



Master in **Agribusiness Management**

Official Degree from Universidad Politécnica de Cartagena



Universidad
Politécnica
de Cartagena



Center affiliated with:



UNIVERSIDAD
DE MURCIA



Universidad
Politécnica
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>>> ABOUT US



ENAE

International Business School
of Business University Foundation
of the Region of Murcia.

Empowering

next-gen business leaders

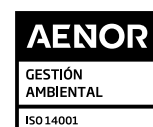
Building

professional development opportunities

International Presence

in institutions from around the
world

Center affiliated with:



FORMING LEADERS SINCE 1988

- | | |
|--------------------------------|--------------------------|
| 01// Continuous training | 04// Professional growth |
| 02// International recognition | 05// Practical tools |
| 03// Entrepreneurship | 06// Networking groups |



Rankings

ENAE is ranked
among the best
Business Schools



Ranking 2025

#6

Master in International Trade

Category: Recent graduates and young professionals

#7

Global Executive MBA

Category: Executive Programmes

#12

International MBA

Category: MBA

#4

Magistrae

Category: Senior Management

QS STARS



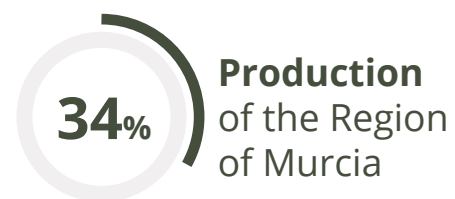
Introduction to the Master's Degree

In today's agrifood industry, there are multiple challenges that require innovative, sustainable, and effective responses.

As the region's main export industry and the source of 20% of its Gross Domestic Product (GDP), it is one of the main drivers of economic growth.

Murcia is the leading exporter of fruits and vegetables throughout the country.

AGRIFOOD INDUSTRY



> Exceeding 6,000 million euros.

In addition to being one of the most recognizable symbols of our local identity, the agricultural and food industries promote and create other innovative industries within each stage of its value chain, including water management, agricultural technology, and packaging.

The Master's Degree in Agribusiness Management will:

- 01 //** Equip you with the knowledge and skills needed to innovate and stay ahead of the game in a global market.
- 02 //** Unlock your full potential and become a leader in the agribusiness industry





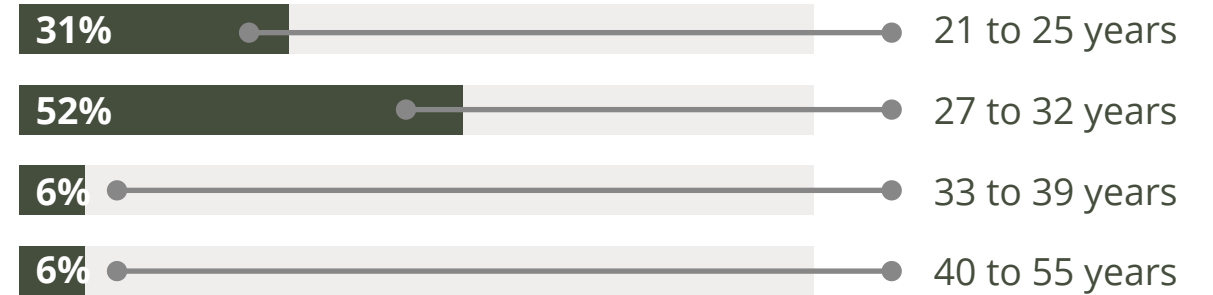
Student profile

ENAE Business School seeks to train the best professionals and provide them with tools to create value in both companies and the society at large.

> Entrepreneurial attitude.
Leadership.
Ability to work as a team.
Sense of professional ethics.



