ENAE
International Business School

Official Master's Degree

# Agribusiness Management.

*Official degree from the* Universidad Politécnica de Cartagena



>>> Equip yourself with the knowledge and skills needed to lead innovation in the global agrifood industry.

Official Degree from Universidad Politécnica de Cartagena (UPCT)

2027 / 28 Edition

>>> ENAE BUSINESS SCHOOL

# A BENCHMARK IN AGRIBUSINESS

Murcia is the leading exporter of fruits and vegetables in Spain. ENAE combines academic excellence with Europe's most advanced agrifood ecosystem.

**#04**
Master in Agribusiness in Spain (El Mundo)

**+38**
years forming business leaders

**100%**
practical, industry-driven learning

Mejores Másters EL MUNDO

Forbes Mejores Escuelas de Negocio 2025

RATED EXCELLENT

# AGRIFOOD POWERHOUSE

EL MUNDO RANKING

**#04**

in Spain in Agribusiness Management

REGIONAL GDP

**20%**

source of the Region of Murcia's GDP

EMPLOYMENT

**92%**

of students start working upon completing the degree

ANNUAL TURNOVER

**+6B€**

generated by the regional agrifood sector

>>> METHODOLOGY & EXPERIENCE

# EXPERIENCE-BASED LEARNING

Active methodology focused on the entire agrifood value chain, from high-tech cultivation to international distribution and commercialization.



**HANDS-ON** *learning*

- *Relationship between theory & practice*
- *Case studies in agribusiness*
- *New agricultural technologies*
- *Master's Thesis business project*

**AGRI-TECH** *& campus*

- *Learning & continuous training*
- *Virtual campus & webinars*
- *Real supply chain scenarios*
- *Tutoring & expert faculty assistance*

**CORPORATE** *immersion*

- *200+ company agreements*
- *Internships in EU & global firms*
- *Field visits & technical sessions*
- *Business plan implementation*

**ENAE** *community*

- *Forming leaders since 1988*
- *Agribusiness networking groups*
- *Seminars & sector conferences*
- *Graduation ceremony*

>>> INTRODUCTION TO THE MASTER'S DEGREE

# Lead the future of the agrifood industry.

The agrifood sector is evolving through digitization, biotechnology, sustainability, and global trade. Gain the strategic tools to innovate and manage high-performing agricultural enterprises.

## AGRIFOOD ECONOMIC IMPACT

*Leading national exporter*

*Water management & agritech*

*Global supply chain*

*Innovation exceeding 6,000M€*

Murcia's agriculture is recognized as one of the **most advanced and sustainable in the world**, setting a global benchmark.



EL MUNDO

**#04**

**Master in Agribusiness**

in Spain · El Mundo Ranking

**Best Online & Blended Masters**

>>> PARTICIPANT DEMOGRAPHICS

# Student profile

**39%** women

**61%** men

## Age breakdown

| | |
|---|---|
| 21 to 25 years | 31% |
| 27 to 32 years | 52% |
| 33 to 39 years | 6% |
| 40 to 55 years | 6% |

## Professional category

| | |
|---|---|
| Technicians | 45% |
| Postgraduates | 40% |
| Management | 15% |

## Academic qualification

| | |
|---|---|
| International Business | 31% |
| Economics & Business | 30% |
| Agronomist Engineering | 30% |
| Industrial Engineering | 30% |
| Other Studies | 30% |

Nationalities: Argentina, Spain, Honduras, Mexico, Panama, United States, Colombia, Costa Rica, Dominican Republic.

>>> OUR VISION

# Leadership goes beyond production.

Success in agribusiness requires **innovation, sustainability, and technological leadership**.

Nationwide, the agrifood sector represents **5.7% of total employment, 5.4% of food sales, and 4.9% of material investments**.

We train decision-makers who combine agronomic expertise with high-level corporate strategy.



>>> LEARNING GOALS

# Objectives of the Master's Degree

Equip students with strategic skills to lead agrifood organizations, master global markets, and optimize every stage of the value chain.

01

**Markets & Strategy:** Conduct in-depth analysis of agrifood markets and build viable corporate action plans.

02

**Value Chain & Operations:** Optimize the entire chain, from precision agriculture to distribution and retail.

03

**Sustainability & Quality:** Implement environmental sustainability plans, food safety, and quality certifications.

04

**Agro-Marketing & Finance:** Design commercial, digital marketing, and financial viability strategies for global expansion.

# Agribusiness Strategy & Markets

Foundations of agro-food systems, institutional environment, negotiation, and digital commerce.

01
## Agro-Food Associationism
Models of cooperation and organization among producers to strengthen the sector's competitiveness.

02
## Commercial Management and Negotiation
Sales strategies and negotiation skills specifically adapted to the agro-food industry.

