

U. Enhancing Uniqueness

A CUSTOMISED EDUCATION
THAT ENHANCES EACH
STUDENT'S PROFESSIONAL
PROFILE TO EXCEL IN
AN INTERNATIONAL
WORKING ENVIRONMENT

MBA AND MASTER'S PROGRAMMES

TO YOUR BUSINESS SCHOOL

Welcome

> International environment > Founded in 1989 > High-quality education > Dynamic teaching > Student counselling > Interactive methodology > Internships and promising career opportunities > Beautiful premises > Networking opportunities >

When I founded ESEI Barcelona in 1989 I opened a decisive window to develop international business in Barcelona. Today, I feel very proud to have been the pioneer of this model since it has widened the perspective of my students.

Jorge Estera
ESEI Barcelona Founder

The Master's Programmes

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The Esei Barcelona Experience

Barcelona has one of the greatest concentration of foreign students in the world. At ESEI we offer students a chance to be a part of a youthfull, cosmopolitan and active community. Get ready for a true life experience.

CULTURE

ESEI Barcelona has a genuine multicultural environment, our students hail from every corner of the world, yet use English as their common language; providing for you a unique opportunity to experience the dynamics of a global institution first-hand.

NETWORKING

At ESEI Barcelona you will become part of a close-knit and friendly community. The attitude, talent, experience and personal skills of our network of classmates, tutors, faculty members and experts in corporate strategy will allow the development of the new contacts necessary for you to grow personally and professionally.

ADAPTATION

Students and staff will make you feel at home, helping you with everything you need to make your school experience memorable. ESEI prides itself on its welcoming, supportive environment.

COACHING

The school employs skilled professionals who are experts in education management and coaching and who will guide you academically, personally and professionally.

LOCATION AND PREMISES

ESEI is conveniently located in the district of Pedralbes; the most exclusive zone of Barcelona. The school has a fully digital library, study spaces, terraces and a beautiful garden in which a number of events take place in summer.

ACCOMMODATION

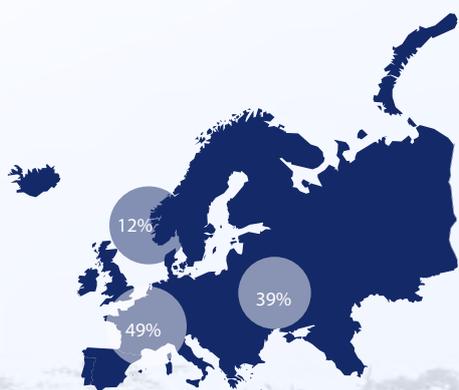
Our aim is to help you avoid the unnecessary stress and expense of dealing with rental agencies and their exaggerated fees and deposits. We help you find the accommodation that best suits your needs, whether it is an apartment in the city or a room in our student housing.

LANGUAGES

ESEI Barcelona offers you a free Spanish course each semester to help you make the most of this vibrant city.

Getting Down To Business

The ESEI MASTERS is a practical and functional course aligned with the realities of the global business world and focused on helping you to meet its challenges.



IN EUROPE



STUDENT BODY PROFILE

Students by Continent

MENTORING TALENT

Since its founding in 1989, ESEI Barcelona has been driven by its passion for providing an all-round, internationally-focused education that combines academic excellence in Business Studies with humanistic values to develop the character of our students.

We provide a customised education that values each student's past, present and future by providing the best, most innovative and most appropriate tools to develop their talents and enhance their performance in an international working environment.

Our objective is to inculcate professional and personal integrity in our students, students who will one day engage their expertise to build a better society that will allow them to lead a full and meaningful life.

CONSTANTLY EVOLVING

Goal: To be recognised by the international academic community as the school that attracts the best and the brightest candidates from around the world.

We strive to achieve recognition for our rigorous education from the families who entrust the education of their sons and daughters to us. We also aim to gain the respect of the domestic and foreign companies which recruit the most talented international professionals to lead future changes both in their companies and society at large.

VALUES THAT GUIDE OUR DAILY ACTIVITIES

academic excellence

Our faculty members research, inspire and produce knowledge relevant to our students' needs, proposing a collective approach to complex problems, while developing individual talents.

intercultural understanding

We firmly believe in a dynamic exchange of ideas, cultures, customs and opinions, which provides a broader and more constructive learning experience.

the uniqueness of each individual

Through personal tutorials, we enhance our students' talents by offering them the opportunity to excel and realise their ambitions.

reality and innovation

We are open to local and international innovators. The close relationship between ESEI and Barcelona's business community gives our students the opportunity to learn about the business world through internships, lectures and visits to companies.

entrepreneurship

We encourage and enthusiastically support all of our students' entrepreneurial initiatives by providing them with relevant knowledge: we introduce them to critical thinking and applied creativity so that their ventures are successful and go on to benefit society as a whole.

