

Master in Management (MIM)

SPECIALTIES:

- International corporate finance and business development
- International marketing management
- People management and globalization



We are located in the heart of Madrid

Come and Visit Us!

In our efforts to make our academic offer more accessible to prospective candidates, we actively engage in various national and international activities where we showcase our Master's Degree programs and the distinguishing features of our learning model.

- **Open days, presentations, and master classes (both physical and virtual).**
- **Campus tours and individual interviews.**
- **Meetings with NBTS students and alumni.**

#1

**Spain: Best Country
in the World to Live**

Internations 2024

#5

**Madrid: Among the
Five Best Cities in
the World to Live In**

TimeOut Ranking 2024

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Welcome to Nebrija Business & Tech School

With over 30 years of academic and research excellence, Nebrija Business & Technology School is **recognized nationally and internationally** for its outstanding teaching, employability, research, and internationalization. Our commitment to stimulating curiosity and fostering an entrepreneurial spirit drives the daily activities of our students, faculty, and staff.

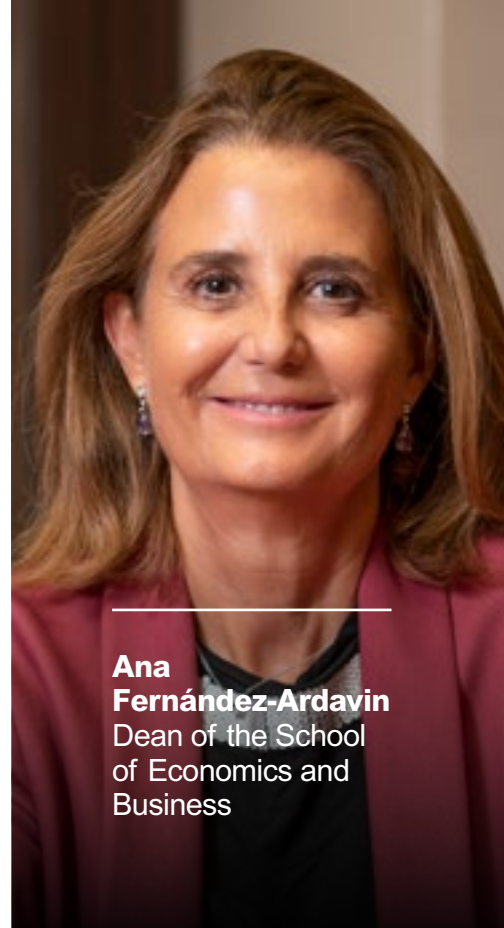
Our **active learning methodology** integrates rigor and a relentless pursuit of excellence with a strong emphasis on technology, the development of transversal skills, and practical learning. Students engage in projects and events in collaboration with the corporate world, guided by expert faculty who bring proven pedagogical skills and exceptional professional and research experience to the classroom.

We have a strong **collaboration network with the business community**. Examples of this include our employability programs linked to the corporate sector, national and international internships, applied research projects, the involvement of advisory councils in designing study plans, and the active participation of professionals and experts in our teaching staff.

Our school operates globally. Every day, students learn with international classmates and professors and have the opportunity to complete part of their studies at prestigious partner universities worldwide.

“ We live in challenging times. Ecological and digital transitions are driving the growth and development of global society.”

“This creates new jobs, professional demands, and opportunities that require new knowledge and skills. The MBA Tech at Nebrija Business & Tech School enables young professionals to enhance their management skills, knowledge, work methodologies, leadership abilities, and strategic thinking. Our program prepares students to successfully tackle management challenges across various areas of specialization and business sectors.”



Ana Fernández-Ardavin
Dean of the School of Economics and Business

“ Our programs are meticulously designed to stay ahead of business trends and their practical application in a technology-driven marketplace.”

“We are committed to offering a transformative learning experience based on providing value and entrepreneurship that prepares our students to thrive in the dynamic economic ecosystem in which we move, marked by competitiveness and automation driven by Artificial Intelligence. One of the pillars of our program is the emphasis on active methodologies embodied in our generative learning model. Our students participate in real projects, case studies and simulations that reflect the complexities of the business environment. This hands-on approach ensures they are active participants in their learning journey. We equip our students with the tools and mindset to identify opportunities, innovate, and lead projects, whether they want to start their own businesses or drive change within established organizations.”



