At UPF we have never found the expression “business school” totally convincing. In fact, the word business originally referred to being busy, working, not hindering effort. Preferring the word management, because it is more inclusive and covers aspects of the administrative field in which doing business would be considered a serious offence, is a tenuous choice. But we have to be practical in some sense and not overcomplicate our everyday nomenclature with philosophy. It is a shame, but it is necessary to move on and let water pass under the bridge.

Business school: lots of business and little school. I have been telling this joke to the managers of UPF-BSM and my colleagues at the vice-chancellor’s office for years. Obviously, it is an unfair joke and I apologize for it. I simply mean that a university such as UPF is based on its academic performance and not on exploiting a brand. Nevertheless, we certainly do now have a brand. It is almost a miracle taking into account the importance that governments and civil society, to which we owe our existence, have given to universities, research and innovation, but we are now among the ten best young universities in the world. We are also highly-placed in the overall global rankings based on our results in the main academic fields that we have developed in more than thirty years of operation. UPF is a Catalan university that has created an indisputable place for itself in Europe and the world. This would be even more evident without the paternalistic, fearful, short-sighted and distrustful regulatory restrictions that affect the local public sector. UPF-BSM is an element of this brand, which has helped establish it and is now reaping the rewards because the freedom of manoeuvre provided by having an associated centre based on a private foundation allows it to benefit in terms of prices, programming and freedom to hire faculty. The temptation of business, expressed in these terms and in the aforementioned sense, is actually an obligation, a duty. What I meant by my joke was that this duty must be understood within the context of a broader duty, the duty that the university has to be, above all, a school and a place for science and culture.

This path towards a real school began, at different paces and speeds, from the time that the IDEC and BSM project proved to be viable in regulatory and economic terms (first under the management of Fabián, for seventeen years, and then Carme Martínez, for nine years). While I have mentioned just those two names, I am well aware that there are many varied teams and people who deserve just as much thanks as the university’s vice-chancellor. I would particularly like to extend my gratitude to the faculty who have found their place in the project and have made it possible. I have also mentioned those two names because there is great merit in both knowing how to begin and how to take a step further forward. We now have a new team leading a school that is worthy of the brand it is trading under and seeking to push the university’s frontiers and find the best development strategy. Oriol Amat, Pilar Soldevila and, since a few days ago, the new general manager, José Manuel Martínez Sierra, have more than just my complete confidence. They have my hope and expectation. And, I believe, that of everyone who feels touched by our new university’s commitment, starting with the senior managers at the vice-chancellor’s office, through all of our colleagues in the UPF environment (if they want to and feel the call), to beyond the university itself to civil society, the Catalan Government, and our many friends in the European Union and around the world.

THE IMPACT OF COVID-19

During the academic year 2019/20, UPF-BSM has continued the journey to become a management school that is internationally respected for its social impact based on applied research. So we are continuing to strengthen our faculty and expand internationally. We have maintained a commitment to teaching and research with a stress on planetary wellbeing, the humanities, culture and an interdisciplinary approach. And we have also made major investments in digitalization. There have been some very positive aspects. For example, the school has become the first centre associated with a public university to achieve institutional accreditation from AQU (Agency for Quality in the Catalan University System). And several goals have been achieved internationally: EOCCS accreditation for various online programs, passing the AMBA pre-audit and eligibility for EQUIS accreditation.

However, the academic year 18/19 was, of course, marked by COVID-19, which has disrupted everything. On-campus teaching was suspended on 14 March 2020. But our academic activity did not stop. By the following day, tools had already been implemented for remote training. We created the COVID-19 Observatory, looked after our students by tripling the bursary program and with the COVID bursary program. And we invented various measures so that the educational experience would be the best possible (publications, webinars and free online courses, etc.).

At UPF Barcelona School of Management, we are ready to begin a new academic year in September with the utmost guarantees in terms of teaching and health. We have adapted the educational criteria for our programs, classrooms and technological systems and we have specifically prepared our faculty so that all of our participants can continue their training as normally as possible. This may be performed on campus (to the extent it is compatible with the criteria determined by the health authorities) while, at the same time, participants will not physically attend the school can follow classes live through cameras and microphones that make the classroom experience real. We are thus ensuring that the academic content and interaction between participants and their colleagues and lecturers can continue with the same quality parameters through both options.

All of the action we have taken and will take in the future is intended to ensure COVID-19 has the least possible impact on students, faculty and management staff so that the school can continue to achieve its mission.

MISSION

To train people so they are capable of managing companies, institutions and projects, promoting innovation, social transformation, commitment to culture and global wellbeing.

