

MASTER
GRADUATE STUDIES



Master in
**INTERNATIONAL
TRADE & BUSINESS
[MITB]**



 **ESIC**
BUSINESS & MARKETING SCHOOL

Transforming people

TRAINING THE PROFESSIONALS DEMANDED BY THE BUSINESS COMMUNITY FOR MORE THAN 50 YEARS: THIS HAS BEEN, AND WILL CONTINUE TO BE, OUR MISSION AS EDUCATORS.

LEADING IN BUSINESS AND MARKETING TRAINING

We are one of the leading business schools in Spain, with an experience of over fifty years training business and marketing professionals. We strive to incentivize, promote, and maintain a direct relationship with the business environment in order to provide you with a practical academic training which focuses on the needs of the labor market. We offer training with values, to engage successfully as a highly qualified professional with excellent command and knowledge of the latest trends.



60,000+
ALUMNI



3 AREAS:
UNDERGRADUATE
GRADUATE
EXECUTIVE EDUCATION



12 CAMPUSES IN SPAIN
AND STRATEGIC ALLIANCES
IN **5** CONTINENTS



AGREEMENTS WITH
125+
UNIVERSITIES

ESIC's Master in International Trade & Business received the EPAS accreditation from the European Foundation for Management Development (EFMD) on February 2016. With this ESIC's MITB joined the elite of EFMD-accredited programs reinforcing the leadership of the School in the field of marketing and boosting the employability of its graduates.

EPAS recognises and accredits the quality and the international level of business and management programs.

The MITB is accredited by the Association of MBAs (AMBA) and the European Foundation for Management Development (EFMD-EPAS). Due to this ESIC's MITB is part of the elite of accredited programs (less than 280 in the world) which strengthens its international positioning and boosts the employability of its graduates. Both AMBA and EFMD recognize and accredit the quality and the international level of business and management programs.

The quality of our programs is endorsed by national and international accreditations and certifications:



Rankings and awards

[latest positions in rankings]

ESIC systematically appears in most well-known international rankings of business education. This provides an external and objective recognition of the School's training quality over the last 50+ years.



Ranking MBA Full Time Best Business School 2018

Recognised among the best international business schools for MBA programs, holding 27th position.



QS EMBA Ranking 2018

The Executive MBA (EMBA) appears among the top 100 in the world, holding 31st place in Europe.



QS Global MBA and Business Masters 2019

Among the best 250 Business Schools in the world, one of the top Spanish schools in "Thought Leadership" and "Value for Money", with several programs holding first place.



Business School Ranking 2018

ESIC is placed in 24th place in the world, 17th in Europe, 2nd in Spain regarding its MBA. Furthermore, the 4th in the world with its Master in Finance Management. 2nd in Europe and 2nd in Spain.



University Ranking 2018

ESIC holds 72nd place in the world, 66th place in Europe and 5th in Spain in Business Studies.



International MBA Ranking 2018

ESIC has been recognised as the 66th best Business School in the world that offers international MBA programs.



Global B-School Rankings 2019

ESIC's MBAs appear in the Top 100 MBAs of the world and in the Top 50 in Management, Marketing, Finance and Executive MBA.



MBA Ranking for Global Schools 2018

ESIC is situated in the top Business Schools in the world, holding 23rd position on a Global level.



Ranking of the Top International MBA Programs 2019

Places the MBAs Full Time program at ESIC, holding 42nd position and Executive MBA is ranked in 44nd position, among the best MBAs programs in the world, EMBA global is ranked in 47th position, (17th Europe) and MBA global holding 41th position (17th Europe).



Merco Monitor Corporative Reputation 2018

ESIC is ranked as the 3rd business school with the best corporative reputation. And among the best 100 companies to work for in Spain.

Merco Talent 2018

2nd best business school in the training sector.



Best Masters Ranking 2018

ESIC has held, since 2008, the 1st place at the national level in its marketing, international commerce, communication and advertising & public relations programs and the 3rd in human resources and organization.

