UPF BARCELONA
SCHOOL OF MANAGEMENT

General Catalogue

{ 2015 – 2016 }

The Science of Business
A school with a global perspective

UPF Barcelona School of Management

6 areas of knowledge

- Business Administration and Management
- Marketing
- Accounting and Finance
- Human Resources
- Health Economics and Management
- Administration and Public Management

A broader, truer perspective

Cross-cutting methodology

Crossover and linkage between disciplines

To provide a global view

UPF Barcelona School of Management

A school with a global perspective

Based on hard data, empirical evidence, analysed and proven information

6 areas of knowledge

- Business Administration and Management
- Marketing
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- Administration and Public Management

Teaching staff trained at the world’s best and most respected universities.

To ensure premium quality teaching.

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Crossover and linkage between disciplines

Different points of view

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Different points of view
Commitment and effort. Seriousness and ability. Pompeu Fabra University was founded based on the sum of these qualities. An institution built on enthusiasm, change, hard work and clear-cut goals. Created to fill a gap, to meet a need. For a different, modern university. A new model. A benchmark. Here, in Europe and worldwide.


The university has been built around knowledge, which is divided into three highly specialised and interlinked areas:

- Social Sciences
- Health and Life Sciences
- Communication and Information Technology

All connected, all integrated into the professional and industrial fabric. Only in this way can we offer the kind of premium-quality teaching that Pompeu Fabra University is renowned for.

A fully student-centred model based on excellence. Designed to attract talent from everywhere, including the most internationally prominent researchers and lecturers as well as the most discerning students from all around the world.

Rated an International Excellence Campus since 2010 by the Ministry of Education.
“If teaching models are not entirely updated and tailored to the needs of their time, students do not leave trained to lead, manage and administer today’s businesses, meaning the job market does not consider them to be ready. As a result Pompeu Fabra University is committed to UPF Barcelona School of Management. The benchmark of a new model, a new way of understanding management, based on scientific rigour, which is also a moral imperative for those who are responsible for their own work and that of other people and organisations. An institution which, in addition to carefully watching global economic and financial changes, also generates knowledge to move forward, enhance and act on those changes.

Our mission is to turn UPF Barcelona School of Management into a business school capable of training the leaders of the economy of the 21st century.

Welcome to UPF Barcelona School of Management.”

Dr. Jaume Casals Pons
Rector of Pompeu Fabra University and President of the UPF’s Institute of Continuing Education Foundation
One system, three core ideas.

(01) Evidence-based Management
We believe in empirical evidence, in disciplined research, in analytical ability. They are the only driving force for sound, indisputable, irrefutable solutions.

(02) Entrepreneurship & Innovation
Where some see difficulties, we see challenges. And behind each challenge there is an opportunity. To discover. To innovate.

(03) Engaged Social Value
Working together, cooperating, co-creating. Some of our favourite verbs. The kind which mean joining forces. Which lead to more interesting and ambitious outcomes.

Our mission
"21st century education is not only about preparing our students in the best way, but also about helping them become excellent professionals. This is the UPF Barcelona School of Management’s mission: action-oriented education, a learning-by-doing approach, an experiential and proactive way of learning where the student becomes the driving force of his/her educational process. If you share this philosophy, then UPF Barcelona School of Management is the place for you."

Daniel Serra de la Figuera
Dean of UPF Barcelona School of Management.
INTERNATIONAL PROFILE

The value of diversity

The more you expand your knowledge, the more you expand your possibilities, your opportunities, your world. Pure logic. It is precisely that logic which prevails at UPF Barcelona School of Management — opening doors to the outside world so that knowledge, talent and work can flow.

This is why: Pompeu Fabra University, a strongly international institution, has signed agreements with over 350 universities worldwide for partnerships and exchanges of teachers, researchers and students.

UPF Barcelona School of Management furthers this international dimension of UPF by offering dual degree programs in partnership with leading Latin American universities and designing and running customised training programs for international institutions and companies.

To foster the exchange of experiences and students.

So the whole world is their job market.

INTERNATIONAL STUDENTS

88% of Masters of Science students are from outside Spain.

74% of students on Health Economics and Pharmaeconomics programs from 48 different countries.

“The diversity of profiles at the university has given me valuable experience which I am convinced will be crucial in my future undertakings. I should also add that the cultural diversity in the classroom has really embodied what the program stands for. I am sure that the ties I have forged during my time here will last for years.