> Age



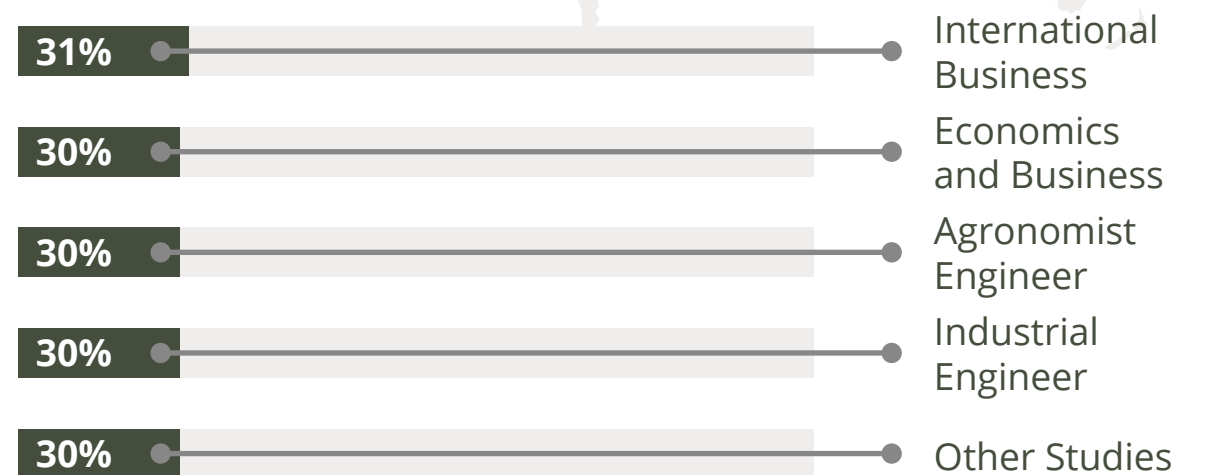
> Sex



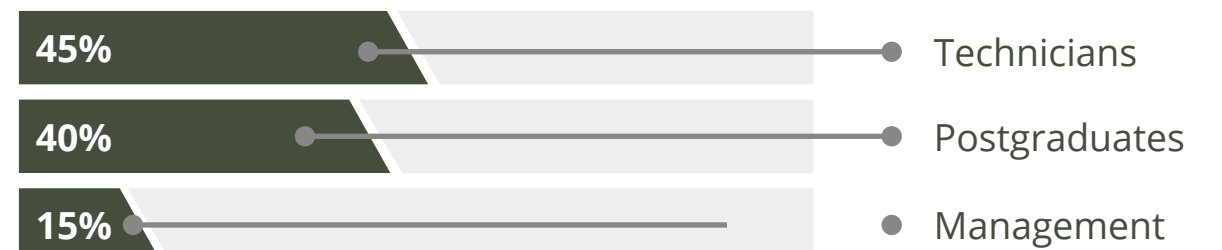
> Nacionalities

-
- Argentina
 - Colombia
 - Costa Rica
 - Spain
 - Honduras
 - Dominican Republic
 - Mexico
 - Panama
 - United States

> Qualifications



> Category



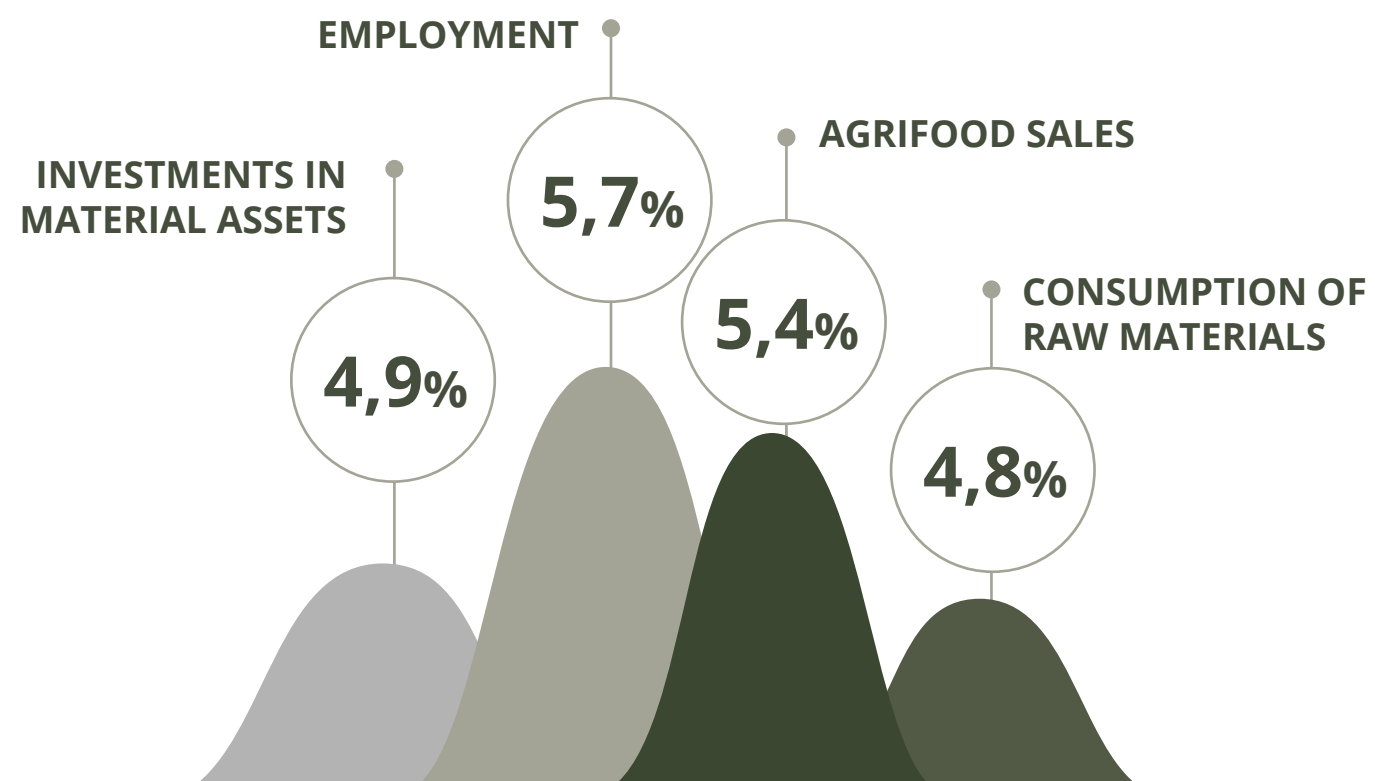
Our vision

> Leadership in the industry is not solely limited to production.

