



Navigating Global Business Trends & Challenges

Barcelona | 22 – 25 April





Barcelona is one of Spain's most important economic centers. The city has a strong industrial base and is a hub for startups and technology innovation, particularly in mobile technologies and biotech.

Barcelona faced significant challenges during the economic crisis, with impacts on its real estate and tourism sectors. However, it has been at the forefront of recovery efforts, driven by innovation and a strong entrepreneurial ecosystem.



What to expect?

Unlock invaluable insights into the latest trends and challenges, hone your strategic skills, and forge powerful connections with professionals across diverse industries. This dynamic program masterfully integrates educational experiences with hands-on exposure, empowering you to steer your career and leadership journey with innovative perspectives and bolstered confidence. Dive into an immersive learning environment designed to transform your approach and elevate your professional standing.

By participating in this International Week you will:



Applying Global Business Insight



Practical Learning:
Masterclasses and Company Visits



Cultural Immersion

Schedule (subject to change)

Day 1

April 22

AM

**Welcome Session
@TBS Education**

**Masterclass
@TBS Education**

The Dynamics of Spanish & Catalan
business environments

Lunch

PM

**Cultural Experience
@Park Guell**

Day 2

April 23

AM

**Masterclass
@TBS Education**

The Challenges of Spanish & Catalan
business environments

Lunch

PM

**Company Visit
@Estrela Damm**

Networking Event

Day 3

April 24

AM

**Company Visit
@Barcelona Health Hub**

Lunch

PM

**Masterclass at
Universitat Pompeu
Fabra**

Innovating for Success: Barcelona
as a Hub for Startups and
Entrepreneurship

Day 4

April 25

AM

**Company Visit
@SAP**

Networking Lunch @TBS

PM

**Closing Ceremony &
Certificate Delivery
End of program**

About TBS Barcelona Business School

Formerly known as Toulouse Business School, TBS Education is a European Business School that offers Bachelor in Management, Master in Management and Master of Science programs as well as PhD and executive education courses. The school was founded in 1903 and stretches over 4 campuses in Toulouse, Paris, Barcelona and Casablanca. The quality of the TBS management programs and the excellence of its faculty and research activities have been awarded the highest international accreditations (AACSB, AMBA and EQUIS), which are recognized by universities and companies across the globe.



Acreditações



Barcelona Campus

700

Students

69

Nationalities

200

Lectures

36

Faculty Members

40

Staff Members

9

Programs

About UPF Barcelona School of Management

The UPF Barcelona School of Management (UPF-BSM) is a global management school with a rigorous, innovative, and personalized educational model, firmly committed to research and knowledge transfer as core drivers to create social impact and promote sustainable development.

Our purpose is to contribute to the advancement of management and the people who practice it. We train professionals capable of managing companies and institutions and leading projects with a global perspective—individuals who strive to add value, innovate, and transform society while remaining committed to culture and global well-being.

The UPF-BSM is the management school of Pompeu Fabra University, an institution internationally recognized for its excellence in teaching and research.



Acreditações e Rankings



Barcelona Campus

1.700

Students

52

Programs

140

Nationalities

47%

International students

796

Partners companies in employability

+33.000

Alumnis

Here are further details about the program.

Let's get started!

Dates

21 – 25 April

Investment

1800€

Included

- 4 nights accommodation
- 3 masterclasses
- 3 company visits
- 1 networking event
- 1 networking lunch
- Certificate of participation issued by TBS Education

Applications available

[APPLY HERE](#)

For more information, please contact our Admissions Team:

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