The hard work and precision that are so characteristic of UPF Barcelona School of Management have injected the "UPF style" into me and I couldn’t be happier about it. They have far exceeded my expectations. Besides, who can complain about having the beautiful city of Barcelona as a backdrop?"

Manuel Aladin
(United States)
MSc in International Business, class of 2013

Our international delegates, alumni representatives of Pompeu Fabra University, are a fine example of our international approach. They keep us in constant contact with the leading institutions, companies and universities in their respective countries.

“Studying this program at UPF Barcelona School of Management was an extremely enriching experience as I learnt from the wealth of knowledge and experience that the first-class faculty provided.

Indeed, the school’s location is perfect, a mere 10 minute walk from the beach, and close to the magnificent Sagrada Familia. Also, the international atmosphere of my program allowed me to make lifelong friends from all over the world, I can say I am now internationally connected, with a strong network world wide.

It has allowed me to stand out from the crowd, I am respected and have earned myself the best job I could ask for at the Royal Bank of Canada.”

Guillermo Nafarrete
(Canada)
MSc in Finance and Banking, class of 2014
BUSINESS ADVISORY COUNCILS

A close transatlantic relationship

We have a very special relationship with Argentina, where we have a Business Advisory Council since 2005, an organisation that brings together representatives of leading Argentinian companies and prominent Spanish firms operating in the country.

In March 2013 UPF’s Business Advisory Council in Colombia was set up. It consists of a group of 12 companies from various sectors which advise on current and future training needs in Colombia.

An excellent instrument that means we can:

(A) identify potential training needs exclusively geared towards the country.

(B) establish roots in the local business community.

Argentina’s Business Advisory Board:

> Arcor
> Banco Francés BBVA
> Bruchou, Fernandez Madero & Lombardi
> Deloitte LATCO
> Gas Natural BAN
> Grupo Clarín
> Novartis
> Pérez Alati, Grondona, Benites, Arnsten & Martínez de la Hoz (h), Abogados
> PricewaterhouseCoopers
> TECCS Consulting
> Telefónica

INTERNATIONAL EDUCATION NETWORKS

Present and future ties

In order to further enhance our international approach, UPF Barcelona School of Management is a member of the leading international education networks:

<table>
<thead>
<tr>
<th>Networking Organization</th>
<th>Americas</th>
<th>Europe</th>
<th>Africa</th>
<th>Asia</th>
<th>Oceania</th>
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<td>38. United Kingdom</td>
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Colombia’s Business Advisory Board:

> Aqualogy
> Aviatur
> BBVA
> Brigard & Urrutia
> Caracol Radio
> Ediciones B
> Fundación Cardioinfantil
> Gas Natural
> Group Ethuus
> Novartis
> Pacific Rubiales
> Telefónica
ACADEMIC TRAINING
Today’s answer to tomorrow’s management

UPF Barcelona School of Management teaches a wide range of knowledge. Designed to cover the following 6 areas:

01 Business Administration and Management
02 Marketing
03 Accounting and Finance
04 Human Resources
05 Health Economics and Management
06 Business Administration and Management

Masters of Science
Length: 1 academic year - 15 months
Master programs taught exclusively in English. Specially designed for students with undergraduate studies and less than three years’ work experience. The ideal foundation for building a great career using analytical methodologies.

Master Programs
Length: 1 - 2 years
Master programs designed for professionals interested in specialising in a functional area or getting into management positions.

Postgraduate and specialisation courses
Length: from 3-day courses to 9-month postgraduate courses
Aimed at professionals who want to further their knowledge in specific areas and add value to their organisation.

In-company education
Master programs, postgraduate courses, specialisation courses and seminars by and for companies. Flexible. 100% tailor-made. Designed to meet organisations’ specific needs. Versatile. Combining face-to-face classes with e-learning. And of course — with the recognition of Pompeu Fabra University.

TEACHING STAFF
Sources of knowledge
The teaching team at UPF Barcelona School of Management combines:
> Teaching staff from Pompeu Fabra University. The leader in training, research and scientific production. Recognised both in Spain and abroad.
> Highly skilled managers and professionals. A valuable contribution which gives our students direct contact with the business world.
To ensure premium quality teaching. Because we think a scientific approach to knowledge is fundamental.

