptocurrency



The Executive MBA is not just a program—it's **a gateway to continuous evolution**.

At UPF Barcelona School of Management we believe leadership doesn't end with a degree. That's why we've built **lifelong learning and career development** into the very fabric of our Executive MBA—ensuring that your growth continues long after graduation.

## Career Services for Life

UPF Barcelona School of Management offers a **dedicated Career Services platform designed for executives**, not job seekers.

Whether you're looking to level up, branch out, or build your own venture, our tailored support is with you every step of the way.

- › 1:1 career strategy sessions
- › Board-readiness coaching and personal branding
- › Executive networking events with global recruiters and C-level alumni
- › Lifetime access to our global job board and talent platform





# Alumni stories



**Marta Arenas-Jal**

Executive MBA Alumni

*Healthcare Innovator at  
Stanford Biodesign*



“ I chose to pursue an Executive MBA to complement my technical skills in research and development in the pharmaceutical industry with solid business knowledge. The flexibility of the program allowed me to balance my studies with my work at a healthcare startup accelerator, which together with the knowledge gained contributed to my transition to leading healthcare innovation projects in Silicon Valley. The ability to analyze markets, develop business strategies, and lead multidisciplinary teams has given me a competitive advantage in the United States.”



**Marc Ferré Hausmann**

Executive MBA Alumni

*Partner at Deloitte*



“ What I valued most about the program were two things: first, the self-confidence I gained, which I was later able to convey when interacting with employees, stakeholders, and customers; and second, a deep understanding of the interdependencies between the various departments of a company. I strongly recommend this program. In today's ever-changing world, continuous learning is essential to staying relevant as a professional. This program offers access to talented students you can learn from, excellent teachers with a gift for explaining complex topics, and professionals who provide valuable insights into a range of industries.”



## Alumni in Numbers

Alumni

33k

Countries

+140

Clubs Alumni

9

Ambassadors

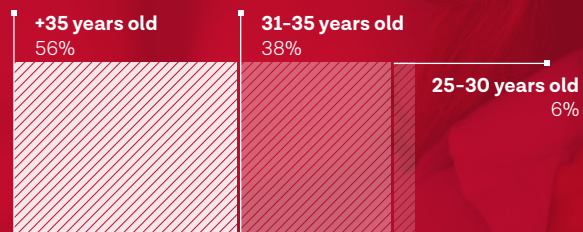
+30



# Student profile

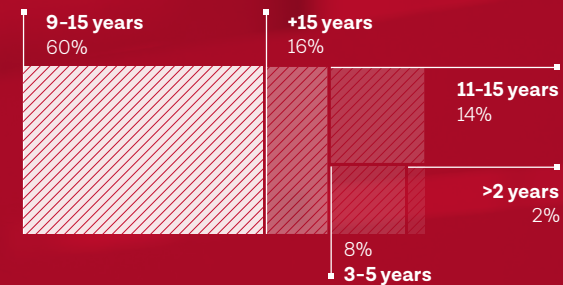
Average age

36,46



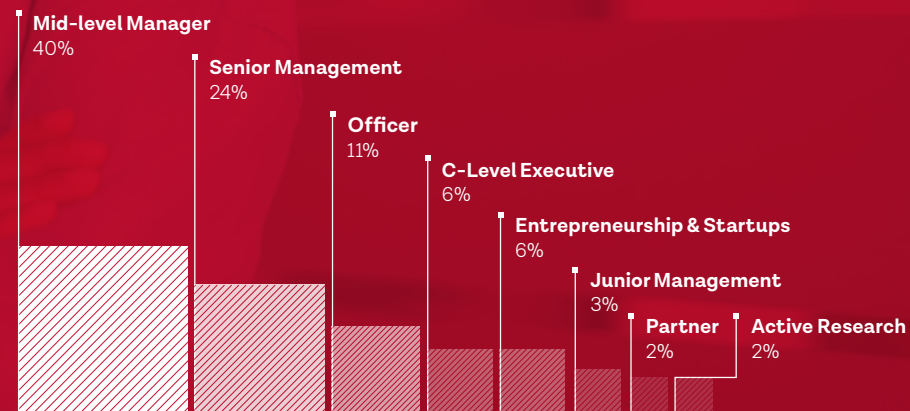
Average years of Work Experience

10,5



Sector	Consulting & Auditing	36%
	ICT	10%
	Training & Education	9%
	Pharma & Medical Devices	7%
	Services	7%
	Industry	7%
	Banking & Finance	5%
	Retail & Consumer Goods	5%
	Textile & Fashion	3%
	Healthcare Management	2%
	Government & Public Administration	2%
	Tourism	2%
	Third Sector (Nonprofit Sector)	2%
	Infrastructure, Mobility & Urban Planning	2%
	Cultural Management	2%

Job Position





# Connection with Industry

Accenture	Cellnex Telecom	Gaes una marca amplifon
Adecco	Convista Consulting	GlovoApp
Airbus	Crowe Auditores España	Grant Thornton SLP
Amadeus	Danone	Grífols
Banc Sabadell	Deloitte	Groupe Seb
Bankinter	DHL	Grupo Colonial
BASF	DSM-Firmenich	Grupo Freixenet
Bayer	ETL Global	Henkel
BDO	EY	Hewlett Packard Enterprise
Beiersdorf	FCC	Ibercaja
Boehringer	Ferrero	IKEA
Bunge Ibérica	Freixenet	IMC
CaixaBank	Fundació Cuatrecasas	Indra
Capgemini	Fundació Pere Tarrés	Infor Software Iberia

Isdin
Itbid
KPMG
Lacer
LLYC
Lodgify
Mango
ManpowerGroup
Mapfre
Marsh
Mattel
Mazars
Mobile World Capital
Momentum Data
Mr Wonderful
Nestlé España

Novartis
NTT Data
Paack Logistics Iberia
PayFit Recursos Humanos
Penguin Random House
Pierre Fabre Ibérica
PricewaterhouseCoopers
RACC
Reckitt Benckiser Healthcare
Red Points Solutions
RocaSalvatella
Roche
RSM Spain
Santander
SAP
Schneider Electric España

Seat
SeQura
Simon
Sony
Talent Point
Telefónica
TMF Group
ToGrowfy
Tous
Unilever
Vialto Partners Spain
Werfen
Winid By Talentpeople
Zurich Insurance



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SCHOOL OF  
MANAGEMENT**

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