VISION

A pioneering school ranked among the most highly-regarded European postgraduate training institutions in terms of its teaching, management, applied research and knowledge transfer, which is attractive to people with the greatest talent and commitment.

A school that aims to have a social impact focused on training people who can be agents of change and transform society ethically and sustainably.

An effective, efficient and adaptable school that works transparently with academic and professional rigour.

A school that focuses on the challenges the world faces to influence social transformation, prioritising action areas such as planetary wellbeing, culture, CSR, ethics, interdisciplinarity and transformation.

VALUES

• A global vision. Looking beyond our own scope.
• Plurality to integrate diversity and strengthen interdisciplinarity.
• Autonomy to have teaching, organizational and financial capacity.
• Innovation and ongoing improvement to tackle the needs of a changing environment.
• Ethical action as a fundamental guide to action.
• Fairness. We bring in the best talent and guarantee equal opportunities.
• Rigour and excellence in everything: teaching, research, knowledge transfer and management.
• A transformative attitude. We take risks (or cultural shifts); we always get it right. We learn from our mistakes.
• Best practice. We always take national and international benchmarks into account to continuously learn.
• Empathy. We base our assessment of others’ work on the idea that we all do our best.
• Critical thinking. We express disagreements and do so constructively.
UPF Barcelona School of Management is the management school of Pompeu Fabra University, one of the best universities in the world according to the main international rankings. UPF-BSM has also set out on the path to obtain the main international accreditations that ratify our school’s quality and allow us to appear in international rankings. We have already achieved our first successes.

UPF IN RANKINGS

**1st Spanish university**

**10th Best university in the world among those under 50 years old**

**143rd among the 150 best in the world**

Times Higher Education ranking of young universities (2020) (1st in Spain and 5th in Europe)

**1st Spanish university**

**13th European university**

**46th university in the world**

Times Higher Education, 2020

UPF-BSM’S ACCREDITATIONS AND RECOGNITIONS

2019

- We obtained the declaration of eligibility for AMBA (Association of MBAs) in London.

2020

- We obtained EOCCS accreditation (Online Course Certification System) from EFMD (European Foundation for Management and Development) in Brussels.

- We obtained institutional accreditation from AQU (Agency for Quality in the Catalan University System) and recognition of all of the official university qualifications we teach.

- We obtained the declaration of eligibility from EQUIS (European Quality Improvement System) in Brussels.

INTERNATIONAL REACH

UPF-BSM’s international expansion is growing and diversifying in terms of both its activity and alliances and the number of countries with which it collaborates.

**International Advisory Council (IAC)** Made up of renowned academics and professionals in various countries that offer the school guidance and strengthen its international reputation.

- Paolo Becardelli Dean - Luiss Business School (Italy)
- Vincenzo Esposito Vinzi Dean-President of ESSEC Business School – Europe (France)
- Anna Geirer CEO of Savills Aguirre Newman (Spain) and UPF alumnus
- Andreu Mas Colell Emeritus Professor of Economics at UPF, president of BIST and former Catalan Government Minister of the Economy
- Janicke (Lilletvedt) Rasmussen Dean of MSc. BI Norwegian Business School (Norway)
- Oriol Segarra CEO of Laboratorios Uralsch (Spain) and UPF-BSM alumnus
- Tarek Sultan CEO of Agility (USA)
- Bruno van Pottelsberge Lecturer at ULB (CIVIS), general secretary and founder of the QTEM network, former dean of Solvay Brussels School of Economics and Management – ULB (CIVIS)

INTERNATIONAL NETWORKS

- 41 agreements with universities in 26 countries
- 17 International networks
- 13 Dual degrees taught with
- 8 universities: Tecnológico de Monterrey (Mexico) • ESAN (Peru) • Torcuato di Tella (Italy) • EAFIT (Colombia) • Washington University St. Louis (United States) • Universitat d’Andorra (Andorra) • EBS Universität für Wirtschaft und Recht (Germany) • HSE University St. Petersburg (Russia)
- 9 Study trips
- 10th Best university in the world among those under 50 years old
- Times Higher Education ranking of young universities (2020) (1st in Spain and 5th in Europe)
- 143rd among the 150 best in the world
- Times Higher Education (2020)
- 1st Spanish university
- 1st Spanish university
- 13th European university
- 46th university in the world

NEW!
Research is one of the pillars that leads us towards improvement and innovation. It increases knowledge and is the basis for taking decisions about how to improve real-life situations. Based on this, we are committed to transfer, disseminate and aid the practical application of all academic knowledge in order to create value for companies and society.