Studying at UPF Barcelona School of Management gives students a global vision.
It is the richness provided by teaching staff trained at the world’s best and most respected universities, including:

Belgium
Catholic University of Leuven
Spain
ESADE
IESE
Autonomous University of Barcelona
Autonomous University of Madrid
Carlos III University
University of Barcelona
United States
Massachusetts Institute of Technology
Carnegie-Mellon University
University of California
University of Chicago
Harvard University
Stanford University
Johns Hopkins University
Cornell University
France
ESC Toulouse
INSEAD
Pierre et Marie Curie University
Paris-Sorbonne University
Netherlands
Erasmus University Rotterdam
United Kingdom
London School of Economics
University of Oxford
Singapore
National University of Singapore
Switzerland
Swiss Business School
Masters of Science
Length: between 1 academic year and 13 months

- Master of Science in Strategic Management
- Master of Science in International Business
- Master of Science in Management (specialization in Business Analytics)
- Master of Science in Management (specialization in Entrepreneurship)
- Master of Science in Management (specialization in Marketing)
- Master of Science in Management (specialization in Public Administration)
- Master of Science in Health Economics and Management
- Master of Science in Public Administration and Government in Latin America

Master Programs
Length: between 1 and 2 years

- Part-time MBA (Master in Business Administration and Management)
- Master in Sports Management (On-campus and online)
- Master in Marketing Management
- Master in Direct and Digital Marketing
- Master in Pharmaceutical Marketing
- Master in Banking and Finance
- Master in Accounting and Financial Management (specialization in Controlling)
- Master in Financial Markets
- Master in Executive and Personal Coaching
- Online Master in Health Economics and Phamacoeconomics
- Online Master in Health Service Administration and Management
- Online Master in Public Administration and Government

Postgraduate and specialization courses
Length: from 3-day seminars to 9-month postgraduate courses

- Postgraduate Course in Business Management (On-campus and online)
- Master in International Business (On-campus and online)
- Online Postgraduate Course in Foreign Trade
- Online Postgraduate Course in Strategic Management in International Companies
- Online Course in Competitive Intelligence and Technological Surveillance
- Four-Day Conference on Project Management for European Research and Development Projects
- Postgraduate Course in Auditing (On-campus, blended learning and online)
- Postgraduate Course in Accounting and Auditing (On-campus, blended learning and online)
- Postgraduate Course in Financial Accounting (Online, blended learning and online)
- Postgraduate Course in Corporate Finance (On-campus, blended learning and online)
- Postgraduate Course in Financial Markets (Online, blended learning and online)
- Course in Financial Statement Analysis
- Online Master in Executive and Personal Coaching
- Online Postgraduate Course in Training and Development of Human Capital
- Postgraduate Course in Human Resource Management and Labor Relations
- Postgraduate Course in the Selection, Evaluation and Preservation of Human Potential
- Online Postgraduate Course in Institutional Political Development
- Online Postgraduate Course in Strategy and Evaluation of Public Policies for Economic and Social Development
- Online Postgraduate Course in Public Administration and Government

In-company education
UPF Barcelona School of Management runs custom programs specifically geared towards companies’ situations, the profile of participants and their objectives. Designed in direct partnership with the client, their content, length, format and methodology are tailored to the needs of companies. Our knowledge and experience make us leaders in the development of teams working in banking, consulting and professional services, the pharmaceutical industry, public administration, media, health economics and management, finance, marketing, human resource management and communication.
STUDENTS

Fuel for progress

Talent will always be extremely valuable — the fuel of human progress. As a society we need to invest in it for the good of all.

At UPF Barcelona School of Management we always keep our eyes wide open to identify and nourish talent with solid knowledge. To support it we have set up a scholarship program to help train motivated and dedicated students eager to broaden their horizons with new ideas and experiences, who have outstanding qualities and proven academic, professional and personal talent.

We also have a grants plan for some of our programs.

In the 2014-15 academic year, 27 UPF Barcelona School of Management students have received a Talent Scholarship.

Support for talent

“I love sport and I’ve always wanted to study it in an interdisciplinary way. I arranged to leave Peru and come here to study because of my interest and the chance to learn about breakthroughs in sports management. The Talent Scholarship has helped my decision in addition to the support I get from my family. I’m pleased and grateful because I feel the Scholarship is recognition for the years I’ve spent on this subject and it gives me the financial support I need to study and build my career. For me the Talent Scholarship is a partnership between an institution and its students to bring them closer to achieving their dreams.”

Silvia Pérez Becerra
(Peru)
Master in Sports Management, class of 2013

STUDENT SERVICES

Our school not only takes care of education, it takes care of everything.

