

# MBA Tech

## Master's Degree in Business Administration

### **SPECIALIZATIONS:**

- Data Analytics and Business Strategy
- Strategic Development and Digital Businesses
- Business Innovation and Technology
- Sustainability and Technology



# 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



**Margarita Núñez**  
Director of Postgraduate and Teaching Innovation at NBTS

**“ The primary objective of the MBA Tech is to leverage the synergy between business and technology and incorporate it into management education through a top-quality program.”**

“The program design combines the rigor, personal interaction, and teaching excellence that defines Nebrija’s education. It integrates the essential elements for the success of such a program: the professional and managerial expertise of the faculty, along with the extensive knowledge and prestige gained from years of specialized training in business management at NBTS. We are proud to say that we have achieved our ambitious goal. The MBA Tech offers a competitive advantage in the market, providing postgraduate training enriched with unique knowledge and experiences. Participants will undoubtedly find that their effort has been well worth it.”

## 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

**CEC** MAGAZINE  
INSPIRING THE BUSINESS WORLD

**TOP 8**  
Online MBAs  
in Spanish

**F50** RANKING  
HAMILTON  
Magister

# 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:**





**“Our MBA Tech program represents a pivotal career move for managers and entrepreneurs who recognize the importance of continuous learning and improvement to enhance their performance, working conditions, and employability.”**

“We firmly believe that change, though inevitable, can and should yield positive outcomes. Thus, our program is designed to incorporate critical disruptive elements in technology, entrepreneurship, and sustainability, which can significantly enhance the contemporary business landscape.

With years of extensive face-to-face and online experience, Nebrija Business & Technology School boasts a multitude of successful professionals who have passed through our classrooms. This wealth of knowledge is reflected in the ability of our faculty and academic staff to engage with students from diverse backgrounds and programs, imbuing the concept of “networking” with profound significance.

In a dynamic world where only the most well-prepared individuals can seize opportunities, Nebrija Business & Technology School stands out through extracurricular activities, international experiences, and teaching excellence. These factors set us apart from other MBA programs currently available.”

**José Ramón Gutiérrez**  
Director of the MBA Tech (Master’s Degree in Business Administration)

# MBA Tech

## Master's Degree in Business Administration

Ecological and digital transitions catalyze companies' advancement and expansion and the global economy. Present challenges such as decarbonization, automation, robotization, data reliability, traceability, or emerging blockchain-based models fundamentally reshape our actions. These transformations are ushering in **new roles, professional requirements, and opportunities**, demanding professionals equipped with fresh knowledge and skills.

The MBA Tech offers a distinctive approach to addressing the professional challenges graduates encounter, whether they possess technical backgrounds (engineers or mathematicians) or non-technical backgrounds (economists, lawyers, statisticians, etc.), seeking **to ascend to management positions** in today's fiercely competitive business landscape.

The program empowers participants with expertise in business administration and organization, equipping them to tackle the challenges posed by digital transformation and sustainability. It fosters the development of practical and analytical skills crucial for making informed decisions in a rapidly evolving business landscape.

**Designed for young professionals with prior experience**, the MBA Tech is tailored to propel their careers forward and enable them to effectively navigate the complexities of today's professional sphere. This environment is **marked by constant change, innovation**, and the omnipresence of cutting-edge technologies like artificial intelligence and machine learning amidst global competition. Successful management in this context demands professionals with robust economic, financial, and strategic analysis capabilities and the ability to critically assess environments, forecast trends, and manage risks effectively. They must possess an international outlook, versatility, effective leadership skills, and strong communication skills to mobilize and integrate multidisciplinary teams.

Furthermore, they are committed to generating economic value while meeting the expectations of all stakeholders. They uphold ethical values such as transparency, honesty, professionalism, dedication, and commitment, embodying principles that, though simple, are not always commonplace.

