



Master's Degree in **International Trade**

Official Degree from University of Murcia



UNIVERSIDAD
DE MURCIA

fuerm
Fundación Universidad Empresa Región de Murcia

Center affiliated with:



UNIVERSIDAD
DE MURCIA



Universidad
Politécnica
de Cartagena



2

Master's Degree in **International Trade**

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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

FORMING LEADERS
SINCE 1988

Center affiliated with: Center affiliated with:



- | | |
|--------------------------------|--------------------------|
| 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



Introduction to the Master's Degree

Designed for international trade professionals who wish to broaden and update their knowledge and university graduates who want to develop their career in this area. Students applying to this Master's Program should have a minimum of an undergraduate degree in Business Administration, Economics, Marketing, Marketing Research, Finance, Accounting, Law, or International Business.

At ENAE Business School International:

- We prepare you to meet the growing global business needs.
- You will learn how to manage and lead an international strategy for a company in the midst of the most challenging market conditions.





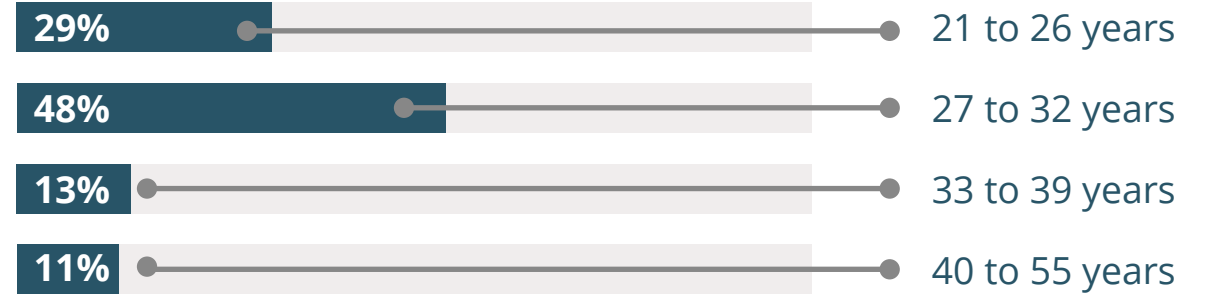
Student profile

Designed for young professionals and university graduates looking to develop their careers in international trade.

