

2021
2022

ANNUAL REPORT FUNDACIÓN PRIVADA UNIVERSITARIA EADA

eada[®]

Innovation
Sustainability
Leadership

SUMMARY



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2022 was an important year in the history of EADA. We have written a new chapter full of milestones that puts EADA on the global map as a school with a reputation for complying with the highest standards in quality and positions our institution as a **business school with a purpose**.

It was a year in which we took giant steps in our commitment towards **positive impact and responsible leadership**. The current economic, social and environmental challenges we face today show us that we need to redefine the current social and productive model, in addition to financial profit. Our mission as a business school is to prepare professionals and managers so that their decisions create a social, economic and environmental impact, not only in their organisation but also in their surrounding environment.

Against this backdrop, 2022 was the year in which we made our firm commitment to **sustainability**, which is increasingly becoming part of our values, training, research and dissemination activities.

We have set up partnerships with the main players in sustainability, such as **Barcelona+B**. This pioneering initiative in Spain seeks to improve the social and environmental impact of companies and individuals, making them the primary agents of change and positive transformation. We have also promoted the **EADA Sustainability Hub**, which organises all the activities that EADA carries out, or promotes in collaboration with its partners, regarding sustainability, in three main areas: research (29 research projects led by faculty members have contributed to the field of sustainability), impact (activities to promote sustainability in public and private organisations) and training (creation of sustainability programmes). In addition to this, we have expanded the EADA programme of scholarships and grants to facilitate access to training for disadvantaged groups. As part of this programme, we launched the Larson-Torras scholarship for female entrepreneurs from Africa and the Irene Vázquez scholarship, in honour of the co-founder of EADA who passed away in 2021, which aims to foster the talent of women in the cultural sphere. These initiatives form part of the **EADA Fund for Positive Impact**, which was set up in 2020. Since then, we have awarded over 100 scholarships to different collectives.

This new chapter in the school's history must also include its entry into the market of undergraduate degrees, through our

A MESSAGE FROM THE PRESIDENT

A YEAR OF IMPACT

partnership with SKEMA Business School, and the launch of EADA's **first Bachelor programme**, the EADA-SKEMA Global BBA. In September, 83 participants from 30 nationalities embarked on their 4-year transformative journey during which they can choose from any of the SKEMA campuses around the world to study their specialisation. And in 2023, we will be launching our second undergraduate degree, also in collaboration with SKEMA: the **Double degree in Global BBA and Bachelor in Artificial Intelligence (AI) for Business**, which is a programme that focuses on gaining an interdisciplinary understanding of AI as well as a holistic vision of the business world.

EADA's entry into the undergraduate market is also linked to another incredible milestone: the **inauguration in 2023 of a second campus in the centre of Barcelona**, which is within walking distance of the main campus. The new Campus 2 Provença is located on calle Provença, at number 216; covering 4,200 m² and spread over nine floors it will host the students of the undergraduate programmes. This campus will become part of the EADA campus network which includes Campus 1 on calle Aragó, Campus 3 in Collbató and the EADA Virtual Campus.

This year we have also promoted new Executive Education programmes in both face-to-face and online formats to respond to the need for **upskilling – developing or improving skills – and reskilling -updating or readapting skills -for current professionals**. The Creativity and Innovation bootcamp, the Online Master in Communication Management, the ESG Investment programme and the Human Resources programme for Start-Ups are clear examples of our focus in this area. Since the launch of the EADA-UOC Online MBA in 2018, we have expanded our portfolio to include 14 online programmes which respond to the current demands of the labour market. In 2023, our aim is to move forward with our purpose of creating a positive impact, contribute to the common good and help organisations to make the transformation towards change. To do this, we will continue to improve our response to the training needs of professionals and managers as well as our Alumni community to achieve new goals in accordance with the highest standards of quality training. Challenges present themselves as opportunities to grow and develop. Will you rise to the EADA challenge?