Introducing The Masters' Programmes

Our MBA and master's programmes uphold high academic standards and follow a business-oriented practical approach.



PRACTICAL APPROACH

Our programme is based on a modular system that provides a practical approach to learning the material. This modular approach allows us to organize the material in a more organic, intuitive way that is more comfortable for the student.

Thanks to our close links to the business world, our students have at their disposal a multitude of professional and academic opportunities that provide them with both practical experience and a constant flow of real-time information about current business conditions and market trends. We encourage our students to use real situations from our partner companies for their thesis project and to submit their proposals to the company.

CAREER OPPORTUNITIES

At ESEI you will never have to choose between pursuing your career and continuing your studies because our class schedules are completely compatible with both internships and full-time jobs. ESEI Barcelona organizes two career fairs per year and closely collaborates with domestic and international companies based in Barcelona.

Some of the most well-known companies that accept students from ESEI Barcelona are: Citibank, AXA, BASF, Volkswagen, PricewaterhouseCoopers, Johnson & Johnson, Deloitte, DHL, Danone, IBM, Nestlé, KPMG, Vodafone, BBVA, Telefónica – Movistar, Philips, Hewlett Packard and W Hotels among others.

QUALITY EDUCATION

At ESEI we recruit top talent from both the public and private sector. Amongst the members of our faculty we count academics, consultants, entrepreneurs and businesspeople, all of whom are experts in their respective fields with many years of practical experience.

In addition to our permanent faculty, each year we invite a number of guest speakers to give lectures and workshops on the latest personal and professional skills, market opportunities, etc. Workshops are held several times a semester and they include everything from in-house corporate training to company visits.

All of our teachers are engaging speakers who take a practical approach to make certain that students come out of the classroom with a clear understanding of both the fundamental concepts and how to apply them in real world situations.

Our professors take a personal interest in our students' success and provide them with the personalized attention necessary to allow their individual talents to flourish. All classes are taught in English and all the members of our faculty are native-level English speakers with international perspectives.

Postgraduate, Master's and MBA Programmes

Academic Structure

Combine our Master in Business Management with one of our 3 additional master's programmes to receive a specialized MBA.

Masters		Masters In Marketing and Communication	Masters In International Relations and International Business	Masters In Hospitality Management and Tourism	Masters In ICT and Startups	Masters In Business Management
	1 Year	Marketing	International Relations	Hospitality Management	Business Management	
		Communication	International Business	Tourism	ICT and Startups	Business Management

Masters		Specialised MBA In Marketing	Specialised MBA In Tourism	Specialised MBA In International Relations
	2 Year	Master in Marketing and Communication	Master in Hospitality Management and Tourism	Master in International Relations and International Business
		Master In Business Management		

Academic Calendar

Masters programmes

The programme consists of two semesters, each one of five months long. You can begin your master programme in either semester starting in October or February.

master in business management & master with specialisation

These programmes are ten months long and run from October to July.

Specialised MBAs

This programme is structured over the course of two academic years. The Master in Business Management is completed in first academic year, followed by the specialized master in the second year of the programme.

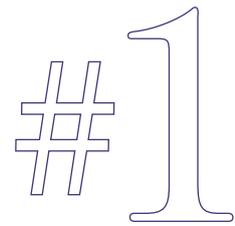
Class Timetable

All of our classes take place on weekdays from 18:30 to 21:30, allowing you to work during the day. The average week is 9 hours over 3 days.

All the information about fees, scholarships and payment plans is available online.

STRATEGY AND INNOVATION FOR NEW COMPANIES

Master in Business Management



With the global financial crisis, many management paradigms have lost prestige and fallen out of favor. ESEI Barcelona, like other institutions, believes in business management with vision and ethics.

practical information

duration	10 months
workload	60 credits
start dates	March and October
tuition fee	6,900 €
Programme content is available online	

AREAS OF KNOWLEDGE

Adaptation, diversification, and internationalisation have become signs of the new times and a master in Management must produce professionals who are capable of facing these challenges.

The modules of the programmes analyse various areas of business from both a strategic and a practical point of view. Looking beyond ordinary management, we will analyse the coordination and optimization of the resources that drive an enterprise in the current business climate.

