

EMENT UPF BARCE  
PF BARCELONA SC  
NA SCHOOL OF M  
E MANAGEMENT  
BARCELONA SCHOO



General  
Catalogue

{ 2016 – 2017 }



Universitat  
Pompeu Fabra  
*Barcelona*

barcelona  
school of  
management

# THE UPF SIGNATURE:

## *Quality, innovation and internationalization*

Young, modern and dynamic, Pompeu Fabra University was founded in 1990 with the express aim of becoming a benchmark university.

Today around 15,000 students are currently studying one of UPF's degrees.

The UPF model is based around quality, student-focused teaching, something that is supported by the best indicators in teaching, investigation and internationalization.

A university with a clear challenge: not be merely satisfied with good results, but to continue working to become one of the world's best universities.

**90%**  
of graduates would choose UPF again

- > 1st Spanish university  
(2015 Times Higher Education Ranking)
- > 1st Spanish university in teaching and research productivity  
(2015 U-Ranking, Fundación BBVA and Ivie)
- > 5th best European university  
(2015 Times Higher Education Ranking)
- > 12th best university in the world under 50 years old  
(2015 Times Higher Education Ranking)
- > Situated in the Top 10 European universities  
(2015 U-Multirank)

# UPF BARCELONA SCHOOL OF MANAGEMENT

## *A global perspective*

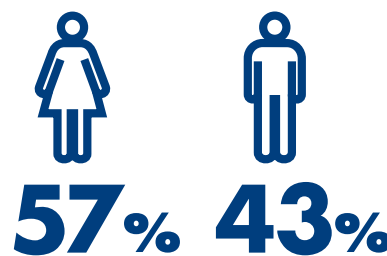
UPF Barcelona School of Management is Pompeu Fabra University's management school.

Our mission is to train professionals capable of transforming society by challenging the status quo with science and a social perspective.

We understand management as an essential resource in the development of any profession, not only those related to the world of business or administration roles.

Our conception of training is that of a link between the university and business and as such all of our master's and postgraduate courses are created in collaboration between UPF's most respected academics and renowned professionals from leading companies in their field.

- > +3,500 students per year
- > 1 out of every 4 students is international
- > Dual degrees with international universities
  - EBS Business School (Germany)
  - RMIT University (Australia)
  - Washington University in St. Louis (USA)



## STUDY WITH US ...and have a multicultural experience

We are a varied,  
multidisciplinary school  
with close links to all  
types of nationalities,  
industries and  
professions. This shows  
that management is  
indispensable everywhere  
in the world and in all  
areas of knowledge.

# 86%

of Masters of Science  
students come from  
outside Spain.

# 74%

of students in our  
Master in Health  
Economics and  
Pharmacoeconomics  
come from 48 different  
countries.