Koke Pursals

President of the Board of Trustees of the EADA Foundation

EADA: 65 YEARS OF HISTORY



eada[®]
business school
barcelona

A PIONEERING INSTITUTION IN CONSTANT EVOLUTION

1957

In a small office in Barcelona, Irene Vázquez and Arturo Alsina set up an independent training institution, that would later become EADA, and that today still preserves the values of tolerance, critical spirit, effort and commitment that characterised its creation.

1960s

EADA introduces the 'learning by doing' methodology and starts to contact multinational companies that would later set up offices in Barcelona in the 1970s to present them with innovative teaching methods and expertise. It does this by implementing the famous Case Study Method, first used by Harvard in 1929, which moves the focus from the professor to the student for the first time.

1970s

EADA starts to grow into a large business school, coinciding with the creation of its first language department, the launch of the first Executive MBA in 1979 and the introduction of custom programmes.

1980s

In 1981, EADA becomes a structured business school in line with other international schools while maintaining the values that characterised its foundation: 'the place where business people grow'.

1990s

EADA enters the international arena and extends its portfolio to include new training programmes focused on market requirements: specialised master's programmes in 1993 and full-time MBA programmes in 1994. The institution is awarded the EQUIS international accreditation for the first time in 1999; the most prestigious global accreditation that ensures quality standards in training programmes.

2000s

EADA is awarded the AMBA accreditation from the Association of MBAs, and in 2006, the Financial Times includes EADA in its ranking of the top 50 European business schools. During this time, the Global MBA is launched and the current EADA logo is created; an agreement between EADA and the UOC is also signed to launch the best online MBA in Spanish and finally, EADA inaugurates the new Barcelona campus following 3 years of refurbishment.

2010s

Now competing in the premier league of business schools, this is the decade in which EADA consolidates its position among the top business schools in the world. The school improves its position in the major international rankings and sets up new strategic alliances with partner institutions all over the world.

2020s

During the pandemic, EADA fully introduces Immersive Learning, a learning methodology adaptable to all formats. EADA launches scholarships and grants for those collectives most affected by the pandemic as part of its the Annual Scholarship Programme. The new world rating of the best business schools FOR the world, the Positive Impact Rating (PIR) ranks EADA among the top global institutions. In 2022, EADA launches its first Bachelor in Business Administration degree (Global BBA) and creates a second urban campus in Barcelona to host the undergraduate students of the BBA as well as its second bachelor programme in Business and Artificial Intelligence. EADA also celebrates its 65th anniversary.

OUR REASON FOR BEING: THE PLACE WHERE BUSINESS PEOPLE GROW

Where: Barcelona has a long-standing tradition of business, industry, commerce and tourism. The privileged location of its two urban campuses (Aragó and Provença), as well as its residential training centre in Collbató, ensure that our programmes incorporate and reflect the best of the cosmopolitan culture and history of the city, its surrounding area and its receptive attitude towards diversity, creativity and innovation.

Business: We develop applied and up-to-date research to produce an impact on our programmes and strengthen our relationships with institutions and companies we help to grow.

People: Our goal is to train and support managers to strengthen and improve their professional skills and competencies, as well as become aware of their potential multiplier effect when it comes to transforming companies into organisations which have a positive impact on society. Promoting responsible leadership is a key element of our training.

Grow: We focus on helping and facilitating the development and transformation of people and organisations in the different phases of their growth or professional life.

LINES OF ACTION AND VALUES



LEADERSHIP

Awaken, develop and empower solid leaders who are capable of generating change, developing soft skills (additional competencies and abilities to their specific professions) and an acute awareness of upskilling and reskilling for themselves and their teams to be prepared for a world in constant change.



INNOVATION

We understand innovation as the capacity, not only to innovate but also to adapt our organisation and our teams to new and unexpected circumstances. A focus on innovation must be stimulated, supported and informed. Our programmes foster innovation and adaptation to generate or manage change.



