



**UB Business Office**  
John M. Keynes, 1-11  
08034 Barcelona  
Phone: +34 93 403 49 76  
e-mail: ubbusiness@ub.edu

[www.ub.edu/ubbusiness](http://www.ub.edu/ubbusiness)



UNIVERSITAT DE  
BARCELONA



## GRADUATE PROGRAMME

Barcelona 2016 / 2017

MSC & PHD IN BUSINESS

Faculty of Economics  
& Business UB



UNIVERSITAT DE  
BARCELONA

“Barcelona is great.  
Come here and  
enjoy working  
on your future!”

Ryan Armstrong (USA)





## GRADUATE PROGRAMME

Barcelona 2016 / 2017



**Elisenda Paluzie i Hernández**  
Dean of the Faculty of Economics  
and Business, Universitat de 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.

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.

# THE FACULTY ECONOMICS & BUSINESS



The University of Barcelona's (UB) 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 18 faculties and university schools publish more than 5000 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.

The Graduate Programme in Business (MSc and PhD) is organised by UB Business.

## UB Business

At **UB Business** 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. We inspire students to develop innovative business solutions that serve both business and society.

Quantitative and qualitative research is at the heart of what we do. Through corporate connections we constantly ensure that our research efforts fulfil existing business needs as well as help shape future business relevance. At UB Business, research and practise continuously enhance and inspire one another.

Our PhD in Business candidates have a thorough basis of research methodologies through our semi-intensive one-year Master in Business Research programme. During this academic research focused programme, students are exposed to a rich training curriculum as well as a wide offering of master classes, research seminars, workshops and conferences. These offerings shape academic skills and at the same time create sensitivity for practical business opportunities and challenges. The MSc in Business Research provides the basis for working individually on the final PhD thesis, whereby PhD candidates are structurally monitored and supervised by academic and business experts.

In all we do we consider equal opportunities for all citizens who strive to utilise their education for a sustainable society. Only a business world with capable, sensitive and responsible leaders will allow for healthy businesses and a happy and a healthy society.



# GRADUATE PROGRAMME IN BUSINESS

The Graduate Programme in Business comprises the following two stages:

### The MSc IN BUSINESS

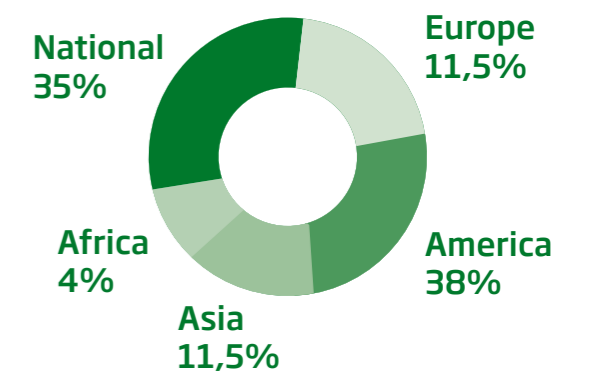
**01**  
Year

### The PhD IN BUSINESS

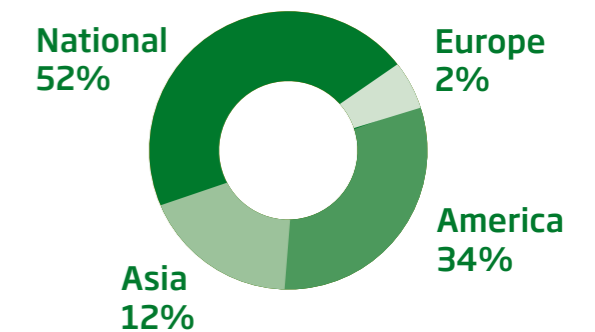
**03**  
Years  
(full time)

**05**  
Years  
(part time)

#### MSc students



#### PhD students





# MSc IN BUSINESS RESEARCH

**Paloma Miravittles Matamoros**  
Director



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 in business. 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 highest standards.
- The foundations for further study at doctoral level and the preparation of a doctoral thesis.

## Access requeriments

### An official degree issued by:

- A Spanish University.
- a higher education institution within the European Higher Education Area (EHEA) frameworks that grants access to oficial master's degree programmes.
- a higher education institution outside the EHEA framework. In this case, applicants must legalise or ensure official recognition of their degree.

### Languages

A good command of English and Spanish.