03
## E-Commerce in the Agro-Food Business
Implementation of digital channels and online sales strategies for agricultural products.

04
## Economic and Institutional Agricultural Environment
Analysis of the economic, regulatory, and institutional framework impacting agribusiness.

05
## Business Strategy in the Agro-Food Company
Design and execution of strategic plans for the sustainability and growth of agrifood enterprises.

06
## Fundamentals of Agro-Food Systems
Functioning and structure of production and distribution chains in the agro-food sector.

ENAE Business School reserves the right to modify, reschedule or replace, in whole or in part, teaching dates, programme content and/or faculty for organizational, academic, faculty availability or force majeure reasons. Such changes will be duly communicated and do not constitute a breach of contract or entitle the student to compensation, without prejudice to statutory student rights.

# Innovation, Finance & Management

Digital transformation, financial viability, innovation, and strategic marketing for agricultural enterprises.

07
### Innovation Management in Agro-Food
Application of technologies and new processes to improve efficiency and sustainability.

08
### Agro Business Management & Organization
Administration tools, leadership, and structuring internal processes to optimize operations.

09
### Economic Management and Cost Control
Financial analysis and cost control to ensure profitability across agro-food operations.

10
### Digitalization of the Agro-Food Business
Use of agritech, IoT, and digital transformation to optimize production and distribution.

11
### Agro-Food Marketing & Branding
Marketing strategies and positioning for agro-food products in national and international markets.

12
### Economic & Financial Viability of Investment Projects
Investment evaluation and financial risk analysis for strategic agro-food projects.

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>>> 360 LEARNING

# Design your future

Choose the modality that best fits your professional schedule without compromising on interactive, practical learning.




## VIRTUAL LIVE 01

100% interactive and synchronous. Attend live classes from anywhere, interacting with lecturers and fellow students.

## VIRTUAL LIVE+ FORMAT WITH IMMERSION IN SPAIN 02

Virtual learning combined with a stay in Murcia, including company visits, seminars, networking opportunities and in-person exams. Includes tuition fees, accommodation, meals, medical insurance and public transport.

## ON-CAMPUS FORMAT 03

Classes held two days a week on a weekend schedule (Friday afternoons and Saturday mornings) in Murcia.

### ALL MODALITIES INCLUDE

Virtual campus · Technical visits to agrifood facilities · Executive tutoring · Networking




>>> REAL-WORLD APPLICATION

# Master's Thesis Project

Transform your knowledge into a tangible business plan applied to agricultural enterprises or an innovative agritech start-up, guided by an industry tutor.

>>> **Improvements** in operations and supply chains of existing companies.

>>> **Creation** of innovative lines of business and agritech ventures.

>>> **Implementation** of sustainable and profitable agricultural projects.

Evaluated and defended before an expert examining board according to rigorous academic and business standards.

>>> EMPLOYABILITY & INTERNSHIPS

# Company Internships & Employability

**92%**

of students start working upon completing the degree

**86%**

achieve professional progress upon graduation

**200+**

corporate agreements for internships across the EU

## AGRIFOOD & CORPORATE PARTNERS

Symborg · SABIC · Himoinsa · Caja Rural Central · Terra Fecundis · Randstad · Capgemini · GS España · Interempleo · Think Planificación

**Lifetime Career Service:** Access to 1,000+ job offers and internships managed annually through ENAE's career portal.

>>> ALUMNI VOICES

# What our students say

Hear from graduates who transformed their careers in the international agrifood sector through ENAE.




## Luis Enrique

***Executive Deputy Director at Grupo Ragaf***

*"A rewarding and intensive master's experience that broadened my agribusiness knowledge and exceeded all my expectations."*

**▶ Watch testimonial**



## Esteban Reyes

***Agricultural Engineer***

*"A rewarding master's experience that strengthened my agribusiness management skills, combining academic excellence with practical knowledge to advance my career."*

**▶ Ver testimonio**



## Elena Centena

***Technical Manager at a Citrus Farming Company***

*"A transformative master's experience that expanded my technical expertise into strategic agribusiness management, providing practical tools to drive business growth."*

**▶ Ver testimonio**

# ACADEMIC & INDUSTRY FACULTY





*Associate Dean*

## Jesús Gambín López

***Director of International Programs***

15+ years leading international relations at ENAE. Founder and board member at Basol Fruit S.L. Institutional representative before AACSB and CLADEA.



*General Director San Cayetano*

## José García Ruiz

***Cost Analysis & Agrifood Management***

21+ years at S.A.T. San Cayetano leading finance and corporate direction. Secretary of Sustainable Agriculture Chair, UPCT.

***Direct learning from agricultural cooperative directors, financial analysts, and international trade leaders.***

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

# ACADEMIC & INDUSTRY FACULTY





*Director Innovation Agro Sevilla*

## José María Fernández Ginés

***PhD in Agricultural Engineering***

15+ years in agri-food R&D and open innovation. Former NPD Director for Primaflor and co-founder of Innofood Nutrition.