SUSTAINABILITY

Companies, leaders, employees and the entire organisational ecosystem cannot ignore their responsibility to the world as a result of their activity and the impact it generates. It is time to train leaders and teams in ethics, responsibility and action towards change as well as an alternative way to carry out their activity with a sustainable impact.

OUR VALUES

Since its foundation, EADA has based itself on the following values:

Independence: We are an independent and non-profit foundation that defends the freedom of thought and expression of its participants, faculty members and other stakeholders.

Diversity: In our programmes and activities, we incorporate, develop and promote the best of the people and cultures around us. We also reflect the cosmopolitan nature of Barcelona: its diversity and creativity, as well as its long-standing tradition of entrepreneurship, commercial activity and hospitality.

Proximity: We work hand-in-hand with organisations and companies, and we train professionals to perform effectively and make progress in their professional field.

Quality: Our training is based on nationally and internationally accredited excellence and on research focused on the business world.

Respect: We believe in people, in equity, and in the plurality of perspectives as the central axis of organisations.

Integrity: We train professionals in honesty to ensure the sustainable future of their companies and the society around them.

Innovation: We are continuously creating innovative content and formats in our activities to help provide sustainable tools to address the changes in our environment.

Collaboration: The EADA team carries out its mission by sharing, communicating and developing the values of the institution.

Sustainability: The transversal axis that unites EADA's values with its purpose and the strategic plan of the institution.

GOVERNING BODY

THE BOARD OF TRUSTEES OF THE EADA FOUNDATION



From left to right: Imma Amat, Pere Vallès, Luis Pardo, Marc Gómez, Marta Reynal-Querol, Susana Bleier (Secretary), Koke Pursals, Carles Grau, Pilar Conesa, César Molins, Carmen Mur, Alberto Ojinaga, Margaret Chen and John Rigau. (The following members are not present in the photo): Josep Maria Martorell and Guayente Sanmartin

KOKE PURSALS

President of the Board of Trustees of Fundació Privada Universitària EADA
Executive Chairman of Intermas Group

IMMACULADA AMAT

President of the Board of Directors of Amat Immobiliaris.

MARGARET CHEN

Honorary President of China Club Spain.
Founder of Optimus Horizon

PILAR CONESA

CEO of Anteverti

MARC GÓMEZ

CEO / Board member / Leadership / Digitalization / Renewable Energy / Sustainability

CARLES GRAU

Advisory Board and Board Member, Technology and Innovation

JOSEP MARIA MARTORELL

Associate Director Barcelona Supercomputing Center

CÉSAR MOLINS

CEO AMES Group Sintering

CARME MUR

Founder of MUR & PARTNERS

ALBERTO OJINAGA

Managing Director of Desigual

LUIS PARDO CÉSPEDES

CEO / Board member / NED * Leadership / Digitalization / Sustainability ESG

MARTA REYNAL-QUEROL

Research Professor at ICREA-UPF and GSE Barcelona
Director IPEG.

JOHN RIGAU

Vice President and General Counsel PepsiCo Western Europe.
Vice President of the Spanish Soft Drinks Association (ANFABRA)

GUAYENTE SANMARTÍN

General Manager, Global Head of Commercial Systems & Displays Solutions at HP Partner INVESTREADY

PERE VALLÈS

CEO of Exoticca

SUSANA BLEIER

Secretary (non-member) of the Board of Trustees of Fundació Privada Universitària Lawyer at EADA

COMMITMENT

SUSTAINABLE LEADERSHIP MODEL AT EADA



4. QUALITY EDUCATION

Ensure inclusive, equitable and quality education while promoting lifelong learning opportunities.

8. DECENT WORK AND ECONOMIC GROWTH

An increase in job losses has put many people at risk of losing their livelihoods.

17. PARTNERSHIPS TO ACHIEVE THE GOALS

For a development agenda to be successful, inclusive partnerships based on principles, values and objectives need to be established.

9. INDUSTRY, INNOVATION AND INFRASTRUCTURE

Innovation and technological progress are key to addressing economic and environmental challenges.