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



Age



Sex

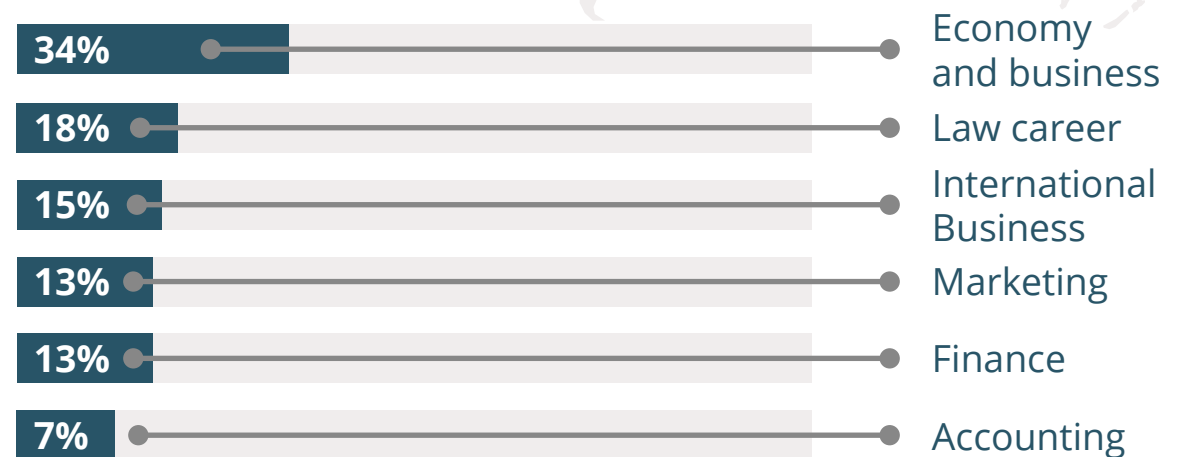


Nationalities

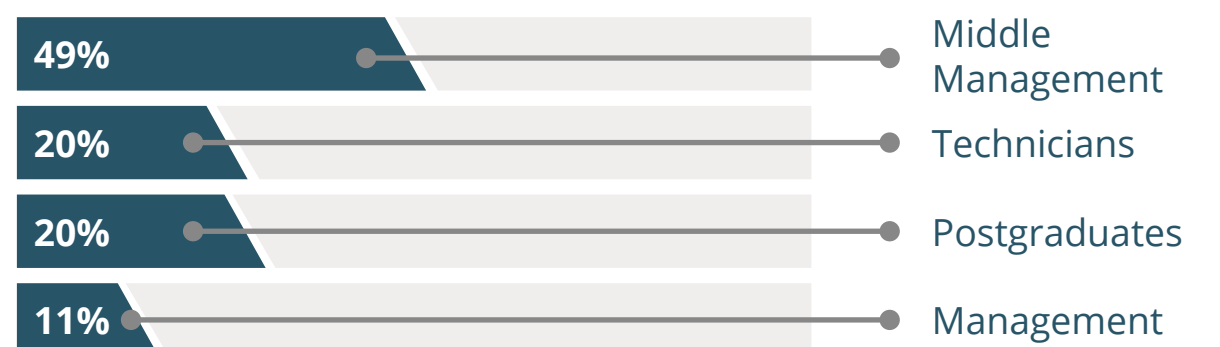
-
- Spain
 - South Korea
 - Costa Rica
 - Mexico
 - Panama
 - Poland
 - United Kingdom
 - Italy
 - Morocco
 - Iran
 - Romania
 - France



Qualifications



Category



Our vision

ENAE Business School aims to provide high-quality business education that empowers our students to succeed in today's competitive global marketplace. We are committed to helping our students achieve their full potential, and we strive to foster a dynamic learning environment that encourages innovation, creativity, and critical thinking.

Direct communication between business participants, students, and professors facilitates the development of knowledge focused on entrepreneurship and business planning aligned with the economic, cultural, and social context in which our organizations operate.





Objectives

This Master's course aims to acquaint the participant with the most important aspects related to international trade:

- > Business strategies.
- > International logistic.
- > Markets and consumer behaviour.

The program has been designed to gain an understanding of the opportunities and risks of global trade and business expansion.

01 //

KNOWLEDGE

Knowledge of the fundamentals of international trade

02 //

ANALYZE AND STUDY

Ability to analyze and study business opportunities in the market

03 //

INTERNATIONAL MARKETS

Application of marketing techniques. Openness and consolidation in international markets

04 //

STRATEFIC PLANS

Management of strategic internationalization plans

05 //

STUDY AND DEVELOPMENT

Study and development of foreign markets. Import and export operations



Methodology

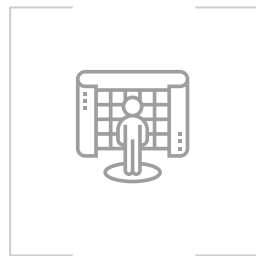
- > **Internship**
program
- > **Experience-based learning**
ENAE active methodology
- > **Bussines**
plan

01 //



RELATIONSHIP
BETWEEN THEORY
AND PRACTICE

02 //



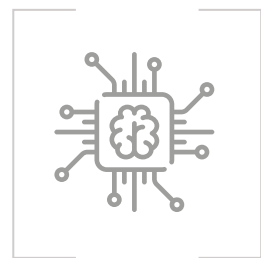
CASE STUDIES

03 //



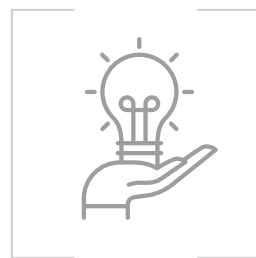
VIRTUAL CAMPUS
STUDENT POINTS
OF VIEW

04 //



**NEW
TECHNOLOGIES**

05 //



**MASTER'S
THESIS**

**Learning
Training
Networking
Experience
Real cases
Tutoring assistance**

Certification

An official master's degree or university master's degree is a specialised programme within a specific area or field, whose qualification is validated by the relevant public bodies and is therefore recognised by the State.

In Spain, official master's degrees are regulated by the National Agency for Quality Assessment and Accreditation (ANECA) and are recognised by the member countries of the European Higher Education Area (EHEA).