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



<p><b>Specialization</b></p> <p>The different specialties will be offered with a minimum enrollment requirement of 10 students per specialization.</p>	<ul style="list-style-type: none"> <li>▪ Data Analytics and Business Strategy   18 ECTS</li> <li>▪ Strategic Development and Digital Businesses   18 ECTS</li> <li>▪ Business Innovation and Technology   18 ECTS</li> <li>▪ Sustainability and Technology   18 ECTS</li> </ul>
<p><b>On-campus Activities</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Powering Your Management Development</b> This program enhances managerial skills through individual and group sessions facilitated by coaching and management development experts.</li> <li>▪ <b>Work Breakfasts (NBTS Alumni)</b> Professional gatherings where participants engage with invited industry professionals to discuss topics crucial for strategic and managerial performance in their respective sectors.</li> <li>▪ <b>Conferences and Colloquiums</b> Faculty organize conferences and colloquiums to delve deeper into practical applications or specialized topics. These events feature guest speakers who share their experiences and insights with attendees.</li> <li>▪ <b>IMPULSA Workshops</b> These workshops provide participants with firsthand insights into the business and professional challenges within their industry or participating companies.</li> <li>▪ <b>On-The-Job Training</b> Participants visit companies to learn firsthand about their operational challenges, and company managers are actively involved in the learning process.</li> <li>▪ <b>Real Cases with Professionals</b> Specific workshops where participants analyze real-life company cases alongside industry professionals, fostering innovative problem-solving approaches.</li> <li>▪ <b>Nebrija Start-up Center</b> An incubator and accelerator for technology-based business projects.</li> <li>▪ <b>International Weeks</b> <ul style="list-style-type: none"> <li>• International week at the University of California, Berkeley (included in the program fee for the face-to-face modality; optional for the online modality).</li> <li>• International week in Madrid for online students (optional).</li> </ul> </li> </ul>

# Why Choose the MBA TECH?

## Four Specializations

Tailor your MBA Tech experience by selecting four specialization routes that align with your professional aspirations and personal interests: Data Analytics and Business Strategy, Strategic Development and Digital Business, Business Innovation and Technology, and Sustainability and Technology. Each path offers unique opportunities for your professional growth and success.

## International Experience and Global Environment

Embrace a truly global educational experience at our school. MBA Tech students have the chance to participate in an international program at prestigious institutions like UC Berkeley, which is ranked among the top eleven business schools by Forbes. This unparalleled opportunity is complemented by a multicultural campus environment in the vibrant city of Madrid, where students from over 70 countries converge each year.

## References to Employability

Our employability speaks for itself. According to the prestigious U-Ranking 2023 report, we rank as the second-best university in Madrid for employability. We hold top positions nationally for specialized degrees in Economics, Administration, and Law. Moreover, we are recognized as the best university in Spain for the average contribution of our graduates, as highlighted in the report prepared by the BBVA Foundation and IVIE. As Forbes acknowledged, these outstanding achievements have solidified our position as one of Spain's leading universities.

## Located in the Heart of Madrid

Situated in the capital's center, our prime location serves one purpose: unparalleled access to everything and everyone. This strategic positioning offers students direct proximity to many companies and institutions. Beyond physical proximity, our location facilitates regular visits from industry managers who share their expertise and insights and participate in selection processes, enriching the learning experience for our students.



MBA Tech students at UC Berkeley

# One MBA, four specializations

## 01

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### **Data Analysis and Business Strategy**

The Data Analysis and Business Strategy specialization is designed to equip participants with the technological expertise and digital proficiency necessary to effectively analyze and utilize vast datasets for strategic decision-making in business contexts. This specialization prepares students for leadership positions where they can enhance organizational strategic performance through insightful analysis and informed decision-making practices.

## 03

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### **Business Innovation and Technology**

The Business Innovation and Technology specialization is designed to provide participants with advanced proficiency in programming and creating technological environments. This empowers them to conceive innovative solutions to conventional issues afflicting society and businesses.

## 02

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### **Strategic Development and Digital Business**

The Strategic Development and Digital Business specialization aims to empower students with the skills to identify, define, and implement digital transformation strategies. It provides advanced training to enable students to strategize and execute digital expansion initiatives or leverage digital channels for businesses operating on national or international scales.

## 04

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### **Sustainability and Technology**

The training objective of the Sustainability and Technology specialization is to equip students with an understanding of the regulatory framework surrounding sustainability and to familiarize them with the latest trends in the field. This enables them to integrate sustainability-driven demands seamlessly into strategic planning processes.



## **From Madrid** **to the World**

Our school's reality is truly global. Every day, students engage in cross-cultural learning experiences with international classmates and professors. Additionally, they have the opportunity to enrich their education further by studying at renowned partner universities worldwide.



## **University of** **California,** **Berkeley** **Experience**

As part of Nebrija Business & Technology School, our MBA Tech students have the exceptional opportunity to participate in an Innovation, Technology, and Entrepreneurship program at the prestigious University of California, Berkeley. This unique experience not only offers unparalleled learning opportunities at one of the world's top universities but also facilitates networking with students and professors from across the globe.