11. SUSTAINABLE CITIES AND COMMUNITIES

Rapid urbanisation has led to increased air pollution and uncontrolled urban growth.

5. GENDER EQUALITY

Discriminatory social norms continue to be widespread. This goal aims for gender equality and the empowerment of women and girls.

12. RESPONSIBLE CONSUMPTION AND PRODUCTION

Decouple economic growth from environmental degradation and promote sustainable resources and lifestyles.

10. REDUCED INEQUALITIES

Refugees, migrants, indigenous populations, the elderly and people with disabilities are at risk of exclusion. This goal aims to reduce these inequalities.

The 10 qualities of a Sustainable Leader

- 1 BASE DECISION-MAKING ON INTUITION
- 2 FACE UNCERTAINTY WITH CONFIDENCE
- 3 SELF-ANALYSE AND DEVELOP A HIGH LEVEL OF SELF-KNOWLEDGE
- 4 ACCEPT, SUPPORT AND DEFEND DIFFERENT PERSPECTIVES AND POINTS OF VIEW
- 5 DETECT NEEDS, TEST SOLUTIONS AND ADAPT TO NECESSARY CHANGES
- 6 TAKE ADVANTAGE OF THE MOMENTUM AND OPPORTUNITIES TO OVERCOME OBSTACLES
- 7 INTERPRET, UNDERSTAND AND APPLY SOLUTIONS AS PART OF AN ECOSYSTEM
- 8 BECOME A MENTOR AND HELP OTHERS TO SOLVE THEIR PERSONAL PROBLEMS
- 9 GIVE OTHERS SPACE AND OPPORTUNITIES TO PROGRESS
- 10 ACT IN A HOLISTIC AND TRANSVERSAL MANNER

FUTURE LEADERS WITH A RESPONSIBLE AND SUSTAINABLE APPROACH



Jordi Díaz
Dean EADA Business School

"We are part of the Sustainability Revolution that will lead to a more sustainable and human-centred business world".



Ramon Noguera
Academic Director at EADA

"As naturalist and broadcaster Sir David Attenborough commented in his COP26 speech in Glasgow, at this time of urgent change only a new industrial revolution driven by millions of sustainable innovations will enable us to address the business, economic and social challenges of climate change. This is why EADA has incorporated innovation and sustainability into our traditional approach to leadership so we can foster the leaders we need for the future."



Federica Massa Saluzzo
Director of the Master in Sustainable Business and Innovation at EADA

"We need leaders with the capacity to move organisations forward in sustainability".



EADA Business School and Both. People & Comms in collaboration with B Lab, launched the first 'Study on Sustainability and Leadership of Management in Spain'.



EADA promotes the adoption of the six PRME principles -Principles for Responsible Management Education- in all its training programmes. This initiative was set up in 2007 by several business schools, with the support of the United Nations, whose objective is to promote responsible education for managers.

Leaders 4Good



Download the report here

The first edition of the study: Sustainability and Leadership of Managers in Spain



OUR ENVIRONMENTAL COMMITMENT



ELECTRICITY CONSUMPTION IN LIGHTBULB HOURS
50,565H



COLLBATÓ CAMPUS GAS CONSUMPTION
568,597KWH



RECYCLED PAPER
640KG

BARCELONA CAMPUS
458,743KWH



TOTAL NUMBER OF PRINTED PAGES
231,217



RECYCLING OF SPECIAL WASTE
592UNITS

COLLBATÓ CAMPUS
455,928KWH



WATER CONSUMPTION BARCELONA CAMPUS
1,686M³



SHEETS PRINTED IN B/W
147,168



LITRES OF OIL
235KG

CAMPUS COLLBATÓ
7,589M³

SHEETS PRINTED IN COLOUR
84,049



TOTAL NUMBER OF SHEETS OF PAPER
190,770



I.T EQUIPMENT
365KG

BUSINESS & SUSTAINABILITY

Sustainability, one of three main pillars of EADA Business School

Sustainability, leadership and innovation are the three main pillars of EADA, which form part of the values, research, training and dissemination activities we carry out.

