Masters of Science

/ International Business / Marketing
/ Finance and Banking / Management
Business Analytics, Entrepreneurship, Marketing, Operations and Supply Chain Management.

BARCELONA SCHOOL OF MANAGEMENT
Masters of Science / International Business / Marketing / Finance and Banking / Management

More than a learning experience

· Business Analytics
· Entrepreneurship
· Marketing
· Operations and Supply Chain Management
Welcome to Pompeu Fabra University

We understand management from a perspective based in 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 an 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.

A personalized education
Professors known for their academic excellence and professional prestige
An international experience
Connection with the professional world
A multidisciplinary talent ecosystem
Pompeu Fabra University is a public, international and research-intensive university, recognised as one of the best in Europe.

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.

Quality, innovation and internationalization

Pompeu Fabra University

1st Spanish university (143rd worldwide and 60th in Europe). Times Higher Education Ranking (2020)

10th best university in the world among those under 50 years old (1st in Spain and 5th in Europe). Times Higher Education under 50 ranking (2020)

Among the 100 top universities in the world in economics. QS Ranking (2019)

Among the 400 top universities in the world. University of Shanghai Ranking (2019)
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 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 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.

8th best city in the world.
The World’s Best Cities, 2020

3rd most innovative city in Europe.
Innovation Cities Index, 2019

Number of inhabitants 2019
1,636,762
Foreign residents — 22%

Universities
7

Museums and exhibition centres
71

Theatres and cinemas
191

Music festivals
22

Libraries
41

Beaches
10

Parks
90

Sporting facilities
100

Metro lines
12

Tram lines
6

Bus lines
101

2,600
Hours of sunshine per year

The 3rd most preferred city in Europe to set up startups and the 5th for digital talent
Our Campus

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.
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

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 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.
Practically focused and internationally oriented

Our MSc programs

UPF Barcelona School of Management’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 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.

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

— 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
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.

— 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 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?

89% international students

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

Average age: 24
Average years working experience: 2.5
The students say...

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.

Evan Derian
US, California
MSc in International Business

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 take decision to come to Barcelona and study at UPF Barcelona School of Management again.

Yannik Stumm
Germany
MSc in Marketing

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 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.

Paula Valero
Spain
MSc in Finance and Banking

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.

Franziska Schöffer
Germany
MSc in Management

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.

Evan Derian
US, California
MSc in International Business

Franziska Schöffer
Germany
MSc in Management

Paula Valero
Spain
MSc in Finance and Banking

Yannik Stumm
Germany
MSc in Marketing
MSc

Masters of Science
Master of Science in International Business

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.

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
- Double 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

Program contents

Pre-term
- Brush-up Courses
- 2 weeks

1st term
- Internal and External Diagnosis
- Sep - Dec

2nd term
- Strategic Planning
- Jan - Mar

3rd term
- Business Operations
- Apr - Jun

International Business Plan
(MSc thesis)

Career Development Program

Optional Spanish Language Course

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

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
- Optional international trip to London
- 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 Advisor
- Private Equity Manager
- Treasury Manager
- Financial Analyst
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.

### 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.
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.
Master of Science in Management
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.

MSc programs

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

Feel at home

Welcome services

As a member of the UPF-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
Maximizing your professional impact

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 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

From the beginning of your experience as a UPF-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. Barça Foundation, 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:

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) 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
- 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
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:
- CAE: C1
- TOEFL IBT: > 100
- TOEFL PBT: > 575
- TOEFL CBT: > 235
- CAE: C1
- IELTS: 6.5
- Duolingo: > 115 (accepted during the academic years 20/21 and 21/22)

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

Fill in the online application form
Pay the 120€ admission fee (refundable if you are not admitted)
Upload your application documents
Have a Skype admission interview
Academic Admission Committee

Check the admission resolution

Welcome to UPF Barcelona School of Management

The information in this brochure may be subject to some changes.