

Master in
**INTEGRATED
BUSINESS
MANAGEMENT**
Guide

2025/2026

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In this Student Guide you will find the necessary information to understand the structure of the Master in Integrated Business Management Curriculum, the subject programs, with the evaluation criteria, the mandatory bibliography and that recommended by the professors, as well as the academic calendar and finally, a directory where you will find the contact information of all the academic staff of ESERP, who are at your disposal to attend to any of your needs.

We hope that the information contained in this Guide will be of great help to you in your studies, since at ESERP we believe that it is important that you have a global vision of the context in which you will develop your academic activity.

With this brief presentation, we hope that your time at ESERP will be as profitable and satisfactory as possible, and that with your contributions and suggestions you will help us to improve in order to continue offering you quality training.

ACADEMIC CALENDAR

SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER						
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7			1	2	3	4	5						1	2	1	2	3	4	5	6	7
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28
29	30						27	28	29	30	31			24	25	26	27	28	29	30	29	30	31				

JANUARY							FEBRUARY							MARCH							APRIL						
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4							1							1			1	2	3	4	5
5	6	7	8	9	10	11	2	3	4	5	6	7	8	2	3	4	5	6	7	8	6	7	8	9	10	11	12
12	13	14	15	16	17	18	9	10	11	12	13	14	15	9	10	11	12	13	14	15	13	14	15	16	17	18	19
19	20	21	22	23	24	25	16	17	18	19	20	21	22	16	17	18	19	20	21	22	20	21	22	23	24	25	26
26	27	28	29	30	31		23	24	25	26	27	28		23	24	25	26	27	28	29	27	28	29	30			

MAY							JUNE						
Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					

- Welcome Days
- Class Days for the first semestre
- Festivities
- Exam period
- Class Days for the sescond semestre
- Supplementary assessment period
- Defense of the final Master Project
- Eserp is closed

PROGRAMME

- Days on the 29th and 30th of September 2025
- Firstsemester isfrom the 1st of October 2025 tillthe 30th of January 2026
- Second semester is from the 2nd of February to the 12th of June 2026

CHRISTMAS HOLIDAYS

- From the 22nd of December 2025 to the 6th of January 2026

EASTER HOLIDAYS

- From the 30th of March till the 6th of April 2026

**** This academic calendar may be subject to changes for reasons beyond our control.**

ORGANIZATION OF THE PROGRAM

ECTS credits

The ECTS credit (or European credit) is the unit of measurement of the student's work in a subject. Each European credit is equivalent to 25 hours, which include all the activities that the student carries out within a given subject: class attendance, library consultation, practical work, research work, carrying out activities, studying and preparing for exams, etc. If a subject has 6 credits, it means that the student's work is expected to be equivalent to 150 hours of dedication to the subject.

Competencies

When we talk about competencies, we refer to a set of knowledge, capacities, skills and attitudes applied to the development of a profession. Thus, the introduction of competencies in the university curriculum must enable the student to acquire a set of personal attributes, social skills, teamwork, motivation, personal relationships, knowledge, etc., that allow him or her to develop social and professional functions in the social and work context itself. Some of these skills are common to all professions of a certain qualification level. For example, having the ability to solve problems creatively, or to work in a team, are general or transversal skills of practically all professions. It is assumed that a university student will acquire, increase and consolidate them throughout his studies, first, and then, in his professional life. Other skills, however, are specific to each profession.

The organisation of academic work

Professional competences pose university teaching beyond the consolidation of the basic reference contents for the profession. Therefore,

it requires forms of work that complement the transmission of content and that is why in face-to-face teaching we speak of three types of work in the classroom or in the spaces of the University of Vic, which together constitute the hours of contact between students and teachers:

- Class sessions are understood as class hours taught by teachers to the entire group. These sessions include explanations by teachers, hours of exams, conferences, screenings, etc. These are sessions focused on one or more contents of the programme.
- Supervised work sessions are understood as hours of student activity with the presence of the teaching staff (work in the computer room, correction of exercises, group activities in the classroom, discussions or debates, practices on set and in the radio studio, small group seminars, etc.). These sessions may be aimed at the whole group, a subgroup or a work team.
- Tutorial sessions are those hours in which the teaching staff attends to students individually or in small groups to find out about the progress they are making in their personal work on the subject, to guide or direct individual or group work or to comment on the results of the evaluation of the different activities. The initiative for tutorial attention may come from the teaching staff or from the students themselves to raise doubts about the work on the subject, ask for guidance on bibliography or sources of reference, find out the opinion of the teaching staff on their own academic performance or clarify doubts about the content of the subject. Tutoring is a fundamental element of the student learning process.
- Within the work plan of a subject, there will also be sessions dedicated to the personal

work of the students, which are the hours dedicated to studying, doing exercises, searching for information, consulting the library, reading, writing and doing individual or group work, preparing for exams, etc.