**“ My Master’s Final Project sparked my journey into entrepreneurship. As I crafted a comprehensive and meticulous business plan, I found myself drawn to the prospect of transforming it into my venture.”**



“When I decided to pursue the MBA Tech, my primary goal was to update my knowledge and enhance my resume. The Master’s Final Project presented itself as one of the main challenges, but once I identified a topic to delve into, my curiosity to embark on an entrepreneurial journey was ignited. It seemed natural to initiate my Project since I was already in the process of crafting a comprehensive business plan. Thus, I founded my own company midway through my Master’s program, and as I progressed in my studies, I simultaneously advanced in building my business.

Throughout this journey, I’ve maintained close contact with my professors, seeking their guidance and support. This Master’s program is particularly beneficial for individuals looking to refine their professional skills and elevate their current positions. My story serves as a testament to the potential of this program, and I believe it’s a narrative that others can replicate.

Many of us desire to pursue entrepreneurship and become our own bosses, yet we often feel uncertain about where to begin or fear choosing the wrong path. The MBA Tech curriculum is meticulously designed to address the fundamental aspects necessary for developing an efficient and successful business plan.

The instructors who lead these courses bring a wealth of professional experience and are deeply passionate about their work. They impart academic knowledge and share personal and professional insights, guiding students through their own entrepreneurial journeys. Individuals aspiring to launch their businesses can leverage these invaluable resources to achieve their goals.

My Master’s Final Project sparked my foray into entrepreneurship. As I embarked on crafting a robust and precise business plan, I decided to turn it into reality by founding my own company.”

**Humberto Villanueva**  
Alumnus MBA Tech | Commercial Director and Co-Founder of Realbites

# Program Curriculum



## MBA Tech Master's Degree in Business Administration

1st Semester	30 ECTS	2nd Semester	30 ECTS
Economic Analysis for Business Decision Making	4	Competitive Strategic Direction	3
Accounting Analysis and Corporate Finance	6	Strategic Marketing Management	3
Business Organization and HR	4	Operations and Logistics Management	3
Digitalization of Companies	5	Transformational Leadership	3
Analysis and Data Processing	4	<b>Master's Final Project</b>	<b>6</b>
<b>Total 1st Semester Common subjects</b>	<b>24</b>	<b>Total 2nd Semester Common subjects</b>	<b>18</b>
<b>Specialization I: Data Analytics and Business Strategy</b>	<b>18</b>	Data Visualization Tools	3
Relational Databases. SQL		Machine Learning Applied to Business Decision Making	3
Data Exploitation with R and Python	3	<b>Professional Internship (*)</b>	<b>6</b>
<b>Specialization II: Strategic Development and Digital Businesses 1</b>	<b>18</b>	Digital Transformation and Agile Methodologies	3
Digitalization of Companies		E-Commerce and Digital Channels	3
E-Business Strategies in the Global Economy	3	<b>Professional Internship (*)</b>	<b>6</b>
<b>Specialization III Business Innovation and Technology</b>	<b>18</b>	Competitive Strategies and Technology	3
Business Innovation and Technological Environment		Programming (II)	3
Programming (I)	3	<b>Professional Internship (*)</b>	<b>6</b>
<b>Specialization IV: Sustainability and Technology</b>	<b>18</b>	Environmental Management and Technology	3
Sustainability: Trends and Regulatory Framework		Business Strategy and Sustainability (ESG)	3
Technological Innovation and Sustainability	3	<b>Professional Internship (*)</b>	<b>6</b>
<b>Total 1st Semester Specialty Subjects</b>	<b>6</b>	<b>Total 2nd Semester Specialty Subjects</b>	<b>12</b>

\* Each specialization requires a minimum enrollment of 10 students.

