

MASTER IN INTERNATIONAL TRADE & BUSINESS [MITB]



+ 55 years

training global professionals in marketing, management, 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 has made it easier for us to link teaching with the reality of business, providing all our courses with the flexibility that enables students to leave our classrooms really qualified to face the current challenges of modern organisations with real possibilities of success, and to be the driving force for change in these organisations.

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



+62,000 Alumni



**12 Campuses in Spain
and strategic alliances
on 5 continents**



**Agreements with
+125 universities on
4 continents**



**Top positions in
business rankings**

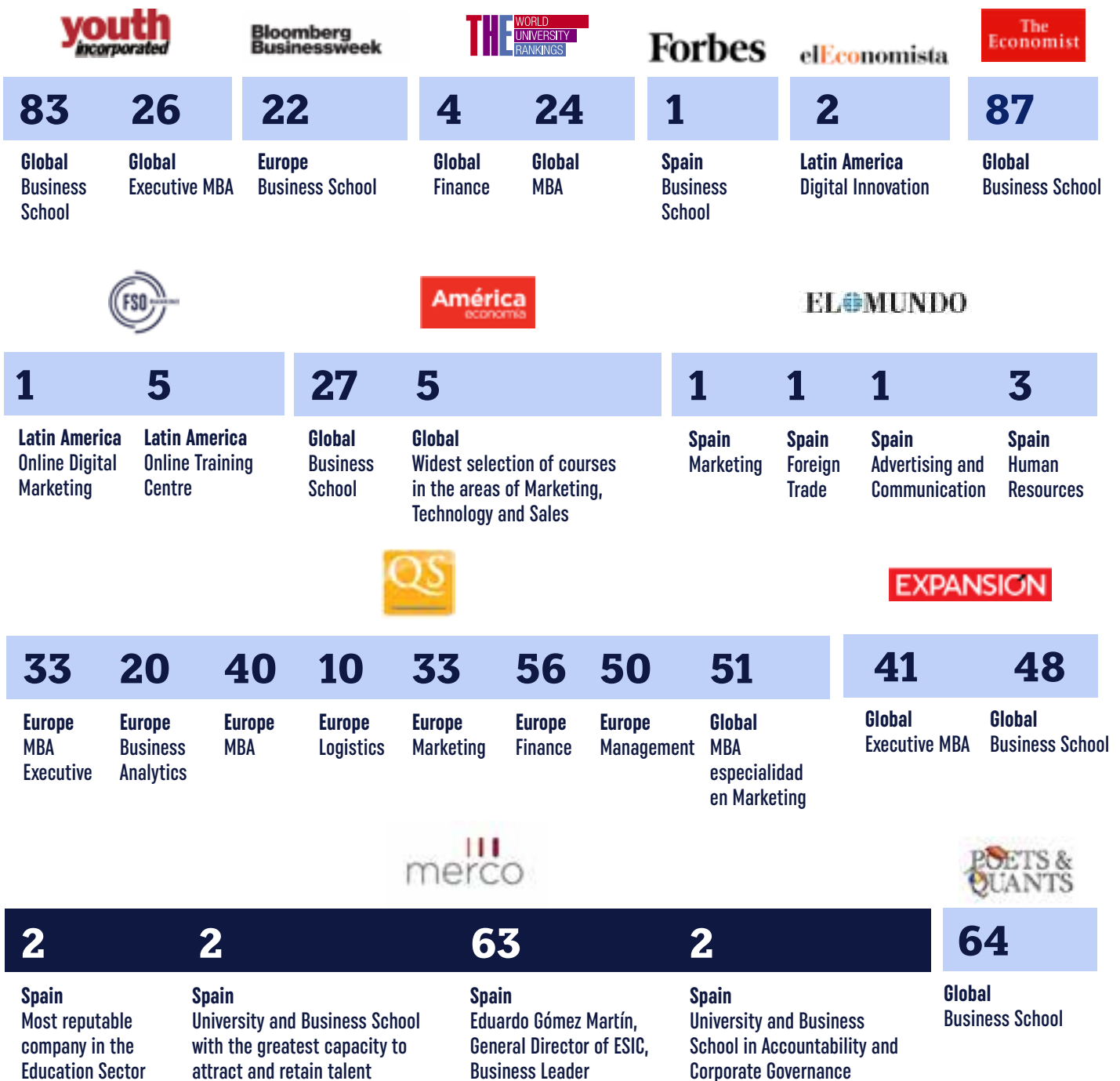
The quality of our courses is backed by national and international accreditation and certification:



