ENAE
International Business School

Official Master's Degree

# International Trade.

*Official degree from the* UNIVERSIDAD DE MURCIA



>>> Learn how to manage and lead international strategies for companies navigating the most challenging global markets.

Official Degree from University of Murcia (UMU)

2027 / 28 Edition

>>> ENAE BUSINESS SCHOOL

# GLOBAL RANKING EXCELLENCE

Recognized among the top international trade programmes worldwide, combining academic prestige from the University of Murcia with practical global business acumen.

**#3**
in Spain · QS World Rankings 2025

**#8**
in Europe · QS World Rankings 2025

**#27**
Worldwide · QS World Rankings 2025

Mejores Másters EL MUNDO

Forbes Mejores Escuelas de Negocio 2025

QS RATED EXCELLENT

# INTERNATIONAL BENCHMARKS

QS RANKINGS 2025

**#3**

in Spain in International Trade · #27 Worldwide

EL MUNDO RANKING

**#2**

Best Online & Blended Masters in Spain

FORBES 2025

**#6**

Recent graduates and young professionals

EMPLOYABILITY

**100%**

of students start working upon completing the degree

# EXPERIENCE-BASED LEARNING

Practical, simulation-driven learning focused on international customs, multilateral negotiation, global logistics, and market entry strategies.



**APPLIED** *training*

- *Relationship between theory & practice*
- *Case studies in global trade*
- *New digital tools & analytics*
- *Master's Thesis business project*

**MULTILATERAL** *campus*

- *Continuous training & webinars*
- *Virtual campus with live classes*
- *International market simulations*
- *Expert academic tutoring*

**GLOBAL** *corporate links*

- *200+ company agreements*
- *Internships in multinational firms*
- *Real import/export project design*
- *Networking with trade officials*

**ENAE** *experience*

- *Forming leaders since 1988*
- *Graduation ceremony*
- *Seminars & international conferences*
- *Exchange of global trade ideas*

>>> INTRODUCTION TO THE MASTER'S DEGREE

# Master global trade and cross-border expansion.

We prepare you to meet expanding global market needs. Learn to formulate, execute, and lead international trade strategies amidst volatile geopolitical and economic conditions.

## GLOBAL COMPETENCIES

- *International logistics*
- *Multilateral negotiation*
- *Cross-border e-commerce*
- *Global market entry*

Ranked **#3 in Spain, #8 in Europe, and #27 worldwide** by QS World University Rankings 2025.




**#3**

**in Spain**

#8 Europe · #27 Worldwide

QS World University Rankings 2025

>>> TARGET AUDIENCE

# Who is this program for?



**01 International Trade Professionals**

Professionals who wish to broaden and update their technical knowledge in global commerce and customs.

**02 University Graduates**

Graduates in Business Administration, Economics, Law, Marketing, Finance, or International Relations.

**03 Export & Import Managers**

Specialists leading logistics, supply chains, and multilateral foreign market operations.

**04 Global Entrepreneurs**

Founders seeking to internationalize their products and expand into emerging overseas markets.

>>> PARTICIPANT DEMOGRAPHICS

# Student profile

**43%** women

**57%** men

## Age breakdown

| | |
|---|---|
| 21 to 26 years | 29% |
| 27 to 32 years | 48% |
| 33 to 39 years | 13% |
| 40 to 55 years | 11% |

## Professional category

| | |
|---|---|
| Middle Management | 49% |
| Technicians | 20% |
| Postgraduates | 20% |
| Management | 11% |

## Academic qualification

| | |
|---|---|
| Economics & Business | 34% |
| Law career | 18% |
| International Business | 15% |
| Marketing | 13% |
| Finance | 13% |
| Accounting | 7% |

Diverse nationalities: Spain, South Korea, Costa Rica, Mexico, Panama, Poland, UK, Italy, Morocco, Iran, Romania, France.

>>> OUR VISION

# Empowering global trade leaders.

We foster a dynamic learning environment combining **critical thinking, innovation, and international negotiation skills**.

Direct interaction with corporate leaders and foreign trade experts equips participants with the analytical depth required to navigate diverse cultural and regulatory business environments.

