



**MASTER DEGREE
IN INTERNATIONAL
BUSINESS FROM ESIC
UNIVERSITY**

[MIB]

60 years

training global professionals in marketing, business and technology

Founded in 1965 with the mission to train professionals who could respond to the changing needs of business and society, from an ethical point of view. Our strong links with the business world have made it easier for us to link teaching with the reality of business, providing all our programs with the flexibility that enables students to leave our classrooms qualified to face the current challenges of modern organisations with real possibilities of success, and to be the driving force for change in these organizations.

For more than five decades, we have been producing innovative programs, taught by qualified teaching staff with an excellent academic profile, proven teaching experience and recognized professional careers. In addition, we promote a large number of activities where relevant business members are actively involved: conferences, forums, masterclasses, practice days, etc.



66,000+ Alumni



11 Campuses in Spain and
strategic alliances on 5
continents



Agreements with
125+ universities



Top positions in busi-
ness rankings

The quality of our courses is backed by national and international accreditation and certification:



Rankings and Recognition

[Positioned among the best]

Important national and international media, as well as other prestigious institutions, have recognised the quality of ESIC's programmes, rewarding its leadership and placing it at the top of many rankings.

EXCELLENT



ESIC recognised with 5 stars by QS STARS. We work together with students, alumni, teachers, administration staff and companies that employ our graduates to ensure that our programmes are recognised nationally and internationally by the most prestigious media, placing us on the right path to excellence, detecting key and critical success indicators.

Bloomberg Businessweek | EUROPE

18 Business Schools

The Economist | GLOBAL

87 Business Schools

ELMUNDO | SPAIN

1 Advertising & Communications

2 Foreign Trade

3 Human Resources

QS | EUROPE

4 Foreign Trade

12 Logistics

46 Management

64 Finance

THE WSJ | GLOBAL

4 Finance

youth incorporated | GLOBAL

44 Management

47 Finance

MASTER'S DEGREE IN INTERNATIONAL BUSINESS [MIB]

OBJECTIVE OF THE MASTER'S DEGREE

The Master in International Business is designed to give you a deep understanding of the drivers of globalization, the process of internationalization, how the global economic environment influences firms' competitive responses, and how the world is interconnected. This program prepares you to deal with the challenges of expanding a business into new global markets along with those of managing teams across cultures and continents.


AIMED AT

The MIB is specifically designed for professionals and graduates who, while coming from different backgrounds, have the common goal of developing their competencies in the international arena. Whether you are a seasoned manager who wants to expand personal capacities in the globalized world, or an entrepreneur that considers that acquiring expertise and knowledge in the international market will clear the path for future opportunities, the MIB strives to deliver the best in its class content for anyone interested in learning how to succeed in commerce and trade abroad.

PERSONAL SKILL

- > Be able to create an international business plan
- > Evaluate and make decisions on the international supply chain
- > Manage and lead a department of international trade





As a MIB student, you will have the opportunity to take part in an Non-Curricular International Stays at Stellenbosch Business School (Bellville, South Africa), a world-class education with 55+ years of experience training responsible leaders. It is the first school from an African university to receive the Triple Crown of international accreditations –AACSB, EQUIS, and AMBA.

During this Non-Curricular International Stays, you will be able to immerse in a truly dynamic environment with a unique cross-cultural experience in a country that is one of the main gateways to Africa, in the most business-driven environment in the entire continent.

*If for any reason beyond our control, this destination is not available, we will do our best to offer a suitable alternative.

*Places subject to availability.

*Non-Curricular International Stays delivered 100% in English.

*Program subject to additional costs.

EXIT PROFILE

At ESIC we provide rigorous training and its design reflects the view that offers the best training for students who want to pursue careers in the international business environment delivering comprehensive preparation in all aspects as theoretical modeling, quantitative and empirical analysis. Within this ecosystem, you are in the position to decide either to pursue your own path and business in an entrepreneurship venture or find a position in private international organizations, government agencies, central banks, financial institutions, research, and consulting firms, trading companies, manufacturers, logistics and transport firms, export & import business, or NGOs:

- International consultant
- International marketing director and manager
- Export or import manager
- International purchasing director and manager
- Business development
- International trade specialist
- Logistics operations specialist
- Export credit risks manager
- Sales manager
- Sales director

WHY MIB?

