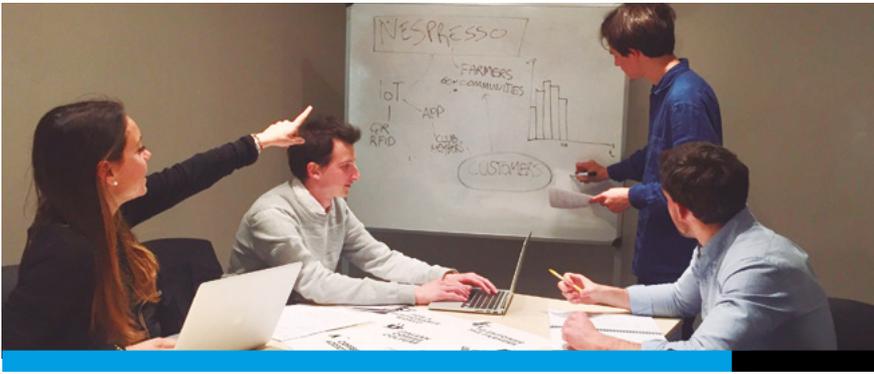




**UNIVERSITY  
MASTER'S DEGREE IN**  
Management  
& Operations

**16TH Edition**



The internationalisation of business and technological development is leading to significant changes in business administration. Within this context, the University Master's Degree in Management & Operations provides the necessary professional training to handle the exciting task of **promoting, organising and managing ventures in all areas of business**. This programme has a clear practical focus, with teaching centred around case studies, conferences and visits during the first semester, together with a long period of **in-company work experience** during the second part of the Master's degree. Thanks to its design and teaching staff, the master's programme responds to the needs of contemporary businesses. Businesses which operate in an international context and need professionals with strong technical training and the necessary human qualities to lead projects and make rigorous, responsible decisions.

## Why study at UIC Barcelona?

- This programme is a university master's degree.
- It provides a comprehensive vision of business administration and production systems.
- The second semester is spent undertaking a work placement at a leading company such as SEAT, Orange, Privalia, Mediamarkt, Danone, Amazon Web Services, eDreams International, Mango or Banco Santander Barcelona.
- Students interact with different actors from the world of business, through conferences, business challenges, company visits, etc.
- It is based on real-world case studies.
- Students will have the chance to meet professionals from the sector and attend international fairs and congresses such as Barcelona Industry Week, which includes IOT and IN3DUSTRY.
- Students are able to take part in the MWC and 4YFN congresses, thanks to our agreement with GSMA.
- The programme applies active teaching methodologies, such as project-based learning, challenge-based learning, design thinking and case studies.

## ACADEMIC ACCREDITATION

### University Master's Degree in Business Administration and Production Systems

#### Organising centre

Faculty of Economic and Social Sciences

#### Dates and times

- 1st semester: Monday to Friday, 3 p.m. to 8 p.m.
- 2nd semester (work placement and Final Master's Degree Project): from January to July, depending on the agreement signed with the company.

#### Language

40% in English and 60% in Spanish

#### Information and Admissions Service

T. +34 932 541 800  
uic.es/en/contact-details

## Aimed at

This is the right master's degree for you, if you hold a degree in engineering or studies related to business management, and want to expand your knowledge and steer your career towards managing production and service companies.

## Participating companies



## TEACHING STAFF

### Director

#### Dr Jasmina Berbegal

PhD in Engineering and Industrial Organisation from UPC-BarcelonaTech. She was formerly a lecturer at the UPC. She has been visiting scholar at the Polytechnic University of Milan, the Polytechnic University of Torino, the Haas School of Business, University of California, Berkeley, and University College London.

### Coordinator

#### Dr Dolors Gil

PhD in Business from the University of Barcelona (UB) and degrees in Business Administration and in Actuarial and Financial Sciences from the same university. She was formerly a visiting scholar at the Polytechnic University of Milan and the Polytechnic University of Torino.

### Professors

#### Dr Laura Ilzarbe

PhD in Industrial Engineering from Technische Universität Berlin and graduate of a General Management Programme (PDG) at IESE Business School.

#### Dr Beatriz Lucaya

PhD in Legal and Social Sciences from UIC Barcelona, a Master's degree in Legal and Social Sciences, and a degree in Law from the UB.

#### Dr Alba Manresa

PhD in Law, Economics and Business from the UB. Before working at UIC Barcelona she was involved in teaching and research at Radboud University (in the Netherlands), at the Technocampus in Mataró, at the University of Vic-UCC, at the University of Girona and the Johan Cruyff Institute.

#### Jesus Montoliu

A graduate in industrial engineering from the UPC and has completed the Management Development Programme at IESE Business School.

#### Jenny Pierina Moreno

A graduate in industrial engineering from the National Experimental University of Táchira and holder of a Master's degree in Business Management from the University of Navarra.

