

MASTER IN  
INTERNATIONAL  
BUSINESS  
[MIB]



# 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 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 organisations.

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 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.

			
<b>62,000+ Alumni</b>	<b>11 Campuses in Spain and strategic alliances on 5 continents</b>	<b>Agreements with 125+ universities</b>	<b>Top positions in business rankings</b>

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.

<b>Forbes</b>				<b>ELMUNDO</b>				<b>Bloomberg Businessweek</b>	
<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>23</b>	
Spain New Graduates and young professionals	Spain Senior Management	Spain MBA	Spain Executive Programs	Spain Marketing	Spain Foreign Trade	Spain Human Resources	Spain Advertising and Communication	Europe Business School	
									
<b>12</b>	<b>34</b>	<b>34</b>	<b>34</b>	<b>50</b>	<b>51</b>	<b>64</b>	<b>51</b>	<b>40</b>	<b>87</b>
Europe Logistics	Europe MBA Executive	Europe Business Analytics	Europe Marketing	Europe Management	Europe MBA	Europe Finance	Global MBA speciality in Marketing	Global Business School	Global Business School
									
<b>5</b>			<b>19</b>		<b>37</b>	<b>41</b>	<b>47</b>	<b>49</b>	<b>85</b>
Global Widest selection of courses in the areas of Marketing, Technology and Sales			Global Business School		Global Executive MBA	Global Management	Global Marketing	Global Finance	Global Business School
									
<b>4</b>	<b>24</b>	<b>30</b>	<b>41</b>	<b>1</b>	<b>5</b>		<b>5</b>		
Global Finance	Global MBA	Global Business School	Global Executive MBA	Latin America Online Digital Marketing	Latin America Online Training Centre		Latin America Digital Innovation		
									
<b>2</b>		<b>2</b>		<b>2</b>		<b>57</b>			
Spain Most reputable company in the Education Sector.		Spain University and Business School with the greatest capacity to attract and retain talent.		Spain University and Business School in Accountability and Corporate Governance		Spain Eduardo Gómez Martín, Director General of ESIC, Business Leader			

## MASTER'S DEGREE IN

# INTERNATIONAL BUSINESS [MIB]

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## OBJECTIVE OF THE MASTER'S DEGREE

The master discusses several strategic, tactical, and operational concepts used in streamlining global trade. Within the master, we focus on understanding when and how these concepts are applied, as well as on optimization methods for their adequate implementation. At the end of the course students will be able to: Design strategies that will improve the internationalization of companies, implement logistics/supply chain strategies, understand the contractual, marketing, financial, legal, and documentary aspects of foreign trade.

## AIMED AT

The MIB is specifically designed for professionals and graduates that, whereas 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.



## There are 2 options to complete the MIB:

- › 100% in ESIC Spain
- › 75% in ESIC Spain + 25% in SISU Shanghai<sup>(1)</sup>

The default experience is approximately 2 months in Shanghai (usually May and June, tuition fees included) you will have the opportunity to strengthen your international profile and enhance your professional development while continuing the MIB 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 these visits to incubators, companies, logistics centres, 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:

- › Semester abroad (several possible destinations within ESIC's partners.
- › Internship/project in a company (subject to availability)
- › Once the MIB is completed, students can follow the academic pathway in Shanghai University obtaining SHU MBA Degree.

<sup>(1)</sup> If for any reason beyond our control, the Shanghai option was not available, we will do our utmost to provide a suitable alternative if available.

## EXIT PROFILE

It is foreseeable that each student, once the master is finished, has developed competencies and knowledge enough to make an impact in a corporative strategy within the international business development. Students will be in the position to act as a manager with clear capacities in the corporate environment.

\*Registration fee is included in the program. Flights, accommodation, and extra expenses (travel visa) are not included.

# ¿WHY MIB?

## OBJECTIVES:



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.



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



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.



Face and learn to solve complex situations in a systematic fashion in volatile and global scenarios.



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



# DIFFERENTIATING FACTORS:



**OPTION TO COMPLETE 25% OF THE PROGRAM IN A PRESTIGIOUS COLLEGE ABROAD**



**TAILOR-MADE PROGRAM TO STUDENT**

Preferences included Final Project options.



**TOP-LEVEL LECTURERS AND PRACTITIONERS**

Corporate executives and entrepreneurs well recognized in their respective fields of expertise.



