Learning and starting up

MASTERS

UPF + Barcelona + School + Management + Science

Five words that define who we are and what we stand for

Doubt everything, until that which cannot be doubted is left
Descartes

Co-opetition ↔ vs → Competition

A methodology based on a desire to know, examine, demonstrate, prove, innovate, cooperate.

An approach to wholly scientific knowledge. Without preconceptions. But with curiosity.

With one clear objective → find original, real solutions.


J.H. Poincaré

A theory is a good thing. But a good experiment is forever.
P. Kapitsa

Just as houses are made of stones, so is science made of facts.

The Science of Business
Acquiring knowledge is one of the most complex and curious human processes. It requires three stages basically: stimulus, perception and awareness.

The end result depends on the kind of information we have used to provide this stimulus, mould this perception and arrive at this awareness.

If we use hypothetical data, we get subjective, conjectural knowledge. By contrast, if we use precise data, empirical evidence, analyzed and proven information, the result is purely objective, accurate knowledge.

Here in UPF Barcelona School of Management, we are 100% behind the second option. A totally scientific approach to knowledge.

Only in this way is it possible to guarantee a worthwhile, solid training that’s based on reality.

That’s the method. Now what about the team?

This is the UPF Barcelona School of Management’s strong point.

Hand-picked faculty. Mainly from Pompeu Fabra University and a selection of professionals who are leading experts in their fields.

Known for their scientific state of mind. For their high ratings in international rankings. For their constant contribution to creating knowledge. For their high-level ability to be stimulating and to convey knowledge.

A world which never stops turning, changing and evolving, where everything is interlinked and connected needs professionals ready for change.

And that’s why our methodology includes crossover between subjects. Because we believe that by sharing different points of view, we’ll get a bigger picture, a broader, more realistic view.

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.

Areas of knowledge

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

"Not only have I earned a "more in-depth knowledge" of the business world, but I have also gained confidence as an individual who is now stepping into the marketplace. I am sure this confidence will help me succeed in my professional future." Lucas Bröcker Holland 2013 Class
10 good reasons to do a Master of Science at UPF Barcelona School of Management

(1) Because UPF is the best Spanish university in terms of the quality of its scientific production (Fundación Conocimiento y Desarrollo).
(2) Because UPF holds a privileged position in international rankings: > 13th highest ranked university in the world among those under 50 years of age (Times Higher Education ranking 2014). > Among the 75 best centres in the world for economics and business (Shanghai Academic Ranking of World Universities 2014). > In 40th place in the world in social sciences and management and 31st highest ranked university in the world among those under 50 years of age (QS World University Rankings 2014).
(3) Because of its international scope. 82% of its students come from abroad, from 39 different countries.
(4) Because it’s Barcelona, a unique city. For its innovative nature, constantly dynamic and creative.
(5) Because of the scientific diversity in its teaching and the opportunities for specializing.
(6) Because of its professional development program which runs alongside and complements the academic programs.
(7) Because of its attractive internship program.
(8) Because of its method for attaining knowledge. For its empirical mentality, based on analyzing the evidence.
(9) Because of agreements set up with over 350 universities throughout the world.
(10) Because 87% of our students would recommend our programs and 86% say they are highly or very highly satisfied with the program they have done.

Student profile

Average age

24 years old

Gender

50% Male 50% Female

Academic background

69% Economics and Business Administration
15% Engineering
8% Social Sciences and Law
3% Humanities
3% Sciences
2% Others

Distribution of nationality by continents

Europe 53%
Asia 17%
North America 8%
Latin America 8%
Africa 1%
Others

A body of faculty and program directors who are leaders in research, educated in top worldwide universities.

Academic staff profile

• The team combines experienced UPF professors with professionals who hold high profile positions and duties in different sectors
• 71% have international experience
• 74% hold a PhD
• 46% are working professionals

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Master of Science in IT Strategic Management
Learn how to align technology with business strategy through a multidisciplinary training program.