OBJECTIVES:



You will acquire the perspective on the nature of foreign trade, competitiveness and obtain the competencies to evaluate the complexity of the global business environment by mastering analytical tools for solid decision-making processes.



You will be able to develop advanced skills in managing new business models in global scenarios, understanding the entire supply chain, from complex financial situations to SCM management.



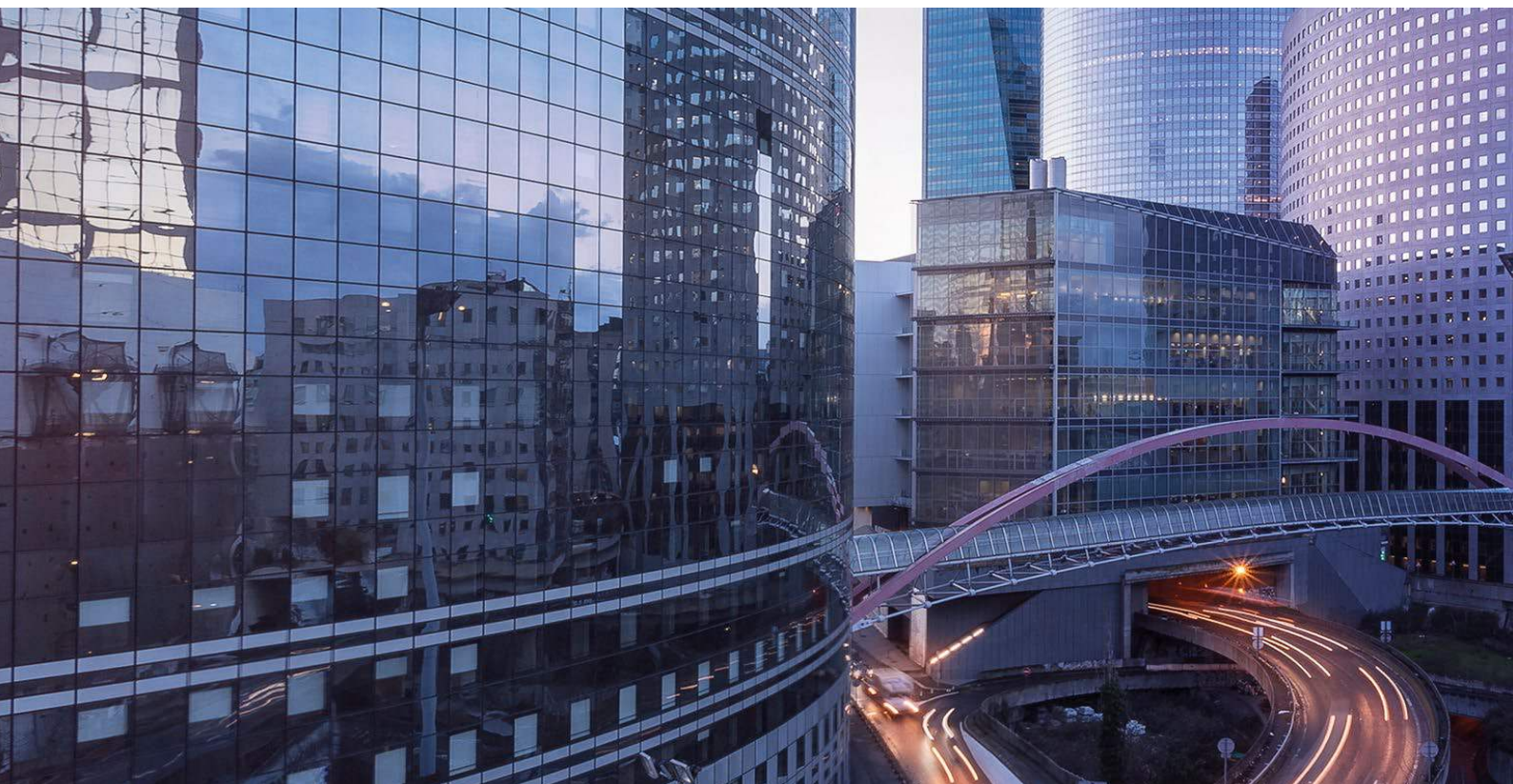
You will be able to broaden and shape the capabilities and resources of business managers in the global business environment, providing them with the knowledge and the skills demanded by modern international business organizations.