### → What can we offer you?

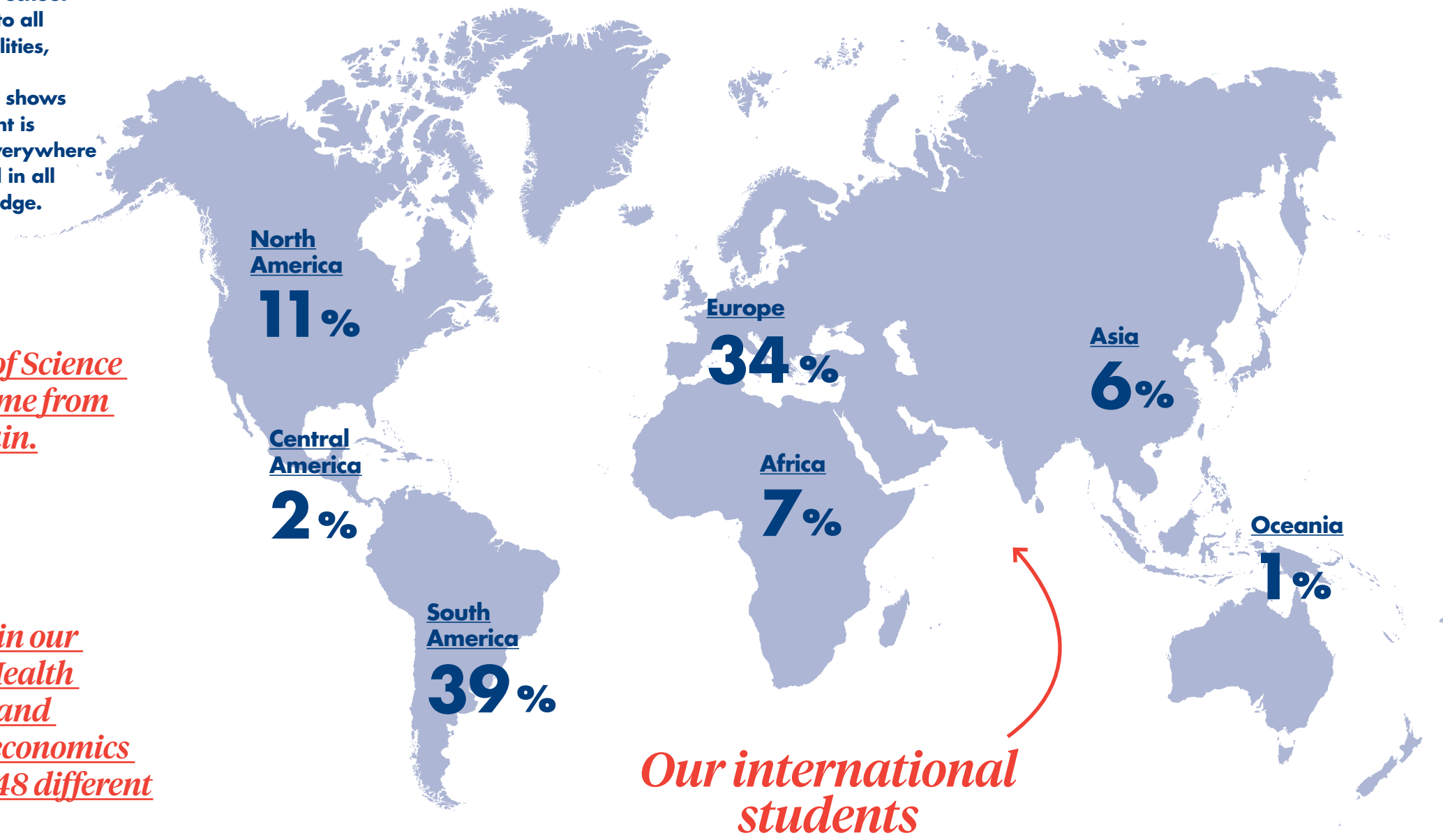
At UPF Barcelona School of Management you can study on-campus, blended learning and online master's and postgraduate courses. Our courses are offered in different modalities (part-time and full-time) and different languages (Spanish and English).

### → Looking for a scholarship?

If you can prove your talent and motivation you can apply for one of our Talent Scholarships! If accepted, you will receive a 25% discount on the tuition fees (up to 75% if you can prove you are experiencing economic hardship).

### → Are you an Alumnus?

If you have previously studied at UPF, UPF Barcelona School of Management or UPF-IDEC, you are eligible for a 20% discount on our master's and postgraduate courses. Become an Alumni Premium member and take us up on this offer!



*Our international  
students*

## Our DNA

### Evidence-based Management

UPF's research capabilities help us to put science at the heart of decision taking. We like to analyse complex situations and break them down into small pieces that help to lead projects in a complex environment.

### Constant Challenge

We promote a comprehensive, open and challenging way of thinking. Comprehensive, because it is based on an interdisciplinary, multifaceted approach. Open and challenging, because it is constantly cross-examining. Our approach rebels against established ideas and questions everything with a critical vision.