**Connecting talent with global opportunities.**



>>> LEARNING GOALS

# Objectives of the Master's Degree

Acquaint participants with the critical aspects of global trade: business strategies, international logistics, cross-border marketing, and consumer behaviour.

01

**Knowledge of Fundamentals: Master regulatory, financial, and logistical foundations of cross-border trade.**

02

**Market Opportunity Analysis: Assess market potential, competitive intelligence, and consumer dynamics abroad.**

03

**International Marketing: Formulate branding, digital e-commerce, and market consolidation strategies.**

04

**Strategic Internationalization: Design and execute comprehensive import/export operations and foreign expansion plans.**

# Global Economics & Finance

Essential pillars of multinational strategy, financial management, economics, and international supply chain.

01
### Skills for International Business II
Advanced negotiation, leadership, and communication skills for global business environments.

02
### International Finance
Financial management strategies for multinational corporations and foreign currency risk.

03
### Economics in Global Environment
Analysis of macroeconomic trends and their impact on international trade and business.

04
### Ethics and CSR
Corporate social responsibility and ethical decision-making in global business contexts.

05
### Business Strategies
Development and implementation of competitive strategies for sustainable international expansion.

06
### International Logistics
Efficient supply chain management, customs clearance, and global logistics networks.

ENAE Business School reserves the right to modify, reschedule or replace, in whole or in part, the delivery dates, contents and/or faculty of its master's programmes and courses for organisational reasons, academic updates, faculty availability or force majeure; such changes, which will be duly communicated, do not in themselves constitute a breach of contract or give rise to compensation, without prejudice to the rights that the applicable regulations grant to the student.

# Marketing, Taxation & Markets

Cross-border e-commerce, global marketing, international taxation, and regional business environments.

07
### Internet and International Business I
Leveraging digital tools and e-commerce strategies for global market entry.

08
### Internet and International Business II
Advanced digital marketing and online business models for international trade.

09
### Skills for International Business I
Essential communication, negotiation, and teamwork skills for international professionals.

10
### International Marketing
Global branding, market segmentation, and consumer positioning across foreign territories.

11
### International Taxation
Tax regulations, cross-border compliance, and strategies for optimizing international operations.

12
### Doing Business in Specific Markets
Business opportunities, cultural dynamics, and regulatory frameworks in key world markets.

ENAE Business School reserves the right to modify, reschedule or replace, in whole or in part, the delivery dates, contents and/or faculty of its master's programmes and courses for organisational reasons, academic updates, faculty availability or force majeure; such changes, which will be duly communicated, do not in themselves constitute a breach of contract or give rise to compensation, without prejudice to the rights that the applicable regulations grant to the student.

>>> 360 LEARNING

# Design your future

Select the learning format that best suits your goals and mobility: online, blended with residency, or oncampus.



## Online learning 01

Live interactive classes with real-time participation and on-demand recorded sessions.

## Blended with residency 02

Online coursework complemented by an intensive 3-week executive stay at ENAE in Spain.

## Oncampus learning 03

In-person campus experience combined with live virtual collaboration and campus workshops.

### ALL OPTIONS INCLUDE

Virtual Campus · Study materials & cases · One-on-one tutoring · ENAE career network



>>> REAL-WORLD APPLICATION

# Master's Thesis Project

Apply the knowledge acquired to a real-world business case or an international venture with clear startup potential, guided by experienced tutors.

>>> **Global Services** Design & operationalization in European markets.

>>> **Social Innovation** Enterprise communities in emerging economies.

>>> **Strategic Alliances** Global household industries across Latin America.

Evaluated and defended before an expert examining board based on rigorous international business standards.

>>> EMPLOYABILITY & CAREER GROWTH

# Company Internships & Employability

**100%**

of students start working upon completing the degree

**90%**

achieve career advancement upon graduation

**+1000**

job & internship opportunities managed every year

## WHERE OUR GRADUATES BUILD GLOBAL CAREERS

ICEX España · Tempe Grupo Inditex · Hefame · Takasago · Fripozo · Sistemas Azud · Tahe Cosméticos · Zambú Higiene · Instituto de Fomento

**Lifetime Career Service:** Full access to ENAE's job bank and personalized careers advisory service from day one.

>>> ALUMNI VOICES

# What our students say

Hear from graduates whose careers accelerated through our international trade program.