Rankings and Recognition

[Ranked among the best]

Leading national and international media, as well as other prestigious institutions, have recognised the quality of ESIC's courses, rewarding its leadership and placing it at the forefront of multiple rankings.



Institutional

Business School

MASTER IN

INTERNATIONAL TRADE & BUSINESS [MITB]

OBJECTIVE OF THE MASTER'S DEGREE

Train professionals and graduates from different disciplines who aim to work as international managers or sales managers in international contexts.

AIMED AT

- > 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.
- > Entrepreneurs intending to work in international markets.
- > Who want to gain expertise in international management.
- > And all those interested in learning how to manage successfully an international business.



There are 2 options to complete the MITB:

› 100% in ESIC Spain

› 75% in ESIC Spain + 25% in SISU Shanghai

During the 2 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, you can choose among different pathways to customize your experience:

- › International business plan.
- › International marketing plan + semester abroad (around 100 possible destinations within ESIC's partners).
- › International marketing plan + 6 months internship/project in a company (subject to availability).
- › Once the MITB is completed, students can follow the academic pathway in Shanghai University obtaining SHU MBA Degree.

¿WHY MITB?

OBJECTIVES:



Identify the motives and means of servicing foreign markets, address controversial issues in international trade & business, formulate international business plan that consider the factors that drive performance in the Global Economy.



Master the complexity required for making decisions in a globalized business environment.



Conduct a business in a global context by understanding how global firms operate also embracing emerging issues in International Trade and Business.



DIFFERENTIATING FACTORS:



PROGRAM CUSTOMIZED TO STUDENT PREFERENCES INCLUDED FINAL PROJECT OPTIONS



OPPORTUNITIES FOR LEARNING AND WORKING

With like-minded professionals, networking, and developing cross-cultural awareness.



STUDENTS CAN CONTINUE THEIR STUDIES AT SHANGHAI UNIVERSITY OBTAINING THE SHU MBA



STRATEGY AND OPERATIONS DESIGNED

Focused on training Directors, not only Managers.



“POWER TO CHOOSE”

Sessions can be followed face to face or online.



ACCREDITED BY EFMD AND AMBA



TRANSFORMATIVE LEARNING

Our Training Ecosystem develops Student Centered Learning through 4 lines of action:

Student Centered Learning

It seeks autonomous and responsible learning for the development of critical thinking applied to the whole process: projects - analysis- feedback - action

Power to Choose

Students can choose the learning process and specialisation that best suits their personal or professional circumstances.



TRANSFORMATIVE LEARNING

A robust training pathway

Experiential and customisable, based on the competences that the different sectors are currently demanding.

Infinite Campus

The traditional classroom is combined and gives way to other physical or virtual spaces; all designed according to where the competences are best acquired and developed.

METHODOLOGY

Transformative Learning by ESIC

is a new training ecosystem that pursues the professional and personal development of students within the highest standards of academic and teaching quality and constant interaction between students, teaching staff, the business world and other areas and services of the School.

What does it consist of?



Asynchronous support materials, videos, readings, etc.



Synchronous online sessions



Self-assessment



Case studies and role-plays



Tutorial support and feedback



Practical and experiential activities



Assessment system combining demonstration of individual and group achievements



Tutored final project



ACADEMIC STRUCTURE

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

1_Compulsory subjects:	40 Credits
2_Optional subjects:	8 Credits
3_Master's Thesis:	12 Credits

Total of 60 Credits

1 COMPULSORY SUBJECTS

- > **Specific skills** that are essential to work in a professional position. These subjects provide students with the theoretical knowledge and the ability to use the necessary tools. Their "know-how".
- > **Skills** that develop students' **professional profile** by working on critical thinking, management skills in leadership, communication, teamwork, and ethics. These subjects raise students' awareness and provide them with the necessary elements to be a global and responsible citizen in their professional and personal life.