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's Degree in International Trade

SKILLS FOR INTERNATIONAL BUSINESS II

Advanced negotiation, leadership, and communication skills for global business environments

INTERNATIONAL FINANCE

Financial management strategies for multinational corporations and global markets

ECONOMICS IN GLOBAL ENVIRONMENT

Analysis of economic trends and their impact on international trade and business

ETHICS AND CSR

Corporate social responsibility and ethical decision-making in global business contexts

BUSINESS STRATEGIES

Development and implementation of competitive strategies for international expansion

INTERNATIONAL LOGISTICS

Efficient supply chain management and logistics strategies in a globalized world

INTERNET AND INTERNATIONAL BUSINESS I

Leveraging digital tools and e-commerce strategies for global market entry

INTERNET AND INTERNATIONAL BUSINESS II

Advanced digital marketing and online business models for international trade

SKILLS FOR INTERNATIONAL BUSINESS I

Essential communication, negotiation, and teamwork skills for international professionals

INTERNATIONAL MARKETING

Global branding, market segmentation, and strategies for reaching international consumers

INTERNATIONAL TAXATION

Tax regulations, compliance, and strategies for optimizing international financial operations

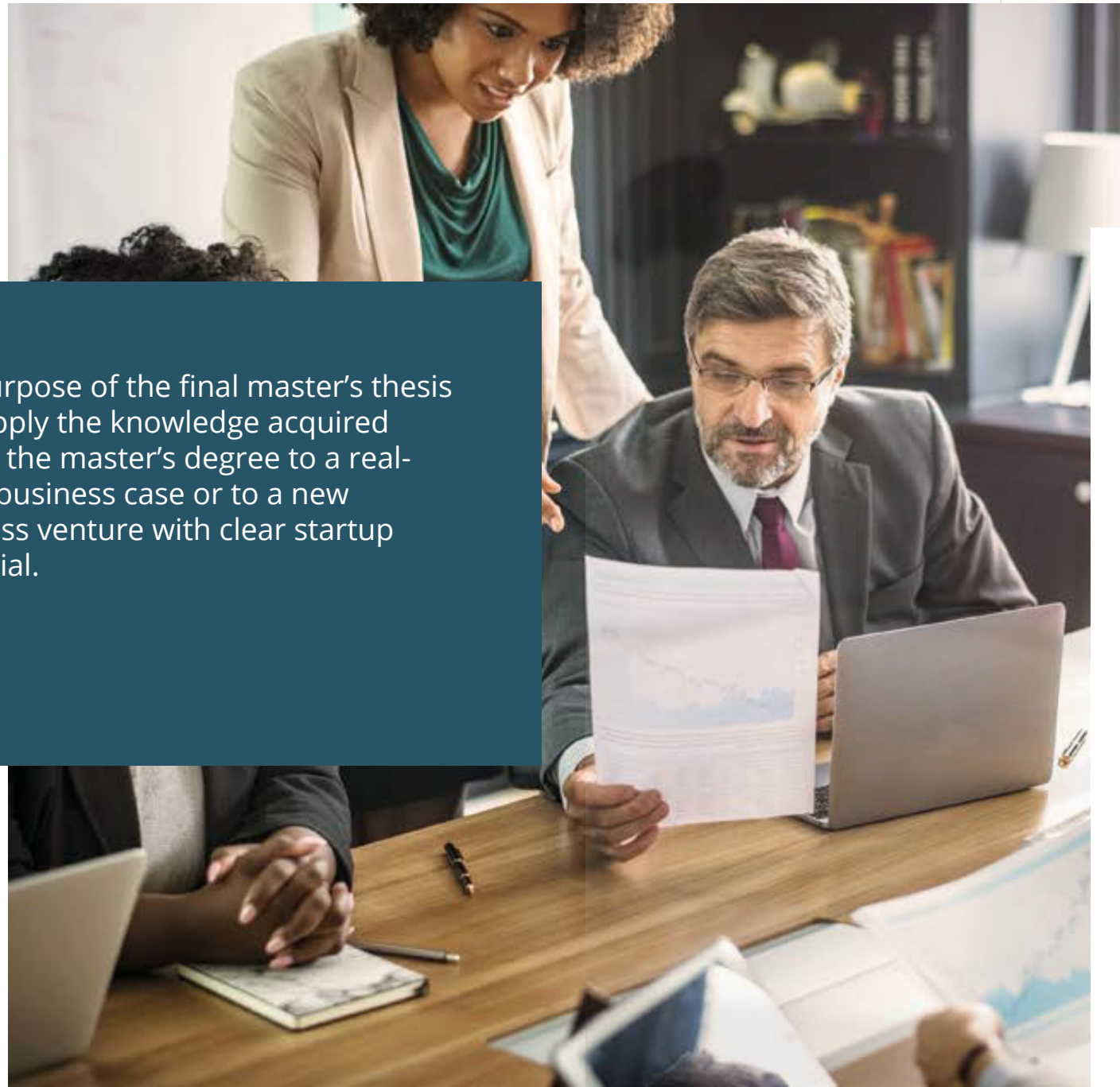
DOING BUSINESS IN SPECIFIC MARKETS

Analysis of business opportunities, cultural factors, and regulatory frameworks in key global markets