CONCEPTUAL OBJECTIVES

- To understand how companies work as organizations and learn the fundamentals of company management and administration
- To study in-depth successful management strategies and visions
- To understand both the basic and technical concepts of the economic, financial and legal aspects of business
- To analyse different business management areas and learn how interdisciplinary strategies are applied to marketing and sales management, human resources management, logistics, innovation and internationalisation

APPLIED OBJECTIVES

- To master the personal and professional skills necessary to successfully manage a project, team or company
- To develop a long-term strategic corporate vision and management and coordination skills in all business areas, while always respecting the principles of Corporate Social Responsibility
- To understand the two dimensions of a company: internal (knowing how to manage strategy) and external (understanding its promotion, financing and international expansion)
- To work with case studies in order to learn about the professional standards in the sector and to improve related aptitudes
- To promote teamwork, international vision, interdisciplinary practice and problem solving
- To become a member of a network of classmates, tutors, faculty members and experts in corporate strategy, which will allow the development of the new contacts necessary to grow personally and professionally

CAREER PATHS

- General and departmental management
- Administrative-financial management
- Operations, production and logistics
- Strategy and planning
- Economic control and management
- Consulting, assessment and internationalisation
- Management of human resources

BE A LEADER. YOUR EMPLOYABILITY IS OUR PRIORITY!

MASTER IN ICT & START-UPS



THE EMERGENCE OF KNOWLEDGE SOCIETIES, GLOBALISATION AND THE DEVELOPMENT OF NEW TECHNOLOGIES HAS RADICALLY CHANGED THE WAY WE THINK, COMMUNICATE AND DO BUSINESS. THE RESULTING CHANGES REPRESENT A CHALLENGE FOR COMPANIES, MANAGERS AND ENTREPRENEURS.

PRACTICAL INFORMATION

DURATION	10 months
WORKLOAD	60 credits
START DATES	March and October
TUITION FEE	6,900 €
Programme content is available online	

AREAS OF KNOWLEDGE

The mission of the master's degree programme in ICT and Start-Ups is to help young professionals understand the advantages and issues in the area of Information and Communication Technologies (ICT) applied to business.

The programme also aims to foster creativity, innovation and entrepreneurship.

The first course lays down the foundations of ICT and technological innovation in organisations and takes a look at new business and marketing channels. The second postgraduate course focuses on project management, creativity, innovation, leadership skills, and start-ups.

CONCEPTUAL OBJECTIVES

The goal is for the student to become a leader in the field of emerging and new communication channels, their application to e-business, e-commerce and e-marketing, as well as the creation of start-ups, based on, supported by or related to information and communication technologies. Our methodology is based on hands-on, project-based learning.

APPLIED OBJECTIVES

- To gain a comprehensive view of the role of ICTs in the current business environment and to learn new skills that can be applied to the student's own start-up
- To cultivate the critical thinking, analytical, and practical skills necessary to develop and implement new business communication strategies in a digital environment
- To acquire the leadership skills necessary to become a leader in project management and strategic communication applied to both public and private organisations
- To learn how to develop comprehensive business plans and strategic communication management for start-ups

CAREER PATHS

- Positions of responsibility in the field of Communication Management
- Strategic Communicator for profit, non-profit and consulting organisations
- Project manager of new information and communication technologies for business, applying critical and analytical thinking to communications problems in the global market
- Start-up managers and entrepreneurs
- Corporate social responsibility (CSR) manager

INTERNATIONALISATION AS THE KEY TO PROGRESS

Master in International Relations & International Business

#3

International Relations is an interdisciplinary field whose relevance is ever more important in a global and interconnected world.

PRACTICAL INFORMATION

DURATION	10 months
WORKLOAD	60 credits
START DATES	March and October
TUITION FEE	6,900 €
Programme content is available online	

AREAS OF KNOWLEDGE

For better or worse, what happens in a country is no longer a matter of importance solely to the country itself: in many cases it has repercussions for the rest of the international community. In regards to companies, their success is increasingly measured in terms of internationalisation.

This master's degree focuses on the foreign panorama in political, economic, and social affairs in order to construct a comprehensive vision and analyses all aspects of interest in regards to foreign trade and the opening up of foreign markets and start-ups.

CONCEPTUAL OBJECTIVES

- To analyse global power dynamics as well as political, economic and social interactions between nations
- To study the economic and legal procedures necessary for making an international investment
- To learn how to develop international business plans, both for import and export

APPLIED OBJECTIVES

- To acquire the management skills, abilities and techniques necessary to develop successfully in an international environment
- To work with case studies in order to learn about the professional standards in the sector and to improve related aptitudes
- To acquire skills and learn proper practices related to teamwork, international vision, interdisciplinary practice and problem solving
- To become a member of a network of classmates, tutors, faculty members, experts in international relations, etc., which will allow the development of the contacts necessary to enter and succeed in the sector

CAREER PATHS

- International public institutions
- Centers for the study of geopolitics (think tanks)
- Consulting for companies with foreign business interests
- International marketing
- Foreign trade: import and export
- Outsourcing of industries and services
- Management of international investments

TOURISM: A SECTOR ALWAYS ON THE RISE

Master in Tourism & Hospitality Management

#4

Tourism is one of the activities that has suffered the least from the effects of the global economic crisis and tourism's future growth continues to be quite attractive for those who work in this sector.