Business strategy in global environments
Business as a global and ethical citizen
Conscious leadership
Persuasive communication
Innovation in a disruptive world
Critical thinking and the art of decision-making

Economics for marketers
Strategic marketing
SME & globalization
Market research
Marketing mix
World market workshops
International operations
International finance
Global supply chain

Organisational culture and models
Project management
Finance for management: Stakeholder value creation
Digital metamorphosis: Strategy



2 OPTIONAL SUBJECTS

Subjects or activities freely chosen by the student to personalise a part of their master’s degree and thus complete their skill development. Students can choose subjects related or unrelated to their discipline, experience studying abroad, or prepare for a certification.

Eligible subjects supplement what is learned on the courses: here students will be able to choose between 3 options:

- Optional Subjects per category

MANAGEMENT	<ul style="list-style-type: none"> Management & Investment on financial assets The Start Up journey Re & Upskilling: boost your professional efficiency The journey to develop a global business
MARKETING	<ul style="list-style-type: none"> Digital Marketing Marketing Automation for Operating Marketing Purpose Branding Sales 4.0: new digital models
TECHNOLOGY	<ul style="list-style-type: none"> Essential cybersecurity for non-technical Executives Essential Big Data and IA for non-technical Executives Internet of Value (Technologies for non-technical Executives) Business 4.0: Process Automation (RPA)

- Subjects to prepare for certification*

Students can choose between:

	Category	Language	Crs
Google tools for decision making (Google Tools)	Marketing	ES/ENG	2
Software for Smart Marketing (Hubspot Software Marketing)	Marketing	ES/ENG	2
Advanced Marketing (CIM - Chartered Institute of Marketing)	Marketing	ENG	2
Advanced Client Management (Salesforce Administrator)	Marketing	ES/ENG	2
Scrum in practice (Professional Scrum Master Certification -PSM)	Management	ES/ENG	2
SAP-ERP ⁽¹⁾	Management	ES	10
Gestión experimentada en Ciberseguridad (CISM - ISACA) ⁽²⁾	Tecnología	ES	2
People Analytics (Certificate Program)	Management	ES/ENG	2

*This does not include exam fees for any certification, or individual CIM tutoring.
⁽¹⁾ SAP-ERP: valid only for Master’s Degree in Logistics, Transport and Supply Chain [LOC]
⁽²⁾ CISM - ISACA: valid only for Master’s degree in Cybersecurity [MCI]

- International Experience

This consists of a one-week academic immersion course at one of the destinations listed below, which will take place during the course of the master's degree. If the master's degree includes its own curricular-based trip, the Business Study Tour will not be available.

BUSINESS STUDY-TOUR



Washington (US)

Understanding today's Business Environment



Miami (US)

Digital Business Innovation in US



London (UK)

Collaborative Innovation from the Marketing Perspective



Shanghai (China)

Understanding today's Business Environment



Mérida (México)

Innovation and sustainability in business

3

MASTER'S THESIS

This consists of an **actual business project** and that represents a challenge where the student must demonstrate that the learning objectives have been met and that all the skills acquired during the course have been put into practice.

> Individual project.

Product or company internationalization. This part of the program takes the form of a individual "real" 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.



EXIT PROFILE

- > Managers of global companies
- > International consultant
- > International marketing director and manager
- > International purchasing director and manager
- > International trade specialist
- > Logistics operations specialist



PERSONAL SKILL

Creatively solve complex situations on different business within an highly global and disruptive environment.

Develop a positive and creative thinking based on a restless interest, imagination, intellectual curiosity, sensitivity towards the social environment and the collaborative attitude.

Ethically acting and taking decisions applying high standards of respect towards human values, the cultural diversity and the sustainability.

