Master in International Business
Introduction

Welcome to Barcelona

Welcome to UPF

Barcelona, located in the Northeastern coast of Spain, is one of Europe’s most cosmopolitan cities where business, culture and social life drive the community. Barcelona has one of the world’s highest standards of education, health care and social equality, and is considered the world’s third happiest city according to Forbes magazine.

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The Escola Superior de Comerç Internacional (ESCI) and Barcelona School of Management are within the campus of Universitat Pompeu Fabra (UPF), in the very heart of Barcelona. UPF is a public institution established in 1990, and is integrated into the urban fabric of the city, contributing to and participating in its dynamism. The UPF has been classified as a Campus of International Excellence in a move promoted by the Ministry of Education to establish Spanish universities of excellence among the best in Europe. The prestige of the UPF is internationally recognised thanks to both its research and its teaching. The European Commission has recognised the Department of Economics and Business of the UPF as one of the main centres of economic research in Europe.
Introduction

Excellence in international business education

The world economy is a global one and international trade has an increasingly important role to play. The globalization of the economy is an irreversible phenomenon that calls for new capacities and performance by both managers and companies. International business professionals need specific training if they are going to respond to the demands of this new market environment and the interaction between cultures, politics and people. Profiting from the expertise and insight of both institutions within UPF, the Escola Superior de Comerç Internacional (ESCI) and the Barcelona School of Management jointly offer the Master in International Business to capacitate professionals in the global business environment.

ESCI was created in 1993 by the Government of Catalonia and Universitat Pompeu Fabra, which became aware of the importance that international business had for the country and the need for culturally and technically-trained management staff. ESCI therefore has a long and successful experience forming international business leaders. Its graduates occupy positions of high responsibility worldwide, all related to international business.

Who is the Master addressed to?

The Master in International Business is a one-year programme taught in English which trains professionals to work in the demanding competitive environment of the international company.

This programme is aimed at university graduates of diverse backgrounds, who wish to acquire a realistic, practical and professional perspective of international business.

This specialized degree focuses on the key skills, behaviors, and techniques critical to understanding and succeeding in today’s global business environment.
Introduction

In order to obtain a complete, integrationist, and harmonious internationalisation of the company, its presence in the world must be based on the existence of branches, representative offices and production plants in different countries. To achieve this aim, companies need employees with training which allows them to adapt to different business cultures and visions.

Offered jointly between the Escola Superior de Comerç Internacional (ESCI, the International Business School of UPF), and Barcelona School of Management, this master represents a unique opportunity, for graduates from different spheres of knowledge, to obtain specialisation enabling them to orientate their career toward international business. This qualification focuses on knowledge, techniques, skills and critical attitudes to understand and be successful in the current context of the global company.

Objectives

The objective of the Master in International Business is to train future executives and middle managers capable of operating in international markets, coordinating teams from different cultures and with the ability to communicate and carry out international negotiations.

The Master in International Business will enable you

- To interpret the current political, economic and social events with an international business perspective.

- To identify, analyze and develop business opportunities in international markets.

- To master the analytical tools for the realization and implementation of an International Business Plan and put them into practice whilst developing the final Master Thesis.

- To design and undertake the analytical, operative and strategic activities of the international business.

- To develop and implement the commercial, financial, human resources and operations strategy, as well as to familiarize with the legal requirements for the internationalization of business.

- To enhance the managerial skills necessary for communication and negotiation in a multicultural business environment.

- To obtain a relevant professional experience in the international business environment with the realization of the master internship.
The study plan is organized so that students learn about the processes and strategic decisions undertaken by the different functions within the company (analytic, strategic, marketing, finance, operations, organizational) along the three phases involved in business internationalization, namely: 1) Internal and external diagnosis; 2) Strategic planning; and 3) Business operations.