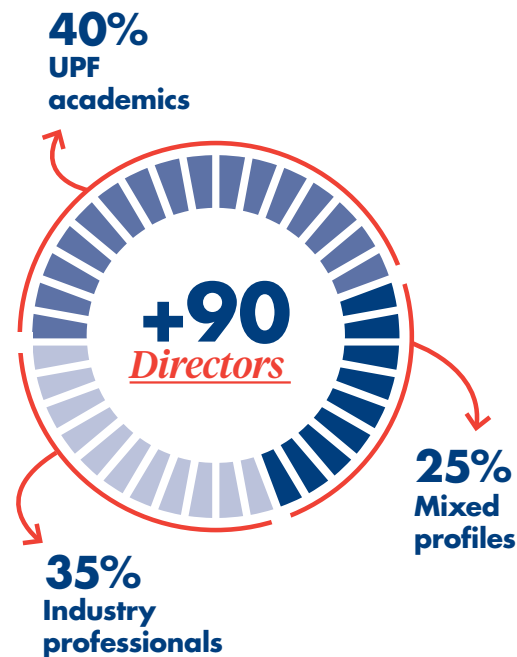
### Social Engagement as a Value

We defend the principles of responsible management, sustainability and a respect for diversity, both from a global and local perspective. We believe that the social sciences and humanities help us to understand the complexity of the world around us. We only understand projects from a shared view.

## DIRECTORS AND LECTURERS

### *With the UPF guarantee*

**Our teaching staff, from around 30 different countries, combines UPF's academic excellence with industry know-how.**



Filmmakers, journalists, lawyers, scientists, translators, doctors, engineers, managers, writers, entrepreneurs, videogame developers, communicators, magistrates and judges, sportspeople, financial advisors, pharmacoeconomists, etc.

## PROFESSIONAL CAREERS SERVICE

### *Discover your potential*

**Speed up your professional development; achieve your professional goals with us!**

- {1} Capitalize on your skills for the job market.** Take part in our personalized training sessions, workshops and seminars on current issues.
- {2} Take advantage of our relationships with businesses.** We offer internships, job offers and direct contact with the employment world.

**+1.200**  
agreements  
with  
businesses

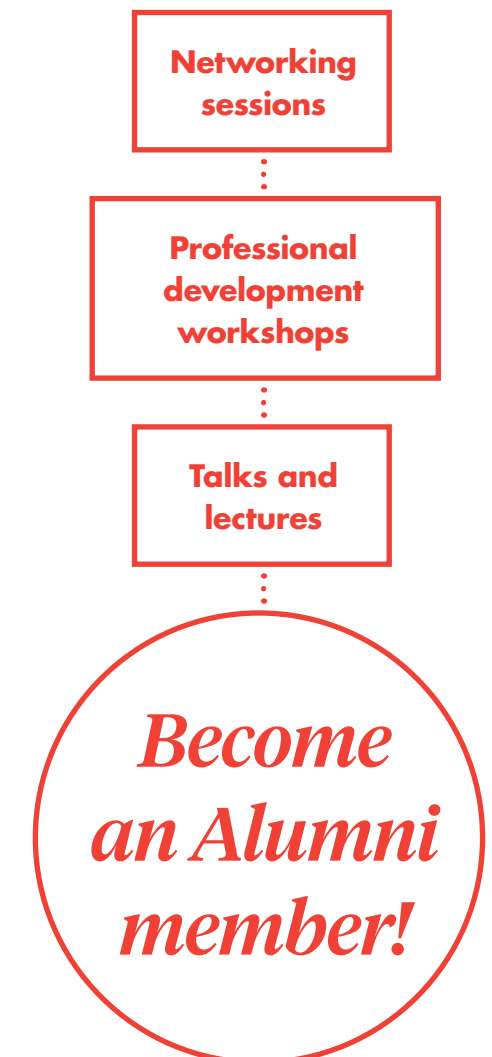
**+600**  
students in  
internships

## ALUMNI

### *A networking platform*

**Our Alumni community is formed of master's and postgraduate course students from all nationalities, professional profiles and sectors.**