The Work Plan

This new way of working requires planning so that the student can organize and foresee the work that he has to do in the different subjects. That is why the Work Plan becomes an important resource that enables the planning and management of the work that the student has to do in a limited period of time. The Work Plan reflects the specification of the objectives, content, methodology and evaluation of the subject within the time frame of the semester or the course. It is a document that guides the planning of the specific activities of the subject in a coherent manner with the elements indicated above. The Work Plan is the instrument that provides instructions on the content and



activities of class sessions, supervised work sessions and tutoring and consultation sessions. The Work Plan specifies and plans the individual and group work and the personal work activities of consultation, research and study that must be carried out within the framework of the subject. El Plan de trabajo se centra básicamente en el trabajo del estudiante y lo orienta para que planifique su actividad de estudio encaminada al logro de los objetivos de la asignatura y a la adquisición de las competencias establecidas.

- The organization of the work plan may follow time distribution criteria (biweekly, monthly, half-yearly, etc.) or it may be organized according to the thematic blocks of the subject program (that is, establishing a work plan for each topic or block of topics in the program). Assessment process
- According to the current regulations of the University of Vic, “official degree courses will be assessed continuously and there will be a single official call for registration”. The first period will be carried out throughout the teaching weeks and the complementary assessment, during the week of closing of the subjects at the end of the semester. Those students who do not pass the recovery phase in complementary will have to register and repeat the subject the next year.
- The assessment of the competences that the student has to achieve in each subject requires that the assessment process is not reduced to a single final exam. Therefore, different instruments will be used to ensure a continuous and more global assessment that takes into account the work that has been done to achieve the different types of competences. It is for this reason that we speak of two types of assessment with the same level of importance:

- Process evaluation: Monitoring of individual work to assess the learning process carried out during the course. This monitoring can be done with individual or group tutorials, the delivery of work for each topic and its subsequent correction, with the organization and achievement process followed by the members of a team individually and collectively to carry out group work, etc. The evaluation of the process will be done based on activities that will be carried out in a directed manner or will be oriented to the class and will be related to the part of the program that is being worked on. Some examples would be: commentary on articles, texts and other written or audiovisual documents (for films, documentaries, etc.); participation in collective debates, visits,

attendance at conferences, etc. These activities will be evaluated continuously throughout the semester.

Assessment of results:

Correction of the student's learning results. These results can be of different types: group work in oral and written form, class exercises carried out individually or in small groups, individual reflections and analysis in which relationships are established between different sources of information beyond the content explained by the teacher in class sessions, writing individual works, oral presentations, completion of partial or final exams, etc.



STUDY PLAN 60 ECTS Credits

1ST. SEMESTER	TYPE	ECTS
Corporate Governance and Business Strategy.	C	3
Leadership, Team Management and Digital Transformation.	C	6
International Legal and Fiscal Framework	C	3
Innovation and Disruption.	C	6
Market Research and Data Analysis.	C	6
Master’s Final Project	C	6

*Type of subject
C– Compulsory
OP – Optional
TFM – Final Master's Project

ACADEMIC REGULATIONS

You have at your disposal the academic regulations of the University of UVIC – UCC, WHICH ARE THE ONES THAT APPLY IN ITS FRAMEWORK TO THE University Degrees of eserp as a center affiliated with said university.