Each of these phases are studied progressively and correspond to the three academic terms. The fact that the study plan unfolds parallel to the internationalization process allows students to develop an international business plan to complete their final master thesis during the academic year.
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<td>Internal and external diagnosis</td>
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Context analysis
- International Risk Analysis. Economic, Social and Political Environment
- International Economics
- Institutions and Markets

Strategy
- International Business Strategy
- International Strategy Simulation Game

Marketing
- Marketing Research and Opportunity Analysis
- International Marketing Management

Finance
- International Finance
- International Accounting and Taxation

Operations
- Logistics and International Supply Chain Management
- Import / Export Management

Organization
- Culture and the Organization
- International HR Management
- Negotiations and Business Communications

4<sup>th</sup> quarter
Internship
First quarter

Internal and external diagnosis

International Risk Analysis.
Economic, Social and Political Environment

- Globalization and international trade.
- International relations: national and transnational agents.
- Current economic, social and political affairs.
- Current issues by geographical areas: the American influence, the Arab world, the role of Latin America, the growth of Asian markets, and new agents in Africa.

International Economics

- International economic and political relations.
- International economic institutions.
- The economic theory of international trade.
- Instruments of trade policy.

Institutions and Markets

- Cooperation and economic integration.
- Worldwide economic and industrial integration processes.
- Institutional, legal and financial guarantees.
- European Union: Institutions and Markets.

Marketing Research and Opportunity Analysis

- The Marketing Research process.
- Qualitative and quantitative information gathering techniques.
- Sources of information for the analysis of international markets.
- International marketing research: country, industry and motivational reports.

Culture and the Organization

- International business culture.
- Organizational structure and control systems.
- Processes of internationalization.
- Corporate social responsibility and international companies.
2nd quarter

Strategic planning

International Business Strategy
• Alternative international business strategic decisions.
• Strategic resource analysis.
• Strategic considerations for the entry, expansion and rationalization of international business.

International Marketing Management
• Global Marketing strategic considerations.
• Target definition.
• Global vs. Multi-domestic strategy.
• International marketing mix.
• International sales management.
• Marketing plan implementation.

International Finance
• International financial decisions.
• Currency control and exchange market.
• Foreign investment.
• Sources of international funding.
• Country risk assessment.
• Options and futures.

Logistics and International Supply Chain Management
• Design of global supply chains.
• Quantitative methods for decision making in international logistics: procurement, inventory, production and storing.
• Sea, air and land transportation.

International HR Management
• The role of international human resources management.
• Recruitment of talent.
• Mobility of personnel.
• Cross-cultural management.
• Time management.
• Emotional intelligence and networking.
• Evaluation of personnel.
3rd quarter
Operative development

International Strategy Simulation Game
- Definition of corporate and international business strategies.
- Marketing research and simulation of marketing decisions.
- Simulation of financial decisions.
- Simulation of supply-chain management decisions.
- Simulation of human resource management decisions.
- Evaluation of economic and commercial results.

International Accounting and Taxation
- General accounting plan.
- Analysis of financial statements.
- Cash-flow management.
- Valuation of business firms.
- International taxation.
- Tributary agreements.

Import / Export Management
- International contracts.
- The international sales contract and intermediation contracts.
- Incoterms.
- Customs systems and management.

Negotiation and Business Communications
- Negotiation and sales techniques.
- International management skills.
- International business communication.
International Trade Mission

Business trip
3rd quarter

The International Trade Mission offers students the opportunity to perform a series of activities on a one-week trip whereby they experience the implementation of an international business plan in a foreign country. Visits to international companies and interviews with their managers are organized so that students learn about the organizational structure and resources characteristic to international business operations in the country of destination.

Internship

4th quarter

The internship takes place in organizations that have a collaboration agreement with ESCI and the Barcelona School of Management and has a duration of one term (minimum 300 hours). The assigned tasks of the internship are the result of a consensus between the organization that receives the student and the Master's management team. The objective is that the tasks meet a real need of the firm. An internship coordinator supervises that the assigned tasks are relevant to the Master's specific competences and objectives.