**Take part in a strong, creative and global network!**





# BUSINESS ADMINISTRATION AND MANAGEMENT

## > *Master Programs*

**Executive MBA**  
Director: Jordi de Falguera  
**On-Campus:** October 2016, 15 months. In Spanish

**Master of Science in International Business**  
*Offered jointly with the UPF's International Business School (ESCI)*  
Director: Mercè Roca  
**On-Campus:** September 2016, 12 months. In English  
Full-time

**Master of Science in Management**  
**(specialization in Business Analytics)**  
Directors: Anna Torres and Gert Cornelissen  
**On-Campus:** September 2016, 9 months. In English  
Full-time

**Master of Science in Management**  
**(specialization in Business Analytics)**  
Coordination: Mihalis G. Markakis  
**On-Campus:** September 2016, 9 months. In English  
Full-time

**Master of Science in Management**  
**(specialization in Entrepreneurship)**  
Coordination: Susana Domingo  
**On-Campus:** September 2016, 9 months. In English  
Full-time

**Master of Science in Management**  
**(specialization in IT Management)**  
Coordination: Carles Marín  
**On-Campus:** September 2016, 9 months. In English  
Full-time

**Master of Science in Management**  
**(specialization in Marketing)**  
Coordination: María Gallí  
**On-Campus:** September 2016, 9 months. In English  
Full-time

**Master in International Business**  
Directors: Carles Murillo and Manuel Cienfuegos  
**On-Campus:** October 2016, 9 months. In Spanish  
**Online:** February 2017, 13 months. In Spanish

**Master in Sports Management**  
Directors: Carles Murillo and Pere Solanellas  
**On-Campus:** September 2016, 9 months. In Spanish  
**Online:** February 2017, 10 months. In Spanish

**Master in Publishing and Editing**  
Director: Javier Aparicio Maydeu  
**On-Campus:** September 2016, 10 months. In Spanish

## > *Postgraduate Courses*

**Postgraduate Course in Foreign Trade**  
Directors: Carles Murillo and Manuel Cienfuegos  
**Online:** February 2017, 10 months. In Spanish

**Postgraduate Course in Business Management**  
Director: Joaquín Tena  
**On-Campus:** October 2016, 8 months. In Spanish

**Postgraduate Course in Strategic Management in International Companies**  
Directors: Carles Murillo and Manuel Cienfuegos  
**Online:** February 2016, 8 months. In Spanish

**Postgraduate Course in Global Music Business Management**  
Directors: David Loscos and Xavier Serra  
**On-Campus:** October 2016, 7 months. In Spanish

**Postgraduate Course in the Governance of Boards of Directors**  
Directors: Xavier Puig and Marcos Eguiguren  
**On-Campus:** April 2016, 3 months. In Spanish

**Postgraduate Course in Digital Transformation of Organizations**  
Directors: Joan Francesc Cánovas and Cristina Ribas  
**Blended learning:** October 2016, 8 months. In Spanish

# ACCOUNTING AND FINANCE

## > *Master Programs*

**Master of Science in Finance and Banking**  
Director: Albert Banal-Estañol  
**On-Campus:** September 2016, 12 months. In English  
Full-time

**Master in Banking and Finance**  
Directors: Xavier Freixas and Oscar Elvira  
**On-Campus:** October 2016, 9 months. In Spanish

**Master in Accounting and Financial Management**  
**(specialization in Controlling)**  
Directors: Santiago Aguilà, Oriol Amat, Jordi de Falguera and Quico Marín  
**On-Campus:** October 2016, 9 months. In Spanish  
**Blended learning:** November 2016, 8 months. In Spanish  
**Online:** January 2017, 18 months. In Spanish

**Master in Accounting and Financial Management**  
**(specialization in Corporate Finance)**  
Directors: Santiago Aguilà, Oriol Amat, Jordi de Falguera and Quico Marín  
**On-Campus:** October 2016, 9 months. In Spanish  
**Blended learning:** November 2016, 8 months. In Spanish  
**Online:** January 2017, 18 months. In Spanish

**Master in Auditing and Financial Management**  
Directors: Jordi de Falguera and Jordi Ferramon  
**On-Campus:** October 2016, 9 months. In Spanish