Success in the agribusiness industry requires more than just production expertise; it requires innovation and the ability to stay ahead of the latest technologies and trends.

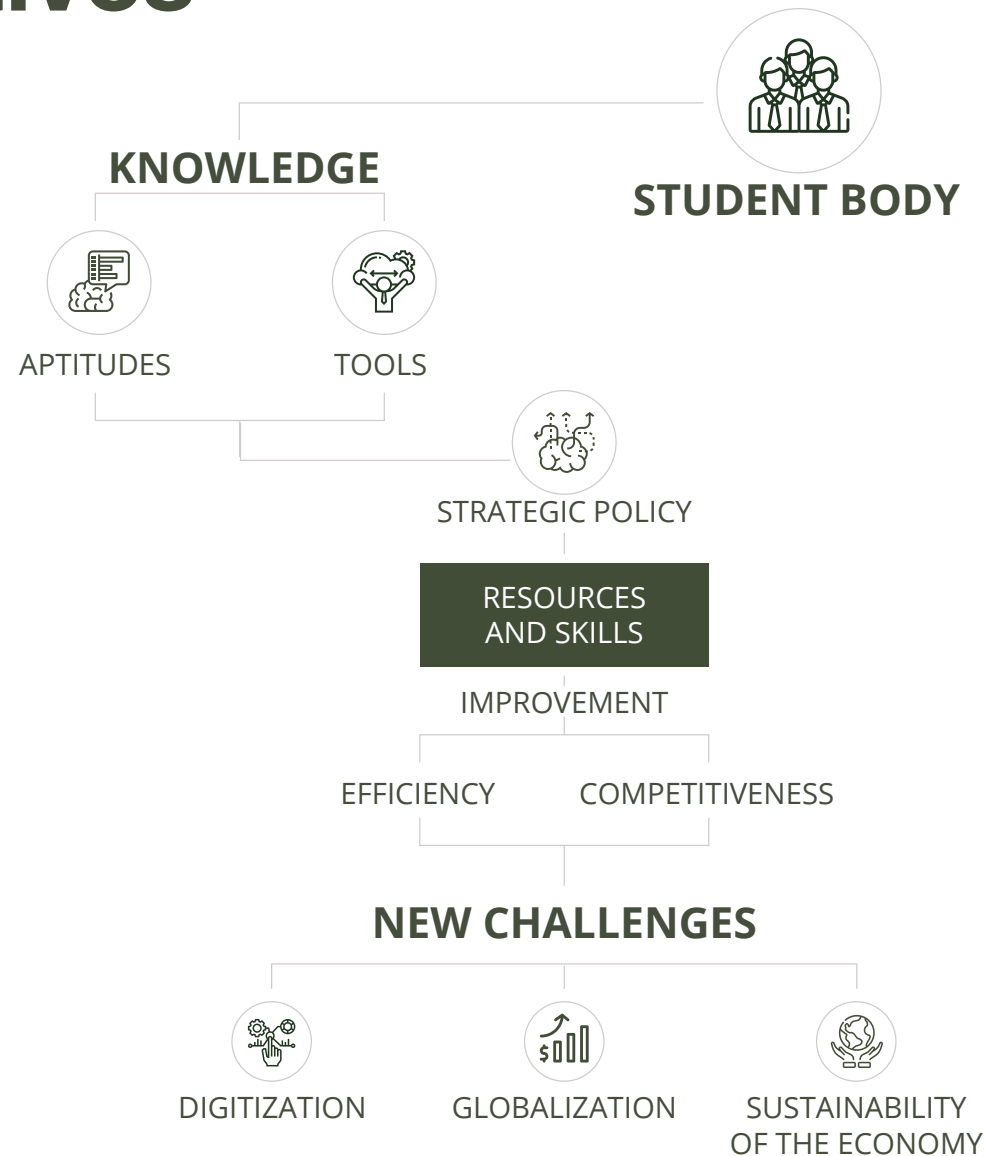
Murcia's agriculture is recognized as one of the most advanced in the world and sets a global benchmark for innovation and quality in the agrifood system.

> The agrifood industry is a national leader in the production of quality and management systems. Nationwide, it represents:





Objectives



The Master's Degree in Agribusiness Management at our institution is designed to equip students with the knowledge, study skills, and tools they need to develop and implement strategic plans for agrifood-related matters. The program aims to provide students with the resources and expertise necessary to improve organizational efficiency and competitiveness to face new challenges, such as digitization, globalization, and sustainability in the agrifood industry.

01 //

MARKETS

Prepare students for a comprehensive study and analysis of the agrifood industry and action plan: current situation and market evolution

02 //

COORDINATION

Prepare a company project by establishing its objectives and strategy, and also by learning about all the sources of financing within the industry in order to design a comprehensive financial strategy

03 //

COMMUNICATION

Learn how to design effective communication strategies that align with the company's objectives and goals, and how to effectively communicate with different audiences.