<https://uvic-ucc.cat/es/normativa/ESERP/master>

You can Access the rights and responsibilities of eserp students:
REGULATIONS ON THE RIGHTS AND DUTIES OF ESERP STUDENTS

Specialization	Subjects OP	Semeter	Credits ECTS
Specialization in Marketing	News Trends in Marketing Management	2	3
	Digital Operations Management	2	3
	Commercial Management	2	3
	Digital Marketing Strategy	2	6
	360 Branding / Specialized Branding	2	3
Specialization in Human Resources	Human Resources in the Age of Digital Transformation	2	3
	Business Ethics, Sustainability and Social Corporate Responsibility	2	3
	International Human Resources Policies and Methods	2	6
	The Management of Equality and Diversity in a Cross-Cultural Workplace	2	3
	Internal Corporate Communication	2	3
Specialization International Business Development	International Business and Commercial Management	2	6
	International Financial Risk and Investment Management	2	3
	Global Economy and Entrepreneurship	2	6
	International Digital Business Marketing	2	3



STUDENT SUPPORT SERVICE

The academic coordinators at the Office for Masters Coordination provide a continuous support service to monitor students’ progress.

You can also send an email to your Master Coordinator through the internal messaging service of the Virtual Platform.

Mondays to Fridays:
From 10.00 to 14.00h. & from 16:00 to 18:30h.
Kindly make an appointment by email first.

Master & MBA Coordinator International Student Support Coord.	Ms. Paloma Castro <i>Business Management</i> <i>Marketing Management</i> <i>International Relations</i> <i>Luxury Tourism Business Manag.</i> <i>Finance Management</i>	(+34) 93 244 94 10 pcastro@eserp.com
Cordinator Eserp Talent	Ms. Alicia Ventosa <i>Human Resources management</i> <i>Digital Marketing</i> <i>Communication and Protocol</i> <i>Marketing of Luxury Companies</i> <i>Dept. of Career Development</i>	(+34) 93 244 94 10 aventosa@eserp.com

PROCESING ESERP CERTIFICATES

Certificates are official documents issued by the School whose texts have been approved by the School Board.

Both ESERP students and alumni may request a certificate.

Certificates can be requested all year round at the ESERP's Secretary's Office.

TYPES OF CERTIFICATE THAT CAN BE REQUESTED

1. Certificate of enrolment in the current academic year
2. Certificate of attendance on a course
3. Certificate of successful course completion

FEES FOR THE ISSUE OF CERTIFICATES

<https://en.eserp.com/student-services/diplomas-certificates/certificate-request-form-barcelona/>

In order to obtain a certificate of attendance or successful course completion, the corresponding academic fees must be paid. Certificates of enrolment that are required for visa applications are not subject to fees. They should normally be requested at the time students enrol.

The fees for academic transcripts must be paid at the time they are requested.

PAYMENT PROCEDURES

<https://en.eserp.com/student-services/diplomas-certificates/certificate-request-form-barcelona/>

APPLYING FOR AND PROCESSING OF DIPLOMAS

The following steps are mandatory for applying for and obtaining degree certificates issued for ESERP-specific master's degree courses.

In the URL <https://en.eserp.com/student-services/diplomas-certificates/diploma-request-form-barcelona/> you will find the details and description of the procedures and payments.

Once the fees have been paid and the required documentation submitted, your application for the issue of your degree certificate will begin, subsequent to authorisation by the Department of Administration. The School will contact you as soon as your degree certificate is ready for collection (around one year from the time of submission of your application).

If you have left the Spain by that time and you wish your degree certificate to be sent to your country of origin or

new postal address, you must add in the form your full name, the exact address to which it is to be sent and a contact telephone number. Diplomas are sent by courier service. (kindly request the fee for the courier service at the time of requesting your Diploma)

NOTE: Should you mislay your Diploma once it has been issued, you must go through the whole application process again and pay the corresponding fees for the issue of Diplomas.

VIRTUAL CAMPUS

ACCESSING THE ESERP TECHNOLOGY PLATFORM

1. <https://campus.eserp.com/login/index.php>
2. You need to click on On-Campus- Post-graduate Degree
3. Enter your student card code for the username, the letter e in small caps and provisional password.

ONCE YOU HAVE ACCESSED YOU WILL BE ABLE TO

- Change password
- See calendars of classes, events and deadline
- Check published content for each module
- Check complimentary content
- Check your evaluation
- Check your attendance
- Others features

IMPORTANT FACTS ABOUT THE VIRTUAL CAMPUS

- The student will have access to the material in the Virtual Campus.
- All queries that students have about the Virtual Campus will be channeled through the mail tool on the site.