*Agricultural Economics Expert*

## Jose Miguel Ferrer Arranz

***PhD Agricultural Engineer (UPV)***

Former General Director of Agricultural Production for Generalitat Valenciana. Associate Professor at UPV and author of European agrifood works.



*Cajamar Agri-Food Chair*

## Inocencia Mª Martínez León

***PhD in Business Economics (UPCT)***

Former financial director in multinational agrifood. Outstanding Professor award winner, specialist in organizational learning and agrifood cooperatives.



*Independent Advisor*

## Pedro Fernández Molina

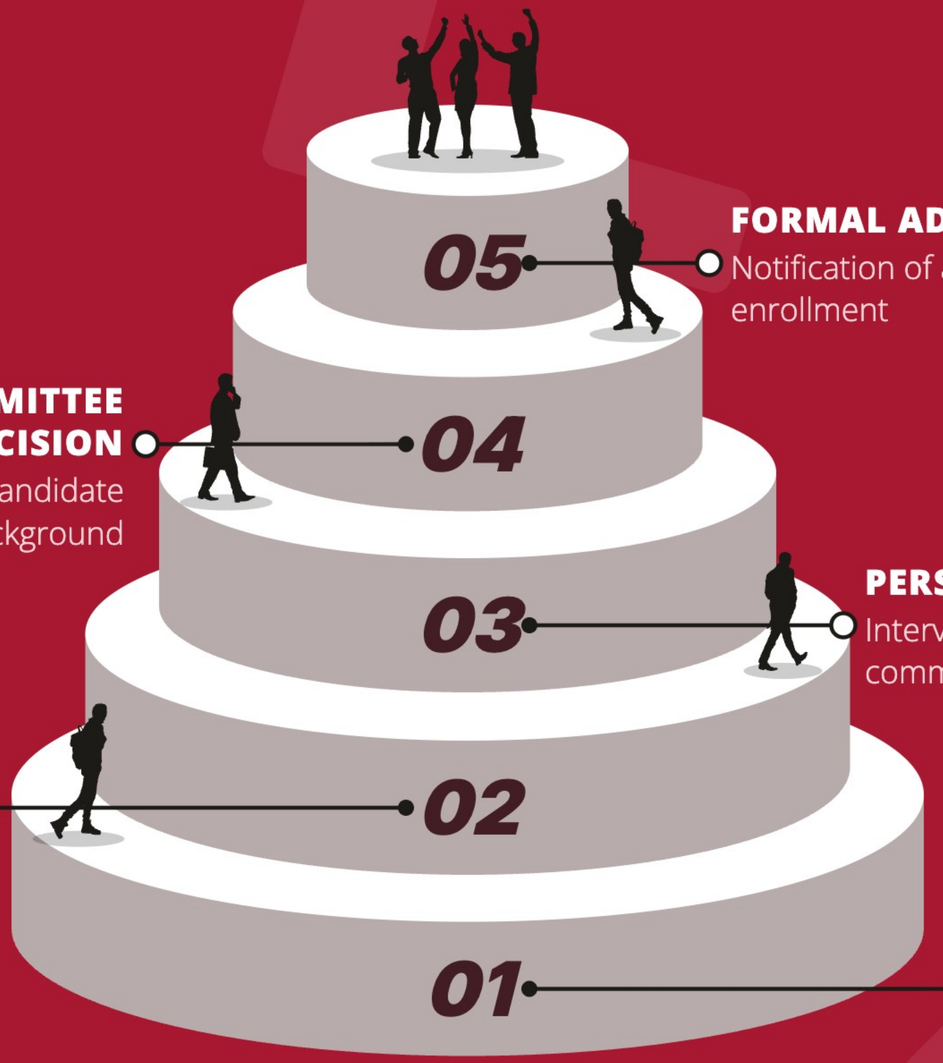
***PhD in Agricultural Engineering (UPCT)***

Technical OCA-Vega Alta of the Ministry of Agriculture, Water and Fishing. Advisor on agrifood engineering and environmental management.

>>> 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.




**FORMAL ADMISSION**
Notification of acceptance and enrollment

**COMMITTEE DECISION**
Evaluation of candidate background

**PERSONAL INTERVIEW**
Interview with admissions committee

**DOCUMENT SUBMISSION**
Academic evaluation of credentials

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

>>> DEGREE & ACCREDITATION

# Official University Master's Degree

Official qualification awarded by Universidad Politécnica de Cartagena (UPCT) in partnership with ENAE Business School.

ENAE International Business School | Universidad Politécnica de Cartagena

## EUROPEAN RECOGNITION & QUALITY

Regulated by the National Agency for Quality Assessment and Accreditation (ANECA) and recognized across the 48 countries of the European Higher Education Area (EHEA).