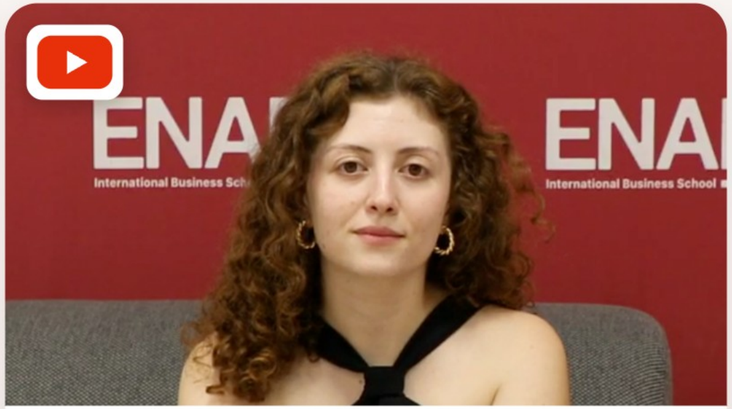


## Laura Muñoz Pedreño

***Winemaker en Casa Rojo Enología Creativa***

*"ENAE's training transformed my professional life, giving me the knowledge and confidence to build my own business and succeed internationally"*

**▶ Watch testimonial**




## Adela Martínez

*"ENAE's Executive Master's offers practical specialization, inspiring professors, and flexible learning that fits perfectly with a demanding professional life."*

**▶ Ver testimonio**




## Jorge Gómez

*"ENAE exceeded my expectations with its enriching, practical training and inspiring professors, motivating me to continue growing professionally."*

**▶ Ver testimonio**

# EXPERT FACULTY





*Director at INFO Murcia*

## Fernando Ballesta Sánchez

***FDI & International Trade***

Director of Investment and Industrial Land at INFO. Specialist in Foreign Direct Investment, assisting multinational expansions and commercial law.



*International Trade Consultant*

## José Martín de Bernardo

***PhD in Business Administration***

Over a decade in the corporate sector expanding into Asian markets. Expert in international marketing, competitive intelligence, and trade with China.

***Active trade practitioners, diplomats, and directors who share real foreign market negotiations.***

Information subject to changes in dates, content and/or teaching staff.

# EXPERT FACULTY





*Managing Director Ineti Marine*

## Margarita Enriquez Hochreiter

***International Logistics (ICAI)***

Former Sales Manager at MacAndrews S.A. Lecturer in international logistics since 1997 with Chambers of Commerce, EOI, and ENAE.



*Prof. Delaware State University*

## Carlos Rodríguez Neira

***PhD in Marketing (Penn State)***

Former marketing executive at Procter & Gamble, Grey, and AVON. Director of CSIM and author of international decision analytics works.



*Manager FGP Global Advisors*

## Federico García Parra

***MBA Bocconi & Kellogg***

Extensive background in product development and international networks across 40+ countries for United Technologies subsidiaries.