Margarita Núñez
Director of Postgraduate and Teaching Innovation at NBTS

Rankings

One of the
Best Universities
in Spain

Forbes

★★★★★
Highest score in:
**Teaching
Employability
Internationalization**

QS STARS

TOP 5
in Labor
Inclusion

ũ Ranking
Universidades
Españolas

TOP 5
Global
MBA Online

CEO MAGAZINE
WORLDWIDE
BUSINESS SCHOOL RANKING

TOP 8
Online MBAs
in Spanish

FSD RANKING
HAMILTON
UNIVERSITY

Why Study at NBTS?

Integration of Industry Expertise

From our inception, we have prioritized collaboration with the business sector, shaping our curriculum to meet the evolving demands of today's society in close consultation with industry partners.

Transformational Leadership

Our ethos encompasses technology, innovation, entrepreneurship, humanism, social commitment, and a global vision and practical application. At NBTS, you will gain the vision to anticipate solutions, lead future changes, and provide sustainable value to the companies and organizations where you will build your career.

Exceptional Teaching Quality

Our faculty consists of industry professionals and experienced professors who are passionate about teaching. Their expertise ensures that our Master's program is a valuable investment in your professional future.

Positive Impact

We are committed to making a positive impact on society. We evaluate all our actions with consideration of their effects on our stakeholders. As a school, we are dedicated to addressing your needs and interests.

NBTS is an associate member of prestigious international academic institutions such as:





**“At
Nebrija
Business &
Technology
School, we
clearly commit
to the
entrepreneurial
approach.”**

“At Nebrija Business & Technology School we have a clear commitment to the entrepreneurial approach, in the sense of being able to convey to students what entrepreneurship is, what it is not, and how it is carried out, so that those who have the entrepreneurial bug, but even those who do not, can develop it.

We develop this spirit in several ways. The first is through the final Master’s thesis, which is a work authorized by professionals from companies that know the business model of the sector in which the TFM is working. Another way is through the immersion week in Berkeley, in which entrepreneurs and “protein” environments in the field of entrepreneurship are visited. Also, through the program of parallel activities, you can obtain the skills of a good entrepreneur, i.e., business skills, creativity, and the well-known elevator pitch.”

José Ramón Gutiérrez
Director of the Master in Management (MIM)

Master in Management (MIM)

Professional performance in the field of international business requires **professionals capable of approaching the decision-making process** from a dual perspective: analyzing data and experienced challenges with technical knowledge and sensitivity, the functional perspective, and the necessary global strategic vision. At NBTs, we are especially aware of the functional and strategic relevance of decision-making to the performance of companies and organizations in all sectors of international economic activity. The Master in Management (MIM) will allow you to acquire, during an intense year of study and applied work, not only the technical knowledge but also the working dynamics and practical experience necessary to **enhance your professional career and corporate performance** in the international environment.

The MIM aims to train university graduates in their first stage for their business performance in the international arena. The differential aspects of the curriculum, teaching methodology, and learning

experiences derive from the fact that the design and development of the program involve professors with a consolidated academic and research profile, active professionals with extensive professional experience, as well as representatives of the corporate world.

The main objective of the program is to provide **young university graduates with the necessary tools to understand the global challenges faced by companies**. The MIM equips students with the following professional skills and competencies:

- A deep understanding of the technical complexity faced by companies in international markets.
- The ability to design, develop and implement corporate strategic management projects.
- A solid theoretical and practical knowledge in one of the specialization tracks:
 - International corporate finance
 - International marketing management
 - People management and globalization

Degree	Official Master's Degree recognized by the Ministry of Education of Spain, valid in the European Union and Latin America
Modality	Face-to-face / Online
Campus	Campus of the Polytechnic and Social Sciences in Madrid-Princesa
Duration	1 academic year (October to July)
Credits	60 ECTS credits (teaching sessions and directed academic activities)
Language	Spanish or English
Format	Full-time for face-to-face modality · Friday and Saturday for online modality