**SEVERAL LOCATIONS**



**YOU CHOOSE THE SPECIALIZATION**

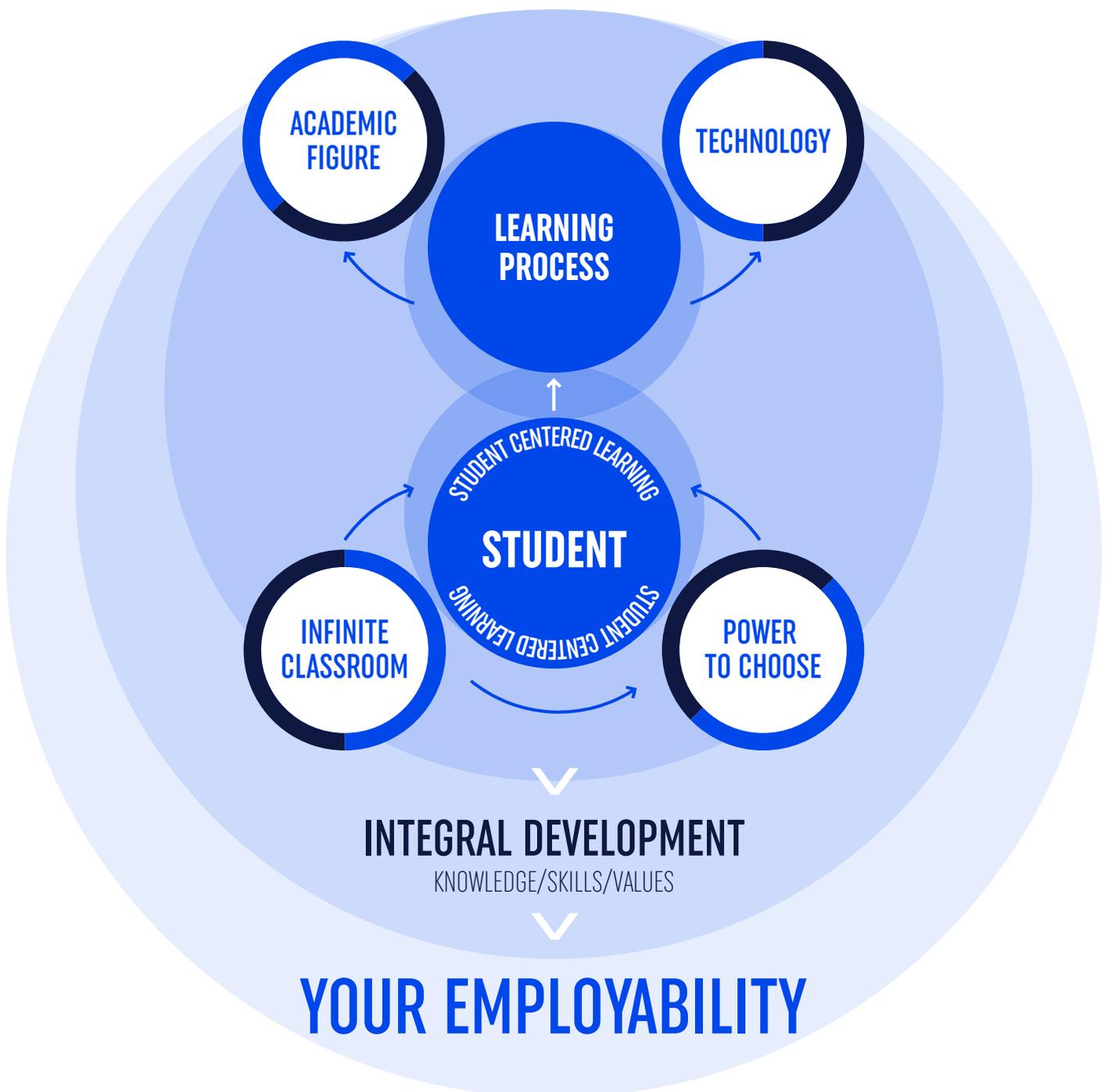
That best suits your professional and personal circumstances.