- Business Development and Strategy
- Business Innovation and Skills (BIS)
- Consulting and IT Analyst
- Chief Information Officer (CIO)
- Innovation Management
- Internet Marketing
- IT Management and Consulting
- IT-based Entrepreneurship
- Logistics and Big Data Analyst

Dual degree
EBS Business School (Germany)

1st Term
September — December
- Track A: Management for Engineers
- Track B: ICT for Business
- Common course: Knowledge Economy

2nd Term
January — March
- Tools for Management
  - Enterprise Resource Planning Systems for Business
  - Supply Chain Management and Technology
  - Information Technology for Marketing

3rd Term
April — June
- Business Strategy
  - Business Change Management
  - Entrepreneurship/Technology & Innovation Management
  - E-Business Technology and Management

Summer Term
July — September
- Internship (min. 300 hours)
  - From September to December
- MSc Thesis
  - From September to December

Final diploma
MSc in Information and Communication Technologies (ICT) Strategic Management
Degree awarded by Pompeu Fabra University and the Spanish Ministry of Education

- Essentials
  - Financial Econometrics
  - Financial Accounting and Analysis
  - Macroeconomics and International Finance

Employment opportunities

- Business Development and Strategy
- Business Innovation and Skills (BIS)
- Consulting and IT Analyst
- Chief Information Officer (CIO)
- Innovation Management
- Internet Marketing
- IT Management and Consulting
- IT-based Entrepreneurship
- Logistics and Big Data Analyst

Elective courses may change according to the student’s demand and the availability of the faculty.
## Master of Science in Management

**Gain in-depth knowledge in strategic & innovation management and consulting.**

- Business Analysis
- Business Development
- Digital Analysis
- Market Research
- Strategic Consulting
- Strategic Management
- Strategic Planning
- Supply Chain Management

- **Certificate awarded by UPF Barcelona School of Management**

### Employment opportunities

- EBS Business School (Germany)
- RMIT University (Australia)

### Dual degree

<table>
<thead>
<tr>
<th>Term</th>
<th>Start</th>
<th>End</th>
<th>Course Options</th>
</tr>
</thead>
</table>
| 1st Term | September| December | - **Thesis Advising II**<br>- Elective courses. Choose one of these formulas:<br>  
  a) 8 electives*<br>  b) 6 electives* + curricular internship<br>*Electives in the following topics: Strategy and Entrepreneurship, Business Analytics, Marketing and Management Skills and Ethical Values. |
| 2nd Term | January  | March    | - **Thesis Advising II**<br>- Elective courses. Choose one of these formulas:<br>  
  a) 6 Marketing electives* + 2 free electives<br>  b) 6 Marketing electives* + internship<br>*Electives in the following topics: Market Analysis, Market Strategy, Internet and Digital Marketing and Consumer Insights. |
| 3rd Term | April    | June     | - **MSc thesis**<br>- Internship* (min. 200 hours)<br>*Only for “b” formula |
| Summer   | July     | September| - **MSc thesis**<br>- Internship* (min. 200 hours)<br>*Only for “b” formula |

### Final diploma

- **Master of Science in Management**<br>Degree awarded by Pompeu Fabra University and the Spanish Ministry of Education<br>Specialization in Marketing<br>Certificate awarded by UPF Barcelona School of Management

- **Master of Science in Management (specialization in Marketing)**<br>Degree awarded by Pompeu Fabra University and the Spanish Ministry of Education<br>Specialization in Marketing<br>Certificate awarded by UPF Barcelona School of Management

- **Master of Science in Management (specialization in Business Analytics)**<br>Degree awarded by Pompeu Fabra University and the Spanish Ministry of Education<br>Specialization in Business Analytics<br>Certificate awarded by UPF Barcelona School of Management

### Further information

- **AoE**<br>www.bsm.upf.edu/mscmgt 60 ECTS 9 months
- **AoE**<br>www.bsm.upf.edu/mscmmk 60 ECTS 9 months
- **AoE**<br>www.bsm.upf.edu/mscmbua 60 ECTS 9 months

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**Elective courses may change according to the student’s demand and the availability of the faculty.**
Master of Science in Management (specialization in Entrepreneurship)

Learn how to transform innovation into business opportunities: How to go from a new idea to a business idea.