A PROGRAM FOR A PROFESSION-CHANGING EXPERIENCE

By completing the **MITB** you will be in the position to identify the motives and means of servicing foreign markets, address controversial issues in international trade & business, formulate your own international business plans, and appreciate the factors that drive performance in the global economy.

The **MITB** will equip you with the knowledge and skills necessary to master the complexity required for making decisions in a globalized business environment. It will also add to your breadth of understanding of how global firms operate, prepare you to conduct business in a global context, and embrace emerging issues in international trade and business.



103
editions

usually **8+**
nationalities
per group*

around
30
students
per class

*Moroccan, Chinese, Argentinean, Colombian, Spanish, Mexican, British, Portuguese, Peruvian, Venezuelan, etc.



MASTER IN INTERNATIONAL TRADE & BUSINESS [MITB]

The MITB 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 results in graduates ready to deal with the challenges of expanding business into new global markets along with those of managing teams across cultures and continents.



During the program, two options to strengthen your professional development
→ 100% in Spain
→ 75% in Spain & 25% in Shanghai

There are two options to complete the MITB, 100% in Spain (Madrid, Barcelona, Valencia, Sevilla, Zaragoza, Bilbao or Granada) or 75% in Spain (Madrid, Barcelona, Valencia, Sevilla, Zaragoza, Bilbao or Granada) + 25% in Shanghai

During the two months in Shanghai (usually May and June, tuition fees included) you will have the opportunity to strengthen your international profile and enhancing your professional development while continuing the MITB curriculum.

This period in China includes a stay in Shanghai's Free Trade Zone, one of the world's largest and economically most relevant, and within this visits to incubators, companies, logistics centers, warehouses, etc.

This part of the program is developed in collaboration with Shanghai University's MBA, ESIC's long term partner in China. Those opting for the Madrid & Shanghai pathway will receive a certificate from Shanghai University upon successful completion of the requirements.

At the end of the program, different pathways to customize your experience

To complete the program you can choose among:

- **International business plan**, or
- **International marketing plan + semester abroad**, or
(around 100 possible destinations within ESIC's partners like Bangalore, Chennai, Beijing, Shanghai, Munich, Milan, Miami, Buenos Aires, etc).
- **International marketing plan + 6-month internship/project in a company**
(subject to availability for non-Spanish speakers).

