



Business
at Barcelona

GRADUATE PROGRAMME

BARCELONA 2015/2016

MSc & PhD in Business

GRADUATE PROGRAMME
2015/2016

Faculty of Economics & Business UB





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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 one-year master's degree (MSc in Business Research) and a three-year Business PhD programme. These two programmes can be completed separately if the student meets the necessary requirements.

The MSc programme is designed to extend students' capabilities in using the theoretical and empirical techniques needed to analyse real-world business problems and to provide students with the chance to undertake independent research. The programme, which is taught in Spanish and English (70%/30%), attracts students from around the world. The MSc programme is the main way to gain admission to the PhD.

The University of Barcelona is the top Southern European University in the QS World University Rankings. The graduate programme is taught at the Faculty of Economics and Business, which is one of the largest in southwest Europe and has received outstanding results in the Ministry of Education's teaching and research quality reviews. 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 all 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.

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THE FACULTY OF ECONOMICS AND BUSINESS AT THE UB



The University of Barcelona's prestigious academic tradition stretches back over more than 550 years. Today, the University offers programmes to around 65,000 students each year and employs more than 5,300 lecturers and researchers on six university campuses. The teaching and research staff in the University's 19 faculties and university schools publish more than 4,500 scientific papers every year. The UB is among the foremost universities in Spain with one of the largest student bodies, and teaches a wide range of courses, generates extensive research output and promotes valuable innovation and technology transfer.

The Faculty of Economics and Business is home to more than 9,000 students and 400 full-time lecturers and researchers who publish around 400 journal articles each year. The Faculty is a leading centre for teaching and research and forms part of an internationally recognized hub of economics and business research in the Barcelona area. More than twenty doctoral theses are defended yearly in the Faculty.

Catalonia: Business hub

Catalonia is open to business and to the world. It is a coastal Mediterranean location in Southern Europe. With excellent transportation systems, it is the ideal crossroads between Europe, Latin America, North Africa, Asia and the Middle East.

Barcelona's new airport was ranked Best Airport in Southern Europe at the 2011 and 2012 World Airport Awards and named Best European cargo airport in 2011. The Port of Barcelona is a leading European port in terms of vehicle traffic and specializes in handling high value-added goods. Barcelona is the third most popular city in Europe for staging international events.

According to the Financial Times's fDi Magazine, Catalonia leads the rankings of Southern Europe's regions with "the best economic prospects" in terms of business climate, potential, human resources, infrastructure, investment incentives and lifestyle quality. The main industrial sectors are chemical, automotive, food & drink, textile, metallurgy, machinery and electric. According to the Financial Times, in 2013, Catalonia was ranked the leading region of investment attraction in the European continent for the second year running.

Catalonia / Spain

Population



GDP



Industry



Foreign trade



Exporting growth*



Year 2013

*Year 2012

Source: Invest in Catalonia www.catalonia.com

GRADUATE PROGRAMMES AT THE UB

The University of Barcelona adapted its degree courses to the requirements of the European Higher Education Area (EHEA) in the academic year 2006-2007. Since then, the UB has offered more than 145 master's programmes and 73 doctoral programmes every year across one of the broadest ranges of subjects in Spain, all fulfilling the EHEA's learning outcomes.

The master's degree programmes organize student achievement in compatible credit terms (ECTS) within a system that employs comparable criteria to those used in higher education systems across the EHEA. The UB's master's degree programmes have all been specifically designed to promote opportunities for student mobility within Europe and to facilitate access to the European job market.

The MSc in Business provides the skills and abilities for high-quality, rigorous research in business issues. It also provides the necessary skills to embark on a PhD in Business.

MSc IN BUSINESS RESEARCH



Paloma Miravittles Matamoros

The MSc in Business Research is designed to provide students with advanced training in the research skills, techniques and methodologies they will need to conduct their own research into business and business competitiveness. The programme is intended for students with an academic, professional and, above all, research interest in the general field of business.

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.

What the MSc in Business Research offers:

- **International research excellence in business administration and management.**
- **The means of developing skills and abilities for research that meets the most exacting standards.**
- **The foundations for further study at doctoral level and the preparation of a doctoral thesis.**

Access requirements:

An official degree issued by:

- A) a Spanish University.
- B) a higher education institution within the European Higher Education Area (EHEA) frameworks that grants access to official master's degree programmes.
- C) a higher education institution outside the EHEA framework. In this case, applicants must legalize or recognize officially their degree.