**Master in Financial Markets**  
Directors: Xavier Freixas and Xavier Brun  
**On-Campus:** October 2016, 9 months. In Spanish

**Master in Tax Consultancy**  
Director: Antoni Durán-Sindreu  
**On-Campus:** October 2016, 9 months. In Spanish

## > *Postgraduate Courses*

**Postgraduate Course in Accounting Management and Auditing**  
Directors: Jordi de Falguera and Jordi Perramon  
**On-Campus:** October 2016, 9 months. In Spanish

**Postgraduate Course in Financial Accounting**  
Directors: Santiago Aguilà, Oriol Amat, Jordi de Falguera and Quico Marín  
**On-Campus:** October 2016, 4 months. In Spanish  
**Blended learning:** November 2016, 3 months. In Spanish  
**Online:** January 2017, 2 months. In Spanish

**Postgraduate Course in Controlling**  
Directors: Santiago Aguilà, Oriol Amat, Jordi de Falguera and Quico Marín  
**On-Campus:** March 2017, 4 months. In Spanish  
**Blended learning:** January 2017, 5 months. In Spanish  
**Online:** March 2017, 4 months. In Spanish

**Postgraduate Course in Accounting Management and Administrative Control**  
Directors: Jordi de Falguera and Quico Marín  
**On-Campus:** October 2016, 4 months. In Spanish  
**Blended learning:** November 2016, 5 months. In Spanish  
**Online:** March 2017, 3 months. In Spanish

**Postgraduate Course in Financial Management**  
Directors: Santiago Aguilà, Oriol Amat, Jordi de Falguera and Quico Marín  
**On-Campus:** February 2017, 5 months. In Spanish  
**Blended learning:** November 2016, 7 months. In Spanish  
**Online:** September 2016, 6 months. In Spanish

**Postgraduate Course in Corporate Finance**  
Directors: Santiago Aguilà, Oriol Amat, Jordi de Falguera and Quico Marín  
**On-Campus:** March 2017, 4 months. In Spanish  
**Blended learning:** January 2017, 5 months. In Spanish  
**Online:** March 2017, 4 months. In Spanish

# COMMUNICATION, JOURNALISM & TRANSLATION

## > *Master Programs*

**Master in Scientific, Medical and Environmental Communication**  
Directors: Vladimir de Semir and Gema Revuelta  
**On-Campus:** October 2016, 9 months. In Spanish  
**Online:** February 2016, 10 months. In Spanish

**Master in Political and Institutional Communication**  
Directors: Jordi Xifra, Carles Pont and Toni Aïra  
**On-Campus:** October 2016, 8 months. In Spanish

**Master in Literary Creation**  
Directors: José María Micó and Jordi Carrión  
**On-Campus:** October 2016, 8 months. In Spanish

**Master in Communication Management**  
Directors: Joan Francesc Cánovas and Carles Singla  
**On-Campus:** September 2016, 9 months. In Spanish

**Master in Brand Strategy and Creative Brand Management**  
Directors: Xavier Ruiz Callantes and Jordi Torrents  
**On-Campus:** September 2016, 9 months. In Spanish

**Master in Cultural Journalism**  
Directors: Ruth Rodríguez and Carles Pont  
**On-Campus:** October 2016, 9 months. In Spanish

**Master in Sports Journalism**  
Directors: Sergi Cortiñas and Carles Pont  
**On-Campus:** October 2016, 9 months. In Spanish

**Master in International Politics Journalism**  
Directors: Christopher Tulloch and Carles Pont  
**On-Campus:** October 2016, 9 months. In Spanish

**Master in Protocol, Events Management and Public Relations**  
Directors: Mònika Jiménez and Jordi Xifra  
**On-Campus:** October 2016, 7 months. In Spanish

**Master in Literary and Audiovisual Translation**  
Directors: Olívia de Miguel and Patrick Zaballbeascoa  
**On-Campus:** October 2016, 16 months. In Spanish

## > *Postgraduate Courses*

**Postgraduate Course in Business Communication**  
Directors: Joan Francesc Cánovas and Carles Singla  
**On-Campus:** September 2016, 5 months. In Spanish