#### Dr Ioannis Pierrakis

PhD from the University of Cardiff (United Kingdom). He is a tenured lecturer at UIC Barcelona and also teaches at Kingston University London.

#### Dr Silvia Rodríguez Donaire

PhD in Strategic Management from the UPC and a graduate in Telecommunications Engineering, also from the same university.

#### Dr Anna Sánchez

PhD in Business Organisation and Telecommunications Engineering from BarcelonaTech. Conference speaker on the boost to innovation at IESE, ESADE, EADA, EOI, UPC, La Salle, etc.

# STUDY PROGRAMME - 60 ECTS

## FIRST SEMESTER

### Financial Economics / 6 ECTS

This subject focuses on corporate finance and financial management. Theoretical teaching is mixed with practical examples that help students understand the concepts and reasons behind capital budgeting, sources of funding, working capital management and estimation, forecasting, evaluating financial assets, and time value of money.

### Marketing / 3 ECTS

For a company or business idea to thrive, it has to be dynamic and flexible. But above all, it must understand the customer well enough to be able to offer them what they are looking for, as well as differentiate themselves from the competition. It is also necessary to support the customer throughout the purchase process. Therefore, this course provides students with the tools they need to design a marketing proposal geared toward customer satisfaction and business success.

### Production and Operations Management / 6 ECTS

This introduction to lean management, in general, and lean manufacturing, in particular, aims to provide students with a solid foundation on the principles of lean philosophy, and thus teach them how to analyse, improve and design value chains.

### Product Innovation and Development / 3 ECTS

Students will acquire comprehensive knowledge of the most effective methodologies and tools for managing innovation, from concept to market, with the aim of developing new products and successful services. We will explore good practices and real cases of companies that stand out for their innovative capabilities.

### Methods for Total Quality Management / 6 ECTS

Students will learn how to execute Lean Six Sigma continuous improvement projects. Following DMAIC methodology, this subject focuses on the main tools and statistical techniques that help analyse and improve productive processes, such as designing and implementing an internal quality management system with a clear focus on increasing efficiency, reducing costs and improving customer satisfaction.

### Project Management / 6 ECTS

By applying agile project management and design thinking methodologies, this subject explores the life cycle of a project, from conception and design (with a special emphasis on user experience), to implementation and closure. The subject is complemented by an introduction to the main online and offline project management tools.

## SECOND SEMESTER

### In-Company Work Placement / 18 ECTS

Students undertake a work placement at a company. They also have the chance to do this at a company outside of Spain.

### Final Master's Degree Project / 12 ECTS

Preparation and presentation of a Final Master's Degree Project, consisting of a comprehensive application of the content covered and the competences acquired throughout the programme. The project is defended at UIC Barcelona before a jury composed of lecturers from the Master's degree.

## OBJECTIVES

- To provide specialised postgraduate training that is geared towards the training needs of contemporary businesses and focused on decision-making.
- To broaden your theoretical and practical knowledge of the concepts and methods involved in managing corporate innovation, planning, production and product distribution processes. It will also enhance your ability to use this knowledge to solve problems.
- To take a closer look at the different forms of corporate organisation, financing, strategies and operating systems.
- To provide you with the necessary skills. To manage teams and raise your awareness of the human and social aspects of business.



### Adrián Guerrero

Alumni from the University  
Master's Degree in  
Management & Operations

2015/2016 graduate

"What I liked most about the Master's degree was being able to share classes and jobs with international classmates, which allows you to learn a lot from other cultures and opens your eyes to different ways of thinking and solving problems. Another advantage of this Master's degree is its methodology based on practical learning, discovery, and problem solving by students themselves."



### Joel Andrés Morán

Alumni from the University  
Master's Degree in  
Management & Operations

2018/2019 graduate

"The Master's degree is very enriching in terms of both student and personal experience, it met all my expectations and more. It was very interesting to see the different cases we had learned in class and the impact companies can have on a global scale. My opinion of this Master's degree, and of UIC Barcelona, is excellent, without a doubt 10/10."



## **STUDYING IN BARCELONA**

Start the most important learning experience of your life in one of the main European cities. Barcelona is a cultural and financial role model and a city where your knowledge can adapt to multiple professional opportunities.

## **UIC BARCELONA, OUR CAMPUSES**

Classes are held on our Barcelona campus and also our Sant Cugat campus, which has a total area of more than 48.000 m<sup>2</sup>. Each Faculty has the best facilities and latest generation equipment for both theoretical and practical classes.

Find out more about the admissions procedure, reserving a place and enrolment here [\*\*uic.es/en/studies\*\*](https://uic.es/en/studies).

Click on [\*\*uic.es/becas-masters\*\*](https://uic.es/becas-masters) to find out more about funding programmes, discounts and grants.

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