# 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

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

## 1

### MANAGEMENT SUBJECTS

- 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

## 2

### SPECIALIZATION SUBJECTS

#### Category subjects

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

#### Specific subjects

- Market analysis and consumer behaviour
- Business in a globalized world
- International marketing approach
- The SCM and its operations
- International financial systems
- International contracting, currencies and credit risks
- Macro economy in a globalized world
- Marketing Mix

## 3

### OPTIONAL SUBJECTS

**Subjects and training activities that complement the student's curricular experience:**

Courses, international study tours, business experiences, advanced programs in management tools for certification preparation, etc.

## 4

### 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 MANAGEMENT SUBJECTS

## BUSINESS STRATEGY IN GLOBAL ENVIRONMENTS

Current organizations and environments require an adaptive leadership not just in the external facts but in the managers' profile as well. Within this framework communication abilities are more and more important in globalized and multicultural environments. Students will learn their leadership style and how to apply it in different circumstances. They will learn how to use and apply fundamental structures and elements to deliver clear and attractive messages approaching communication with confidence. They will also learn how to deal with uncertain situations, questions or confrontational issues.

## BUSINESS AS A GLOBAL AND ETHICAL CITIZEN

The aim of this subject is for the student to acquire the competencies and knowledge taking the decisions in an ethical way, with social corporate responsibility and the different stakeholders in a global and multicultural environment. Apply high standards of respect for human values and cultural diversity. Develop competencies to measure the economic impact of decisions when taken or even when not taken.

## CONSCIOUS LEADERSHIP

The current environment and organizations require adaptive leadership that considers not only external aspects but also the manager's personal profile. Communication, and listening skills (feedback) are increasingly important in the plural, multicultural and globalized environments. During this course, students will learn to know their leadership style and how to exercise it in different environments. Likewise, they must know and use the fundamental elements and structures to build clear messages that allow them to approach communication with more confidence and know how to effectively manage situations of doubt, questions or confrontation.

## PERSUASIVE COMMUNICATION

The current context modifies the way we communicate and interact, the diversity of people we address, as well as the means we use to transmit messages, share, influence and achieve our purpose, highlight the importance of becoming aware of our communication style and impact, being key to know the tools and methodologies that make us more flexible in order to adapt to any situation and interlocutors without losing impact.

## INNOVATION IN A DISRUPTIVE WORLD

The unit focuses on the generation and improvement of business opportunities thinking "out of the box" Innovation will be the centre of value creation in the present disruptive environment.

## CRITICAL THINKING AND THE ART OF DECISION-MAKING

This unit helps the student to differentiate the problems in order to identify decisions with major impact in business minimizing efforts, costs and time. This unit gives the tools to identify those problems differentiating the ones related to business/money from the ones related to personal/organizational issues. It develops technical abilities for decision making with limited or complex information.

## 2 SPECIALIZATION SUBJECTS

### Category subjects

#### ORGANIZATIONAL CULTURE AND MODELS

The advances we are experiencing in different disciplines and especially in technology are modifying the value chain in organizations in a way that is necessary to ensure their sustainability and competitiveness. This is why the alignment of the organization and the adaptation of structures in an agile manner are key to achieving an organizational design that evolves at the same speed as the context in which we work. This subject allows us to develop the behaviors that allow us to deploy the culture by improving the employee and customer experience, to know the most appropriate tools for the management, measurement and monitoring of the indicators defined in the value proposition, and to incorporate the most appropriate models for change management in organizations. Knowing what to do, when to do it and how to address the challenges considering all stakeholders to ensure the optimal evolution and adaptation to the digital ecosystem.

#### PROJECT MANAGEMENT

In this unit students will learn the concepts, methods and tools related to project management. It will drive the students to run the strategy initiatives of their company efficiently acting independently but in coordination with the rest of the organization.

#### FINANCE FOR MANAGEMENT: STAKEHOLDER VALUE CREATION

Financing of assets/companies and different investment strategies to maintain growth. Critical analyses of key financial elements either generating value or being a risk, at either domestic or international level. Fintech elements that are shaping the financial market environment will also be analysed.

#### DIGITAL METAMORPHOSIS: STRATEGY

The first part of the subject allows the student to develop the ability to diagnose the degree of digital maturity of a company, the market in which it competes and the impact of the use of data and the main emerging technologies, to, from there, propose strategic lines of action that guarantee the adequate implementation and management of the company's resources and capacities. The second part of the subject explores the way in which strategies can provide superior value through the introduction of new technologies, their knowledge, the use of data for decision-making, the organizational and cultural change that must facing companies to ensure success in this digital metamorphosis that companies must face to ensure could lead to its disappearance if it does not carry it out.