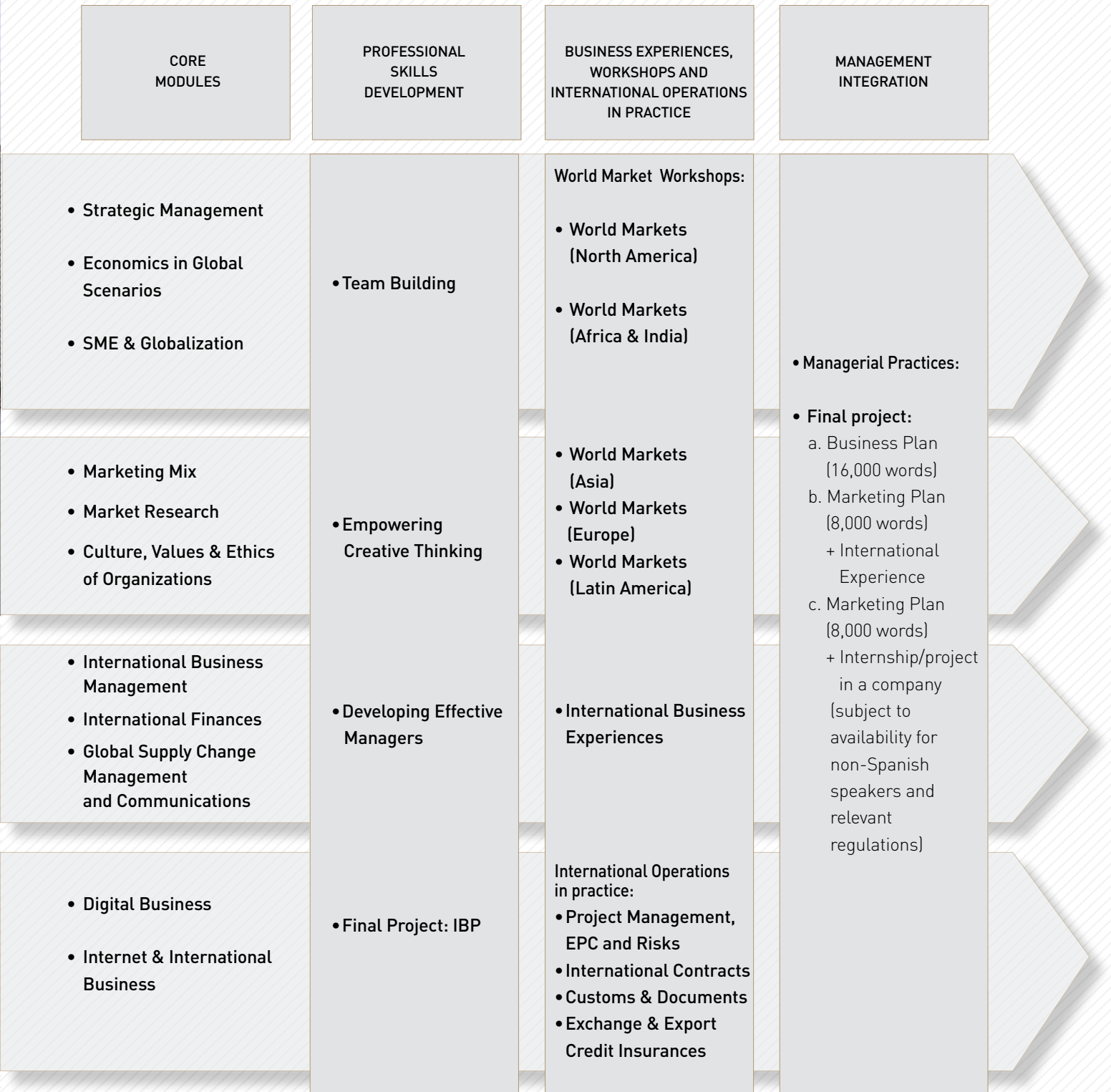
UNDERSTANDING
MARKETS

IDENTIFYING
AND COMMUNICATING VALUE
IN INTERNATIONAL
CONTEXTS

INTERNATIONAL OPERATIONS
TO DELIVER VALUE
(CAN BE DONE IN SHANGHAI)

DIGITAL BUSINESS
AND FOREIGN TRADE
(CAN BE DONE IN SHANGHAI)

The Journey



SUBJECT TO CHANGE

Spain

Spain is home to seven of the FT Global 500 companies and six of the Euro Stoxx 50. In addition, the country offers the opportunity to develop and strengthen business links with China and Latin America thanks to its close relationship with these regions.



Shanghai University is one of China's "100 key universities for the 21st Century" (the so called Project 211). It belongs to the Government of Shanghai and is the largest university in the city. SHU MBA has become one of the largest MBAs delivered in English in mainland China, has been positioned number 12 by Forbes China in their 2015 ranking of the Best MBA Programs in the country, has appeared within the top 75 MBA programs in the CNN Expansion's ranking of the Best Business Schools 2016, and has been ranked 15th by America Economia in 2016.

The MITB at a glance



Diplomas awarded upon completion:

Master in International Trade and Business from ESIC Business & Marketing School.
Those opting for the Shanghai option will also receive a Certificate of Completion from Shanghai University MBA (tuition fees included; flight, accommodation, and board not included).



Teaching methods:

Student-centered learning guided by educators, tutors, and mentors to understand, practice, reflect, and apply both subject-specific knowledge and transferable skills.
The aim is to create a virtuous cycle of action-feedback-analysis-action for participants.
All teaching is delivered in English.



Student profile:

Professionals and graduates from different disciplines who aim to work as international managers or sales managers in international contexts.
Managers and executives from sales, marketing, logistics, back office, and finance who want to gain expertise in international management.
Entrepreneurs intending to work in international markets.
And all those interested in learning how to manage successfully an international business.