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

## Official EHEA Validity

Official degrees are validated by state authorities, granting **direct access to doctoral programmes (PhD)** and full academic and civil service recognition throughout Europe.

> **Accredited under the Bologna process across all European Higher Education Area member states.**

>>> GLOBAL REACH

# International presence

**34**

countries across four continents

## Americas

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

## Europe

Spain
France
Italy
The Netherlands
Poland
United Kingdom
Czech Republic
Turkey

## Africa

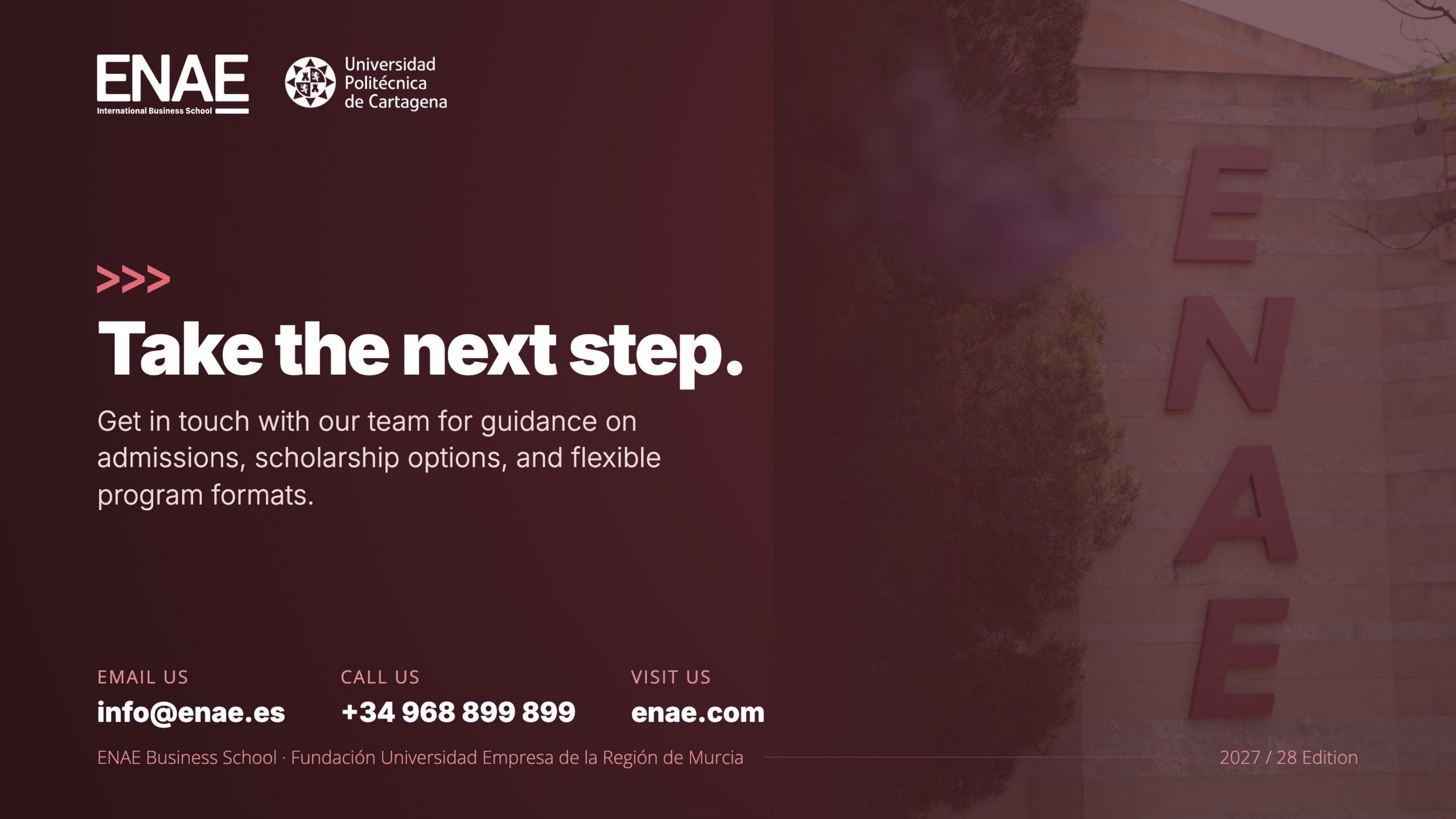
Ghana
Morocco
Nigeria
South Africa

## Asia

Bangladesh
China
Philippines
India
Lebanon
Pakistan

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>>>

# Take the next step.

Get in touch with our team for guidance on admissions, scholarship options, and flexible program formats.

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CALL US
**+34 968 899 899**

VISIT US
**enae.com**