You will be prepared to face and learn to solve complex situations in a systematic fashion in volatile and global scenarios.



You will adapt and properly operate in any business environment, or international context.



DIFFERENTIATING FACTORS:

Currently, world business today demands work across countries and cultures, and it is a necessity for most firms today to have people with the skills and knowledge that allow them to compete globally. This fact opens the door for many potential students for international business, thanks to the growing need for people with the know-how for operating on a global scale:



EMPLOYABILITY

Since there are various profiles and ways for international business students to explore, one also widens their career options and job prospects.



WORK ACROSS INTERNATIONAL BOUNDARIES AND CULTURES

How to manage diverse teams, research international markets, and competition, or find new suppliers for your business.



BUILD YOUR BUSINESS KNOWLEDGE

And learn how to improve financial performance, redesign business processes, or solve commercial challenges whilst developing your skills through modules in key areas.

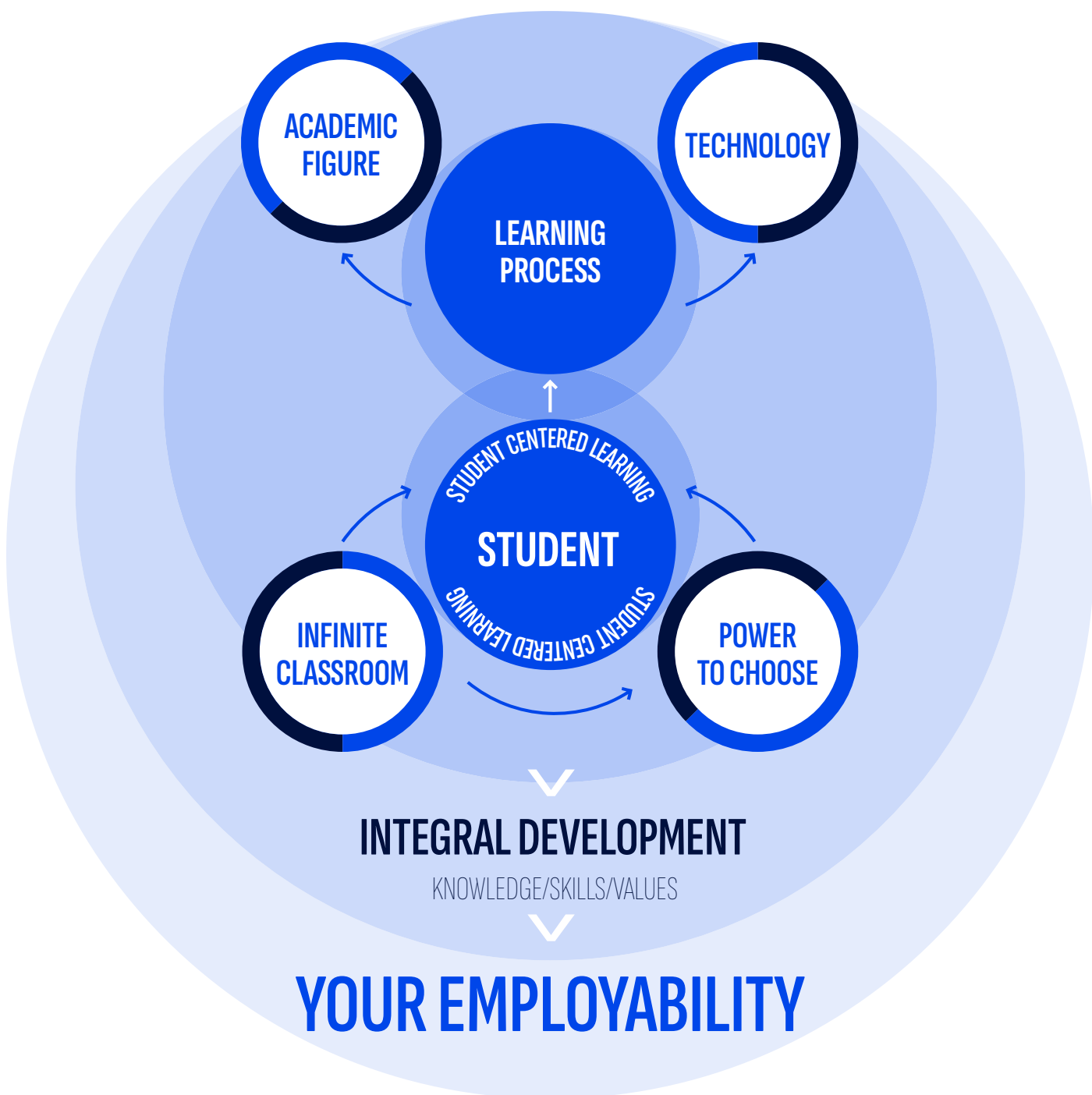


TRANSFORMATIVE LEARNING

Welcome to the educational methodology inspired by the real world.

ESIC's own methodology pursues your professional and personal development and guarantees you the same experience and academic excellence within a double scenario, physical and digital.

Mixed and flexible learning in permanent training.



METHODOLOGY







Transformative Learning by ESIC

It is an innovative training ecosystem that helps you to deploy your talent to the maximum and thus develop professionally and personally. On your journey of personal transformation, you will interact with five pillars of support, which will underpin your learning experience:

- Business reality, brought into the classroom through case studies and practical activities
- The Soft Skills that are fundamental for your personal and professional development
- An expert teaching and business faculty
- A heterogeneous community of national and international students
- All the different areas and services that ESIC puts at your disposal

The Transformative Learning teaching method helps you by implementing innovative active learning methodologies where the teacher puts you at the centre of the learning process and guides you towards academic excellence. The aim is for you to acquire skills through the practical application of knowledge and tools.