Individual Final project:

The final Project gives you the opportunity to apply the knowledge and experience acquired during the program. There are three options:

A full international business plan

An international marketing plan
+ a semester abroad in one of ESIC's partner institutions

An international marketing plan
+ 6-month internship/project in a company*
(the latter subject to availability for non-Spanish speakers).



Average class profile:

Weekdays groups **25** years average age; weekends groups **27** years average age.

Find here what ESIC can do for you: www.esic.edu/studyinesic

Altamira, María

PhD (c) in Marketing, University of Warwick. Master in Marketing Management, ESIC. Master in Management, Universidad de Deusto. Bachelor Degree in Business Administration, Universidad de Deusto. Project Manager for China, ESIC. Former strategic consultant in Marketing and CRM, Accenture S.L.

Aguirre Uzquiano, Miguel

PhD in International Economics, UCM. MBA, IE. Bachelor Degree in Business Administration, Universidad Politécnica de Valencia. Head of Political and Single Risk Spain and Portugal, Coface.

Aristegui, Fernando

Degree in Law, University of Navarra and Teaching Certificate, University of Navarra. Master in Human Resources & Organization, ESIC. PDG, IESE Business School and EMBA, IE Business School. Master in Translation, University of Vigo. Certified Professional Co-Active Coach by CTI; Organization and Relationship Systems Coaching by CRR; Marshall Goldsmith Executive Coach; Professional Certified Coach by ICF.

Auger, Pierre

MA in Internet Business, ISDI. MBA, ICADE. CEO Cofounder Urat. Commercial and Marketing Director AMC Network.

Barneda, Yolanda

Master in Applied Language Studies, Carleton University. Bachelor's Degree in English Studies, Universidad de Barcelona. Creator, performer and director, Raices de Seda directed by Xavier Lastra, Poètic Tast con toque de Seda co-directed with Xavier Lastra. Rompecabezas co-directed with Tonina Ferrer. Personal Development Coach, creator of Reconecta con tu naturaleza and Escribir para Reconocernos.

Blanch Baixauli, Javier

PhD in Organisational Behaviour and Master in Behavioural Research, UCM. General Management Program, IESE. Bachelor Degree in Psychology, Universidad de Valencia. Mass Market Division Director, Salerm Cosmetics. Former Marketing Director Spain & Portugal, ACE Insurance Company.

Campos, Juan

PhD (c) in Economics and Innovation Management, UAM. Executive MBA in eBusiness, IE. Bachelor Degree in Business Administration, UNED. Bachelor Degree in Geology, UCM. Co-founder and CEO of Stigmergy. Member of the Spanish Association for Quality.

Carnicer, David

PhD in Philosophy of Law, University of Valencia. Master in International Trade Management, ESIC. Master in Business Management-MBA, IDE. Master in International e-Business, ICEX-CECO. Master in Project Management and Business Consulting, UNED. Diploma in International R+D Projects Management, INEDE. Consortia Consultores (CEO). Educator&Speaker&Consultant.

Centenera Ulecia, Jesús

PhD in Contemporary History, UNED. PDG, IESE. MBA, Esden. Bachelor Degree in Economics and Human Geography, UCM. Managing Director, Ageron Internacional. Consultant with Spain's ICEX.

Cortés Tarancón, Virginia

MA in Automation, UPM, Bachelor Degree in Industrial Engineer, UPM. Senior Fellow of the Higher Education Academy (HEA). Head of Interconnection & Agreements, Telefonica International.

de José, Michael

PhD in Economics and Business, UEM. PDD, IESE. Master in Auditing, Camara de Comercio de Madrid. Master in Financial Management, CESEM. Bachelor Degree in Business Administration, ICADE. Bachelor Degree in Law, Universidad de Deusto. Director of Information Technology and Chief Digital Officer, Grupo Leche Pascual.

de Pablo, Alejandro

PhD in Business Economics, URJC. Bachelor Degree in Business Administration, UAM. Business Unit Director, OCU-Saludabit.

dell Oro, Luca

PhD in Philosophy, LIGS University. Executive MBA, IMD Business School. Bachelor's Degree in Economics, Università Luigi Bocconi. General Director, DDB. Marketing Director, Nestlé. CEO & Founder of Gold Group. Director of the MIM, ESIC Barcelona.