PRACTICAL INFORMATION

DURATION	10 months
WORKLOAD	60 credits
START DATES	March and October
TUITION FEE	6,900 €
Programme content is available online	

AREAS OF KNOWLEDGE

This master's degree deals with the general analysis of the tourism sector and in particular, the management and administration of hotels, in order to aid those who choose this program of studies in advancing their careers.

The program provides a broad knowledge base focused on practise which can be applied in many different areas. Tourism, due to its global character, is constantly evolving and as a result the master's programme emphasizes strategy, innovation and consumer relations.

CONCEPTUAL OBJECTIVES

- To study the global tourism panorama and its different lines of business and to learn to recognise areas of potential growth
- To analyse various operational strategies and techniques applied to hospitality management and other aspects of tourism
- To explore matters of interest related to hotel management and administration in all its dimensions

APPLIED OBJECTIVES

- To acquire the management skills, abilities and techniques necessary to develop successfully in an international environment
- To work with case studies in order to learn about the professional standards in the sector and to improve related aptitudes
- To acquire skills and learn proper practices related to teamwork, international vision, interdisciplinary practice and problem solving
- To become a member of a network of classmates, tutors, faculty members and experts in tourism and hotel management, which will allow the development of the contacts necessary to enter and succeed in the sector

CAREER PATHS

- Director and other positions of responsibility in hotels
- Management of non-hotel tourist establishments
- Organisation and planning of conferences
- Management of tour operators and agencies
- Public relations and customer service
- Online marketing applied to the tourism sector
- Strategic consulting in tourism management

HOW TO SELL PRODUCTS AND PROMOTE BUSINESSES

Master in Marketing & Communication



Marketing and communication are two disciplines that go hand-in-hand for the promotion of a company's products and the consolidation or improvement of the image of the organisation.

PRACTICAL INFORMATION

DURATION	10 months
CREDITS	60 credits
START DATES	March and October
TUITION FEE	6,900 €
Programme content is available online	

AREAS OF KNOWLEDGE

Many of the traditional techniques are still in use, even though new tools are increasing in importance in a society that has grown ever more dependent on new technologies.

This programme will study in detail the various lines and applications of marketing and communication, both from a general point of view that takes into account the present reality, and from a perspective associated with business strategy.

CONCEPTUAL OBJECTIVES

- To investigate current trends and future marketing and communication forecasts in national and international environments
- To analyse the following disciplines and topics: public relations, online marketing, advertising, event management, etc.
- To learn how to develop comprehensive marketing strategies and communication plans

APPLIED OBJECTIVES

- To acquire the management skills, abilities and techniques necessary to develop successfully in the areas of marketing and communication
- To work with case studies in order to learn about the professional standards in the sector and to improve related aptitudes
- To acquire skills and learn proper practices related to teamwork, international vision, interdisciplinary practice and problem solving
- To become a member of a network of classmates, tutors, faculty members, experts in business communication and marketing, etc., which will allow the development of the contacts necessary to enter and succeed in the sector

CAREER PATHS

- Consulting and management of marketing
- Commercial and sales management
- Communication and events agencies
- Media relations specialist in businesses (spokesperson) and institutions (press secretary)
- Public and institutional relations
- Political communication and election campaign publicity
- Online marketing and social networks

ADMISSION REQUIREMENTS FURTHER INFORMATION

For further information on the range of programmes we offer, please visit our website or contact us to arrange a visit.

ENROLMENT REQUIREMENTS

To enrol at ESEI Barcelona the following information is required:

- A fully completed online application form
- Undergraduate degree or three years of work experience
- Proof of English proficiency (IELTS 6, TOEFL 85 or equivalent)
- Statement of purpose
- Academic or professional reference
- Updated CV
- A bank statement
- A copy of your passport

Exchange and transfer students are required to present their academic transcripts and the course descriptions from their university of origin to ensure transferability of credits. All documents must be in English or be official translations.

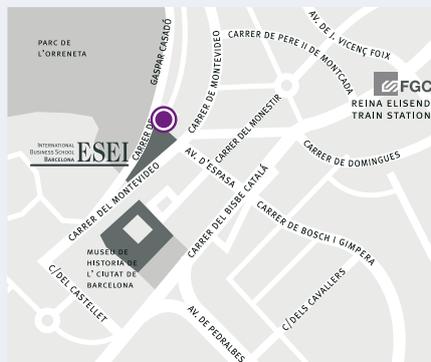
APPLICATION DOCUMENTATION

The application documentation must be attached to your online application or sent by post to:

ESEI Barcelona
International Business School
ADMISSIONS DEPARTMENT
MASTER'S PROGRAMMES

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