Because education is much more than just giving classes. Teaching means providing. It means facilitating, helping, supporting: being there. Alongside. By your side.

HELLO, STUDENTS

UPF Barcelona School of Management is a school with a global perspective.

The percentage of students from other countries is growing every year.

We are committed to this multiculturalism.

Because we believe it is another aspect of education that goes beyond the training provided in the classroom.

UPF Barcelona School of Management offers students all the necessary information about the legal procedures you will have to deal with once you arrive in Spain (student visa, health coverage, etc).

We will guide you on where to find accommodation and help you to make the most of your Barcelona experience!

{05}
LANGUAGE LEARNING

Let’s talk

We have 3 official languages:
> Catalan
> Spanish
> English

A rich linguistic diversity that we open up to our students by arranging courses for these languages.

Catalan
Easy, interesting and accessible. Specific courses for students doing our master programs and postgraduate courses (only for on-campus and blended learning programs of 15 or more ECTS).

Other languages
Courses at all levels. With exclusive discounts.
An excellent opportunity for all students at UPF Barcelona School of Management.
Another advantage of being part of Pompeu Fabra University.

Library resources of more than 500,000 volumes and 14,800 publications.

UPF UNIVERSITY COMMUNITY RESOURCES

Everything at your fingertips

Being a UPF Barcelona School of Management student = Being a Pompeu Fabra University student

One community, myriad resources:

The University’s Libraries
Library resources of more than 500,000 volumes and 14,800 publications.

CRAI (Learning and Research Centre)
A new type of university library. A dynamic, active and inspiring environment. Unique.
University services to support learning and research + the world of information and new technologies. All together. Integrated.

UPF Barcelona School of Management Resource Centre
A collection of books, magazines, publications and documents of all kinds directly related to our fields of study. For consultation and loan.

University Community Assistance Service (SACU)
Theatre and music, photography courses, yoga, pilates, sports leagues... Take part in a wide range of cultural and sporting activities and charity and volunteering initiatives.
CAREER SERVICES

Connected to the jobs market

Career Services is our career development program.

Two goals:

- Meeting our students' employability needs.
- Driving networking between students.

It consists of a number of activities:

**Training program**
Workshops to develop job search skills and abilities. Taught by a team of international trainers and professionals who specialise in career development, emotional intelligence, leadership, creativity and communication skills. To ensure mastery of job search tools: CV, elevator pitch, interviews and networking.

**Personalised advice**
Unity is strength. And also employment. If a student is looking for work, we look for it together. With a service tailored to each case, during and after completing your studies.

**Networking**
The network is extensive: national and international contacts in multiple economic sectors between students, alumni, representatives, professionals, managers, companies, institutions, etc. A web of relations, interests and opportunities.

**Talks and presentations**

**Electronic resources and tools**
UPF Barcelona School of Management has its own job offers platform and careers intranet. For easier, more direct, convenient and effective access to job offers.

**Internship Program**

Get hands-on

Internships are a valuable learning tool and an indispensable part of teaching. That’s why UPF Barcelona School of Management encourages them as part of its academic training.

A revealing fact:

Our students did internships in the last academic year at 216 leading companies and institutions in Spain and abroad.

Here are some of them:

> Abertis Telecom
> Acofarma
> Adidas
> Allianz
> Almirall
> American Nike
> APPLUS
> AXA
> Bacardi España
> Banco Sabadell
> Banco Santander
> BASF
> Bayer
> BBVA
> Barcelona Stock Exchange
> CAF
> Catalana Occidente
> Damm
> Danone
> Barcelona Provincial Council
> DKV
> Ebay
> Everis
> F.C. Barcelona
> Ferrer
> Ficosa Electronics
> Barcelona Science Park Foundation
> The Clinic Foundation
> Gas Natural Fenosa
> Grifols
> Groupalia
> Guess Apparel
> Henkel
> Hewlett Packard
> Inditex
> Bellvitge Biomedical Research Institute
> J&A Garrigues
> Johnson Controls
> Kuehne & Nagel
> La Caixa
> Laboratorios Dr. Esteve
> Lacer
> Leroy Merlin
> Levi Strauss
> Mango
> Doctors Without Borders
> Mobile World Capital
> Nestlé
> Novartis
> OgilvyOne
> Pfizer
> Port of Barcelona
> Ricoh
> Roca Salvatella
> Sanofi-Aventis
> SAP
> Sara Lee
> Seat
> Telefónica
> The Eat Out Group
> T-Systems
> Unilever
> United Nations
> VidaCaixa
IN-COMPANY EDUCATION

Corporate Solutions

Talent is a company’s most valuable asset.
The most successful companies are those which can identify, cultivate and develop it.
UPF Barcelona School of Management provides all the tools a company, organisation or institution needs to deploy the talent of its professionals.
Support that is extremely effective thanks to our teams' extensive experience and their close relationship with the business world and public institutions.
Ideal for organisations which:
> are committed to the excellence of their managers.
> invest in the optimisation and specialisation of their professionals.

