



UNIVERSITAT DE BARCELONA
BUSINESS SCHOOL

Barcelona

17|18



MSc
Business
Research

PhD
Business

MSc
International
Business

Executive
MBA



Elisenda Paluzie

DEAN OF THE FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY OF BARCELONA

The Universitat de Barcelona Business School is the centre for research, postgraduate and executive education in business at the Faculty of Economics and Business at the University of Barcelona.

The University of Barcelona's Graduate Programme in Business has been developed for students who intend to pursue an international research career. The programme comprises a master's degree [MSc in Business Research] and a Business PhD programme. These two programmes can be completed separately if the student meets the necessary requirements.

Our professional programmes offer graduates and professionals opportunities to advance in their careers. The Master in International Business offers students advanced knowledge of basic aspects on how to manage an international company in the era of globalisation. The Executive MBA (EMBA) provides experienced professionals with a broad point of view in management, business managerial skills and techniques in the current competitive, increasingly changing and complex environment.

The University of Barcelona is the top Southern European University in the QS World University Rankings. Moreover, it is one of the largest economics and business faculties in Catalonia and one of the faculties belonging to the Barcelona Knowledge Campus, the most active "Campus of International Excellence" in Spain. Students enrolled in the programme can attend frequent seminars and talks by some of the world's top academics and professionals in the heart of the vibrant city of Barcelona.

Business at the University of Barcelona

Established in 1450, the **University of Barcelona** is the main public university in Catalonia, offering the widest and most complete range of subjects. Moreover, it is one of the largest research centres in Europe, both in terms of the research programmes offered and the level of excellence achieved.

The UB is involved in various international university networks, including the Coimbra Group and the League of European Research Universities (LERU), in which the UB is the only Spanish institution.

Today, the University offers programmes to some 65,000 students and employs more than 5,000 lecturers and researchers on six university campuses. The UB's Faculty of Economics and Business is home to around 8,500 students and 400 full-time lecturers and researchers and it publishes some 400 journal articles each year. The Faculty is a leading centre for teaching and research and forms part of an internationally recognised hub of business research in the Barcelona area.



The **Universitat de Barcelona Business School** encompasses a long tradition of high-quality education and of excellence in its research activities at an international level. It prepares both professionals and researchers who are able to find solutions to current and future challenges from the various organisations. Specifically, the centre is committed to research excellence in six areas: Strategy and Entrepreneurship; Technology and Operations Management; Accounting; Finance; Marketing; General Management.

At UB Business School we believe a healthy business requires a healthy society. We therefore educate citizens who value local and international societal needs and contribute to sustainable business environments.

University
of Barcelona

UB Business
School

Barcelona

1st

University in
Southern Europe

According to QS World University Rankings
2017 and the Shanghai Ranking 2016

129th

School in the world
for Business

According to the QS World University
Rankings 2016

8th

Student city
in Europe

According to QS Best Student
Cities 2017

Master/MSc in Business Research

Director:
Paloma Miravittles

Credits:
60 ECTS

Language:
Spanish 55%, English 45%

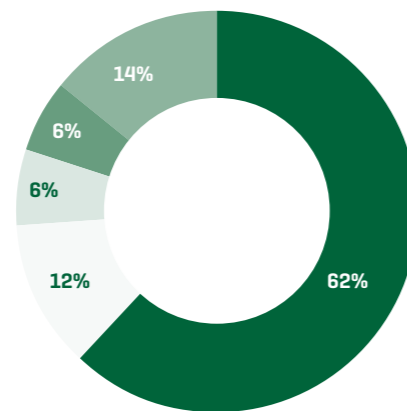
Fee level:
€2,790 | €3,952.20 non-EU*

Applications:
January 2nd to July 10th, 2017

*Tuition fees for the academic year 2016-2017

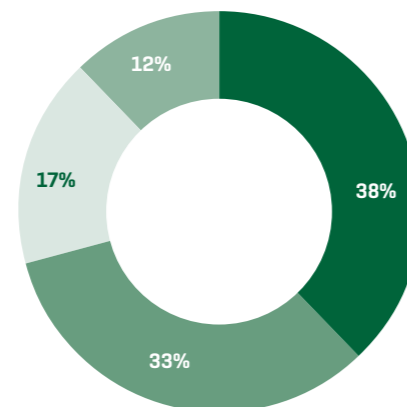
The MSc in Business Research is a one-year programme which provides students with advanced training in the research skills, techniques and methodologies to conduct their own research in business. The programme can also be taken part-time over two years. The programme is intended for students with an academic, professional and, above all, research interest in the general field of business.