The resources that you will have at your disposal are:

-  Asynchronous support materials, videos, readings, etc.
-  Self-assessment
-  Tutorial support and feedback
-  Practical and experiential activities
-  Assessment system combining demonstration of individual and group achievements
-  Tutored final project



ACADEMIC STRUCTURE

The MIB is a 60 credit master's degree, for which students will be required to study the following:

1

GLOBAL MANAGEMENT

- Macroeconomy
- Business strategy
- Business Ethics and sustainability
- Entrepreneurship
- SME & Globalization Business strategy

2

FINANCE FOR TRADE BUSINESS

- Financial analysis
- Business Analytics
- Financial Risk Management

3

INTERNATIONAL BUSINESS PLAN

- Markets research
- Developed and emerging countries' strategy
- Markets selection
- Business Plan



4**OPERATIONAL MANAGEMENT**

- Global Supply Chain
- Inventory management
- Trade policy and legal regulations
- International purchasing and procurement
- International Operations Management

5**LEADERSHIP AND PERSONAL DEVELOPMENT**

- Negotiation skills
- Cross-cultural negotiations
- Communication and leadership
- Critical thinking

6**NON-CURRICULAR INTERNATIONAL STAYS****7****FINAL PROJECT**

This part of the program takes the form of an individual project. The purpose of this project is to take participants onto the next stage of professional development while helping them to grow from a behavioural perspective.

Total of
60
Credits



1 GLOBAL MANAGEMENT

In this module, you will learn to develop a strategic vision for ethical and sustainable decision-making related to where and how to compete, who is the target consumer or supplier, what business model we want to implement, and how we want to position ourselves to capture and generate value for the share and stakeholders and the society. All this is based on innovation, methodologies, and practical strategic tools, the knowledge and use of data, and lastly, a clear focus on the sustainability and profitability of the chosen approach:

- MACROECONOMY
- BUSINESS STRATEGY
- BUSINESS ETHICS AND SUSTAINABILITY
- ENTREPRENEURSHIP
- SME & GLOBALIZATION BUSINESS STRATEGY

2 FINANCE FOR TRADE BUSINESS

Within the finance module, you will be able to understand the primary rules of finance, P&L, balance sheet importance, financial sources, payment methods on international markets, and financial risks to name a few. The unit delivers a holistic perspective on the financial management of international trade.