Master's Thesis

The purpose of the final master's thesis is to apply the knowledge acquired during the master's degree to a real-world business case or to a new business venture with clear startup potential.



In order to avoid good business ideas that students come up with during the course from simply being evaluated, they should be immediately applied to existing companies or to creating new ones.

Students will be supported throughout the project by tutors, who will also advise participants and guide them during implementation.

An examining board will evaluate the projects based on the criteria established for this purpose.

Possible themes for the Final Applied Project



Design and Operationalization of Global Services in the hospitality industry: The Case of Europe.



International Social Innovation in African Enterprise Communities.



Strategic Alliances in the Global Household Appliance Industry: Design for Success in Latin America.

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.

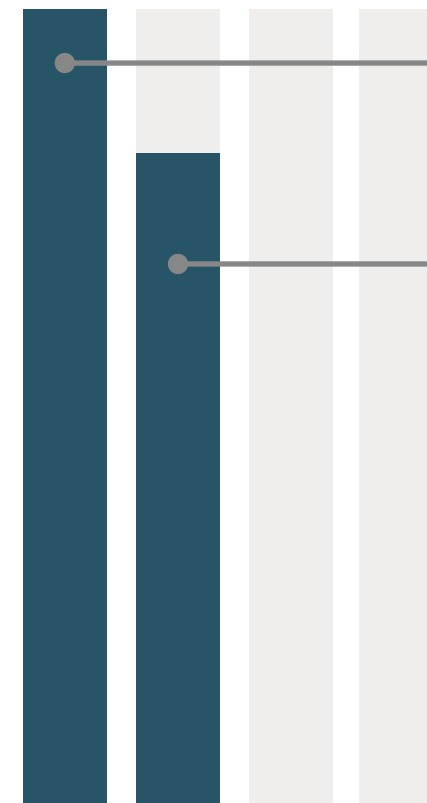
These internships are optional and last from 2 to 9 months.

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

HEFAME, Agrocomponentes, AA Consulting, Tecnodiesel, Zambú Higiene, Instituto de Fomento de la Región de Murcia, Tahe Productos Cosméticos, ICEX España Exportación e Inversiones, Sistemas Azud, Takasago International Chemicals, Tempe Grupo Inditex, Fripozo, among others.