We advocate sustainable and responsible leadership to our participants through our training programmes not only to foster their professional competencies and skills, but also to instil in them practical values based on sustainability from an economic, social and environmental perspective.

Sustainability Hub

EADA officially opened the Sustainability Hub in 2022, although it had its beginnings back in 2016 when EADA pioneered the first master's programme in Sustainability and Innovation in Europe. Today it organises all the activities in sustainability that EADA promotes as an institution or in partnership with other organisations. The aim of this centre is to carry out research, teach, disseminate and generate an impact in sustainability within the business environment. The Sustainability Hub works to achieve a real impact through change in our communities as a result of its research and training resources, our academic team, students, partners and its consequent multiplier effect.

5

PROGRAMMES WHICH FOCUS ON SUSTAINABILITY

+300

PARTICIPANTS TRAINED IN SUSTAINABILITY

29

RESEARCH PROJECTS IN SUSTAINABILITY

7

PARTNERSHIPS SET UP BETWEEN EADA AND ORGANISATIONS FROM THE FIELD OF SUSTAINABILITY

Read more about the EADA Sustainability Hub and its projects

<https://www.eada.edu/en/faculty-and-research/sustainability-hub>

It is time to redefine growth

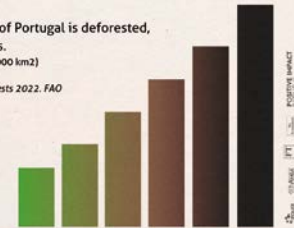
In September 2022, we launched the EADA campaign "Business & Sustainability: Time to redefine", with the aim of promoting a responsible leadership model and raising awareness of sustainability in the business world. Distributed over various communication channels on and offline, the campaign's message was to elevate these issues from different perspectives and call the business community to action and transformation in order to improve their economic, social and environmental impact.

Is this success?

Each year an area the size of Portugal is deforested, adding to the climate crisis.
(Area of 10 million hectares / 100,000 km²)

Source: The State of the World's Forests 2022. FAO

Time to redefine success.
Join EADA.



eada[®] business school barcelona BUSINESS & SUSTAINABILITY

Is this equality?

30% is the proportion of senior roles held by women in the world.

Source: Grant Thornton Women in Business report 2021: a window of opportunity

Time to redefine equality.
Join EADA.



eada[®] business school barcelona BUSINESS & SUSTAINABILITY

Is this growth?

10% of the population owns 76% of the world's wealth.

Source: World Inequality Report 2022 wlr2022.wid.world

Time to redefine growth.
Join EADA.



eada[®] business school barcelona BUSINESS & SUSTAINABILITY

Watch our campaign video about Business & Sustainability



HIGHLIGHTS 2021-2022

> **EADA's online Master in Innovation and Exponential Organisations is a finalist in the ExO Awards**
<https://www.eada.edu/en/now/news/2021/08/eadas-online-master-innovation-and-exponential-organisations-finalist-exo-awards>



August
2021

> **The Master in Management programme at EADA maintains its position in the global top 40, according to the Financial Times 'Masters in Management 2021 Ranking'**
<https://www.eada.edu/en/now/news/2021/09/eadas-master-management-maintains-its-position-global-top-40>

> **Presentation of the study: 'Teleworking in times of COVID, one year on'**
<https://www.eada.edu/en/now/news/2021/09/teleworking-times-covid-one-year>

> **EADA launches the EADA SKEMA Global BBA-ADE, their most international degree programme in joint partnership with SKEMA Business School**
<https://www.eada.edu/en/now/news/2021/09/new-eada-x-skema-global-bba-most-global-bba>

September
2021

> **The Master in Management at EADA is ranked among the top 20 schools in the world according to The Economist 'Masters in Management 2021 Ranking'**
<https://www.eada.edu/en/now/news/2021/10/economist-ranks-eadas-master-management-its-top-20>