# Generative Learning

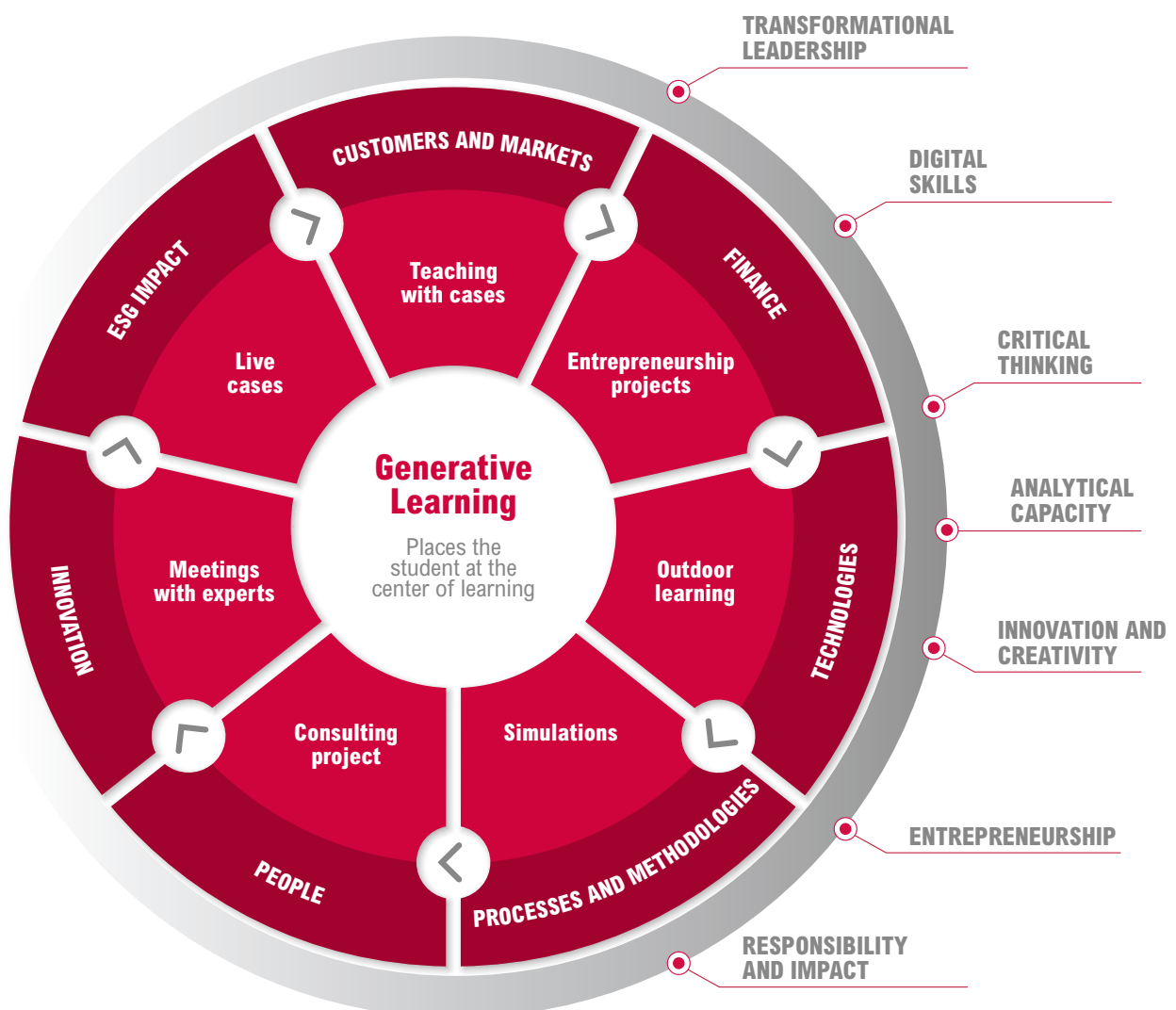
We offer an educational experience based on a **unique model** designed to enrich student learning across three key dimensions:

## 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 seamlessly blends academic rigor with practical insights into business and financial behavior. The methodologies utilized across various subjects are meticulously crafted to ensure a constant integration of theoretical and practical elements throughout the learning journey.

**Throughout the Master's program, participants engage with a succession of learning methodologies, including:**

- Master Sessions and Technical Note Analysis
- Analysis and Discussion of Practical Cases
- Sessions with Guest Speakers
- Teamwork and Presentations
- Financial Modeling and Simulations
- Individual Reading and Research
- Mentoring and Career Guidance Sessions
- Nebrija Business & Technology School Virtual Campus.



# Online **Modality**

The MBA Tech is fully available online, facilitated by the innovative learning platform developed by Nebrija Global Campus, the University's collaborative environment. This online approach seamlessly transfers the training experience from physical classrooms to the virtual campus, enabling students and teachers to access and exchange knowledge from anywhere.

In the Virtual Campus, synchronous training sessions via video collaboration, interactive discussion forums, teamwork, and practical case resolutions serve as central activities. Supported by cutting-edge technological tools, these methods ensure the maintenance of the high quality and academic rigor synonymous with Nebrija Business & Technology School.

Key features and challenges of the online methodology include:

- 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 Faculty

**The MBA Tech professors are seasoned researchers and professionals in the field of business management.**

Throughout the Master's program, they actively engage to enhance your performance, learning, and conceptual understanding. These instructors seamlessly integrate their teaching, research, and pedagogical expertise with real-world managerial practice in their respective domains.