Duarte, Rafael

MBA, University of London. Bachelor Degree with Honors in Economic & Business Management, UAM. Director & Head International Banking Relations, Bankinter.

Egbring, David

Executive Corporate Development Program, ESADE. PDD, IESE. Bachelor's Degree in Economics, Saxion University. General Director, Hahebo Spain. North European Business Director, Fluidra. Sales Director, Jungheinrich.

Enrile, Carlos

LL.M, Université Libre de Bruxelles. Bachelor Degree in Law, ICAI-ICADE. Founder Computer Contact Consultoría y Formación.

Fernández Jiménez, Ana

Master Degree in Human Resources, ESIC. Master Degree in Sales Management and Marketing, ESIC. Master Degree in Executive Coaching, CTI. Bachelor Degree in Psychologist, UCM. Member of International Coach Federation, ICF. Human Resources Manager, Vorwerk Spain. Head of Human Resources, T-Systems Spain. Founder, Coaching and Mentoring Hazzlo! and Coach of Job Opportunities Department, ESIC.

Fernández Sastrón, Olga

MA in Executive Coaching and Management, IE. Master's Degree in Abnormal Psychology and Forensic Psychology, UCM. BA Degree in Psychology and Communication, Richmond International University (London). Member of the International Coach Federation (ICF). Member of the International Executive Coach Association (IECA).

Flores Bas, Fernando

PADE, IESE. Bachelor Degree in Economics, UCM. Former CEO of the Executive Aviation Business Unit, Gestar. CEO, Cione Grupo de Opticas.

García Fernández, María Belén

PhD in Constitutional Law, UCM. Executive MBA, IE. Bachelor Degree in Law, Universidad de Vigo. International Area Manager at Ciudad Real Chamber of Commerce and International Business Manager in France at Confederacion de Empresarios de Galicia. Managing Director Spanish Technological Platform on Packaging.

Gómez, Andres

MA in International Relations and International Trade, IE. Bachelor Degree in Law, UCM. Partner at Leading Global S.L.

Gómez Quijano, Arturo

PhD in Journalism, UCM. Management Development Program, IESE. Bachelor Degree in Information Sciences, UCM. Founder & CEO Zonawebiste.

González-Anta, Pedro

PhD (c) in Economics, Universidad CEU San Pablo. Master in Financial Management, UOC. Bachelor's Degree in Business Administration, UIC. Partner and Managing Director, Nexum ETL.

González Black, Adan Charles

Acting training with Harold Guskin and Gene Frankel, New York City. Advanced scene study with Elaine Strich, The Stella Adler Conservatory of Acting, New York City. Former director, actor, playwright and founder of own theatre company, New York City. Cheek by Jowl Young Directors and Designers Summer School, London/Oxford. Founder of Theatre for the People, artistic director and acting coach, Madrid. 14 years of acting coach experience with more than 90 productions directed.

González López, Francisco

MBA, ESEM. Master in Marketing and Commercial Management, ESEM. Bachelor Degree in Economics, UAM. Business Development Manager, SEUR. Former Commercial Director MRW. Sales Manager, SWIFTAIR. International Marketing Director, UPS Supply Chain Solutions.

Jacopin Hall, Tanguy

PhD in Applied Economics and Marketing, La Sorbonne. Post-Doctoral studies, Columbia University and IESE. Bachelor Degrees (2) in Economics and Marketing. La Sorbonne. Author of "CEOs as Leaders and Strategy Designers", Palgrave Macmillan (2008). Managing Director of Global Born, Director India Centre, ESIC.

Jonckere, Jan

Master in International Business and MBA, Catholic University Leuven, Belgium. Master of Internationalization of Companies, ICEX-CECO. Export/Business Development and Country Manager at SEAT, SA (Spain), Cartamundi (Belgium-Spain), PAL Robotics (Spain), Senior Process Manager at Proudfoot Consultant (UK-Germany-Spain). Currently Consultant for Export and Internationalization.