<p>Specialties</p>	<ul style="list-style-type: none"> ▪ International Corporate Finance and Business Development 18 ECTS ▪ International Marketing Management 18 ECTS ▪ Management of People and Globalization 18 ECTS
<p>Compulsory complementary activities</p>	<ul style="list-style-type: none"> ▪ Powering your management development Management analysis and development program based on individual and group sessions between students and experts in coaching and management development. ▪ Working breakfasts (NBTS Alumni) Professional meetings in which attendees have the opportunity to learn first-hand and discuss with invited professionals on issues of particular managerial and strategic relevance for professional performance in the sector of activity analyzed. ▪ Conference-colloquium The professors of the different subjects plan conferences and colloquiums with guest speakers who share their experiences, reflections, and knowledge with the attendees, with the aim of deepening the practical application or specialization and updating the different subjects. ▪ Professional orientation activities Participants will have the opportunity to learn first-hand about the business and professional challenges facing the sector or the companies participating in the aforementioned professional orientation activities. ▪ Seminarios especializados These training activities enable participants to analyze and learn about new conceptual proposals, specific management tools, and regulatory or legislative changes. ▪ Professional meetings In them, students, managers and experts in a specific sector debate, share, dissect, and discuss current issues and proposals. ▪ Start-up Nebrija center Incubator and accelerator of technology-based business projects. ▪ International weeks International week at the University of California Berkeley (optional, not included in the program fee).

Why study for the MIM?

Three specialties

You will be able to choose from four specialization tracks depending on the program that best suits your professional expectations and personal concerns.

International Corporate Finance and Business Development, International Marketing Management and People Management and Globalization. Four different paths for our MIM with a single destination: your professional success.

Entrepreneurial and innovation vocation

Empower your entrepreneurial and digital skills: our program stands out for its focus on developing students' entrepreneurial spirit and digital competencies. We foster an innovative mindset, preparing you to identify business opportunities in a changing global environment. With access to the latest digital technologies and trends, you will acquire critical competencies to excel in the modern digital economy.

Benchmarks in employability

We don't say so, our results say so. According to the prestigious U-Ranking 2023 report, we are the second-best university in Madrid in terms of employability, and we are among the top nationally for degrees specializing in Economics, Administration, and Law. In addition, we are the best university in Spain in terms of the average salary of our graduates, according to the same report carried out by the BBVA Foundation and IVIE. These excellent results have positioned us as one of the best universities in Spain, according to Forbes.

Global mindset

The Master has been designed to develop a **global mindset in participants** so that they can master and integrate all functional and strategic aspects of management performance, with particular emphasis on the economic-financial dimension, international marketing and the management of people in multinational environments. **Specialized training** is needed for participants to be able to face the **new challenges and demands of the current professional environment**, which is changing and influenced by technology.



MIM students at UC Berkeley

One **MIM**, three specialties

01 | **International Corporate Finance and Business Development**

The **International Corporate Finance and Business Development** major focuses on providing students with an in-depth understanding of the link between business development decisions and financing needs. This includes an in-depth analysis of the functioning of capital markets in a globalized world, equipping participants with the necessary tools to manage working capital and exploring the financial context in which companies and managers operate. This will prepare students to assume leadership roles in managing and improving the strategic performance of organizations, fostering an analytical vision, and informed and effective decision-making.

02 | **International Marketing Management**

The purpose of the **International Marketing Management** specialty is to provide participants with the necessary knowledge to enhance market expansion opportunities in the international environment. Students work with a multitude of cases and applied assumptions in relation to the design of marketing plans, and consumer needs in the international market, paying special attention to cultural diversity. It focuses on providing advanced training that allows them to plan and develop the digital expansion or through digital channels of any business that operates nationally or internationally.

03 | **People Management and Globalization**

The specialty of **People Management and Globalization** is designed to provide participants with the knowledge and competencies necessary to deal with the challenges posed by globalization in the management of teams and people, providing them with the necessary technical knowledge related to the management of people in such globalized environments.



From the center of Madrid to the world

We are in the center of the capital with one goal: to be close to everything and everyone. A privileged location that represents a magnificent opportunity to have close and direct access to a multitude of companies and institutions. Not only to their facilities but also to their managers, who regularly visit our facilities to share their knowledge, opinions, and thoughts with our students or to participate in selection processes.



International experience

At Nebrija Business & Technology School, we offer our students the opportunity to spend an international internship at some of the best universities in the world, such as **UC Berkeley**. This is a unique opportunity to learn in leading global institutions and to promote networking with students and professors outside our borders.