Student profile



Education background

- 62%** Business or Management
- 12%** Engineering
- 6%** International Relations
- 6%** Law
- 14%** Others



Geographic distribution

- 38%** America
- 33%** Spain
- 17%** Asia-Africa-Oceania
- 12%** Europe (excluding Spain)

Programme content

The programme consists of 60 credits of taught modules, including four core modules (30 credits) and eighteen free-elective modules (30 credits). The academic year is divided into two semesters, which cover the period allocated for the Master's Thesis.

Core subjects are instrumental and methodological while free-elective courses allow students to focus on aspects that interest them.

These elective courses are divided into six areas:

- * Strategy and Entrepreneurship
- * Technology and Operations Management
- * Accounting
- * Finance
- * Marketing
- * General Management

Career opportunities

Students who successfully complete the master will have developed the knowledge and skills to begin the preparation of a doctoral thesis and may therefore request admission to the PhD in Business. This is one of the most popular career choices for MSc in Business Research graduates.

Attainment of the MSc degree also prepares students for careers in research and policymaking in the public and private sectors.

The Career Services Office organises a vast number of events, some of them specially designed for the master's students in Business.



PhD in Business

Director:
Esther Hormiga

Duration:
3 years full-time | 5 years part-time

Fee level*:
One year €540,92

Applications:
January 2nd to June 23rd, 2017

*Tuition fees for the academic year 2016-2017.

The PhD in Business is a unique programme within the Catalan university system that enables students to carry out high-level research activities in business and management. All supervisors are expert researchers and regular contributors to leading business and management journals.

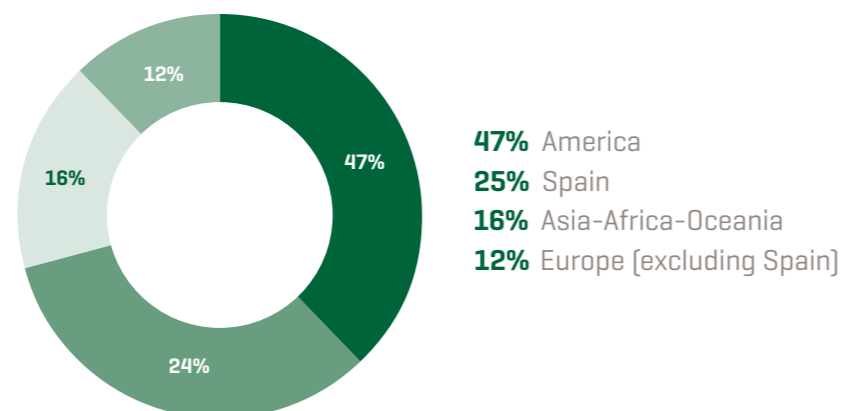
Throughout the programme, doctoral students will take part in various additional activities, which include research seminars, workshops and courses.

International programme

PhD students are encouraged to conduct research as a visiting student at other universities or research centers throughout the world. Research stays longer than three months may be recognized with the International doctoral certification in the doctoral degree.

Recent host institutions are HEC Montréal, Durham University, University of Chile, Monterrey Institute of Technology and Higher Education, University of Minho...

Student geographic distribution



Career opportunities

The programme is specifically intended for students seeking to embark on an international career in research. After successful completion of the programme, new PhD holders will be able to work as academics in universities, business schools or research centres. However, the academic arena is not only the career opportunity for students. The doctoral programme in Business also prepares them to work in fields like consulting.

At present, alumni of the doctoral programme in Business are working as lecturers and researchers in places such as the EADA Business School, the Polytechnic University of Catalonia, the Autonomous University of Barcelona, the EAE Business School, the University of Chile, the University of Veracruz and the Technological University of Panama. Other alumni hold executive positions in companies like Bunge, Grupo Catalana Occidente and CaixaBank.