Jordán, David

Executive MBA, ESIC. Bachelor's Degree in Advertising and Public Relations, Universidad de Barcelona. Affiliation and Partnerships Director, Billy Mobile.

Kamata, Tamotsu

Bachelor's Degree in Chemical Agriculture, Meiji University. General Director, Kamata Consulting.

López, Rosa María

Master in Marketing and Sales Management, ESIC. Bachelor's Degree in Business Administration, UAB. Customer Insights Manager, Boehringer Ingelheim. Master in Digital Marketing Coordinator, ESIC Barcelona.

Marcos Cuevas, Javier

PhD in Management Studies, School of Management, Cranfield University. Bachelor Degree in Economics and Business Administrations, Faculty of Economics and Business Administration, University of Zaragoza, Spain. Educator & Speaker. Director Learning4Performance. Senior Associate University of Cambridge& Cranfield.

Marijuan, Luis

PhD and Bachelor Degree in Physics, UCM. Executive MBA, IE. Founding partner Cooperacion Patiberica. Owner of eight industrial patents currently in use.

Marqués Zornoza, Fernando

Bachelor Degree in Law, Universidad Complutense. Senior Consultant, Legal Compliance Spain. Legal Consultant, M&C Asesores de Comercio Exterior.

Mochales González, Gerardo

PhD in Management, UCM. PDD, Harvard University. MBA, Kellogg School of Management. Bachelor Degree in Economics and Business Administration, ICADE. Former Marketing, Communication, and Institutional Relations Director at Acciona, and Marketing Director at Coca Cola.

Molins, Alejandro

MSc in Shipping, Universidad Pontificia de Comillas.
Bachelor Degree in Law, Universidad de Deusto. Bachelor Degree in Business Administration, ICADE. Advisor in internationalization processes and international logistics. Consultant PIPE, ICEX NEXT.

Moreno, Alejandro

Ph.D. in Economics and MBA (IE Business School).
Climate Finance Chief Technical Advisor for the United Nations. Educator & Speaker. Current scholarly work focuses on cross-cultural negotiation and international business.

Moreno, Pedro

PhD (c) in Big Data Marketing, Universidad de Alcalá de Henares. Bachelor Degree in Law and Business, ICADE. Digital Strategy Director, Quum Marketing & Communication.

Mouze, Nicolás

Bachelor Degree in Finance, Institut Supérieur Du Commerce de Paris. Marketing & Sales Director, DHL Express Iberia. Account Manager, DHL Express Iberia.

Muto, Adriana

PhD in Political Science, Autonomous University of Barcelona. Master and Bachelor Degree in Journalism and Communication Studies, Alexandru Ioan Cuza University of Iasi, Romania. University Lecturer & Research Consultant

Núñez, Margarita

Ph.D in Economics of Education at the Universidad San Pablo CEU, Madrid in collaboration of University of Warwick UK. Degree in Executive Coaching at IE Business School. LL.M, Master in Law and Economics, University of Rotterdam. Law degree from University Complutense of Madrid. Broad experience in consulting, coaching and executive education teaching both as a lecturer and researcher. Currently Director of Academic Quality & Enhancement at ESIC. More than 15 years of experience in executive management programs for companies, as a trainer and consultant.

Oumkhanova, Madina

MA in Linguistics, Pyatigorsk Russian State Linguistic University, Russia. MBA, Thunderbird School of Global Management, USA. Extensive international business management and strategic marketing experience in senior management and advisor roles across multiple countries, industries and premier organizations like Johnson & Johnson, Janssen Cilag. Austrian Trade and Investment Commission in the USA, Thunderbird Consulting Group, World Trade Center. Industry experience spans healthcare, consulting, economic development and financial services across USA and the entire EMEA region, including Russia, Eastern Europe, Middle East, U.K., Germany, Spain.

Richart, Javier

MSc in Civil Engineering, Polytechnic University of Catalonia, Spain. Master in Business Administration, ESADE Business School, Spain Co-CEO of MK4 Worldwide.