“The value that technology brings to this Master’s degree is a fundamental part to apply to all my management knowledge.”

“I sincerely believe that, with this Master in Management, I have been able to develop skills related to the practical cases that we have seen in our day-to-day work to be able to deepen and improve the analysis focused on business models and to see the different areas of the company and to be able to combine them and that there are good synergies. In addition to the practical part, technology brings to this Master’s degree a significant added value and it is essential to apply all the knowledge of business model management to technology.”

Víctor Peregrín
Master in Management (MIM) Alumni

Program Curriculum



Master in Management (MIM)

1st semester 30 ECTS

Economics, globalization, and business management	6
Quantitative methods and business decisions	6
Accounting and corporate finance	6
Marketing management (I)	3
HR Management	3

Total. Common subjects 1st Semester 24

Specialty I: International corporate finance and business development 6

International corporate finance	3
Global financial markets	3

Specialty II: International marketing management 6

International marketing management	3
Data analytics and marketing decisions	3

Specialty III: Management of people and globalization 6

HR management and globalization	3
Data analytics and people management	3

Total. Specialty subjects 1st Semester 6

2nd semester 30 ECTS

International strategic management	6
Technological Innovation Ecosystems	3
Operations and logistics management	3
Master's thesis	6

Total. Common subjects 2nd Semester 18

Specialty I: International corporate finance and business development 12

Company valuation and business development (M&A)	3
Management control: treasury and investments	3
Internships	6

Specialty II: International marketing management 12

Commercial management and global business development	3
E-business strategies in the global economy	3
Internships	6

Specialty III: Management of people and globalization 12

Values, culture, and leadership in global environments	3
Digital transformation and HR	3
Internships	6

Total. Specialty subjects 2nd Semester 12

* The different specialties are opened with a minimum of 10 students enrolled per specialty.

Generative Learning

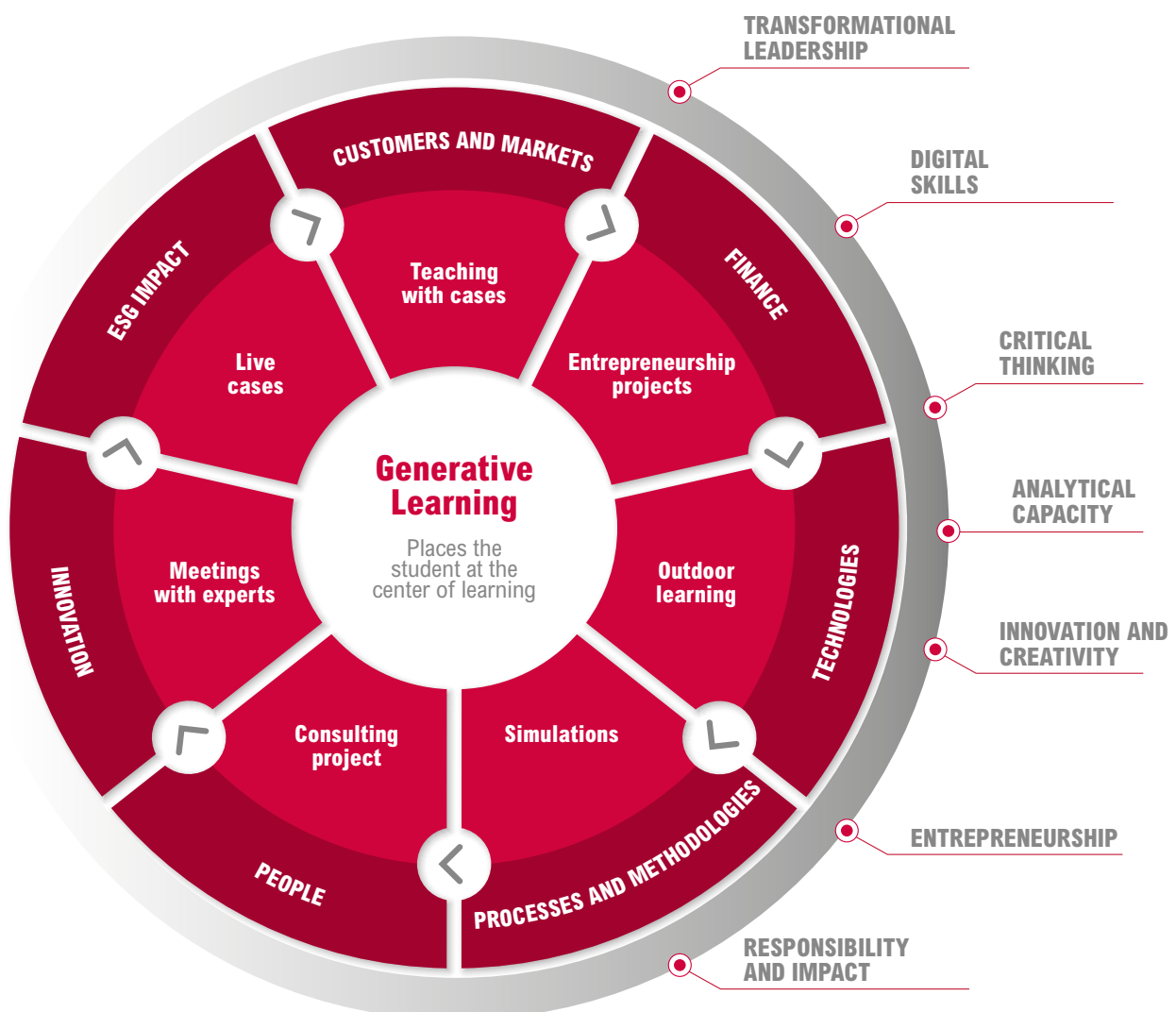
We offer an educational experience based on a **unique model** designed to enrich student learning across three key dimensions:

1. Active Methodologies

2. Business Knowledge

3. Management Competences

Our approach integrates active methodologies, encompassing business case resolution, challenge-based learning, and project generation. This immersive educational experience is closely aligned with real-world business practices and draws inspiration from the teaching methodologies employed by **Harvard University**. Moreover, our students and faculty have access to a wealth of resources, including materials developed by Harvard, further enriching the learning journey.





Teaching methodology

A professionally oriented master's degree that combines academic rigor with the necessary practical approach to business and financial behavior. The various methodologies used during the different subjects are designed so that this theoretical-practical approach is a constant reality in the learning model of all subjects.

During the Master, participants work successively with the following learning methodologies:

- Keynote sessions and analysis of technical notes
- Analysis and discussion of case studies
- Sessions with guest speakers
- Teamwork and presentations
- Financial modeling and simulations
- Individual reading and research
- Mentoring and career guidance sessions
- Virtual Campus of Nebrija Business & Technology School

Online **Modality**

The Master in Management can be taken entirely online thanks to the learning experience developed by Global Campus Nebrija, the University's collaborative environment. The online methodology allows the learning experience to be transferred from the classroom to the Virtual Campus. In the Virtual Campus, students and professors can acquire and exchange knowledge regardless of their location. Synchronous video-collaborative training sessions, discussion forums, teamwork, and the resolution of practical cases will be the central activities which, supported by the most advanced technological tools, will maintain the high quality and academic rigor that characterizes Nebrija Business & Technology School's training. The main challenges and characteristics of the online methodology are:

- 01** | **Intense planning serves as the primary assurance of effective learning**
- 02** | **Individual learning is complemented by collaborative group work**
- 03** | **Utilization of collaborative tools facilitates seamless interaction**
- 04** | **Virtual workgroups enable efficient teamwork and collaboration**
- 05** | **The evaluation system prioritizes effort and dedication as key metrics.**

**Nebrija Global
Campus
Recognitions**

**Top Score in
Online Teaching**

QS Stars Ranking

**Educational
Excellence Award
for Best Online
University**

Fundación Mundo Ciudad

**Blackboard
Awards in Leading
Change and Hybrid
Attendance**

Blackboard Catalyst Awards

**Good Methodology
Practice**

UNESCO Research Chair



Teaching staff

The professors of the Master in Management are experts and professionals in the world of business management.

During the Master's year, they will actively collaborate so that your performance, learning, and conceptual projection will be clearly strengthened after your time in our classrooms. They are professors who combine their teaching, research, and pedagogical vocation with their professional and managerial practice in their respective fields.



“Quality training is the best way to build a successful future.”