TEACHING STAFF

Luis A. Sanchez Villa

Director of the Master. MBA, IE. Master in Marketing, ESEM. Bachelor Degree in Marketing, Universidad Rey Juan Carlos. Partner Director of Señales de Humo.

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.

Auger, Pierre

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

Bellón Núñez-Mera, Carlos

PhD in Finance, The Wharton School (University of Pennsylvania). MBA with Honours, The Wharton School (University of Pennsylvania). Honour Degree in Law, Universidad Pontificia Comillas (ICADE). Summer Associate, IFC (World Bank Group). Assistant Professor, Universidad Pontificia Comillas.

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.

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.

Duarte, Rafael

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

Esgueva, Luis

M.Sc. in European Economy, University of Amsterdam. Executive Master in General Management, IESE Business School. Bachelor Degree in Law, Universidad CEU San Pablo. Country Manager and Area Head, Demos Group. Country Manager and Geographical Area Head, Cofares.

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 Zonaweb site.

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.

Khaled, Elyse

Master in Digital Marketing, ESIC. Bachelor Degree in Advertising and Marketing, Notre Dame University. Senior Account Manager at Havas Worldwide. 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.

Molina, 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.

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 Universidad 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.

Palafox, Jaime

PDG Executive Programme for General Management, IESE Business School. Bachelor Degree in Economics, Universidad de Valencia. Economic Affairs & International Department Director, FIAB; Agri-food expert, Palafox2910.

Peláez Montejos, Jesús

MBA, IEDE, BA Law. General Director, Olmeda Orígenes. Area Director en Osborne. Pintado, Asela PhD (c), Universidad de Alcalá de Henares. Master in Corporate Communication, Washington International University. Bachelor Degree in Law,

Rovira, Javier

PhD in Management, Universidad Rey Juan Carlos. DDG, IESE. Bachelor Degree in Management, ICADE. LLB Law, ICADE. Former Marketing Director at P&G, Pepsico, and Gonzalez Byass. Author of "Consumering", ESIC (2007), "Reset & Reload" ESIC (2011) and "Persona, no consumidor" ESIC (2017).

Sánchez, Luis

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

Sands, Emma

MA (Hons) in Modern & Medieval Languages, Cambridge University. Head of Digital and Digital Marketing Manager, Phillips Iberica.

Sevilla, Javier

PhD (c) in Organizational Behavior by Uned. Degree in Industrial Psychology by UCM. Post-graduated in Human Resources by UAM. MITB program Co-director at ESIC. Serial entrepreneur and former CEO in Jobssy.com. More than 17 years of experience in Senior Human Resources positions; EMEA Human Resources Director at Stryker. HR Director at Mexx and World Software Services. Senior consultant in Arthur Andersen Spain.

Velasco, Natalia

PhD (c) in Political Science, Universidad de Salamanca; Master in Audiovisual Production, Universidad de Alcalá de Henares. Bachelor Degree in Law, Humanities and Philosophy, Universidad de Salamanca; CEO at NVG.