04 //

SUSTAINABILITY

Provide the knowledge and skills needed to design the company's Environmental Sustainability Strategy and Plan

05 //

VALUE CHAIN

Learn the entire value chain process, from production and mechanization to the use of fertilizers and cultivation substrates, as well as seeds and its varieties, to the distribution line, from the end product to the final consumer at the time and point of purchase

06 //

QUALITY

Meet consumer needs in terms of quality, food safety and environmental protection

07 //

MARKETING

Design communication activities and actions from the time of production until the food is in the hands of the final consumer



Methodology

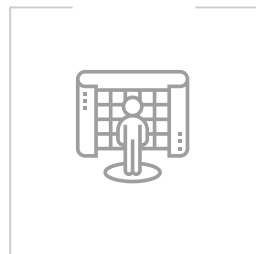
- **Internship**
program
- **Experience-based learning**
ENAE active methodology
- **Bussines**
plan

01 //



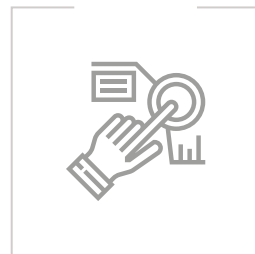
RELATIONSHIP
BETWEEN THEORY
AND PRACTICE

02 //



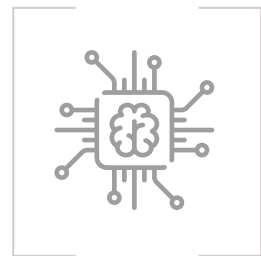
CASE STUDIES

03 //



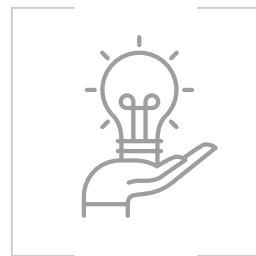
VIRTUAL CAMPUS
STUDENT POINTS
OF VIEW

04 //



NEW
TECHNOLOGIES

05 //



MASTER'S
THESIS

Learning
Training
Networking
Experience
Real cases
Tutoring assistance



Design your Future

360 Learning

Through our new training model, students may select the training modality that best suits their needs: either 100% online or a combination of in-person and online classes, without losing the opportunity to interact with their teachers and classmates in real time.

The essence of in-person training is maintained through a live platform that facilitates online classes. This new training model is complemented by a Virtual Campus in which the student has access to all learning resources, class recordings, as well as additional content such as webinars and online resources.

By combining the best of both worlds, which include in-person training and online training, this model provides students with greater flexibility, custom training, and the development of digital skills.

Choose your modality:

01 //

Online learning

Enjoy live online classes as if you were present in the classroom or access class recordings on-the-go.

02 //

Blended learning with stay

The blended-with-stay option merges the best of face-to-face and online training, offering a 3-week in-person residency program at the ENAE Business School.

03 //

Oncampus learning

In this flexible modality, face-to-face training is combined with live virtual classes and online activities.

Academic Program

Master in Agribusiness Management

AGRO-FOOD ASSOCIATIONISM

Models of cooperation and organization among producers to strengthen the sector's competitiveness

COMMERCIAL MANAGEMENT AND NEGOTIATION FOR THE AGRO-FOOD BUSINESS

Sales strategies and negotiation skills adapted to the agro-food industry

E-COMMERCE IN THE AGRO-FOOD BUSINESS

Implementation of digital channels and online sales strategies in the agro-food sector

ECONOMIC AND INSTITUTIONAL AGRICULTURAL ENVIRONMENT

Analysis of the economic, regulatory, and institutional framework impacting agriculture and agribusiness

BUSINESS STRATEGY IN THE AGRO-FOOD COMPANY

Design and execution of strategic plans for the sustainability and growth of the agro-food business

FUNDAMENTALS OF AGRO-FOOD SYSTEMS

Functioning and structure of production and distribution chains in the agro-food sector

INNOVATION MANAGEMENT IN THE AGRO-FOOD BUSINESS

Application of technologies and new processes to improve efficiency and sustainability in the sector

AGRO BUSINESS MANAGEMENT

Administration and leadership tools to optimize the management of agricultural enterprises

ECONOMIC MANAGEMENT AND CONTROL IN THE AGRO-FOOD BUSINESS

Financial analysis and cost control to ensure the profitability of the agro-food business

DIGITALIZATION OF THE AGRO-FOOD BUSINESS

Use of new technologies and digital transformation to optimize agro-food production and commercialization

AGRO-FOOD MARKETING

Marketing strategies and product positioning for agro-food products in national and international markets

ORGANIZATION OF THE AGRO-FOOD COMPANY

Structuring and optimizing internal processes to improve operational efficiency

ECONOMIC AND FINANCIAL VIABILITY OF INVESTMENT PROJECTS IN THE SECTOR AND THE BUSINESS

Investment evaluation and financial analysis for decision-making in agro-food projects



Master's Thesis

The purpose of the project is to apply the knowledge acquired during the master's degree to a real case or to a new business project with clear start-up possibilities.



The objective is to prevent good business ideas that students come up with upon acquiring knowledge during the course, from simply becoming evaluation work, when they can be immediately applied to companies already in operation or even to generate new companies.