The Master's website provides comprehensive details about the professors who lead the program. This list is further enriched by collaborating professors who contribute through complementary seminars, workshops, and professional certifications. Additionally, guest lecturers and visiting professors from renowned national and international institutions enhance the learning experience by sharing their expertise and insights with students.



**“ At NBTS, we are dedicated to cultivating professionals who meet the evolving needs of contemporary and future society.”**

“We prioritize the generation of shared value to foster sustainable development, recognizing the unique requirements of each context and the impact of sustainability on various regions, sectors, and industries. By embracing diversity, inclusion, and equality, we empower individual capabilities, leading to enhanced outcomes. Through applied research, our students develop a holistic understanding of their environment, enabling them to devise business models and innovations that promote growth in alignment with the triple bottom line: financial, environmental, and social considerations. In this way, we prepare professionals who are equipped to address the challenges and opportunities of both present and future society.”

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**Marina Mattera**

Expert in the field of Sustainability with more than ten years of experience as a consultant. PhD in Economics and professor of the MBA Tech.

# Professional Careers and Employability at NBTs

The MBA Tech program is meticulously crafted to prepare professionals for the dynamic demands of the modern job market. This innovative curriculum serves as a gateway to international career opportunities, facilitating success in multicultural work environments where the intersection of technology, digital transformation, and corporate development is paramount.

## +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

- **General Management positions** in companies and organizations
- **Functional Area Managers** within companies
- **Managers, Project Managers, or Analysts** specializing in data and business strategy
- **Strategic Directors** of digital enterprises
- **Data Analysts**
- **Consultants** and Implementers of innovation and technology
- **Experts** in sustainability and technological innovation
- **Entrepreneurs**
- **Intrapreneurs**

## **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:



**Leire Herrero**  
MBA Tech Alumnus  
Associate Talent  
Partner at BSI

**“ In addition to enhancing my theoretical knowledge, I had the opportunity to build valuable connections with professors and professionals from prominent companies across various sectors. This underscores the significant advantage of the program’s corporate network. Moreover, the personalized attention provided enabled us to make meaningful contributions to each other’s learning experiences in all subjects.”**

# Scholarships and Study Grant 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

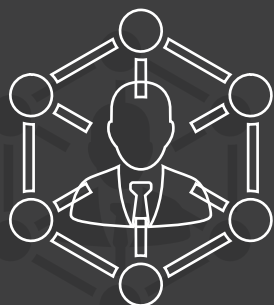
**Complete Academic and Financial Enrollment.**

**Within the specified deadlines**

## 05

**Submit Original Copies of All Required Documentation.**

**As outlined in the admission process.**





**Del centro  
de Madrid  
al mundo**

# 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**

**Convenios con universidades  
internacionales**



- 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:

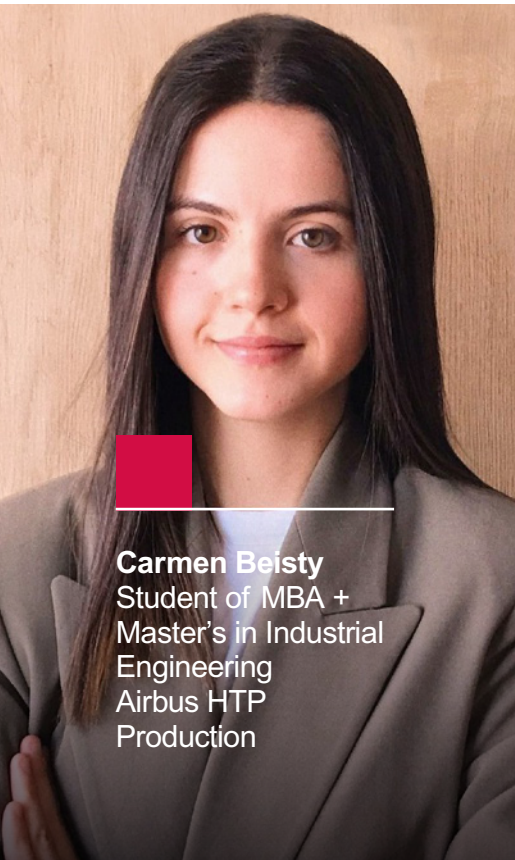
### Generalist Master's Degrees:

- **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.



**Carmen Beisty**  
Student of MBA +  
Master's in Industrial  
Engineering  
Airbus HTP  
Production

“As an engineer, I decided to pursue an MBA because, in today's world, expertise in company and business management is highly prized.”

“I would encourage all engineers to consider pursuing a double Master's degree. While technical knowledge is undoubtedly important in project development, understanding its profitability, initial resource requirements, and long-term planning are equally crucial.”





# **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**