- FINANCIAL ANALYSIS
- BUSINESS ANALYTICS
- FINANCIAL RISK MANAGEMENT

3 INTERNATIONAL BUSINESS PLAN

In this module, you will learn to identify, create, and implement the necessary plans to generate value derived from the strategy defined in the Global Management module. You will start with the definition of international marketing and commercial plans, the forecast of demand, and the quantification of commercial objectives in a particular selected market, which will be supported in the decisions and plans about products, services, prices, customer experience, channels, communication, and actions to generate this demand.

- MARKETS RESEARCH
- DEVELOPED AND EMERGING COUNTRIES' STRATEGY
- MARKETS SELECTION
- BUSINESS PLAN

4 OPERATIONAL MANAGEMENT

Once we have defined our strategy and the market, it is time to put it into practice and move into an operational stage that allows us to comfortably operate with other stakeholders, like suppliers or customers in terms of contract preparations, terms of sale, Incoterms®, logistics conditions or relevant paperwork to name a few. In other words, operations and the management of this discipline is the area of business concerned, with the delivery of the value the company promised and compromised to their customers and encompasses many activities.

- GLOBAL SUPPLY CHAIN
- INVENTORY MANAGEMENT
- TRADE POLICY AND LEGAL REGULATIONS
- INTERNATIONAL PURCHASING AND PROCUREMENT
- INTERNATIONAL OPERATIONS MANAGEMENT

5 LEADERSHIP AND PERSONAL DEVELOPMENT

For better professional development or to be able to grow and reach management positions, it is essential that you acquire a series of skills that ultimately determine the best candidate in a selection process or internal promotions. These skills are today the most sought after by companies regardless of their size and the sector in which they are located.


All the subjects and workshops within this module are taught throughout the entire program so that you can put into practice the skills that are developed with your classmates, teachers, or in your company.

- NEGOTIATION SKILLS
- CROSS-CULTURAL NEGOTIATIONS
- COMMUNICATION AND LEADERSHIP
- CRITICAL THINKING

6 NON-CURRICULAR INTERNATIONAL STAYS

Non-Curricular International Stays as a complement to international formative experience.
For the 2024-2025 course, the available International Stay are:



Washington DC, (USA) 
Understanding today's Business
Environment



Le Havre, France 
ESG in the new business era



Tallinn, Estonia 
Digital Innovation and
Transformation: Estonia's Path to
the Future

These destinations may be subject to changes (due to reasons beyond our control) and may be replaced by other suitable alternatives*. Please check the prices and conditions for these international experiences, as the cost of these International Stay is not included in the Master's program fee*.

Transportation to the destination city is not included; students can arrange their travel from the city of their choice using the transportation and companies they prefer*.

Availability of spots is subject to availability*.

The terms and conditions vary based on each admission*.

7 FINAL PROJECT

This part of the program takes the form of an individual project. The purpose of this project is to take participants onto the next stage of professional development while helping them to grow from a behavioral perspective. The project aims to enable students to:

- > Take one of the key emerging themes identified during the program and apply it to a major business project within their organization or business sector.
- > Identify the skills and knowledge required to implement the business project successfully and assess their competence in these areas.
- > Evaluate the success of the business projects in the light of current knowledge on the topic.
- > Evaluate their role within the project in terms of skills and behaviors. Participants will be encouraged to develop personal effectiveness through critical self-awareness and self-reflection. The project must involve international operations.

FACULTY AND INVITED SPEAKERS

MASTER DIRECTOR

González López, Francisco

MBA, ESSEM. Master in Marketing and Commercial Management, ESSEM. Degree in Economics, UAM. Diploma in Marketing and Commercial Management, ESSEM. Currently: Director Master MITB (International Trade and Business). Previously: General Manager, Combiberia, S.A. Business Development Manager, SEUR.