Over the course of the project, a tutor will be available to support students as well as advise participants and guide them during the implementation.

Tutors have their specific roles. Projects will be defended before an examining board, which will evaluate them according to the criteria established for said purpose.

> **Improvements**
at existing companies.

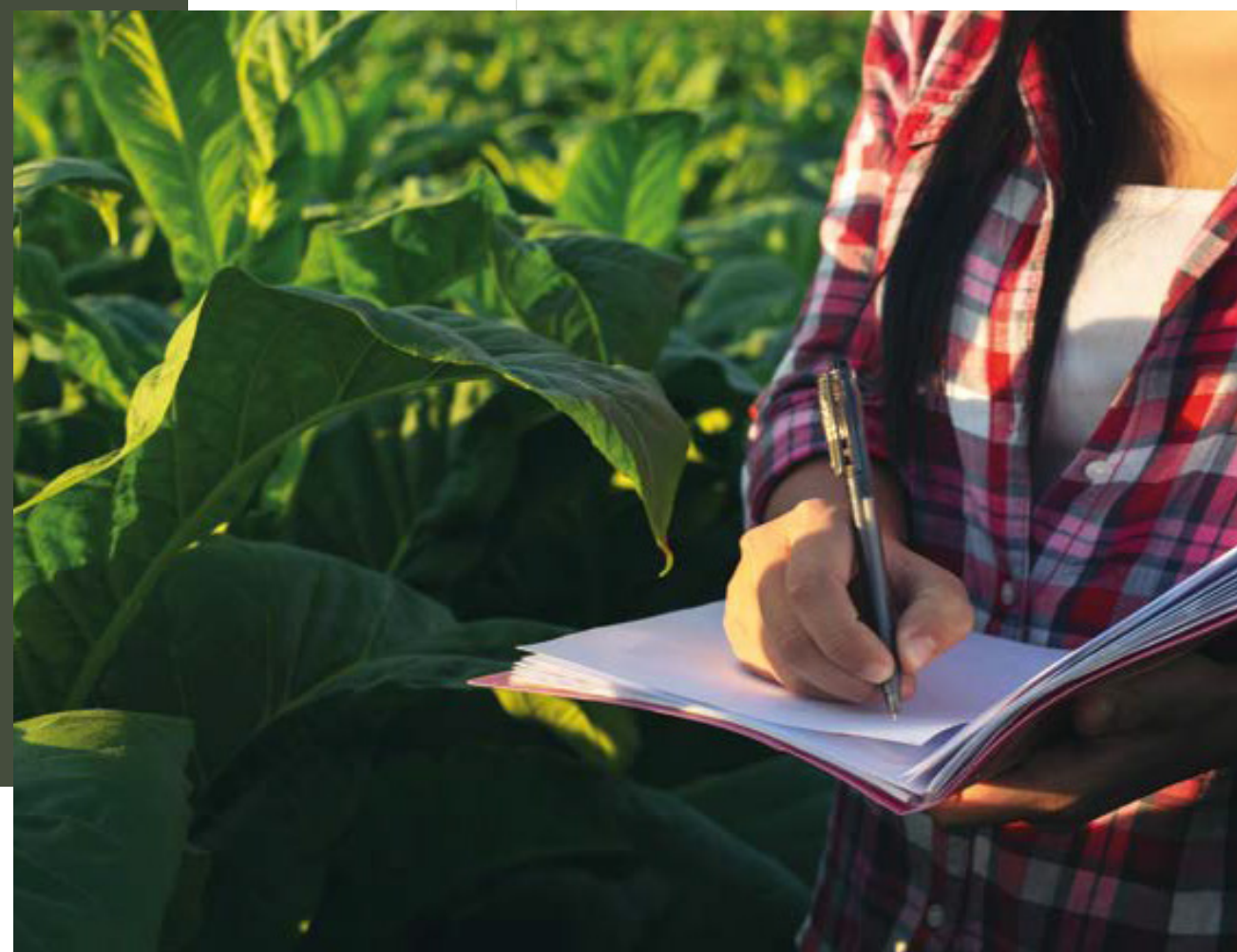
> **Creation**
of new lines of business.

> **Implementation**
in existing companies.

Company Internships and Employability

ENAE students are supported throughout by our expert careers advisory service.

In addition, students will gain access to our unrivalled professional network, further boosting their career prospects.



200+ Agreements

Complete your training in EU companies as part of our internship program.

Students who wish to advance their careers can take advantage of this opportunity by acquiring a highly qualified position within international organizations.