Master thesis

International Business Plan

The master's final thesis represents the development of an international market entry program or a business plan for a new international firm. Students have the support of a tutor that will guide them through the process. This tutor is a professor of the master's program who will follow upon the progress and provides suggestions and recommendations. At the end of the process, the student has to present and defend the project.
Faculty

Our entire faculty are international leading professionals, experts in their fields and are very active in research and consulting. They all have broad postgraduate teaching experience and most hold PhDs from leading business schools and universities.

Methodology

As a Master of Science program, the Master in International Business bases its methodology on evidence-based management, ethical decision-making and entrepreneurship, and social innovation.

The Master has been designed following the European Higher Education Area precepts so that students will acquire the skills and capabilities in a proactive manner. All academic training is practice-oriented geared towards the exchange of opinions, experiences and knowledge in the international arena.

Moreover, the methodology is based on:

- Detailed planning: before the beginning of courses students will be handed a detailed plan describing the competences to be acquired, a temporized work-plan and a clear description of the corresponding evaluation system
- Participative sessions: dialogue and students’ involvement in class is promoted
- Personal work: the program requires individual effort to prepare sessions, acquire knowledge and participate in class sessions
- Work in groups: several courses involve working in groups, which enrich the sessions and encourage fruitful interaction amongst participants
- Case-study and evidence based analysis and discussions
- Visits to companies and institutions of interest

Grading system

In order to guarantee and evaluate the academic results of the program, acquired knowledge and skills, courses are graded considering:

- Attendance and participation in class
- Continuous assessment: based on activities proposed by lecturers during the course. It guarantees a correct distribution of effort throughout the course and avoids evaluating students only on the final exam
- Exams: all courses will have, on top of the mentioned elements of evaluation, an individual final exam
- Master Thesis defense: The Master Thesis will have to be defended in front of a tribunal formed by academics and professionals
Student services

We provide participants with a series of extra-curricular services and resources to ensure success in their studies and improve their experience in Barcelona. Amongst others, you will have access to the following services:

- Administrative procedures for non-residents
- Accommodation services
- Access to the library and online resources
- Professional career services & job centre
- Career training service: advice and coaching
- Entrepreneurial initiative services
- Free Spanish language classes

Admission Requirements

We welcome applications from high achiever and motivated candidates with solid educational background from around the world.

Please make sure you meet the following application requirements:

- Good understanding level of English
- Bachelor’s degree from the EU or international equivalent
- Fulfillment of the administrative procedure:
  - Application form
  - One page CV
  - Statement of purpose letter (max. 2 pages)
  - Official academic transcripts and diplomas
  - Undergraduate/Bachelor’s degree
  - Two letters of recommendation (optional, max. 2)
  - Proof of knowledge of English
  - Copy of Passport
  - Photo
Title:
Master of Science in International Business
Official title, awarded by Universitat Pompeu Fabra

ECTS Credits: 60

Director:
Mercè Roca Puigvert
PhD, Leeds University Business School
The University of Leeds, UK

Academic Coordinator of Marketing and Research Techniques and active member of the Research Group in International Economics and Management (GREEI) at ESCI-UPF.

Calendar:
Academic Period: October to June
International Trade Mission (Business Trip): Third term
Internship: July to December

Schedule:
Monday to Friday mornings

Dedication:
Full-time

Language:
English 100%

Admission Requirements:
• Good understanding level of English
• Bachelor’s degree from the EU or international equivalent
• Fulfillment of the administrative procedure

Tuition fees:
• International Trade Mission covered.
• Scholarships and financial aid available. More information upon request.

Master thesis:
In the form of an International Business Plan or the development of a proposal to create a new international firm.

International Trade Mission (Business Trip):
One-week duration trip to a destination of particular relevance to international business.

Internship:
Minimum of 300 hours. Under an academic agreement between the organizations and the university.