ESERP CAMPUS BARCELONA

ESERP'S BLOG

www.eserpblog.com

This ESERP bog is a website that is regularly updated with posts by one or several authors that can be found in chronological order from the first to the most recent. The aim of the blog is to keep visitors informed, as well as to provide ESERP's students and teaching staff with a space where they are able to share their ideas and experiences.

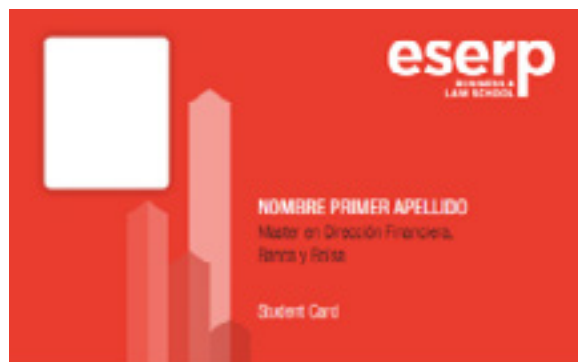
WHAT WILL YOU FIND ON THE ESERP BLOG?

All news and useful information related to ESERP is posted on our new, attractive blog created for students, ex-students and friends of the School in general. There are daily posts on the blog showing academic information and updates of all of the events that ESERP runs or takes part in. It is also possible to register and receive notifications of new postings via email. There is also a list of links to institutions with which ESERP collaborates.

In short, you will find everything in which the ESERP Business School is involved and that it manages to obtain in the interests and on behalf of its students.

ESERP STUDENT CARD

You can find your electronic student card in the Virtual Campus



INTERNATIONAL STUDENTS- STEPS TO OBTAINING A FOREIGNER'S ID CARD (NIE)

In order to stay legally in Spain, international students must obtain a Foreigner's ID card (NIE). This document will entitle you to stay in Spain for the duration of your course. In addition, it will allow you to travel around the European Union and to any countries that have signed an agreement on the free movement of people with Spain or any other EU member.

WHO MUST APPLY FOR THE CARD?

Anyone who wishes to study in Spain and whose course is to last six months or more.

HOW DO I OBTAIN IT?

Before you come to Spain, you must apply for a student visa at a Spanish consulate in your country of origin or residence. You will have to submit documentation proving you have been accepted on a study programme. There is a list of consulates on the website of the Spanish Ministry of Foreign Affairs.

It is very important that you apply for a student visa. If you are issued any other type of visa, you will not be able to apply for your student card.

Note! Not possible to apply for a student visa if you have come into Spain on a tourist visa. When you come to Spain, you must go to a police station within 30 days of your arrival to process the paperwork to obtain your NIE.

WHAT IF I AM A CITIZEN OF THE EUROPEAN UNION?

If you are from a member state of the European Union (Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Slovakia, Slovenia, Sweden and United Kingdom) or from Iceland, Liechtenstein, Norway or Switzerland, you are entitled to move freely and reside in Spain.

However, all EU citizens who reside in Spain for a period of more than three months must register with the Central Register of Foreign Nationals. Following registration, you will be issued a certificate from the Register.

To obtain it you must make an appointment.

HOW LONG IS THE CARD VALID FOR?

The card is valid for one year and can be renewed provided you continue to study.

CAN I WORK IF I HAVE A STUDENT VISA?

If you have to go on an internship during your stay because it forms part of the curriculum and it is done in the framework of a collaboration agreement between a company and the School, you will not be required to apply for a work permit.

However, if you wish to work and study at the

same time, you will need a work permit that will be subject to the following requirements:

1. Your employment contract must be for a part-time job only and the working times must not clash with teaching times.
2. If you accept a full-time job, it may not last for more than three months or coincide with term time.
3. The period you work permit is valid for must be the same as the term of your contract and may not exceed the time for which your student visa was issued.

STEPS TO RENEWING A NIE CARD

In order to renew your NIE card, you must go to the Mobility and International Programmes office before it expires. Applications for renewals can be submitted up to 60 days before the date of expiry.

NOTE: Spain's new immigration act (Organic Law 2/2009 of 11 December) stipulates that fees must have been paid for extensions, amendments and renewals of NIE cards and of any visas required to legally stay in Spain when an application is submitted. This means that you must pay the fees before you submit your application and provide proof of payment together with all other required documentation. An application will not be accepted unless the corresponding fees have been paid.





Digital Business
& Law School

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