Sánchez, Luis

Executive MBA, IE. MBA, Master and Bachelor Degree in Marketing, ESEM. Partner Director of Señales de Humo.

Tello, César

MBA, IE. Bachelor Degree in Business Administration, University of Washington. Deputy Director, Spanish Digital Economy Association (Adigital).

Van der Heyden, Tom

MBA, IESE. Master in Applied Economics, University of Antwerp. Bachelor's Degree in Mathematics, Sint-Stanislascollege. Co-Founder and CEO of S3 Group.

Visiers Bañón, Ricardo

PhD Naval Architect and Mariner Engineer. PDD, IESE. CEO at Industrial R&D Consultancy at Acker&Partners. CEO Industrias Náuticas La Borna, S.A.

Xin Ying, Jenny

PhD in Operations Management and Bachelor Degree in Management, Hong Kong Polytechnic University. External consultant, Shanghai Yi-cheng Trading Company.

Weitz Schneir, Mario Alejandro

PhD (C) in Economics and Master in Applied Economics, The American University. Bachelor Degree in Economics, Universidad de Buenos Aires. General Manager of Consulta Abierta. Former Member of The Board at the IMF. Consultant with the World Bank, The European Commission, and the IMF.

Wu, Raymond

MBA, Tsinghua University. Bachelor of Arts with major in Economics, University of Manitoba. CEO, Diamond Island & Co. Former Marketing Director Pepsico China.

He, Zhongzhi

PhD in Finance, Concordia University. Master and Bachelor Degree in Engineering, Tianjin University. Founding Partner, Beijing-Shanghai He Zheng Asset Management Co. Former Risk Analyst, Lehman Brothers.

- ⊕ The faculty members in this program combine a crafted balance between academic background and practitioner experience.
- ⊕ They have proven professional experience with more than five years in senior management positions (in academia and/or in a major company).
- ⊕ This results in teaching informed by the latest developments in the field offered to participants in the form of academic research and/or reflections on professional experience.
- ⊕ The great majority have completed postgraduate studies in renowned universities/business schools at both Master's and Doctoral levels.





Alumni

ADD

OPPORTUNITIES
BACKGROUND
EXPERIENCE
PEOPLE

The ESIC Alumni network was created in 1972. It aims to maintain, promote and strengthen professional links among ESIC's graduates and public and private organizations, and support the development and progress of their members and the institutions they belong to.

There are more than 60,000 former students working in different positions worldwide.



LANGUAGES

ESIC Language School offers language training (general and/or business oriented) in French, Chinese, Spanish, and English. The School is an official examination center for the most renowned language examinations like DELE, TOEFL, or Cambridge.



ETS AUTHORIZED
TOEFL iBT CENTER



ESIC offers help and support for graduates in their professional development after finishing the program of studies. The Professional Development Unit is responsible for giving advice, services, and related resources to help participants and graduates to meet their career aspirations. This service is available from the moment they enrol in the School until their retirement; i.e. graduates can use the Professional Development Unit during their whole professional life. Every academic year the Professional Development Unit processes more than 2,000 placements/internships and another 3,500 job opportunities.