Beneitez Vela-Hidalgo, Fernando

Diploma in Business Science, CEU San Pablo. Honours Degree in Market Research and Techniques, CEU San Pablo. Postgraduate o en Comercio Electrónico, ICEMD. Currently: CEO & Founder Hannapy. Direction and Production, Talent Marketing Digital. Consulting Director, BMD Services.

Bobillo, Elena

PhD(c) in Economics and Finance, Universidad Pontificia de Comillas ICAI-ICADE. Master's degree Finance, CUNEF. Bachelor's degree Economics and Business Administration, CUNEF. Previously: Head of Syndicated Loans. Banco Itau International PLC. Director Trade Finance and Syndicated Loans, Banco Finantia. Senior Manager Trade & Export Finance, Banco Santander. Export & Project Finance PRI Underwriter, CESCE.

Boland, Peter Thomas

Bachelor's degree in Modern Languages, University of Leeds. Business and Marketing Consultant. Previously: Chief Strategy Officer for Mediabrands. President, UM Spain. Managing Director of Client Services, Carat Spain. European Development Director, CIA Group.

Carnicer Sospreda, David

PhD in Philosophy of Law, Morals and Politics, Universidad de Valencia. Master in International Trade Management, ESIC Business & Marketing School. MBA, IDE-CESEM; Master in International e-Business, ICEX-CECO; Master in Project Management and Business Consulting, Universidad Nacional de Educación a Distancia. Currently: Consulting Partner, Consortia Consultores. Previously: Partner, Philobusiness SLNE and Global e-selling.

Duarte, Rafael

Degree in Economics UAM, Madrid, Master in International financial markets, UAM, Madrid. Currently Director & Global Head International Financial Institutions, Bankinter.

Richart, Javier

Civil engineer at Universitat Politecnica de Catalunya, Executive MBA at ESADE, Currently: CEO, MK4.

Vivas, Carlos

EMBA, ESIC Business School. Licenciante degree in Chemistry, FAU Erlangen-Nürnberg. Honors Degree in Chemistry, Universidad Valencia. Currently: CEO-Global Director, Zschimmer & Schwarz. Previously: CEO-Executive Director, DUXFIDE.

Yaguez, Estefanía

Degree in Economy, Universidad Complutense, Master in economics, University of Leeds, PDG at IESE. Currently: Head of Customer Excellence and Operations at Biogen.