**Postgraduate Course in Fashion Media and Journalism 3.0**  
Directors: Mònika Figueras, Inma Sebastia and Inmaculada Urrea  
**On-Campus:** October 2016, 7 months. In Spanish

**Postgraduate Course in Digital Journalism (Buenos Aires, Argentina)**  
Directors: Joan Francesc Cánovas and Carlos de Elia  
**Blended learning:** April 2017, 7 months. In Spanish

**Postgraduate Course in Strategic Planning and Brand Meaning**  
Directors: Xavier Ruiz Callantes and Jordi Torrents  
**On-Campus:** September 2016, 5 months. In Spanish

**Postgraduate Course in Protocol and Events Management**  
Directors: Mònika Jiménez and Jordi Xifra  
**On-Campus:** October 2016, 7 months. In Spanish

**Postgraduate Course in Public Relations and Public Affairs**  
Directors: Mònika Jiménez and Jordi Xifra  
**On-Campus:** October 2016, 7 months. In Spanish

**Postgraduate Course in SEO and Social Media for Communicators**  
Director: Carlos Gonzalo  
**On-Campus:** October 2016, 5 months. In Spanish

**Postgraduate Course in Audiovisual Translation**  
Director: Patrick Zaballbeascoa  
**On-Campus:** October 2016, 8 months. In Spanish

**Postgraduate Course in Literary Translation**  
Director: Olívia de Miguel  
**On-Campus:** October 2016, 8 months. In Spanish  
**Online:** April 2017, 14 months. In Spanish

**Postgraduate Course in Digital Transformation of Organizations**  
Directors: Joan Francesc Cánovas and Cristina Ribas  
**Blended learning:** October 2016, 8 months. In Spanish

# CREATIVITY AND TECHNOLOGY

## > *Master Programs*

**Master in Animation**  
Directors: Guillermo Marín, Daniel Pacheco and Josep Blat  
**On-Campus:** October 2016, 15 months. In Spanish

**Master in Creation of Video Games**  
Director: Daniel Sánchez-Crespo  
**On-Campus:** October 2016, 14 months. In Spanish

**Master in Creative Documentary**  
Director: Jordi Balló  
**On-Campus:** January 2018, 24 months. In Spanish  
Biennial program



**Contact us!**  
[info@bsm.upf.edu](mailto:info@bsm.upf.edu)



**Call us!**  
**+34 93 547 81 82**

# LAW, POLITICS AND PUBLIC MANAGEMENT

## > *Master Programs*

**LL. M. in Professional Legal Practice**  
*In collaboration with Pompeu Fabra University and the Barcelona Bar Association (ICAB)*  
Directors: Ramon Ragués and Marta Isern  
**On-Campus:** September 2016, 15 months  
In Spanish and Catalan

**Master in Public Administration and Government in Latin America**  
Directors: Carles Ramió, David Sancho and Miquel Salvador  
**Blended learning:** October 2016, 11 months. In Spanish

**Master in Public and Social Policies**  
*In collaboration with UPF-Johns Hopkins University Public Policy Center*  
Directors: Vicens Navarro and Mònica Clua  
**On-Campus:** October 2016, 24 months. In Spanish

**Master in Professional Mediation**  
Directors: Maria Munné, Pere Notó and Javier Wilhelm  
**On-Campus:** October 2016, 9 months. In Spanish

**Master in Urban Management**  
Directors: Antonio Luna  
**On-Campus:** October 2016, 8 months. In English  
Full-time

## > *Postgraduate Courses*

**Postgraduate Course in Compliance**  
*Offered jointly with the Universidad Carlos III (Madrid)*  
Directors: Alain Casanovas, Jacobo Dopico and Iñigo Ortiz  
**On-Campus:** October 2016, 5 months. In Spanish

**Postgraduate Course in Labour Law**  
Directors: Julia López and Josep Fargas  
**On-Campus:** October 2016, 9 months. In Spanish