1000



100%

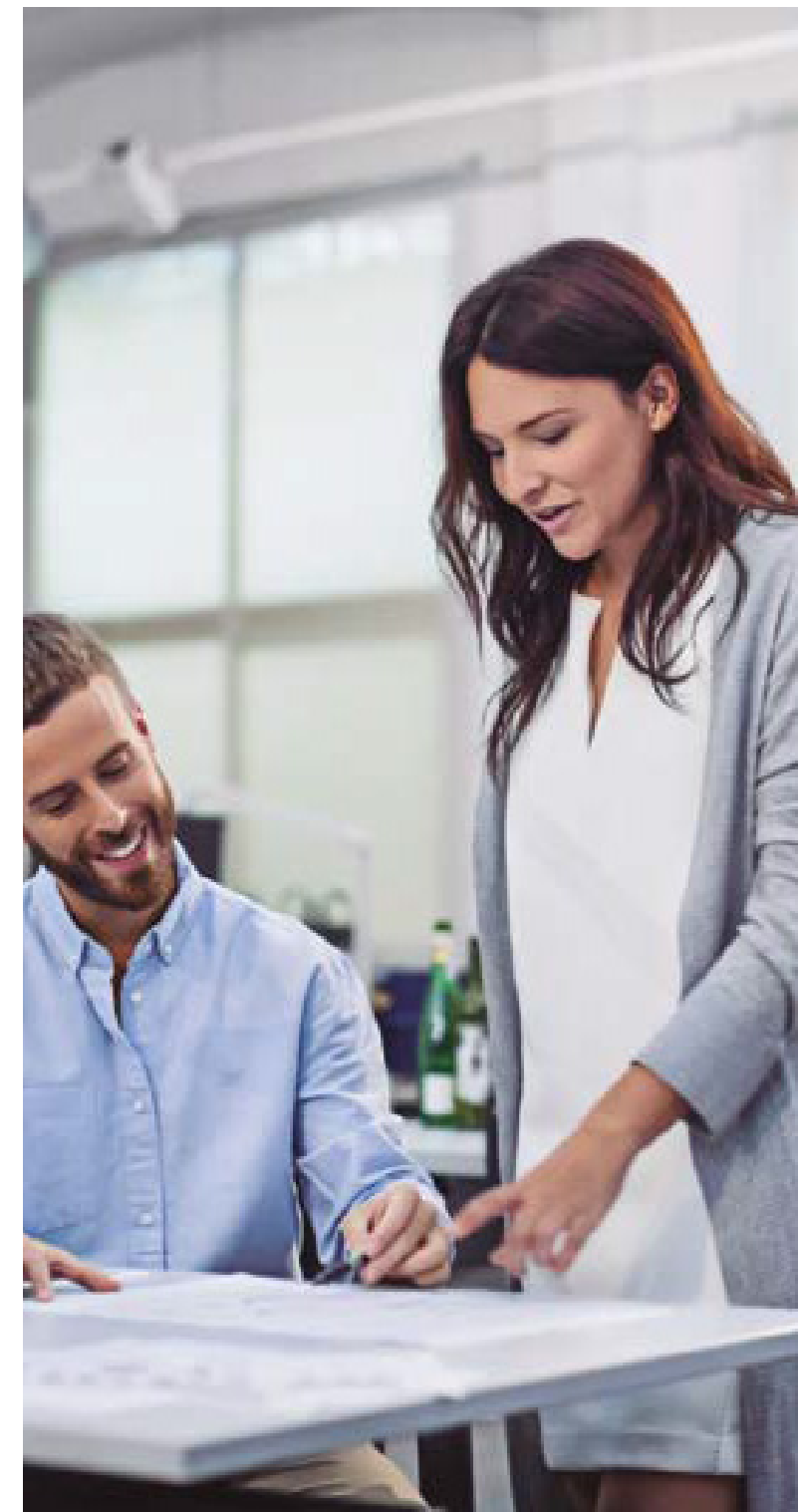
of our students start working by the time they complete their Master's Degree.

90%

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



SERGIO ANTONIO TORRECILLA RAMÍREZ Law graduate

I have always been attracted to the business world and languages. In addition, I would like to be able to work in a profession that allows me to travel and get to know other cultures. That's why, after finishing my law studies, I decided to turn my professional career around and specialize in International Trade. I got to know ENAE thanks to the Employment

Forum they organize and the opinions of some friends who had been formed here. In general, the experience has been very satisfactory, both for the Master's programme, which touches on many areas within international trade, for the high level national and international teaching staff, and for the colleagues.



JOSÉ MANUEL OLMEDILLA LEÓN International Trade Department - Capel Vinos, S.A.

The idea of "renew or die" was key for me when I decided to study the Master in International Trade Management. I work in the export department of a company and this training could provide me with the knowledge and skills needed to improve my position. On the other hand, the classes we have received from international teachers in English have allowed me to exponentially improve the way

I express myself in my relations with my clients. As far as the teachers are concerned, not only do they teach the classes, but you also establish a relationship with them in which they are committed to helping you in many aspects of your work, with a view to the future. In addition, this experience has allowed me to meet a group of friends with whom to maintain contact from both a personal and professional point of view



SERGIO FUENTES ZARAGOZA Economy Graduate

I chose to pursue the Master's in International Trade Management and Management at ENAE Business School because of the positive feedback I received about the program and the institution. I had no doubt that this was the right choice. This program provides the foundational knowledge needed to excel in this profession. Furthermore, having instructors who are not only academics but also active industry experts from various sectors not only imparts

concepts but also addresses the practical problems that may arise in real-world scenarios.