> **Presentation of the 3rd edition of the 'Report on the level of Digital Leadership in Spain 2021'**
<https://www.eada.edu/en/now/news/2021/10/eadas-3rd-report-digital-leadership-spain-2021>

> **The EADA Postgraduate programme in Executive Coaching is certified by the International Coaching Federation (ICF)**
<https://www.eada.edu/en/now/news/2021/10/eada-gains-accreditation-international-coaching-federation-icf>

> **EADA and Both, People & Comms launch the first edition of 'The Study on Sustainability and Leadership of Managers in Spain' in collaboration with B-Lab Spain.**
<https://www.eada.edu/en/now/news/2021/10/leaders4good-1st-study-sustainability-and-leadership-managers-spain>



October
2021



> **Farewell to Irene Vázquez, co-founder of EADA**
<https://www.eada.edu/en/now/news/2021/11/goodbye-irene-vazquez-co-founder-eada>

> **EADA sets up the Manual Thinking Academy for creative and innovative companies**
<https://www.eada.edu/en/now/news/2021/11/eada-manual-thinking-academy-born>

> **The MBA at EADA reaches the Top 35 in the Corporate Knights '2021 Better World MBA Ranking'**
<https://www.eada.edu/en/now/news/2021/11/eadas-mba-programme-maintains-its-international-recognition-sustainability>



November
2021



> **Presentation of the 15th edition of the report "Wage growth 2007-2021" by EADA and ICSA Grupo**
<https://www.eada.edu/en/news/2022/01/15th-wage-growth-report-2007-2020-eada-and-icsa-grupo>



December 2021

> **EADA is ranked in the top 25 best European business schools according to the Financial Times 'European Business School Ranking 2021'**
<https://www.eada.edu/en/news/2021/12/eada-top-25-best-business-schools-europe>

> **EADA and Bureau Veritas launch the 'Expert in Sustainability' programme**
<https://www.eada.edu/en/news/2021/12/new-sustainability-expert-programme-eada-bureau-veritas>



January 2022

> **Master in Management Disruptive Innovation Challenge 2022**
<https://www.eada.edu/en/news/2022/03/mim-disruptive-innovation-challenge-2022>

> **New edition of EADA Sustainability Week**
<https://www.eada.edu/en/news/2022/03/eada-sustainability-week-2022>

> **Master in Sustainable Business & Innovation Challenge 2022**
<https://www.eada.edu/en/news/2022/03/msbi-innovation-challenge-2022>



February 2022



> **Master in Management Personal Inspiration Week 2022**
<https://www.eada.edu/en/news/2022/02/master-management-personal-inspiration-week-2022>

March 2022

> **Master in Marketing Disruptive Innovation Challenge 2022**

<https://www.eada.edu/en/now/news/2022/05/master-marketing-disruptive-innovation-challenge-2022>

> **EADA joins the Barcelona +B initiative**

<https://www.eada.edu/en/now/news/2022/05/eada-joins-barcelonab-initiative>

> **Pilar Conesa joins the Board of Trustees of the EADA Foundation**

<https://www.eada.edu/en/now/news/2022/05/pilar-conesa-joins-board-trustees-eada-foundation>

> **Presentation of the report 'The wage gap and female presence in management 2022' by EADA and ICESA Grupo**

<https://www.eada.edu/en/now/news/2022/05/wage-gap-and-female-presence-management-2022>

> **EADA improves its ranking in Executive Education by reaching the Top 25 of the 'European Business Schools Ranking 2021'**

<https://www.eada.edu/en/now/news/2021/12/eada-top-25-best-business-schools-europe>

> **EADA is rated as one of the most transformative schools in the world by the 3rd edition of the 'Positive Impact Rating 2022'**

<https://www.eada.edu/en/now/news/2022/06/eada-rated-one-most-transformative-schools-world>