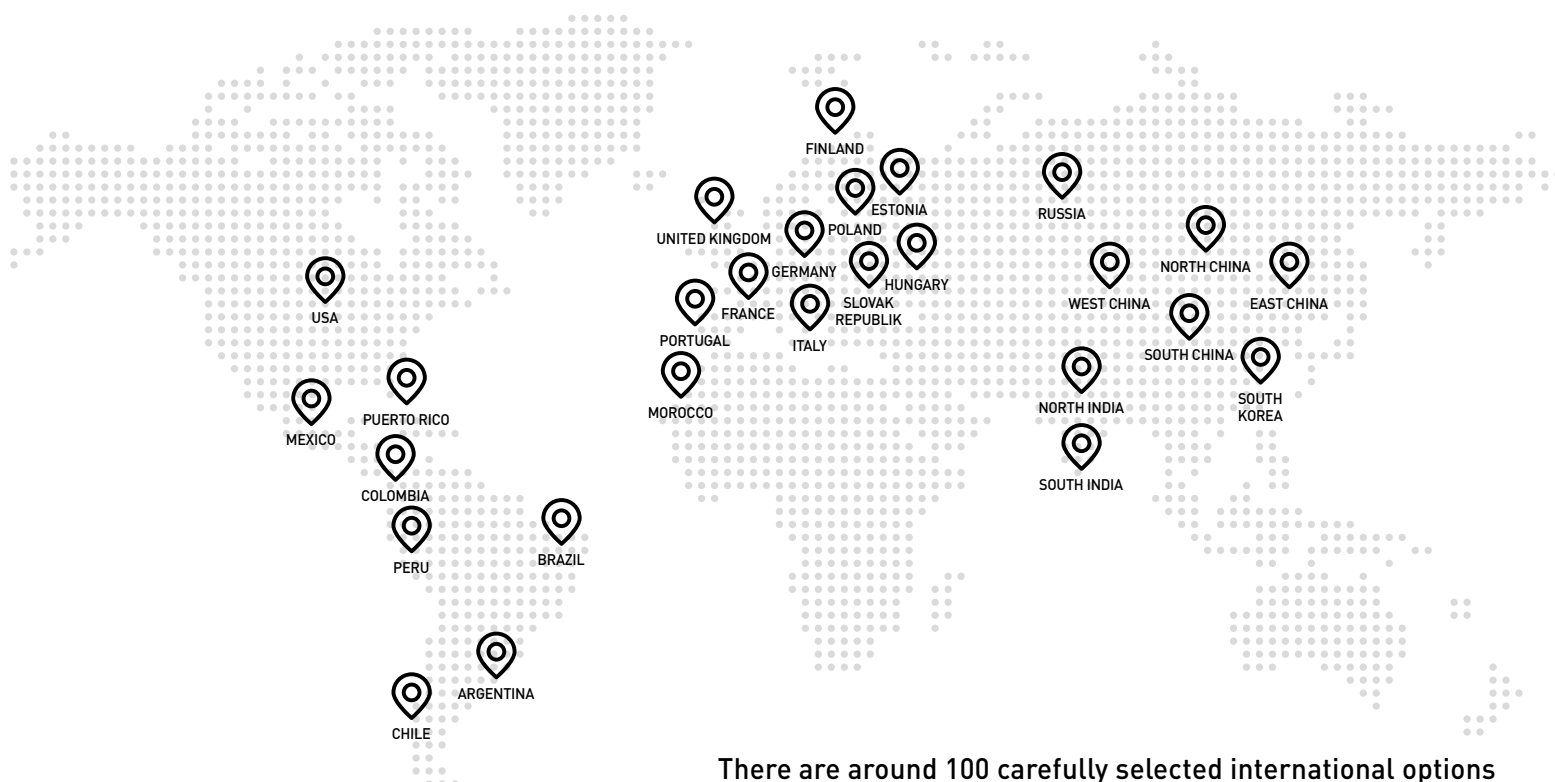
Encouraging entrepreneurship

ESIC Entrepreneurship Center provides the environment, facilities, support, and advice for participants to develop their business ideas.

Around 7% of MBA graduates start their own business at graduation which places ESIC in the 1st position in Spain and 11th position in Europe in the creation of companies, according to QS.

Possible destinations to complete the studies

(different options at each destination, see final project)



There are around 100 carefully selected international options for you to personalize your MITB experience.

SPAIN

ESIC Madrid

91 452 41 00
info.madrid@esic.edu

ESIC Barcelona

93 414 44 44
info.barcelona@esic.edu

ESIC Valencia

96 361 48 11
info.valencia@esic.edu

ESIC Sevilla

95 446 00 03
info.sevilla@esic.edu

ESIC Zaragoza

976 35 07 14
info.zaragoza@esic.edu

ESIC Bilbao

94 470 24 86
formacion@camarabilbao.com

ESIC Granada

958 22 29 14
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CHINA

Shanghai University

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JUL 2019