Completing this Master's degree has greatly impacted my professional career and has led to my current role in the international trade department of one of the leading companies in Murcia. Without the knowledge and skills acquired through this program, I would not have been able to secure this position.

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

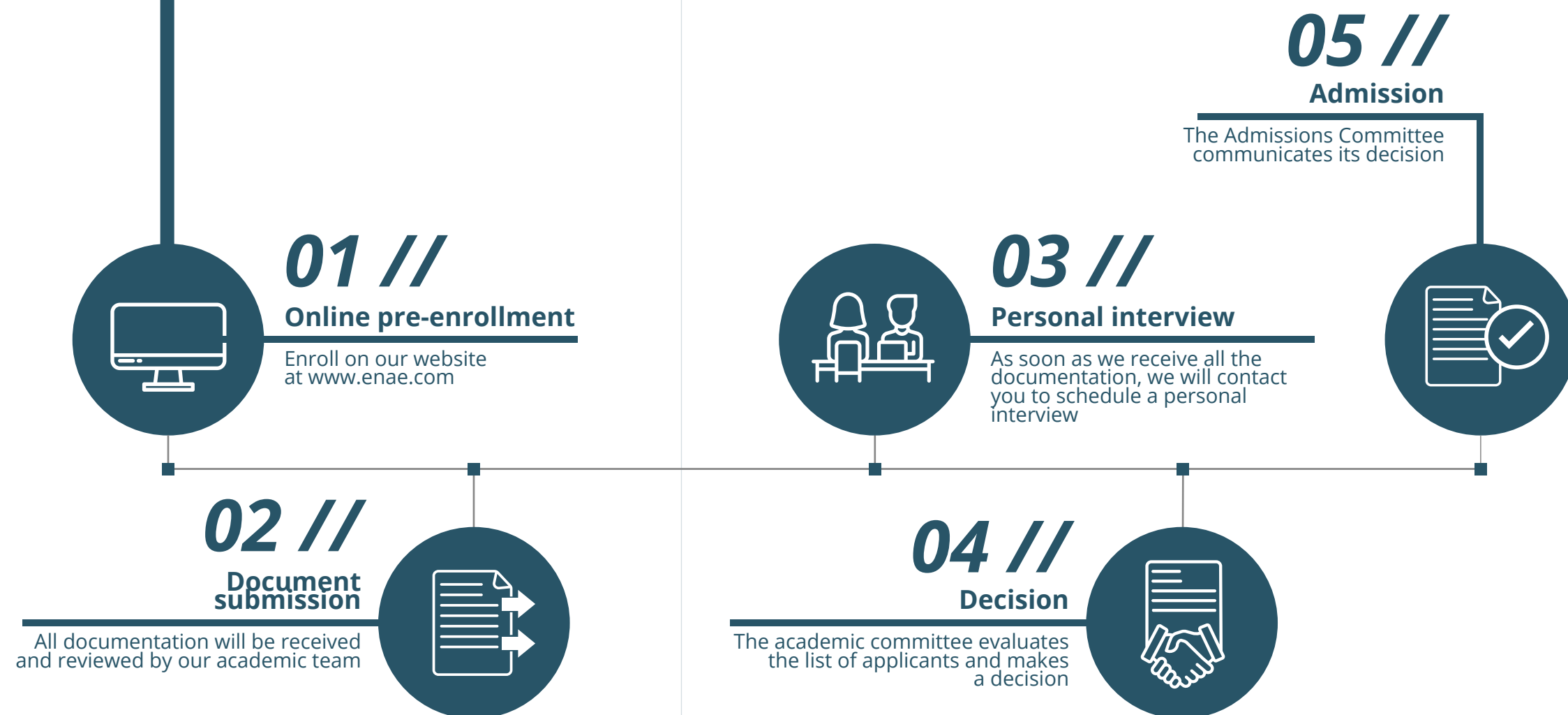




Admission Process

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



FERNANDO BALLESTA SÁNCHEZ

Economist from the University of Murcia. Master's in International Trade from ENAE Business School. Expert in International Commercial Law from the Ministry of Economy and Treasury of Spain.

