


The Executive MBA Cohort 2027

Welcome Residential Week To be confirmed	Term A EXPLORE 15 ECTS [CORE]	Term B DEVELOP 15 ECTS [CORE]	Term C INTEGRATE 12 ECTS [CORE]	Term D LEAD 12 ECTS [Electives]	Final residential week To be confirmed
<ul style="list-style-type: none"> ➤ Institutional Welcome UPF Barcelona School of Management ➤ EMBA Program Presentation ➤ Master Class Fundamentals of Finance ➤ Team-building and networking activities ➤ Professional Development Leadership and Self Awareness ➤ Business trends and the Executive MBA 2026 ➤ Workshop Moonshot Thinking ➤ Visit Barcelona Super Computing Center https://www.bsc.es 	<ul style="list-style-type: none"> ▪ Global Economics and Geopolitics ▪ Competitive Strategy and New Business Models ▪ Decision-making based on the analysis of financial statements ▪ Impact of new technologies on AI ▪ Leadership, self-awareness, and applied neuroscience ▪ Presentation: Industry Challenge 	<ul style="list-style-type: none"> ▪ Human Capital ▪ Strategic marketing in the digital era ▪ Logistics processes and sustainability ▪ Supply Chain 4.0 ▪ Corporate finance ▪ Presentation Final Industry Challenge ▪ Professional Development: Find your Purpose (recommended Elective) 	<ul style="list-style-type: none"> ▪ Global Business and Organizational Growth ▪ Business implementation through gamification ▪ Data management and analysis for businesses ▪ Executive Skills: Business communication skills <hr/> <ul style="list-style-type: none"> ▪ Risk Management and Business Ethics (recommended Elective) ▪ Professional Development: Personal brand (recommended Elective) ▪ Your Digital Brand 	Spanish Electives <ul style="list-style-type: none"> ▪ Innovación y Corporate Venturing ▪ Sostenibilidad Empresarial y Gestión Holística ▪ Negociación estratégica y gestión de conflictos <hr/> Elective Abroad <ul style="list-style-type: none"> ▪ Doing Business in China September 2027 <hr/> Concentration Tracks MEDTECH <ol style="list-style-type: none"> 1. Medtech Development Strategy and Product Innovation 2. Medtech Leadership Strategies and Business Operations AI & DATA DECISIONS <ol style="list-style-type: none"> 1. How AI is Transforming Business 2. AI, Block Chain & Crypto Currency 	<ul style="list-style-type: none"> ➤ Welcome to the closing ceremony of the program: Institutional event ➤ Welcome to the UPF BSM Alumni Network: meet the ambassadors <div data-bbox="1892 719 2145 815"> Final Master Thesis Defense </div> <ul style="list-style-type: none"> ➤ Your professional transformation Support for the careers of graduates ➤ Graduation Ceremony & Keynote Speaker 
<div> CEO Speaker Series </div> <div> International Guest Faculty Sessions </div> <div> Final Master Thesis </div>					