Research Areas

- Strategy and Entrepreneurship
- Technology and Operations Management
- General Management
- Marketing
- Accounting
- History of Business
- Mathematical Methods for Business, Finance and Insurance
- Decision-Making and Game Theory
- Risk in Finance and Insurance
- Models for Dealing with Uncertainty in Decision-Making

Master in International Business*

The Master's Degree in International Business is an official one-year programme that aims to train specialists in global business management and covers the fields of finance and accounting, marketing, operations, human resources and strategic management.

Globalisation of the economy is a tangible reality nowadays. Hence the need for companies to develop a strategy for internationalization in order to safeguard their competitiveness in global environments. In this sense the Master's Degree in International Business arises from the need to train future managers in worldwide companies operating at an international level.

Director:

Laura Guitart

Credits:

60 ECTS

Language:

English

*Pending approval by the
Catalan University Quality
Assurance Agency [AQU]



Programme content

The Master's Degree in International Business offers students advanced knowledge of basic aspects on how to manage an international company. The programme consists of 60 credits given throughout two semesters (an academic term), namely: 30 credits in compulsory subjects, 20 optional credits and 10 End-of-Term project credits. All compulsory-subject credits are given taking into account their core curriculum during the first semester. The optional courses are focused on specialisation according to student's own interests, and take place during the second semester, including the Master's End-of-Term project.

Student profile

This programme contributes in a decisive way to a wider specialisation for graduates in International Business, Management and Business Administration, and such like, who have acquired a more generalised training during their studies. The skills that students develop with this Master's Degree in International Business are substantially those of an advanced post-graduate level. This training is complemented by applying these skills to the analysis and resolution of practical cases which might arise during their professional activity. The studies focus on a participatory methodology which addresses different situations that are at all times applicable to the reality of the company.

Once the programme is achieved the student will reach an academic level that will allow him or her a solid placement in their specific fields as general manager, marketing manager, operations manager, human resources manager or managing director in an international corporation.

Aimed at students interested in the practical fields of an international company.

Career opportunities

Students who complete this Master's degree can find employment in a wide array of positions within the business sector.

The most usual jobs for students who complete the degree are posts of management, as well as specialised tasks in multinational companies, such as human resources, finances, foreign trade or international marketing.

Furthermore, the Master's Degree in International Business trains students to find employment in public organizations and NGOs dealing with international cooperation.

Executive MBA

The Executive MBA is a face-to-face programme taught over a single academic year, from October to September, which provides experienced professionals [entrepreneurs, businesspeople, general managers and middle-management staff in any company area] with a comprehensive, integrated understanding of the management techniques and executive skills involved in business organisation and administration in today's complex, competitive and dynamic market.

The objective of this programme is to provide training that enhances the careers of the new leaders needed in today's society. Our teaching staff comprises renowned university professors and working professionals with long and successful track records. Our methodology is practical, active and highly participatory, using case studies, debates, tutorial sessions, expert lectures and simulations. The structure of this demanding Executive MBA is broken down into nine modules, which will ultimately lead students through the completion of a successful business plan.

Whether you aim to reach leadership roles in your organization or expand beyond your technical specialisation, the Executive MBA will allow you to take a step forward in your career.

Programme content

The programme consists of 60 credits divided in nine different modules divided into subjects. The nine modules are: Management, Financial-Economic, Legal, Skills, Operations, Marketing, Human Resources, Praxis and Business Plan.

The methodology that defines the Executive MBA programme is highly participatory in nature. It builds on the contributions of business professionals [executives and consultants] as well as the input of renowned academics.