## 2 SPECIALIZATION SUBJECTS

### Specific subjects

#### MARKET ANALYSIS AND CONSUMER BEHAVIOUR

This discipline is defined as the function that connects buyers and sellers through quantitative and qualitative data analysis. It is collected to understand the behavior of the people and their stimuli before the purchase. With this analysis, we define the impact of consumer behavior on the journey towards making business decisions. Therefore, market research analyzes consumers from a scientific point of view to try to determine what are the elements that drive the purchase and their needs, which, in turn, allows establishing retention strategies and improvement in the experience of users. Research designs and sources of information. Qualitative methods. quantitative techniques. Causal research: experimentation. Measurement theory. Applied marketing science: Data Analysis and statistics.

#### BUSINESS IN A GLOBALIZED WORLD

The subject provides the precise tools to face the challenge of globalization from the perspective of SMEs, from the creation of the international strategic plan to competitive positioning. Both the internal characteristics of small businesses and the environment in which they must operate are analyzed and studied: possibilities, resources, capacities, structure, threats, strategic plan, etc. The external analysis will study the global context and how to improve skills to compete in a volatile world but full of opportunities. SME & Family Business Overview. Main challenges faced by these companies. SME and Family Business information requirements and sources of information. Corruption and Foreign Trade. Risk analysis overview. World markets and SMEs. The Hubs as an alternative.

#### INTERNATIONAL MARKETING APPROACH

In this subject, the student will acquire the competencies that will allow him to elaborate the marketing strategy with a results-oriented target and under an approach that integrates and links the formulation of operational and strategic initiatives of the marketing mix elements with the segmentation and positioning parts. Finally, it will permit the configuration of the global marketing plan including the elements that are specific to the digital area.

#### THE SCM AND ITS OPERATIONS

The current events on the international markets are forcing companies to rethink their global supply chains, from suppliers to transportation methods, from the Incoterms to last-mile delivery in the eCommerce, are reshaping the way companies think its logistics. Customs, commercial and legal documents, and the global logistics network are the foundations of world business. This unit encompasses two main chapters, one dedicated to the commercial relationships between parties and its collaterals like Incoterms, paperwork and documentation, customs or cargo insurance, and the other focused on the management of the supply and operations chain, including logistics, transportation, and operations.

#### INTERNATIONAL FINANCIAL SYSTEMS

In this unit, students will understand the challenges that companies face from the perspective of international finance, such as business operations, working capital management, and banking relationships. The figure of financial intermediaries and banks is key to the efficient management of financials and cash management. All this will allow the student to acquire the necessary skills to understand the economic and financial aspect that surrounds the international environment.

#### INTERNATIONAL CONTRACTING, CURRENCIES AND CREDIT RISKS

Exchange and export credit insurance, contracts and international tendering are critical parts of any international operation. Knowing how to work with foreign currencies, how credit insurance works, or what is a binding international contract is a must.

### MACRO ECONOMY IN A GLOBALIZED WORLD

The subject provides an on-hand perspective of the current macroeconomic events that affect global trade and delivers a broad understanding of how the global economy affects the international trade environment. The student will obtain a global perspective to critically analyze and make decisions based on their own criteria.

### MARKETING MIX

Product, Pricing, Distribution, Communications within the international environment.



### 3 OPTIONAL SUBJECTS

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

It will be possible to take the elective courses in English or Spanish and select the ones that are of most interest to the students, regardless of the category of the program they are taking. There are two levels for each elective subject; an essential level or an advanced level, which will depend on the content of the program.

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

#### - Optional Subjects per category

##### MANAGEMENT

Management & Investment on financial assets  
 The Start Up journey  
 Re & Upskilling: boost your professional efficiency  
 The journey to develop a global business

##### MARKETING

Digital Marketing  
 Marketing Automation for Operating Marketing  
 Purpose Branding  
 Sales 4.0: new digital models

##### TECHNOLOGY

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
Google tools for decision making (Google Tools)	Marketing	ES/ENG
Software for Smart Marketing (Hubspot Software Marketing)	Marketing	ES/ENG
Advanced Marketing (CIM - Chartered Institute of Marketing)	Marketing	ENG
Advanced Client Management (Salesforce Administrator)	Marketing	ES/ENG
Scrum in practice (Professional Scrum Master Certification -PSM)	Management	ES/ENG
People Analytics (Certificate Program)	Management	ES/ENG

\*This does not include exam fees for any certification, or individual CIM tutoring.