**Postgraduate Course in Social Security Law**  
Directors: Julia López and Josep Fargas  
**On-Campus:** October 2017, 9 months. In Spanish

**Postgraduate Course in Companies in Crisis: Prevention, Restructuring and Insolvency Proceedings**  
Directors: Fernando Cerdà and Ignacio Sancho  
**On-Campus:** November 2016, 5 months. In Spanish

**Postgraduate Course in Active & Healthy Ageing Project Management**  
Directors: Paulina Ballbé and Jordi Camí  
**On-Campus:** March 2017, 4 months. In Spanish

**Postgraduate Course in the Governance of Boards of Directors**  
Directors: Xavier Puig and Marcos Eguiguren  
**On-Campus:** April 2016, 3 months. In Spanish

# ECONOMICS, HEALTH MANAGEMENT AND SCIENCE

## > *Master Programs*

**Master in Genetic Counselling**  
Director: Luis Alberto Pérez Jurado  
**On-Campus:** October 2017, 20 months. In Spanish  
Biennial program

**Master in Health Economics and Pharmacoeconomics**  
Directors: Jaume Puig-Junoy, Pilar García and Carles Murillo  
**Online:** October 2016, 24 months. In Spanish  
**Online:** February 2017, 24 months. In English

**Master in Health Service Administration and Management**  
*Taught by the Gaspar Casal Foundation (FGC)*  
Director: Juan E. del Llano  
**Blended learning:** February 2017, 16 months. In Spanish, in Madrid

**Master in Osteopathy**  
*Offered jointly with the Barcelona Osteopathy School Foundation*  
Directors: Josep E. Baños and Anna Montmany  
**On-Campus:** September 2016, 24 months. In Spanish

**Master in Chiropractic**  
*Offered jointly with the Barcelona College of Chiropractic*  
Directors: Josep E. Baños and Adrian Wenban  
**On-Campus:** September 2016, 9 months. In Spanish and English. Full-time.

## > *Postgraduate Courses*

**Postgraduate Course in Health Economics**  
Director: Jaume Puig-Junoy  
**Online:** October 2016, 17 months. In Spanish  
**Online:** February 2017, 17 months. In English

**Postgraduate Course in Pharmacoeconomics**  
Director: Jaume Puig-Junoy  
**Online:** October 2016, 12 months. In Spanish  
**Online:** February 2017, 12 months. In English

**Postgraduate Course in Hospital Management: The Chief of Service as a Product Manager**  
Director: Francesc Moreu  
**On-Campus:** February 2017, 1 month. In Spanish

**Postgraduate Course in Paediatric Osteopathy**  
Directors: Josep E. Baños and Anna Montmany  
**On-Campus:** October 2016, 8 months. In Spanish

**Postgraduate Course in Spinal Osteopathy**  
Directors: Josep E. Baños and Anna Montmany  
**On-Campus:** October 2017, 8 months. In Spanish

**Postgraduate Course in Public Health**  
Directors: Fernando G. Benavides, Carme Borrell and Carmen Cabezas  
**Blended learning:** September 2016, 9 months. In Spanish

# MARKETING AND BRANDING

## > *Master Programs*

**Master in Search Engines: Online Marketing, Positioning, Community Manager and Content Curator**  
Directors: Cristófol Rovira, Mari Carmen Marcos and Lluís Codina  
**Online:** October 2016, 9 months. In Spanish

**Master in Digital Documentation**  
Directors: Cristófol Rovira, Mari Carmen Marcos and Lluís Codina  
**Online:** October 2016, 9 months. In Spanish

**Master in Marketing**  
Directors: Antonio Ladrón de Guevara and Carolina Luis-Bassa  
**On-Campus:** September 2016, 10 months. In Spanish

**Master in UX: Usability, Interaction Design and User Experience**  
Directors: Cristófol Rovira, Mari Carmen Marcos and Lluís Codina  
**Online:** October 2016, 9 months. In Spanish

**Master in Brand Strategy and Creative Brand Management**  
Directors: Xavier Ruiz Callantes and Jordi Torrents  
**On-Campus:** September 2016, 9 months. In Spanish