PUBLICATIONS AND OTHER KNOWLEDGE TRANSFER ACTIVITIES

<table>
<thead>
<tr>
<th>Type of Activity</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Articles in academic journals</td>
<td>94</td>
</tr>
<tr>
<td>Articles in professional journals</td>
<td>30</td>
</tr>
<tr>
<td>Case studies</td>
<td>43</td>
</tr>
<tr>
<td>Interviews (radio, TV and press)</td>
<td>56</td>
</tr>
<tr>
<td>Books and chapters in books</td>
<td>13</td>
</tr>
<tr>
<td>Organising events and scientific/professional/company events</td>
<td>24</td>
</tr>
<tr>
<td>Participation in councils, boards, etc.</td>
<td>47</td>
</tr>
<tr>
<td>Presentations at scientific/professional events (congresses, seminars and conferences)</td>
<td>34</td>
</tr>
<tr>
<td>Videos</td>
<td>65</td>
</tr>
<tr>
<td>Other publications (studies, technical reports, etc.)</td>
<td>24</td>
</tr>
<tr>
<td>Articles published on UPF-BSM’s website</td>
<td>147</td>
</tr>
<tr>
<td>Institutional newsletters</td>
<td>25</td>
</tr>
<tr>
<td>Patrimonia, a video blog on finance</td>
<td>18</td>
</tr>
</tbody>
</table>

COMPANY-FUNDED CHAIRS

<table>
<thead>
<tr>
<th>Chair</th>
<th>Knowledge area</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catalana Occidente</td>
<td>How insurance is evolving to meet society’s needs</td>
<td>2018</td>
</tr>
<tr>
<td>Economics, Business and Thought</td>
<td>Mediterranean Arc Euroregion:</td>
<td>2019</td>
</tr>
<tr>
<td>Izieris</td>
<td>Blockchain technology and other DLT</td>
<td>2019</td>
</tr>
<tr>
<td>SDG Group</td>
<td>The data economy</td>
<td>2020</td>
</tr>
<tr>
<td>Mercadona</td>
<td>Circular economy. Food and agriculture industry, distribution and its environmental dimension</td>
<td>2020</td>
</tr>
<tr>
<td>GlaxoSmithKline</td>
<td>Health economics</td>
<td>2020</td>
</tr>
</tbody>
</table>

SUSTAINABILITY OBSERVATORY

THE CENTRE
The Observatory is a centre dedicated to study, reflection and knowledge transfer in the field of the sustainability of the business sector. It embraces three dimensions:

• Economic sustainability: Encouraging prosperous business models.
• Social sustainability: Providing wellbeing to people.
• Environmental sustainability: Respecting the planet.

MISSION
To be a bridge between academic knowledge and business concerns regarding sustainability within the framework of Corporate Social Responsibility.

OBJECTIVES
• To have a proactive applied-research body based on the principles of pluralism, autonomy and critical capacity.
• To develop projects that introduce reason into public debate and encourage action by public and private institutions.
• To systematically spread knowledge through activities and publications.
TEACHING

UPF Barcelona School of Management is a management school that sees management as the ability to make ideas and projects reality in any knowledge area and professional sector. Beyond the knowledge in each speciality, UPF-BSM’s educational model also works to grow students’ skills and competencies, the things that make them different and prepare them for a working environment. To achieve this, it has a team devoted to research and academic excellence at Pompeu Fabra University with highly-respected professional careers in many different sectors of the market and industry.

KNOWLEDGE AREAS

- Management:  
  - Business management and administration  
  - Accounting and finance  
  - Marketing and branding  
  - Human resources  
  - Public management  
  - Healthcare management

- Law  
- Politics  
- Creativity and technology  
- Health sciences  
- Communication, journalism and translation

OUR OWN LEARNING MODEL

Personalized, interdisciplinary and based on management as a practical resource to make ideas reality.

UPF-BSM PROGRAMS IN THE ACADEMIC YEAR 2019/20

- New online specialization courses
- New on-campus specialization courses

STUDENTS

STUDENTS IN OPEN PROGRAMMING

- 1,473 students in on-campus/blended programs
- 385 students in online programs

PLACE OF ORIGIN

565 international students

- Latin America 18.8%
- North America 1.7%
- Europe 6.5%
- Rest of Spain 8.8%
- Asia 3.1%
- Africa 1.7%
- Oceania 0.3%

AVERAGE YEARS OF EXPERIENCE

6.21

LABOUR MARKET ENTRY INDEX

79%

STUDENT SATISFACTION

92% > +2% increase

SCHOLARSHIPS AND BURSARIES

TALENT SCHOLARSHIPS

Students who demonstrate talent and motivation

PARTNER TALENT SCHOLARSHIPS

For partner university students.