### Research motivation

Strong research orientation.

## MSc in Business Research

Students must obtain 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).

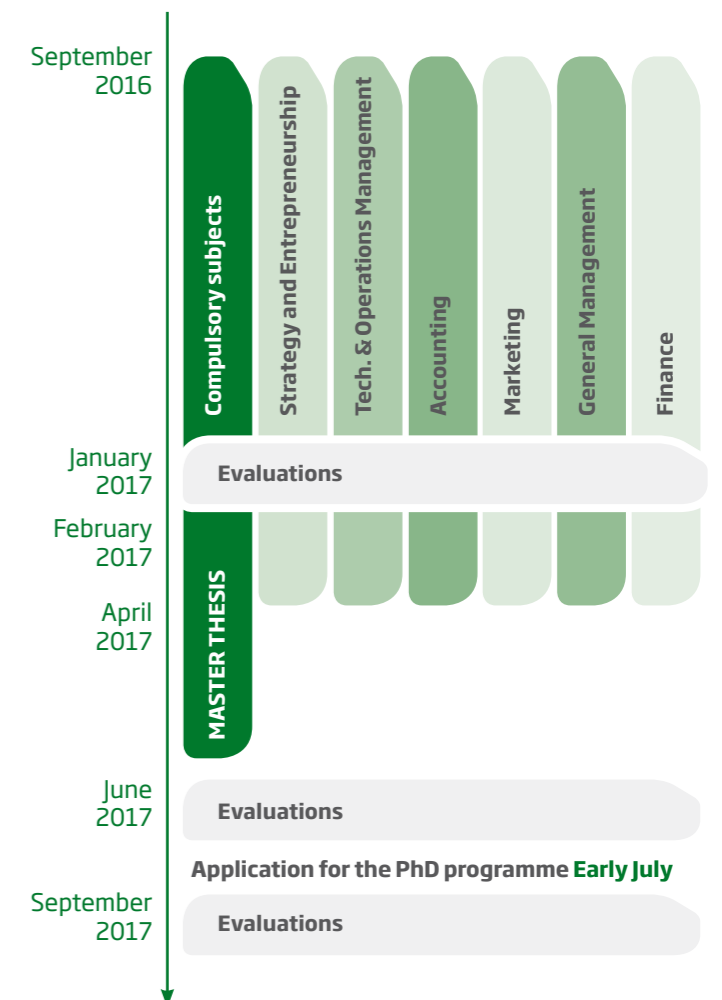
Students who choose to complete the programme in one year must divide the study load as follows: 10 credits for compulsory subjects and 20 for optional subjects in the first semester; 20 credits for compulsory subjects (including 15 for the Master's Thesis) and 10 credits for optional subjects in the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

Students who choose to complete the programme in two years must obtain 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 subjects taught in English (30%). Therefore a good command of Spanish and English is required.

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



# PhD IN BUSINESS

**Esther Hormiga Pérez**  
Director



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 the Board of Examiners.

## You are expected to have

**A** UB MSc in Business Research 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 Research 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 utilises multiple methodologies – quantitative, as well as qualitative – to study how organisations 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 regarding economic entities, as well as with the effects and use of this information by different stakeholders.



## 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



**Nina Magomedova**  
Russia

I am really proud to be a PhD candidate at UB Business. The MSc in Business Research gave me deep and wide knowledge of business, which allowed me to not only gain confidence in my professional skills but also successfully continue my research at the PhD level.

**Karla Paola Hernández Del Valle**  
Mexico

The PhD program has allowed me to enrich my social and professional network, opening the door for innovative and real-world research opportunities in business.



**Keivan Amirbagheri**  
Iran

The level of knowledge of the teachers and a comprehensive master program helped me to become better in my field and opened a myriad of career opportunities.



## STUDY/ RESEARCH IN BARCELONA



**B**arcelona 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 a very high reputation among international employers.

Barcelona is currently among the 10 QS Best European Cities ranking in 2016. The index combines data relating to universities, student population, affordability, quality of life and employer reputation.



## Accommodation booking & advisory service

Barcelona Centre Universitari (BCU) offers all the admitted University of Barcelona (UB) graduate students in business:

- A wide and varied range of accommodation: residence halls, rooms in shared flats, home stays, whole flats, etc.
- A free advisory service when renting a flat in Barcelona.