**Master in Direct and Digital Marketing**  
Directors: Josep-Maria Fàbregas and Antonio Ladrón de Guevara  
**On-Campus:** September 2016, 10 months. In Spanish

**Master in Pharmaceutical Marketing**  
Directors: Josep-Maria Fàbregas and Juan Luis Fernández  
**On-Campus:** September 2016, 10 months. In Spanish

## > *Postgraduate Courses*

**Postgraduate Course in Community Manager**  
Directors: Cristófol Rovira, Mari Carmen Marcos and Lluís Codina  
**Online:** November 2016, 7 months. In Spanish

**Postgraduate Course in Digital Documentation**  
Directors: Cristófol Rovira, Mari Carmen Marcos and Lluís Codina  
**Online:** November 2016, 6 months. In Spanish

**Postgraduate Course in Online Marketing**  
Directors: Cristófol Rovira, Mari Carmen Marcos and Lluís Codina  
**Online:** November 2016, 7 months. In Spanish

**Postgraduate Course in Strategic Planning and Brand Meaning**  
Directors: Xavier Ruiz Callantes and Jordi Torrents  
**On-Campus:** September 2016, 5 months. In Spanish

**Postgraduate Course in SEO and Social Media for Communicators**  
Director: Carlos Gonzalo  
**On-Campus:** October 2016, 5 months. In Spanish

**Postgraduate Course in Usability, Interaction Design and User Experience**  
Directors: Mari Carmen Marcos and Cristófol Rovira  
**Online:** March 2017, 3 months. In Spanish

# MASTERS OF SCIENCE

## > *Master Programs*

**Master of Science in Finance and Banking**  
Director: Albert Banal-Estañol  
**On-Campus:** September 2016, 12 months. In English  
Full-time

**Master of Science in International Business**  
*Offered jointly with the ESCI School of International Studies*  
Director: Mercè Roca  
**On-Campus:** September 2016, 12 months. In English  
Full-time

**Master of Science in Management**  
Directors: Anna Torres and Gert Cornelissen  
**On-Campus:** September 2016, 9 months. In English  
Full-time

**Master of Science in Management**  
**(specialization in Business Analytics)**  
Coordination: Mihalis G. Markakis  
**On-Campus:** September 2016, 9 months. In English  
Full-time

**Master of Science in Management**  
**(specialization in Entrepreneurship)**  
Coordination: Susana Domingo  
**On-Campus:** September 2016, 9 months. In English  
Full-time

**Master of Science in Management**  
**(specialization in IT Management)**  
Coordination: Carles Marín  
**On-Campus:** September 2016, 9 months. In English  
Full-time

**Master of Science in Management**  
**(specialization in Marketing)**  
Coordination: María Gallí  
**On-Campus:** September 2016, 9 months. In English  
Full-time

# HUMAN RESOURCES

## > *Master Programs*

**Master in Human Resources Management**  
Director: Tomàs Rubió  
**On-Campus:** October 2016, 16 months. In Spanish

## > *Postgraduate Courses*

**Postgraduate Course in Human Resource Management and Labour Relations**  
Director: Tomàs Rubió  
**On-Campus:** October 2016, 8 months. In Spanish

**Postgraduate Course in Selection, Evaluation and Preservation of Human Potential**  
Director: Tomàs Rubió  
**On-Campus:** October 2016, 4 months. In Spanish

**Postgraduate Course in Training and Developing the Human Capital**  
Director: Tomàs Rubió  
**On-Campus:** March 2017, 4 months. In Spanish

**Postgraduate Course in Executive and Personal Coaching**  
Director: Jordi López  
**On-Campus:** October 2016, 5 months. In Spanish

**Course in Talent Management**  
Director: Juan Luis Fernández  
**On-Campus:** October 2016, 1 month. In Spanish

**SCHOOL OF MANAGEMENT  
MANAGEMENT UNIT  
UPF BARCELONA  
BARCELONA SCHOOL OF  
UPF BA**

**Masters  
of Science**

**Master Programs**

**Postgraduate Courses**

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