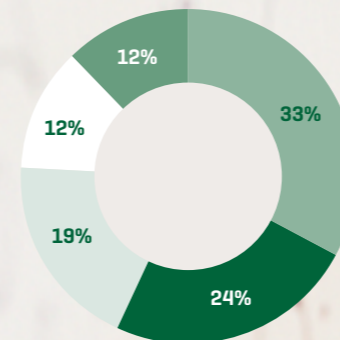
Directors:
Laura Guitart and Xavier Garcia
Credits:
60 ECTS
Language:
Spanish
Fee level:
€9,600
Applications: From January 2017

Class profile

5-9 years of work experience

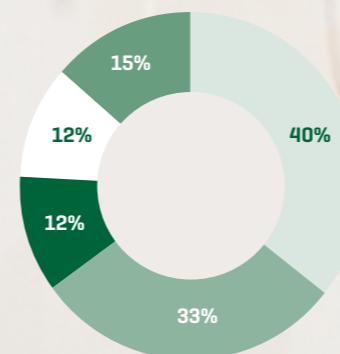
33 average age

Professional background



33% Industry
24% Services
19% Consultancy
12% Banking
12% Logistics and retail

Education background



40% Engineering and Architecture
33% Business or Management
12% Law
12% Banking
15% Others

Lecturers

The teaching staff from the Executive MBA is formed mostly by lecturers who are company executives with extensive practical experience in renowned companies and organisations. Furthermore, the fact that the programme belongs to a public university fosters the cooperation between real professionals and researchers with an outstanding trajectory in the academic world.

Professors from the University will provide students with the significant theories and trends, knowledge which is essential for future leaders; while CEOs, managers, entrepreneurs and other executives will offer the practical experience that they have gained in their organisations.

Professional Careers

Our programme provides a diverse approach to training, so there are several potential work areas, including General Management, Accounting, Marketing, Sales, Human Resources or Consulting. The Executive MBA is addressed to those professionals who already have relevant working experience but aspire to more ambitious positions in organisations. So students who successfully complete the master will acquire the knowledge and skills to be able to undertake new responsibilities and manage teams and high-level organisational resources.

Amongst the professional positions obtained by our alumni at leading companies are the following: head of corporate communications, head of accounting, sales manager, operations manager and administrative manager.



Campus

Located in the Faculty of Economics and Business at Pedralbes, in the Diagonal Knowledge Gateway Campus, the UB Business School offers the opportunity to receive excellent training provided by academics who are experts in their fields. A wide range of university services are available to students:

Career Service provides career guidance and organises talks, workshops and other events with major employers and a wide range of organisations of interest to every possible student profile.

International Relations Office oversees the management of international mobility programmes in which the Faculty is involved and actively pursues the on-going internationalisation of the Faculty and its student community.

Languages

* The UB's Language Services are responsible for promoting the Catalan language and for building a multilingual university community.

* The School of Modern Languages offers training in 11 languages to the university community. Courses can be taken as semester-long modules or full-year programmes, with face-to-face, blended and distance learning options available.

Two libraries provide comprehensive materials for teaching and research, computer rooms, group work rooms, self-service photocopiers and other services. Study rooms are available for Master and PhD students.

UB Sports provides 100,000 sq m of facilities for a wide range of directed activities and offers members of the university community a range of installations – swimming pools, tennis and padel courts, a football pitch and rugby pitch, etc. – that are only five minutes away from the Faculty!

Study in **Barcelona**

Barcelona is one of the most prosperous cities in Europe and a fantastic place to live, with a sunny climate and a cosmopolitan cultural life. It is also highly affordable, particularly when compared to cities such as London and Paris, offering an excellent quality of life and a diverse student mix.

The University of Barcelona offers students the chance to study and undertake research at an institution that is fully integrated into the city around it. Lying on the Mediterranean coast, and with a population of over 1.5 million, Barcelona is one of the most economically, socially and culturally important cities in Europe and is characterised by its extraordinary diversity.

Graduates of the UB enjoy an excellent reputation among international employers. Barcelona is currently the 8th best city to live according to QS Best Student Cities 2017, which combines data on universities, student population, affordability, quality of life and reputation with employers.

Accommodation booking & advisory service
Barcelona Centre Universitari (BCU) offers students admitted to courses at the UB a wide and varied range of accommodation options:

* Halls of residence, rooms in shared flats, home stays, rental apartments and more.

* A free information service is available to all students looking to rent an apartment in Barcelona.



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BUSINESS SCHOOL

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B:KC Barcelona
Knowledge
Campus