*Prof. University of Manitoba*

## Subramanian Sivaramakrishnan

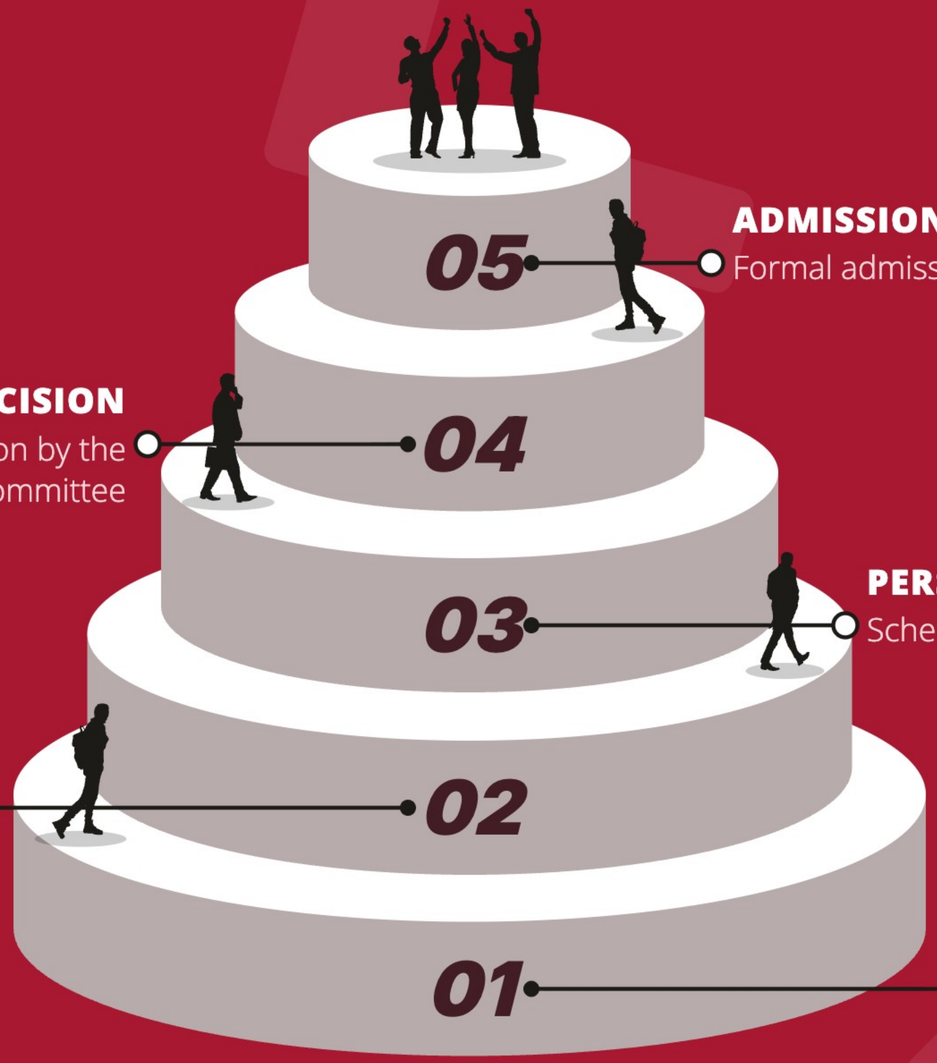
***PhD in Marketing (Penn State)***

Professor at Asper School of Business, visiting professor at UMU, Tulane, and Baruch Singapore. Author of leading trade research.

>>> HOW TO APPLY

# Admission process in 5 phases.

Be motivated to give your best, be eager to learn, have an open-minded attitude, and be ready to forge ahead in an international environment.




**ADMISSION OFFER**
Formal admission and program start

**ACADEMIC DECISION**
Evaluation by the admissions committee

**PERSONAL INTERVIEW**
Schedule your personal interview

**DOCUMENT SUBMISSION**
Reviewed by our academic team

**ONLINE PRE-ENROLLMENT**
Enroll on our website at enae.com

>>> OFFICIAL QUALIFICATION

# Official University Master's Degree

Official qualification awarded by University of Murcia (UMU) in academic partnership with ENAE Business School.

ENAE International Business School | UNIVERSIDAD DE MURCIA

## ACCREDITATIONS & EUROPEAN STANDARDS

Regulated by the National Agency for Quality Assessment and Accreditation (ANECA) and officially recognized across all European Higher Education Area (EHEA) member states.

CLADEA · AACSB Member · EFMD Global Member · AENOR Gestión Ambiental ISO 14001 · AENOR Gestión de la Calidad ISO 9001 · IQNet Recognized Certification

## Official Bologna Degree

Accredited according to European university standards, qualifying graduates for **doctoral studies (PhD)** and recognized by ministries of education and public bodies globally.