## 4 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.

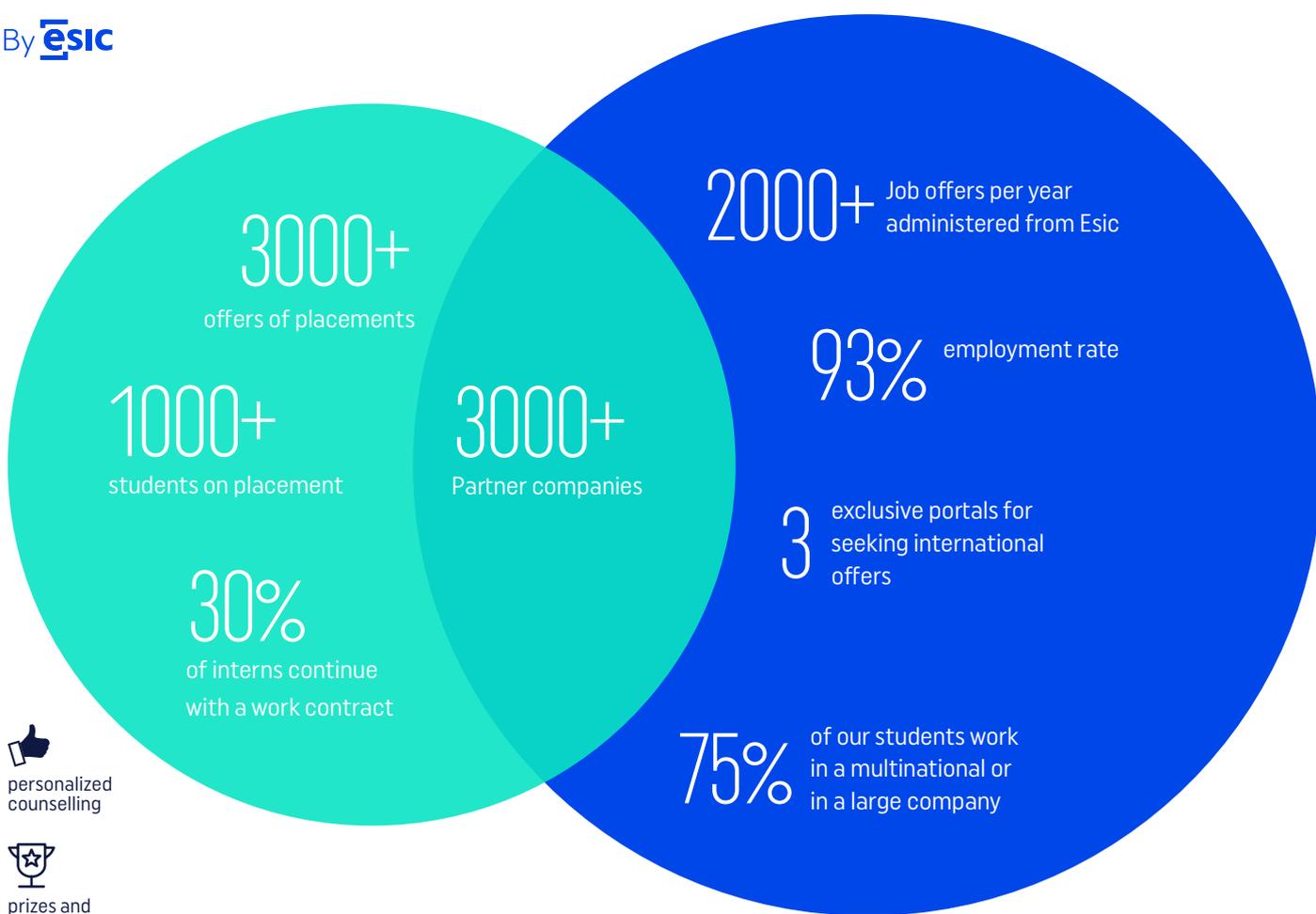


# WE PREPARE YOU TO WORK IN THE WORLD'S TOP COMPANIES



## 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, 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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