UPF-BSM SCHOLARSHIPS

For Pompeu Fabra University students.
BUSINESS

UPF Barcelona School of Management is an active part of the business and institutional ecosystem in Barcelona and works shoulder to shoulder with companies, cooperating in various ways: tailored programs, generating practical case studies, solving challenges, sectoral debates, congresses, etc. In recent years, we have increased our relations and collaboration with companies and organizations because we have realised that large corporations do not only need professionals with up-to-date skills. They also need the support of the educational world as a channel to achieve fluidity, ease and adaptability to innovation and the changes necessary to tackle the needs of a changing world.

TRAINING FOR COMPANIES

42,404 participants enrolled in tailored programs

27 companies have trusted UPF-BSM training programs

81% have continued training at UPF-BSM this year

COMMITMENT AND EXPERIENCE

30 different specialization programs

15 years training CaixaBank’s talent pool and 10 ten years training the Big Four’s

18,385 people enrolled in the ongoing training program in banking and finance (training recognized by the Spanish Securities and Exchange Commission)

‘TOP 7’

training in new professional trends: intracultural intelligence, innovation and creativity, knowledge transfer and biomedical technology, employee experience, ethics applied to management, data as a strategic element

6 years developing and managing Volkswagen Group España’s Corporate University

20% programs recognized by an external body (Spanish Securities and Exchange Commission, Bank of Spain, Official Register of Accountants Auditors, ICS)

BREAKDOWN OF COMPANIES BY SECTOR

Insurance 11% Consulting 22% Pharmaceuticals 15% Financial 34% Foundations 11% Transport and mobility 7%

CAREERS

500 partner companies

750 job and internship offers

610 people engaged in professional internships

357 people given personal advice

45 networking activities

87% students who have jobs at the end of their postgraduate training

FACILITIES FOR USE BY COMPANIES

• An auditorium with capacity for more than 200 people
• Spaces adapted to people with reduced mobility
• More than 40 classrooms
• Equipped meeting rooms
• Live streaming service, recording, translation and interpreting
• Terraces and catering service

PARTNER COMPANIES

ABERTIS CREDIFIMO IZERTIS
ALMIRALL CUATRECASAS KPMG
ACCENTURE DANONE NATURGY
ARMAND BASI DELOITTE, S.L. NESTLE
AUTORITAT PORTUÀRIA DE BARCELONA ERNST & YOUNG NOVARTIS
BAKER & MCKENZIE EVERIS NUEVO MICRO BANK
BANC SABADELL FERROCARRILS DE LA GENERALITAT PENSIUM
BAIER FUNDACIÓ CATALUNYA - LA PEDRERA PwC
BIIVA FUTBOL CLUB BARCELONA RTVE
BOSSHRINGER INGELHEIM F2I SEAT
CAIXABANK GARRIGUES SEGUROS BILBAO
CAMBRA DE COMERC GESBIURIS SDG GROUP
CAPGIEMINI GRAN THORTON VIDACAIXA
CATALANA OCCIDENT GRIFOLS VIFOR PHARMA
CONSORCI LA ZONA FRANCA INSTITUT CATALÀ DEL SÒL VOLKSWAGEN GED

Insurance
Consulting
Pharmaceuticals
Financial
Foundations
Transport and mobility
RELATIONS AND SOCIAL FOOTPRINT

Institutional relations allow us to generate synergies between all of the school’s stakeholders: UPF itself, the Board of Trustees, students, alumni, faculty, companies, institutions and society in general. The school promotes a suitable environment for all of the stakeholders to relate and interact with one another and create value together.

INSTITUTIONAL COLLABORATIONS

- Barcelona City Council
  International webinar on the future challenges for Barcelona
- CATSalut
  Webinar on innovation and citizenship
- EdTech
  Venue for the conference on technology and education, Mobile Week
- ConsorcioZF
  Partner of BNEW conferences
- IBM
  Partner of alumni conferences

#LlegirEmServei CAMPAIGN

A virtual stand on St George’s Day in which management staff and faculty from UPF-BSM recommended books. It was displayed on social networks until 23 July, Alternative Book and Rose Day. The campaign ended with the publication of audiovisual capsules with the assistance of four local bookshops, which also gave us their recommendations.