MSc in Business Research

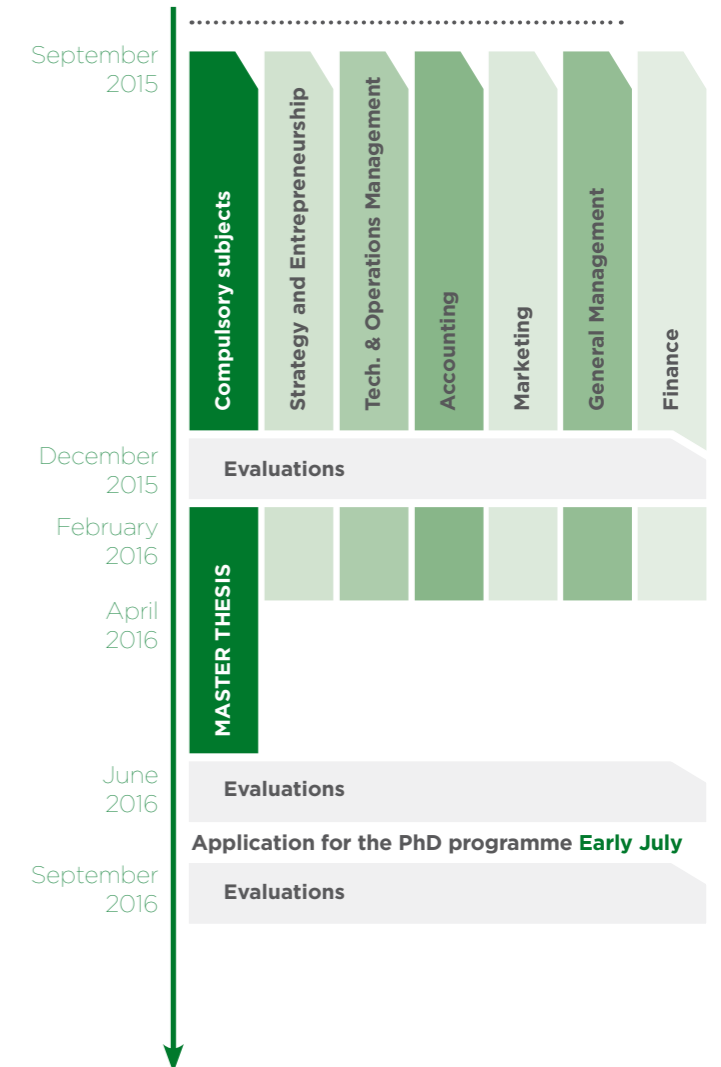
Students must complete 60 credits (30 for compulsory subjects and 30 for optional subjects). The programme requires one year of full-time study or two years of part-time study. The academic year is divided into two semesters, which cover the period allocated for the Master's Thesis (TFM).

Students who choose to complete the programme in one year must divide the study load as follows: 10 credits for compulsory subjects and 20 for optional subjects in the first semester; 20 credits for compulsory subjects (including 15 for the Master's Thesis) and 10 credits for optional subjects in the second semester. Students who choose to complete the programme in two years must take 30 credits each year.

The optional subjects are divided into six areas: Accounting, Technology and Operations Management, Strategy and Entrepreneurship, Finance, Marketing, and General Management.

The lectures are given mainly in Spanish (70%) although there are several optional subjects taught in English (30%). Therefore a good command of Spanish is required.

Attainment of the MSc degree does not ensure direct admission to the UB Business doctoral program.



PhD IN BUSINESS



Esther Hormiga Pérez

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. Students enrolled in the programme will be assigned one or two supervisors specialized in their chosen research field. All supervisors are expert researchers and regular contributors to leading business and management journals.

THE RESEARCH PERIOD

- 1 1ST YEAR**
Presentation of a detailed thesis proposal, including a draft work plan, to be evaluated and approved by the PhD monitoring committee no later than May.
- 2 2ND AND FOLLOWING YEARS**
Development of the thesis proposal and progress with the work plan, yearly evaluated by the PhD monitoring committee.
- 3 READING AND DEFENCE**
Oral examination before appointed examiners.