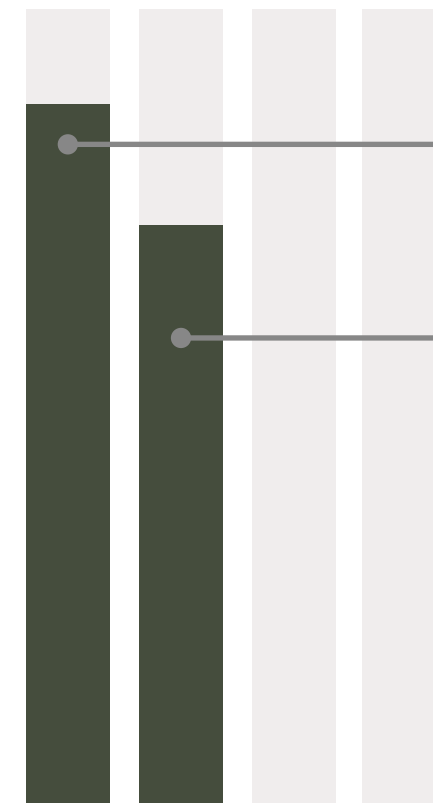
These internships are optional and last from 2 to 9 months.

Some companies in which our students enrolled in the Master's in People Management and Human Resources Management have held internships this year including:

Think Planificación y Desarrollo, Interempleo, Randstad Empleo ETT, Capgemini España, GS España Holdings, Terra Fecundis ETT, Himoinsa, Sabic, Caja Rural Central, Symborg, among others.



1000



92%

of our students start working by the time they complete their Master's Degree.

86%

of our students achieve professional progress by the time they complete their Master's Degree.

All of our students will form part of the ENAE Business School job bank upon enrollment and will have access to it whenever they wish, even if they have completed their degree program.

Job offers for employment and internships managed every year.



Testimonials from Former Students

Sofía Sánchez

Murcia is acknowledged in my country as the orchard of Europe, and in particular, this master's degree has great prestige there. Therefore, making the decision to come to study here was very easy. This programme has a wide field of action in Latin America and, moreover, it has helped me to

make decisions at a managerial level. In terms of content, it is very up-to-date and I believe that the innovation part is the one that can contribute the most to my job. Besides, this experience has not only been enriching from a professional point of view, but also at a personal level.

ENAE

Experience

> GRADUATION CEREMONY

A MOMENT TO REMEMBER

We honour students with their diplomas after a year of dedicated work, perseverance, and gaining knowledge.



