

INTERNATIONAL OPTIONS

Master programs which integrated and optional international experience

IMBA

International
MBA

12 MONTHS

Spain 
(Madrid o Barcelona)



China 
(Shanghai)



USA 
(Miami)

100%
English

GMBA

Global MBA

12 MONTHS

Spain 
(Madrid o Barcelona)



China 
(Shanghai)



USA 
(Miami)

100%
English

MIM

Master in Marketing
Management


12 MONTHS

Business Study Tour 
10 days in China (Chengdu)

MBM

Master in
Management

12 MONTHS

Business Study Tour 
1 week in China (Shanghai)

MMT

Master en Dirección de
Marketing Turístico

10 MONTHS

Business Study Tour 

1 week in Switzerland (Lausanne)

100%
English

MDM

Master in Digital
Marketing

12 MONTHS

Business Study Tour 

1 week in United Kingdom (London)

MML

Master en Marketing
Moda y Lujo

10 MONTHS

Business Study Tour 

1 week in France (Paris)

100%
English

MITB

Master's in
International
Trade & Business

12 MONTHS

2 OPTIONS

A) 100% Spain 
(Madrid o Barcelona)

B) 75% Spain  + 25% China 
(Madrid o Barcelona) (Shanghai)

OPTIONAL INTERNATIONAL EXPERIENCES FOR THE REST OF THE PROGRAMS

Transversal Study Tours¹ to specialize in different training areas:



Georgetown
University

TODAY'S BUSINESS
ENVIRONMENT:
Georgetown
University (USA)



INTERNATIONALISATION:
Shanghai International
Studies University:
SISU (China)



INNOVATION AND
SUSTAINABILITY
IN BUSINESS:
Anáhuac Mayab
University (México)



DIGITAL
BUSINESS:
Florida Internacional
University (USA)



MARKETING
INNOVATION:
The Chartered
Institute of Marketing
(United Kingdom)



OPTION OF STUDYING A SEMESTER AT A UNIVERSITY WITH AN AGREEMENT

+120 agreements with
international
universities

5 continents

+600 studentes / year
in international
programs



Limited places.

¹Study Tours are held NON-TEACHING weeks in Spain.