*Information subject to change

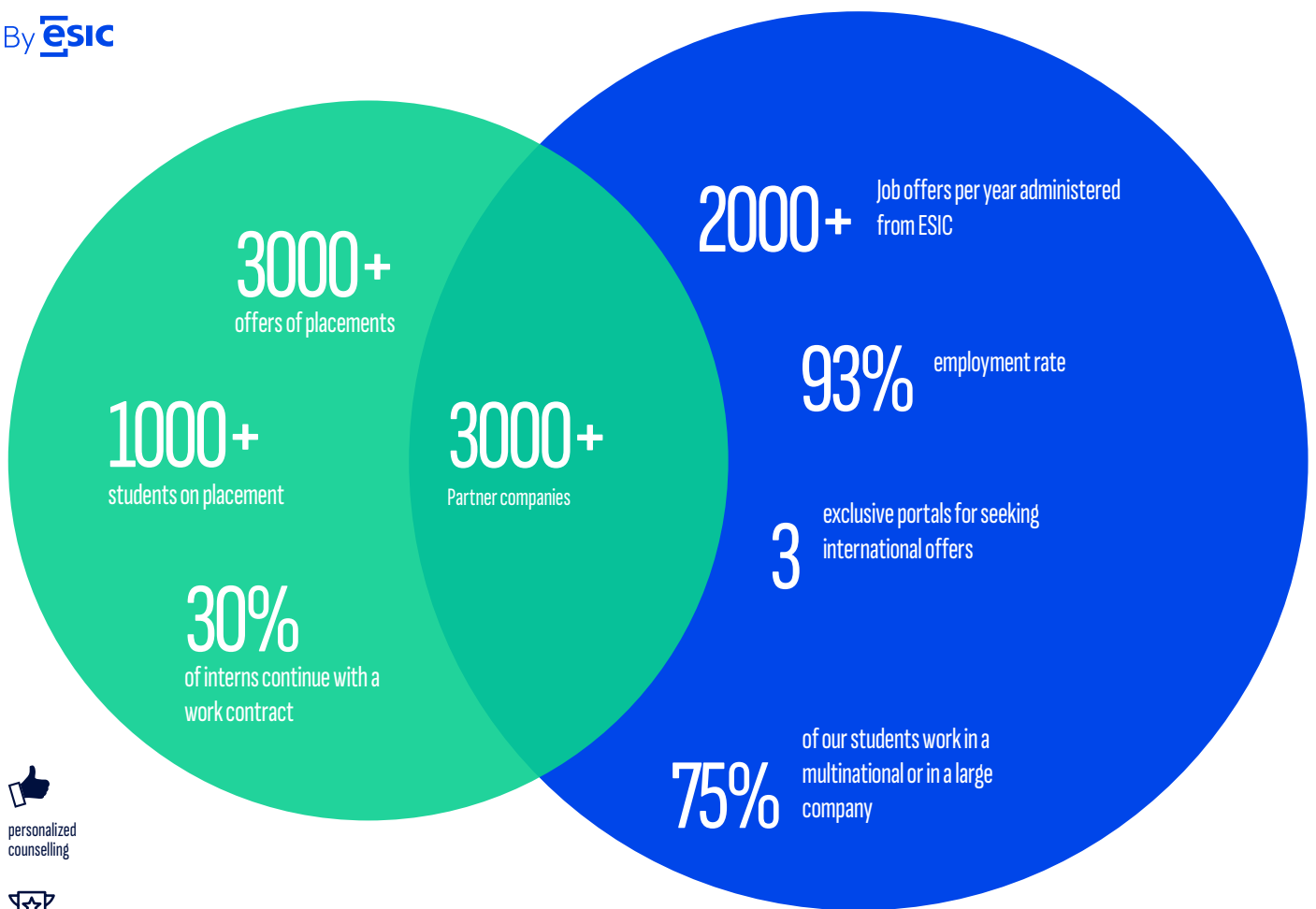


WE PREPARE YOU TO WORK IN THE WORLD'S TOP COMPANIES



WORK PLACEMENTS

We encourage student internships in companies, facilitating the application of their theoretical and practical knowledge through work placements.



personalized counselling

prizes and competitions for entrepreneurs

workshops

talks and encounters with entrepreneurs

networking among entrepreneurs

incubator of ideas

investor forums

ENTREPRENEURS

ESIC Business and Marketing School generates, fosters and integrates actions for encouraging entrepreneurship, by providing support and training. It runs programs and activities in the area of creating a business to support our students' business initiatives and to contribute to their consolidation.

PROFESSIONAL CAREERS

Throughout your entire career, our unit of professional careers (UDP) we train you and advise you on questions of employability supporting, supporting you in the search for opportunities through access to an exclusive employability portal and the organization of job fairs and hiring events.

ESIC LANGUAGES

[global professionals]

ESIC Languages was conceived to provide an enjoyable, interesting, useful experience that will allow you to achieve goals in international communication in the professional, academic or personal sphere.

ESIC Languages is accredited for administering and assessing the main internationally-recognized examinations: TOEFL, TOEIC, Cambridge General English and, Cambridge Business English Certificates (BEC). In addition, we teach in other languages, such as German, French, Chinese and, Spanish as a Foreign Language (accredited by the Instituto Cervantes).

Preparation Centre and Authorized Examination Centre.

Full-year courses

Custom-made programs

Programs for specific purposes

Intensives



Our present is bilingual, multicultural and global... and so are our students.

International pathways



We have many destinations where you will be able to complete your learning

INTERNATIONAL DEVELOPMENT

[global + multicultural]

We reinforce our educational program with the possibility of complementing your chosen course of studies with an international experience. We have international collaboration agreements and exchange programs with:

40+ receiving countries

agreements with 125+ universities

500+ students

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