Specialized in international trade and foreign direct investment (FDI), Fernando is the Director of the Investment and Industrial Land Department at the Institute of

Promotion of the Region of Murcia, where he assists companies in their international expansion projects and foreign direct investment projects.

JOSÉ MARTÍN DE BERNARDO GALIANA

Doctor in Business Administration and Management, UCAM. Bachelor's in Business Administration and Management, Universidad Francisco de Vitoria - Universidad Complutense de Madrid.

Extensive professional experience in International Trade, having worked in consulting, at an Embassy (Spanish commercial office abroad), and for the last ten years in the corporate world with excellent results in opening new markets, particularly in Asia, in managing clients, brand positioning, and

using competitive intelligence and international marketing tools. In addition, his interest in International Trade extends to teaching as a professor of International Trade and dissemination in forums and research on business in China.

MARGITA ENRIQUEZ HOCHREITER

Degree in Commercial Management and Marketing and Master in Integral Logistics from the I.C.A.I. University of Madrid.

She has worked for MacAndrews S.A., ship agent, as Sales Manager and Quality Manager in the Madrid office. She currently manages the company Ineti Marine, S.L.

Professor of International Logistics since 1997, collaborating with

several Chambers of Commerce, Universidad Politécnica de Madrid, CECO, Universidad Carlos III, as well as with the Escuela de Organización Industrial (EOI) and ENAE Business School.

CARLOS RODRÍGUEZ NEIRA

Marketing Professor at Delaware State University (USA), Industrial Engineer from the National Engineering University of Peru, MBA from the School of Business Administration for Graduates of Peru, Master in Marketing from the School of Business Administration for Graduates of Peru and Doctor of Philosophy from the University of Pennsylvania in the United States.

In his professional career he has worked in several recognized companies in Peru among which his work as Advertising Director of Grey Advertising, Procter & Gamble, Peru, Brand Manager of Compañía Arequipa de Importaciones S.A., Carsa, Peru. He also worked in the Peruvian company Productos Favel S.A., Peru (AVON) as Product Manager.

He has given many seminars and courses at universities such as the

University of Zagreb, Croatia, School of Business Administration (EGADE), Instituto Tecnológico de Monterrey, Universidade Federal do Rio Grande do Norte, Natal, Brazil, Universidad de Occidente, Mexico, Universidad de San Ignacio de Loyola, Peru.

He has also published articles in important publications such as Journal of Business and Leadership, Journal of Business to Business Marketing, among others.

FEDERICO GARCÍA PARRA

Degree in Management and Business Administration from the European University. MBA from SDA Bocconi University in Milan, Italy. MBA specialization in Marketing and Strategy from the Kellogg School of Management of the Northwestern University of Evanston, Chicago, Illinois.

He began his career in the corporate world developing different responsibilities in the areas of Marketing, Product Development and Electronic Commerce for one of the subsidiaries of United Technologies Corporation in Germany and Spain.

Subsequently, he was part of a family business project performing

Corporate Development and General Management functions. During this stage, he participated in the elaboration of an international network of clients and collaborators in more than 40 countries.

He is currently Business Development Manager at FGP Global Advisors.

SUBRAMANIAN SIVARAMAKRISHNAN

Degree in Mathematics from Madras Christian College (India), Ph.D. in Marketing from Penn State University (USA). Master of Business Administration from Bharathiar University (India). Professor at ENAE Business School.