> **Ranked #3 in Spain and #27 worldwide by QS World University Rankings 2025.**

>>> GLOBAL REACH

# International presence

**29**

countries across four continents

## Americas

Canada
United States
Mexico
Guatemala
Honduras
El Salvador
Nicaragua
Costa Rica
Panama
Venezuela
Colombia
Ecuador
Peru
Bolivia
Dominican Republic

## Europe

Spain
United Kingdom
France
Italy
Netherlands
Poland
Czech Republic

## Africa

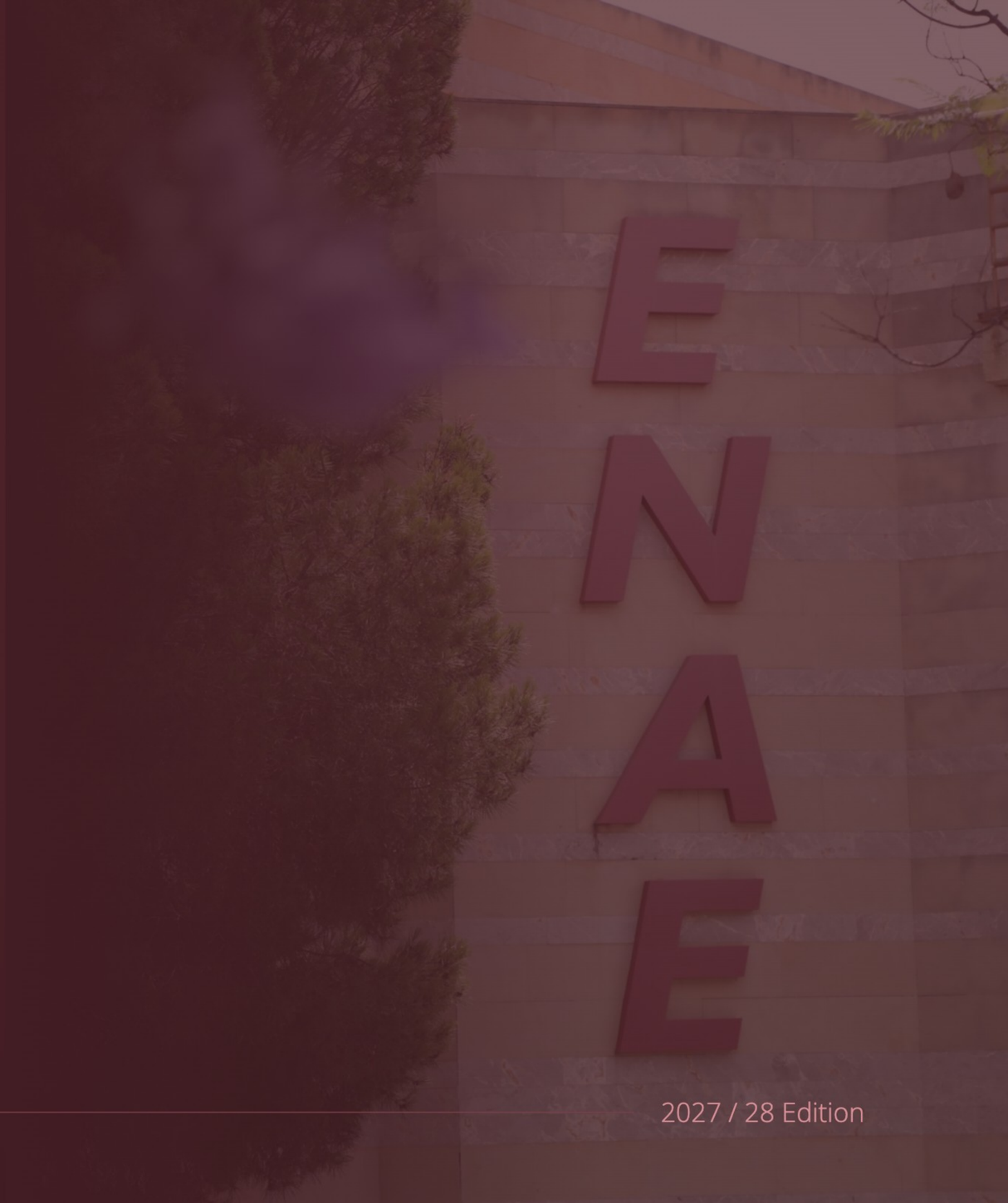
Morocco
Ghana
Nigeria
South Africa

## Asia

China
India
Pakistan

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UNIVERSIDAD DE MURCIA




>>>

# Take the next step.

We help you resolve any questions about the program, the learning modalities, and the international admissions process.

EMAIL US
**info@enae.es**

CALL US
**+34 968 899 899**

VISIT US
**enae.es**