“The quality and commitment of its students and the excellence of its methods, tools, and facilities make NBTS a University of reference. If I have to define something that sets NBTS apart, it is the balance it has achieved between the research and teaching capacity of its PhDs and the experience and professional trajectory of many of its associates. This provides students with a wide range of possibilities, points of view, and ways of understanding teaching, which represent an intangible and, at the same time, priceless capital for the development of their professional careers. Training is the greatest capital that a professional must accumulate and the best way to build a successful future, and for this, Nebrija Business & Technology School is the best option.”

Óscar Herencia, VP South of Europe & General Manager Iberia at Metlife. Professor NBTS.

Careers and Employability NBTS



The **Master in Management** is designed to train professionals for the demands of the contemporary labor market. An innovative program that opens doors to corporate performance in international work environments.

+800K

Number of digital leaders that will be needed in the next five years, according to the European Commission

Report 2030 Digital Decade

70%

Percentage of value created globally in the next ten years that will be based on digital business models



Professional Opportunities

- **Strategic consultants** in different functional areas
- **Business managers**
- **Marketing managers**
- **Entrepreneurs**
- **Financial analysts**
- **Key account managers**
- **Sales managers** with areas of responsibility in the management of sales teams
- **Product managers**
- **People managers**

NBTS maintains a dynamic and close-knit relationship with the business and professional sectors.

Our Department of Professional Careers is dedicated to actively managing business internship programs, job placements, and the organization of seminars and complementary activities. These initiatives are designed to equip students with essential tools, skills, and optimal opportunities to facilitate their transition into the workforce and enhance their future professional development.

Master's students have the opportunity to engage in a variety of professional orientation activities, including:

▪ NBTS Impulsa.

NBTS hosts the annual employment forum Impulsa, attracting companies and institutions from diverse economic sectors. This forum serves as an ideal platform for students and companies to exchange experiences and gain insights into the incorporation processes for young university graduates into their first job roles.

▪ Company Presentations and On-Campus Selection Processes.

▪ Companies across various sectors, including consumer goods, technology, consulting, finance, and auditing, conduct selection processes, presentations, and specific seminars on campus. These initiatives, organized in collaboration with the Department of Professional Careers, are tailored to meet the needs of NBTS students.

▪ Business Internship Programs.

Priority is given to professional internships in companies aligned with the student's chosen specialty. NBTS facilitates these opportunities through a network of educational cooperation agreements with institutions, entities, and companies spanning a wide array of sectors.

▪ Seminars and Practical Activities.

Students participate in seminars and workshops to enhance their specialized knowledge and skills relevant to professional practice.

▪ Employment Exchange.

The Department of Professional Careers, in partnership with the Nebrija Alumni Association, manages job offers from companies and institutions, ensuring students have access to a wide range of employment opportunities.



NBTS Corporate Network

Our extensive network includes collaborating with companies from diverse sectors of economic and business activity. Together, we organize internship programs, seminars, visits, and more. Managers from these companies regularly contribute to our programs. Some of our esteemed partners include:



Pablo Tocino
Nebrija Alumni
and Cybersecurity
consultant at EY

“ At Ernst & Young, I work with banking and insurance business lines, which is a sector in need of professionals with a technological profile. We attend university events and job fairs with the aim of visualizing professional profiles and attracting talent based on these needs we have in the company.”

Scholarship and Student Aid Program



Embarking on a Master's program requires dedicated, engaged individuals who are passionate about their academic and professional advancement. At NBTS, we place particular emphasis on the **quality of participants** across our various programs, striving to integrate the most qualified candidates into our postgraduate offerings.

We proudly offer a **scholarship and study grant program** designed for new students in our postgraduate programs. This initiative aims to recognize and incentivize academic excellence while facilitating access to the exceptional postgraduate education offered by Nebrija Business & Technology School.

Scholarships are awarded based on several factors, including the candidate's academic record, performance in admission tests, and economic, personal, and professional circumstances.

Talent Scholarships

Business and Technology

At NBTS, we aim to attract and nurture top talent, irrespective of the candidate's sector or economic background. We seek students with outstanding academic achievements to fulfill the growing demand for specialized professionals adept at navigating the trends driven by emerging technologies.

How to Apply for Admission

The admission process is rigorous and meticulously designed to assess whether candidates meet the required profile and whether the Master's degree aligns with their professional expectations and objectives. If you wish to participate in the admission process, please follow these steps:

01

Submit the application for admission and attach the required documentation:

- Detailed university academic record and Curriculum Vitae.
- Photocopy of ID or passport.
- A cover letter or motivation letter from the candidate.