YOU ARE EXPECTED TO HAVE

A) UB MSc in Business or in Actuarial Science and Finance, with a good scholastic average; in the second case, the student must have completed the specialization in actuarial and advanced financial models.

B) Master's degree in business issued by a higher education institution within the EHEA framework, with a good grade point average (GPA) and a comparable syllabus to the UB MSc in Business or to the specialization in actuarial and advanced financial models indicated above.

C) Master's degree issued by a higher education institution outside the EHEA framework that provides an equivalent level of training to the UB master's degree in Business Research and grants access to doctoral studies in the country of origin.

If the candidate holds a bachelor's and/or master's degree issued by a university outside Spain, s/he will have to request authorization from the Doctoral School of the UB to be admitted to doctoral studies at the university

COMPLEMENTARY ACTIVITIES

Throughout the programme, students are required to participate in a number of complementary activities. These include research seminars, workshops, courses and conferences. PhD candidates are also encouraged to publish their research and to seek temporary research placements at other universities or research institutions.

RESEARCH AREAS



Strategy and entrepreneurship

Aimed at the examination of company competitiveness, this area pursues multi-disciplinary research that utilizes multiple methodologies – quantitative, as well as qualitative – to study how organizations can create and sustain superior competitive advantage to achieve long-term success.

The Faculty carries out cutting-edge research on a wide range of topics such as international business (e.g., multinationals, subsidiaries, international networks, location factors, entry modes, cross-cultural management, etc.); entrepreneurship (e.g., intellectual capital, new venture success, entrepreneurship of women, etc.); business history (e.g., business in long-term perspective, interrelationship of institutional conditions, technology, production factors, demand conditions, gender and culture) and strategy (e.g., corporate strategy decision-making, business environment analysis, strategic alliances, mergers and acquisitions, etc.).



Technology and operations management

In the technology and operations management area, the focus is on the management of systems, processes and networks, using models and innovation to improve competitiveness.

The Faculty research areas include operations management and strategy, logistics and supply chain management, quality management, technological innovation, open innovation, product development and innovation efficiency measurement.



Accounting

The accounting area is concerned with the measurement, processing and communication of financial information about economic entities, as well as with the effects and use of this information by different stakeholders and users.



Finance

Financial economists study the fair valuation of assets (stocks, bonds, derivatives), the markets in which they are traded, and their use by individuals, corporations and society at large.

At the UB, researchers in this area study a wide spectrum of financial topics, expanding their understanding of the methods used in theoretical modelling and empirical testing.



Marketing

Marketing draws on a variety of underlying disciplines to research important marketing management problems, investigating consumer behaviour and firm behaviour and developing methods to improve the allocation of marketing resources.

The wide-ranging area of marketing research covers everything from brands to services marketing, including brand equity, competitive strategy and consumer behaviour, in offline or online environments, and using the latest marketing models and methods available to gather data and draw conclusions.



General management

Organizations are created and designed by people to fulfill human objectives, while general management seeks to understand how we can best do this, leading to a better understanding of human behaviour and performance in organizations.

This area covers the study of human resources, organizational learning, knowledge management and family business, among other topics.

OUR STUDENTS



Milena Gómez Cedeño

Panama

"It is a privilege to have taken the MSc and now be finishing the PhD at the UB. It has opened me up a wealth of opportunities in science, Business and academia."



Victor Aturia Acebes

Spain

"The master's degree is giving me the skills to carry out quality research in the main areas of Business."



Hugo Baier Fuentes

Chile

"The thoroughness of the teaching staff and the guidance and support that they provide have been fundamental in achieving my objectives as a PhD student. The UB has definitely been a good choice"



Fengfeng Zhang

China

"The multidisciplinary nature of the programme and the constructivism of the teaching and learning process bring out the best in me"

STUDY / RESEARCH IN BCN



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 characterized by its extraordinary diversity. Graduates of the UB enjoy a very high reputation among international employers.

Barcelona is currently 19th in the QS Best Student Cities ranking in 2014. The index combines data relating to universities, student population, affordability, quality of life and employer reputation.

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