- Business Plan Analyst
- Consulting
- Entrepreneur
- Intra-entrepreneur
- Marketing Departments
- Start-up Jobs
- Product Development

Employment opportunities

Dual degree

<table>
<thead>
<tr>
<th>Term</th>
<th>Date</th>
<th>Brush up Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Term</td>
<td>September</td>
<td>- Analytical Tools</td>
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<tr>
<td></td>
<td>— December</td>
<td>- Management Theories</td>
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<tr>
<td></td>
<td></td>
<td>- Thesis Advising I</td>
</tr>
<tr>
<td>2nd Term</td>
<td>January</td>
<td>- Thesis Advising II</td>
</tr>
</tbody>
</table>
|          | — March    |   - Elective courses. Choose one of these formulas: a) 6 Entrepreneurship electives* + 2 free electives  
|          |            |   b) 6 Entrepreneurship electives* + internship  
|          |            |   *Electives in the following topics: Entrepreneurship, Innovation, Business Plan, Financing for Start-Ups  
|          |            |   and "How to start your company".   |
| 3rd Term | April      | - MSc thesis  |
|          | — June     | - Internship* (min. 200 hours)  
| Summer   | July       |   *Only for "b" formula   |
|          | — September|                       |

Final diploma

Master of Science in Management
Degree awarded by Pompeu Fabra University and the Spanish Ministry of Education
Specialization in Entrepreneurship
Certificate awarded by UPF Barcelona School of Management

Key information

{01} Language
Classes taught entirely in English

{02} Foreign language courses available
Spanish and Catalan

{03} Scholarships
Available

{04} Internships
Agreements with many Spanish and international companies

{05} Application period
November - July*
   *note that the sooner you apply, the greater the chances of being admitted

{06} Campus
Ciutadella (city centre)

Scholarships & funding

To foster diversity within our programs, UPF Barcelona School of Management awards the following range of tuition funding assistance to students in need of financial aid.

{01} Talent scholarship
Based on student’s overall talent.

{02} Upf partner universities discount
Intended for graduate students from UPF partner universities.

{03} Upf alumni discount
Intended for UPF Alumni premium members.

For further information check on the website.

Admission requirements

- Bachelor’s Degree
- Transcript of Records (including GPA)
- Passport/ID
- Statement of purpose
- Official proof of purpose [check our website]  
- Photo
- CV (in English)
- 2 letters of recommendation (academic or professional)
- GMAT  
   (only required for non-analytical backgrounds)

Admission process

- Fill in the online application form
- Upload the documentation required for the relevant MSc
- Have a Skype interview

Application reviewed by the Admissions Committee

Resolution
Career & Alumni Services

The Careers and Alumni Service supports you throughout the program and remains available to you upon graduation. Through the Career Development Program, we will stay in close contact with you, organizing workshops that adapt to your career needs and the requirements of the job market. One-to-one sessions will be tailored to your career-specific needs, and through close collaboration with the program management, we will make sure that you are found the best, most appropriate internship.

From day one, you will also form part of the alumni community and will be invited to take part in the regularly organized knowledge sharing and networking sessions. These provide a hub for interacting and networking with other students and alumni as well as an ideal opportunity to join in stimulating and inspiring events, to which leading figures in different areas of society are invited.

Our objectives are:

- To improve your CVs and help you to foster a professional relationship with potential employers
- To help you take advantage of internship and job opportunities
- To provide you with the tools that will assist you in your future career
- To create networking environments
- To listen to and understand your career needs
- To support you as an alumni in your ongoing professional development

Lena Raps
(Germany)
Master of Science in International Business
Class of 2014

Being surrounded by international colleagues is just priceless. Thanks to my interaction with them, I now understand how different nationalities function both in the academic and cultural environments. It has definitely changed my attitude towards the way I see the world.

Victor Alejandro Lara
(Mexico)
Master of Science in IT Strategic Management
Class of 2014

B for Business

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. To whoever comes. Where living well are not just two words but a philosophy of life.

A capital that’s 100% Mediterranean. Privileged. With its long beaches and mild climate.
Where culture, art and wisdom are all around. Oh, every street corner. Where what’s old does not crumble but is protected, pampered. Where the most Roman, most medieval and most art nouveau rub shoulders with the most modern and avant-garde. Which adores what’s new, change. Looking to the north, south, east and west.

An ideal meeting place. Where doing business is a tradition. A pleasure. A magnet drawing talent, a source of inspiration, thought and ideas.
Here in this exceptional city, you can find UPF Barcelona School of Management. Right in the very centre, in the Eixample district. Right where business is at its most hyperactive. And with a campus 100 metres from the sea. Maybe less, in the Ciutadella Park. One of the green lungs of the city. A place that’s become a benchmark. Conceived for thinking, researching, sharing and moving forward.

B for Be Welcome

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Balmes, 132-134
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08005 Barcelona – Spain

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