Visiers Bañón, Ricardo

PhD Naval Architec 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

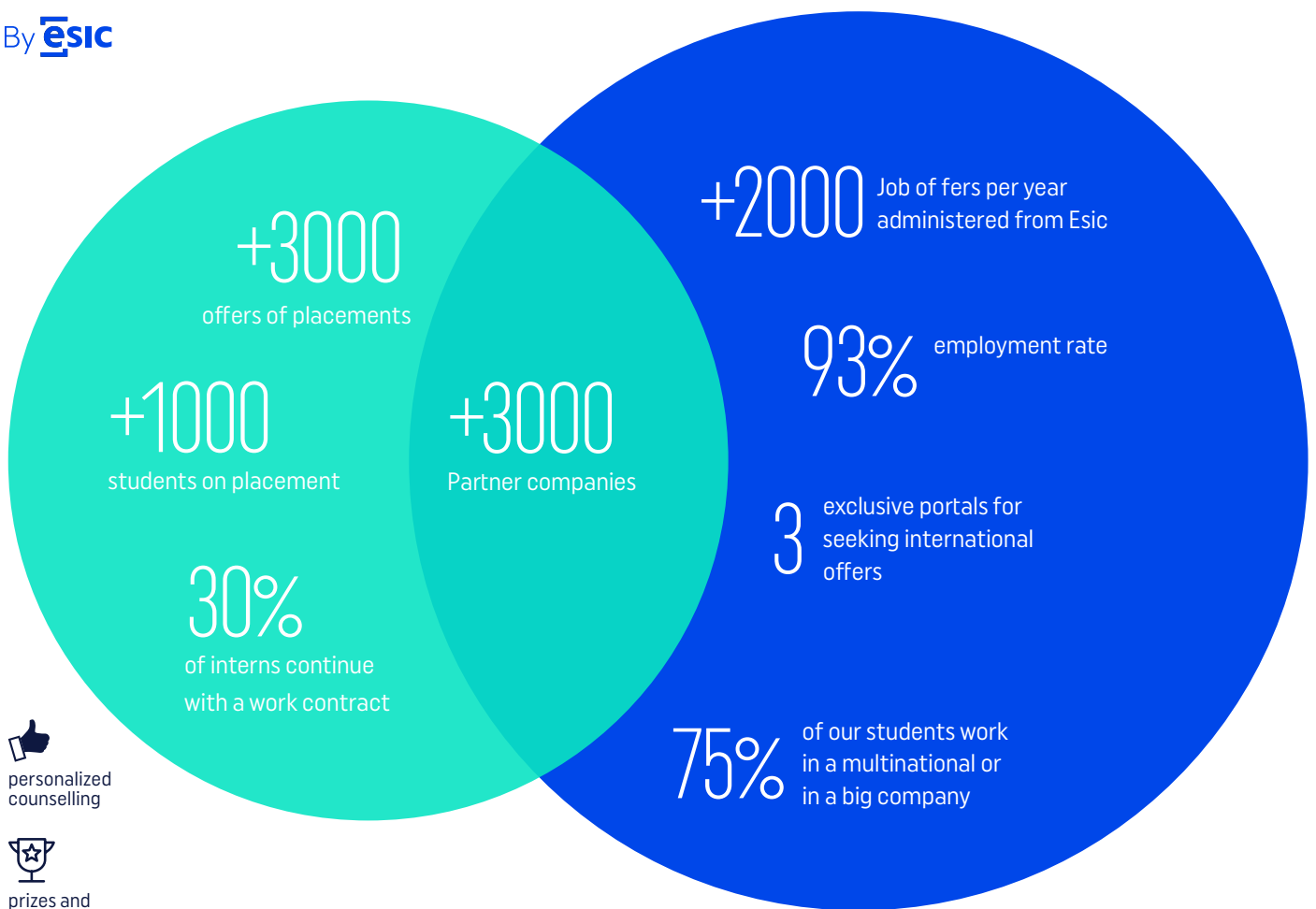
PhD in Finance, Concordia University. Master and Bachelor Degree in Engineering, Tianjin University. Founding Partner, Beijing-Shanghai He Zheng Asset Management Co. Former Risk Analyst, Lehman Brothers.

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

incubator of ideas

networking among entrepreneurs

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 from Carrer as Profesionales we train you and counsel 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.



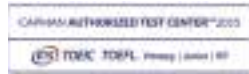
ESIC LANGUAGES

[global professionals]

ESIC Languages is conceived to provide an enjoyable, interesting, useful experience which 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 offer teaching 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



Companies and professionals

- Full-year courses
- Custom-made programs
- Programs for specific purposes
- Intensives
- Individual
- Conversation

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 participate

MADRID

91 452 41 00

info.madrid@esic.edu

BARCELONA

93 414 44 44

info.barcelona@esic.edu

VALENCIA

96 361 48 11

info.valencia@esic.edu

SEVILLA

95 446 00 03

info.sevilla@esic.edu

ZARAGOZA

97 635 07 14

info.zaragoza@esic.edu

BILBAO

94 470 24 86

formacion@camarabilbao.com

GRANADA

95 8 22 29 14

master@esgerencia.com

JUNE 2021