> NETWORKING

PROFESSIONALS & BUSINESS PEOPLE

Exchanging ideas, experiences and knowledge



> SEMINARS AND CONFERENCES

A wide range of topics covered by top-level speakers

Empowering the next generation of business leaders

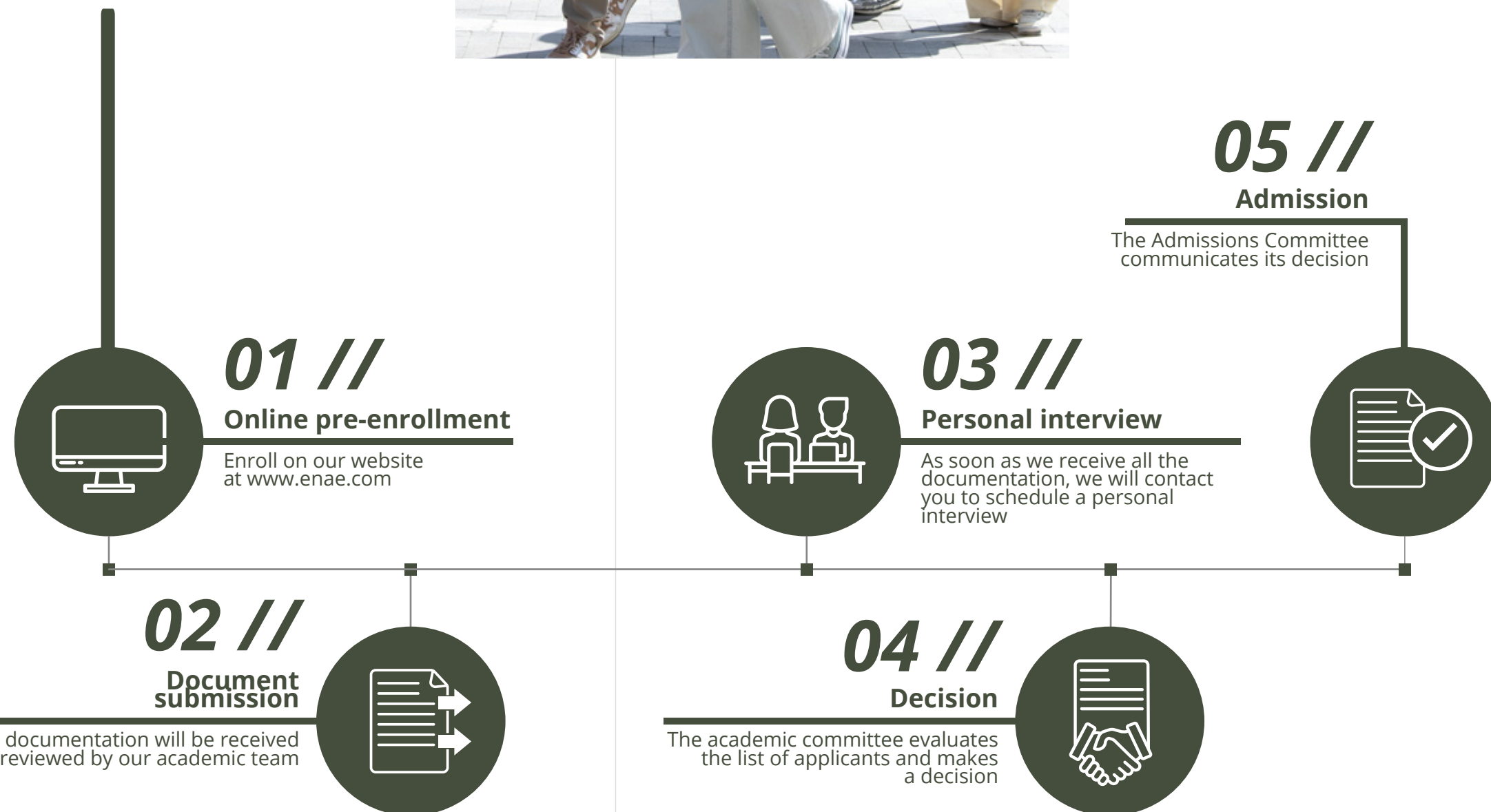




Admission Process

To ensure applicant suitability, all participants must pass an admission process comprising

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.

—Faculty



JESÚS GAMBÍN LÓPEZ

Jesús Gambín has been for 15 years Director of International Relations at ENAE Business School position which has been expanded to Associate Dean. He has also experience as entrepreneur being founder and member of the board of Directors at BASOL FRUIT S.L.10.

is extensive professional experience includes management positions both in the business sector and academic institutions: Director of International Programs of ENAE Business School, Export Sales Controller at Gorji Alliance Ltd (Leeds, United Kingdom), Key Account Manager at Aramo Consulting S.rl in Benelux, Brussels

(Belgium) Assistant.

He has also broad academic experience, particularly in International Economy and Internationalization Strategies. Furthermore, he has been a consultant in a lot of projects for starting up new business and marketing plans for the business internationalization strategy. He is the current representative for institutional relations at ENAE before international organizations such as AACSB and CLADEA, which guarantee the quality of good academic practices.

JOSÉ GARCÍA RUIZ

Bachelor's in Economic and Business Sciences, University of Murcia. Master's in Accounting and Auditing, University of Murcia.

For over 21 years, he has worked at S.A.T. San Cayetano, where he has held various positions of responsibility within the Financial Department, up to his current role as General Director. He began his professional career as an economist for the City of Torre Pacheco, where he participated in the implementation and development of a European initiative called ADAPT, which created a center for promoting small and medium businesses.

As a teacher, he is a supervisor of projects and a professor of cost analysis in the Master's programs of Agribusiness Management and Financial Management at ENAE Business School. He also played a role in developing and implementing a practice plan for the Agri-Food Platform at the Polytechnic University of Madrid, and as Secretary of the Sustainable Agriculture Chair in the Cartagena Field.

JOSÉ MARÍA FERNÁNDEZ GINÉS

Doctor in Agricultural Engineer, Specializing in Agri-Food Industries, from the Miguel Hernández University of Elche (UMH)

His experience focuses on R&D applied to the agri-food industry and the introduction of Open Innovation in sector companies. With over 15 years of experience in innovation management, industrial advising on all tools that help to drive and manage R&D, design and development of new innovative foods, reformulations, analysis of trends and identification of new innovation opportunities in the sector.

Co-founder of Innofood Nutrition, he was also Director of New Product Development for the Primaflor Group. Currently, he is the Director of Innovation of Agro Sevilla. Collaborator and teacher both at the university and business school level, mainly in subjects related to new product development and innovation management.

JOSE MIGUEL FERRER ARRANZ

Agricultural Engineer, specializing in Agricultural Economics from the Polytechnic University of Valencia (UPV). Doctorate from the Polytechnic University of Valencia (UPV).

Head of the Agri-Food Industries and Supply Concentration Service of the Generalitat Valenciana. Associate Professor in the Department of Economics and Social Sciences at UPV, teaching in the area of Marketing and Market Research. He has held high-level positions in the regional administration of the Generalitat Valenciana twice, as General Director of Agricultural Production and Fishing and General Director of Agricultural Production and Livestock.

He is an accomplished author of papers, articles, books, and publications, on topics related to the European Union in the areas of agricultural marketing, organizations and groups of agricultural producers, commercial cooperatives, agri-food industries, and common organization of markets in the horticultural sector. He is considered a national expert in these fields. Also, he is a member of the Group of International Economics (GEI) at UPV.

INOCENCIA M^a MARTÍNEZ LEÓN

Doctor in Economic and Business Sciences from the Polytechnic University of Cartagena (UPCT). Bachelor's in Economic and Business Sciences, Majoring in Business Administration from the University of Murcia.

She began her professional career in the private sector in a multinational agri-food company, serving as Financial Director during a period of great expansion and growth. She then fully transitioned to teaching and research at the Department of Business Economics at UPCT. She is a member of the Equality Unit at UPCT, the Cajamar Chair of Agri-Food Cooperatives at UPCT and the Chair of Culture and Ethical Leadership and Business.