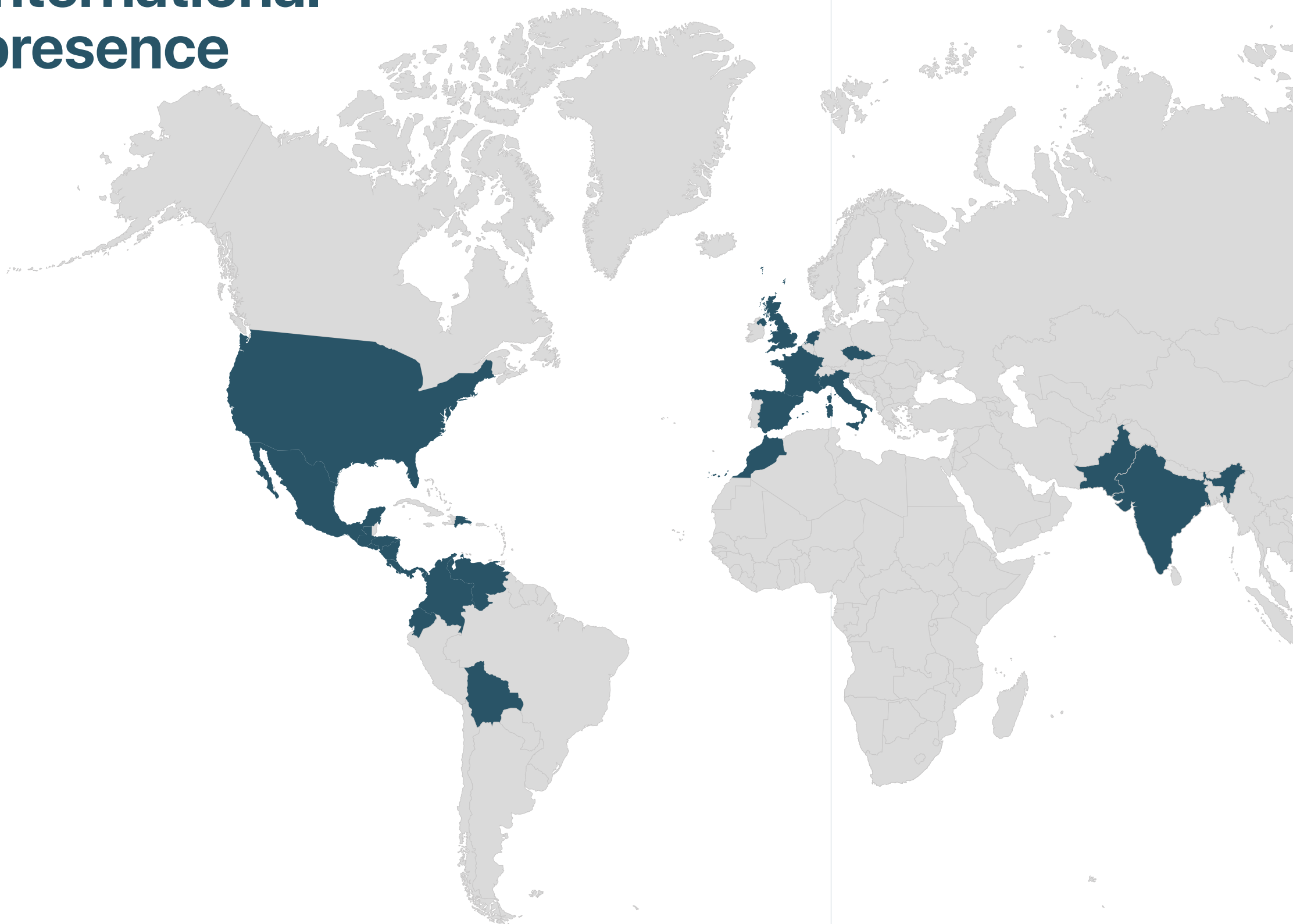
He develops his professional activity as Professor of Marketing at the Asper School of Business of the University of Manitoba (Canada) and as Visiting Professor at the University of Murcia. He has been a Professor in: University of Arkansas at Pine Bluff, Tulane University (New Orleans), and outside Canada and USA in: Baruch College (Singapore), Asian School of Business (India), Loyola Institute of Business Administration (India), Madras Management Association (India).

He has participated in a variety of national and international congresses and has conducted numerous market research projects for a variety of organizations in both the United States and Canada from 1991 to the present.

He is the author of numerous books, book chapters and journal publications.



International presence



- > Estados Unidos
- > México
- > Guatemala
- > Honduras
- > El Salvador
- > Nicaragua
- > Costa Rica
- > Panamá
- > Venezuela
- > Colombia
- > Ecuador
- > Perú
- > Bolivia
- > Republica Dominicana
- > Reino Unido
- > Polonia
- > República Checa
- > Países Bajos
- > Italia
- > Francia
- > Marruecos
- > China
- > India
- > Pakistan
- > España



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