THE BIRTH OF MICROMÈGAS

A space for culture, philosophy and reflection. Since 8 November 2019, articles have been published on art, politics, philosophy and economics, among others, reviewed by the editorial committee made up of members of UPF and UPF-BSM.

>1,500 32 18

visitors days author/s

EXHIBITION: “BAUHAUS, THE CRUCIBLE OF MODERNITY” with our own curator and in collaboration with Fundación Mies van der Rohe and Raimon Portell.

Traveling exhibition. In the UPF-BSM hall until September 2020.

PUBLICATION OF “3R CLÀSSIC BILINGÜE” II Príncipe by Machiavelli translated by Helena Puigdomènech

It was presented at the Christmas Event where, together with La Factoría (UPF), we showed an audiovisual Christmas carol of our own creation, in four languages, based on Machiavelli’s famous letter.

CULTURE

CSR

GOOD GOVERNANCE

Signed up to the UN Global Compact.

Creation of the Corporate Compliance committee at Fundación IDEC.

Drafting of the Code of Ethics and opening an ethics channel to receive complaints and suggestions.

Drafting of the Equality Plan and an equality committee to ensure equal opportunities.

TRAINING AND SOCIAL DEBATE

An ethics and sustainability subject taught to more than 500 students on 30 different programs.

7 types of awards for master’s theses with a social impact.

Charitable work in non-profit organizations.

8 master’s and postgraduate programs focusing on ethics and/or sustainability.

>70 open-access presentations, workshops and conferences to encourage knowledge transfer.

RESPONSIBLE CONSUMPTION AND WASTE MANAGEMENT

Energy-saving – 60% (replacement of fluorescent tubes with LED lights).

Water management: 12 new water sources and distribution of 200 reusable bottles for management staff and faculty.

Responsible consumption: new protocol for responsible purchasing.

Paper – 73% printing. Replacement of white paper with recycled paper.

General waste management: 18 separation and recycling bins.

ckaoller2

new institutional collaborations

ALUMNI NETWORK

COMMUNITY

We connect with ex-alumni through an extensive multidisciplinary talent ecosystem through the Alumni portal, social networks, conferences and networking activities.

TRANSFORMATION

We strengthen and promote the role of alumni as agents of change with an impact on people, organizations and society.

27,663 Ex-alumni

Talks given by

Rosa Roma
Director, CatSalut

Elisabet Rosselló
Founder, Prodhума

Francisco Díez
Mediator, United Nations

Ricardo Klatovsky
Vice-president, IBM

Daniela Guicciarzu
Founder, Brandcrops
WHO WE ARE

UPF Barcelona School of Management is governed by a Board of Trustees, a Governing Council and a Council of Studies. The board of trustees is presided over by the vice-chancellor of Pompeu Fabra University and is made up of UPF and an important set of companies and institutions that directly appoint the people that represent them. The school has a mixed management committee made up of academics and managers of various professional areas.

TEACHING AND RESEARCH STAFF

Core Faculty

BSM Faculty

Lecturers / 118

Assistant lecturers

RESEARCH STAFF

Managers

Core Faculty

BSM Faculty

President

Vice-presidents

Board members

WHO WE ARE

average age

years of seniority

42.59

9.41

MANAGEMENT AND ADMINISTRATION STAFF

Employees / 116

with university or higher education

40

76

72%

with university

28

83%

lecturers with a PhD

GOVERNING BODIES

GOVERNING COUNCIL

President

Vice-presidents

Board members

Council of Studies

President

Vice-presidents

Board members

ACTION CONCERNING THE PANDEMIC

• Creation of the health and safety committee and the new COVID-19 measures protocol.
• Implementation of teleworking for management staff and faculty through secure remote connections and cloud-based productivity tools.
• Holding online classes through videoconferencing systems integrated into the online education platform.
• Holding blended classes (with on-campus and remote participants), speeding up the project to create new blended classrooms in which the physically-present and remote participants have a shared, immersive experience.

INCOME AND EXPENSES.

FORECAST FOR YEAR-END 19/20

Gross income

18,694,644

Scholarships

318,555

Net income

18,376,089

Staff costs

-8,309,072

Overheads

-9,330,302

EBITDA

835,715

Amortization and provisions

-870,262

Operating profit/loss

-34,547

Financial profit/loss

177,278

Profit/loss in the financial year

142,731

NEW!
UPF Barcelona School of Management is Pompeu Fabra University’s management school.

It is a multidisciplinary school with an international vocation and a training offer based on management as an essential resource for the development of any profession, not only associated with business or management roles, viewing management as the capacity to make ideas reality in any knowledge area and professional sector.