She has been Coordinator of Planning at UPCT (2005-2008), developing the first Strategic Plan of UPCT, and Director of the Department of Business Economics (2010-2018). She has been awarded

distinctions in the academic field, including the award for Outstanding Professor in the European Higher Education Area, given by the Polytechnic University of Cartagena. She was also a co-director of the Strategic Plan for the Agri-food Sector (2006).

Her current research focuses on organizational learning, corporate reputation, innovation management, and gender studies, particularly in the areas of entrepreneurship and work-life balance. She has published works in high-impact journals and at national and international conferences, and has participated in numerous research projects.

PEDRO FERNÁNDEZ MOLINA

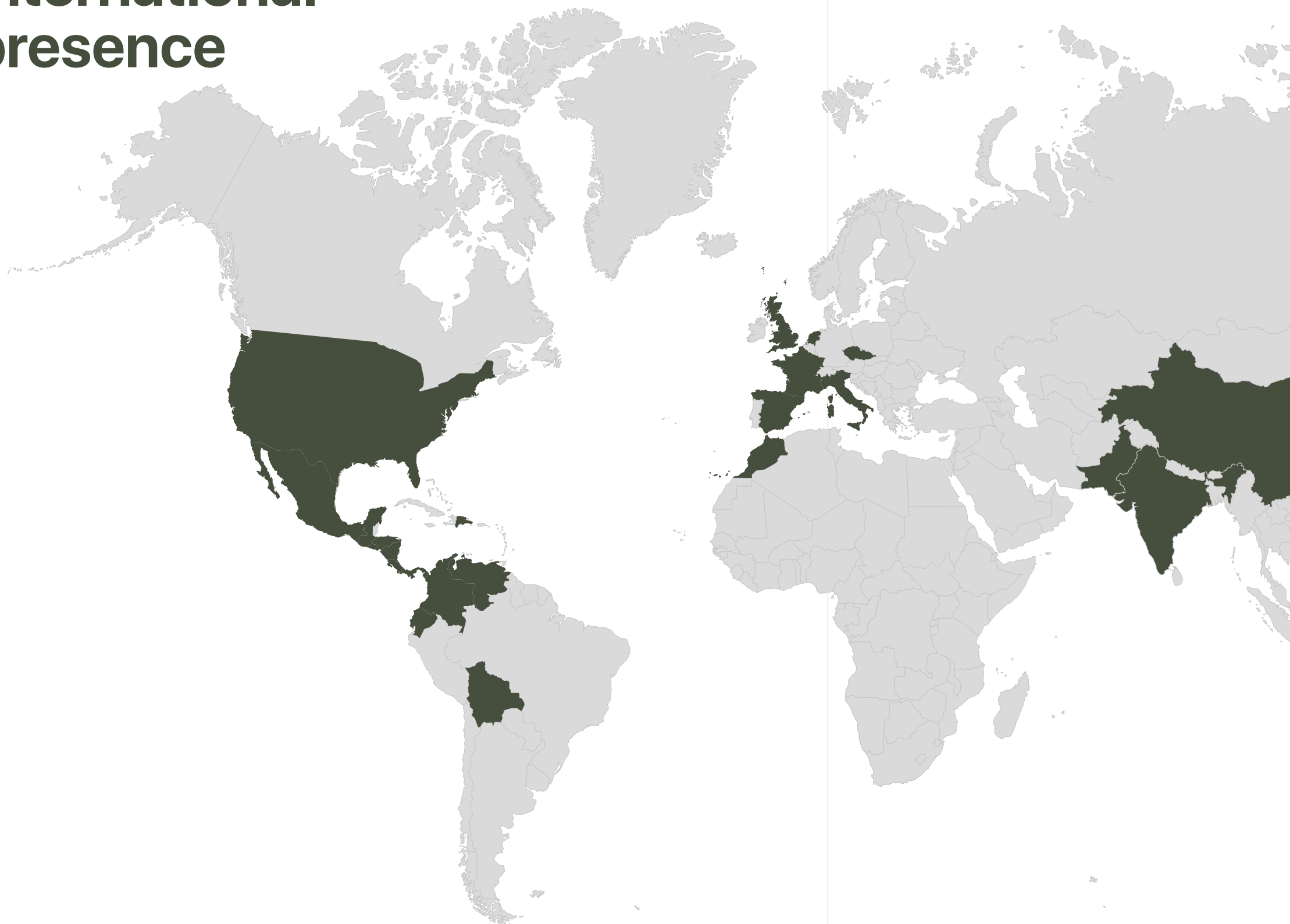
Doctor of Agricultural Engineering from the Polytechnic University of Cartagena.

Independent Advisor. Technical OCA-Vega Alta of the Ministry of Water, Agriculture, Livestock and

Fishing of the Region of Murcia on leave.



International presence



- > United States
- > Mexico
- > Guatemala
- > Honduras
- > El Salvador
- > Nicaragua
- > Costa Rica
- > Panama
- > Venezuela
- > Colombia
- > Ecuador
- > Peru
- > Bolivia
- > Dominican Republic
- > United Kingdom
- > Poland
- > Czech Republic
- > Netherlands
- > Italy
- > France
- > Morocco
- > China
- > India
- > Pakistan
- > Spain



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