02

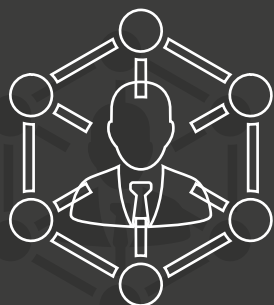
Participate in the candidate selection process

Candidates are invited to participate in the selection process, which is conducted either in person or online for candidates residing outside of Spain or unable to travel to Madrid. This process aims to evaluate candidates based on their academic record, skills, knowledge, and competencies.

03

Formalize Your Place Reservation

Admitted candidates must reserve their place on the dates specified in the admission letter.



04

Complete Academic and Financial Enrollment.

Within the specified deadlines



05

Submit Original Copies of All Required Documentation.

As outlined in the admission process.





From the center of Madrid to the world

Agreements with International Universities

NBTS is a global school and we work based on that premise. All our programs offer the possibility of taking part of the studies in a prestigious international university. We want our students to be global professionals, able to work anywhere in the world, and to promote networking that will help them and enhance their professional career.

+400
Agreements with international universities



- Regent’s University London
- Sapienza Università di Roma
- Universidad de Bolonia
- University of Portsmouth
- University of Miami
- Benedictine University
- Carleton University
- Florida International University
- San Diego State University
- Instituto Tecnológico de Monterrey
- Shanghai International Studies University (SISU)
- The University of Hong Kong (HKU)
- University of Technology Sydney

Academic Offer

Nebrija Business & Tech School

Our academic offerings are complemented by the following programs, which can be pursued either in person or remotely:

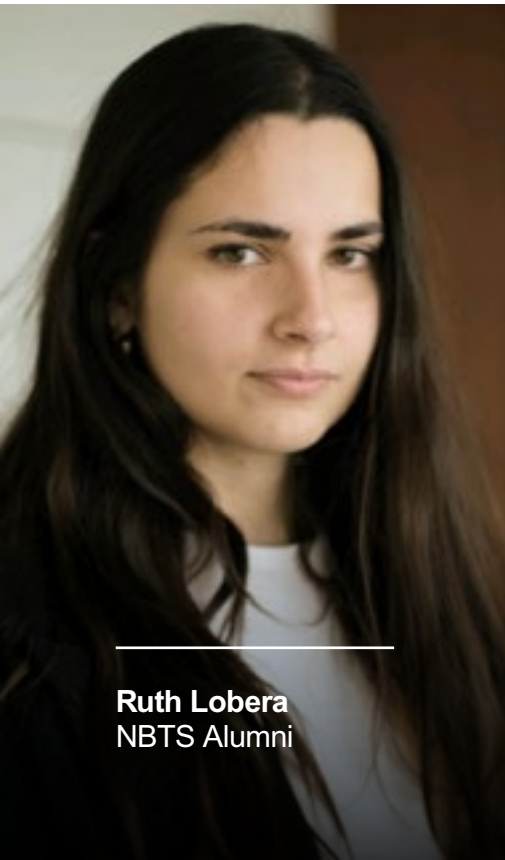
Generalist Master's Degrees:

- **MBA Tech with 4 Specialties for Young Professionals**
- **MIM (Master's in Management) for Recent Graduates**

Specialized Master's Degrees:

- **Master's in Business Analytics**
- **Master's in Leadership and HR Management**
- **Master's in Advanced Finance**
- **Master's in Commercial Management and Digital Marketing**
- **Master's in Project Management and Organization**
- **Executive Master's in Management of AI & Machine Learning***

*Master's in Continuing Education with Double Qualification from UBI Business School, Affiliated with Middlesex University.



Ruth Lobera
NBTS Alumni

“For me, it was a pleasure to be in a university that welcomes you and gives you facilities from the first moment, but even more, it is to see that all the skills and knowledge acquired in class were put into practice during my internship in the company.”





Nebrija **Business &** **Technology** **School** **Campus**

**Campus of the Polytechnic
School and Social Sciences
in Madrid-Princesa**

C/ Sta. Cruz de Marcenado, 27
28015 Madrid

900 321 322
informa@nebrija.es