No two businesses are alike.
So every corporate training plan is different and completely customised.
Taught by experts who select the most suitable format and methodology for each case.
To ensure the effectiveness of its contents with solutions directly applicable to the job.

All programs meeting the requirements are certified by Pompeu Fabra University.

What kind of services do we offer?

A. Specialisation for professionals
In all areas of knowledge taught at Pompeu Fabra University. Master programs, postgraduate courses and other courses tailored for each client. The ideal way to enhance specific roles and skills.

B. Management development
Everything a leader needs to tackle and successfully overcome any challenge. Training consisting of activities to improve management skills and leadership programs.

C. Comprehensive solutions
specialised by sector and area
Utmost precision. Precise training. Fully tailored. Addressed exclusively to the geographical area in which a company operates. Based on training plans specially designed and managed to develop the professionals of a particular organisation.

D. Consultancy services
Our consultancy service identifies how and with what knowledge a company could achieve better results. An entire team of experts to assess and design appropriate solutions for every challenge.

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We are there. These are our facilities.

Balçons Building
UPF Barcelona School of Management headquarters where all open training programs are run except the Masters of Science. Right in the city centre, in the Eixample district. Where enterprise management is most fired up, where business and pleasure live alongside each other like good neighbours.

Ciutadella Campus
Located less than 100 metres from the sea in Ciutadella Park, one of the city’s green lungs. It is where all Social Sciences and Humanities training takes place and all Masters of Science programs are taught. An exceptional location. An international leader in research designed for thinking, exploring, sharing and moving forward.
UPF-IDEC
Generator of experts

In the Balmes Building we share facilities with UPF-IDEC, the Pompeu Fabra University postgraduate centre specialising in Social Sciences and Communication training. UPF Barcelona School of Management and UPF-IDEC are part of the UPF’s Institute of Continuing Education Private Foundation set up in 1993 by Pompeu Fabra University and a group of companies and business institutions. They all have a shared commitment to talent as the driver of development.

UPF-IDEC delivers an extensive range of training options. Taught through master programs and postgraduate courses, specialisation courses and seminars and in-company programs. Designed to cover the most enterprising areas in the international jobs market:

- Politics and Society
- Law
- Humanities and Cultural Management
- Health and Welfare
- Digital Creation
- Information Technology and Management
- Language and Translation
- Communication
  - Communication and Journalism
  - Communication and Audiovisuals
  - Communication, Branding and Advertising

Wide-ranging and specialised programs carefully designed with a clear-cut purpose: to train skilled professionals who are masters of their future.

Together, UPF Barcelona School of Management and UPF-IDEC provide greater diversity. Of programs. Of profiles.

A combination that helps to further broaden our community’s horizons and provides a truly global perspective.

An insider’s view of the professional and business world.

Barcelona. A City. A Philosophy. Living Well

Barcelona/ Living, working or studying in Barcelona is not like living, working or studying anywhere else in the world. Barcelona is a very special place, a spontaneous city open to whatever comes and whoever comes. It is a city where living well are not just two words, but a philosophy of life.

A capital that’s 100% Mediterranean, Barcelona is privileged, with its long beaches and mild climate.

It is a place where culture, art and wisdom collide, on every street and every corner. Where what’s old does not crumble but is protected, pampered, and where the most Roman, medieval and art nouveau rub shoulders with the most modern and avant-garde.

Looking to the north, south, east and west, it is a city that thrives on what’s new and what’s next.

Barcelona is an ideal meeting place, where doing business is a tradition, a pleasure. It is a magnet drawing talent, a source of inspiration, thought and ideas.

It is here, in this particular city, that UPF-IDEC is located.
A system based on three core ideas

- [01] Evidence-based Management
- [02] Entrepreneurship & Innovation
- [03] Engaged Social Value

Answers and opportunities for the future

Thorough knowledge + An open mindset

4 program types

- Masters of Science
- Master programs
- Postgraduate and Specialisation Courses
- In-company education

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