> **EADA consolidates its position among the best schools for postgraduate finance training according to the Financial Times 'Master in Finance Ranking 2022'**

<https://www.eada.edu/en/now/news/2022/06/eada-retains-its-privileged-position-international-finance-training>

> **The International MBA at EADA is ranked number 56 in the world and 12th in Europe according to The Economist 'Full-Time MBA Ranking 2022'**

<https://www.eada.edu/en/now/news/2022/06/international-mba-eada-moves-global-ranking>



April
2022

May
2022

June
2022

July
2022

> **As part of 'EADA's Company Connection Week', international participants visited 'hub' companies**

<https://www.eada.edu/en/now/news/2022/04/eadas-company-connection-week>



> **EADA expands to add a second campus in Barcelona that will host the Global BBA and double degree students from the Artificial Intelligence programme.**

<https://www.eada.edu/en/now/news/2022/07/eada-expand-it-adds-second-campus-central-barcelona>



The new Campus 2 at EADA is located in Barcelona on calle Provença, 216

ACCREDITATIONS, RANKINGS & RATINGS

During the academic year 2020-21, EADA Business School renewed its EQUIS (European Quality Improvement System) academic accreditation for another five years. Awarded by the EFMD Global (European Foundation for Management Development), it is considered the accreditation with the highest international prestige in the field of executive education. EADA has renewed its accreditation since 1999, when it was first granted this award, which places it in a select group of business schools that have been recognised for their excellence in education. In Spain, EADA is one of 4 EQUIS accredited institutions for 5 years, 3 of which are located in Barcelona, currently one of the strongest clusters in the world for executive education.

In Spain, EADA is also one of 4 business schools that holds both the EQUIS and AMBA accreditations. The Association of MBA (AMBA) is the impartial authority on postgraduate management education worldwide. It aims to raise the quality standards of executive education and accredits the MBA programmes in the United Kingdom and Europe.

These accreditations are the result of EADA's commitment to leadership, innovation and sustainability, the three guiding pillars of our mission, which are founded on our history, corporate culture and commitment from the entire team at EADA.

RANKINGS



FINANCIAL
TIMES

EUROPEAN BUSINESS SCHOOLS RANKING – DECEMBER 2022

EADA is ranked 27th for the best Business School in Europe

MASTERS IN MANAGEMENT - SEPTEMBER 2022

Ranked 33rd for the best Master's in Management in the world

90% of participants are international

MASTERS IN FINANCE PRE-EXPERIENCE - JUNE 2022

Ranked 31st worldwide

98% employability 3 months after graduation

97% international diversity of participants

EXECUTIVE EDUCATION – OPEN AND CUSTOM PROGRAMMES - MAY 2022

Ranked 33rd in the world in a combined ranking

25th in the world for Open Programmes

Ranked 55th in the world for Custom Programmes

MBA - FEBRUARY 2021

EADA reaches 78 in the global ranking and 21 in Europe

ONLINE MBA RANKING - MARCH 2017

Euro MBA ranked at number 12 worldwide.



RANKINGS

**MBA - JUNE 2022**

56th in the worldwide ranking
12th in the European ranking

MASTERS EN MANAGEMENT - SEPTEMBER 2021

19th in the worldwide ranking
6th in the world for quality of faculty
7th in the world for percentage of employed graduates
3 months after completing the programme

**CORPORATE KNIGHTS - Better World MBA Ranking
MBA - NOVEMBER 2022**

Ranked 19th worldwide and 1st in Spain for the top
MBA programmes based on sustainability, gender
balance and diversity of faculty.

RATINGS

**POSITIVE IMPACT RATING FOR BUSINESS SCHOOLS -
JUNE 2022**

EADA is ranked among the 29 Best Business Schools
FOR the world in the category of Transforming Schools
(level 4)

**FROM BEING THE BEST IN THE WORLD TO BEING THE
BEST FOR THE WORLD**

The Positive Impact Rating measures how business
schools contribute to solving societal challenges
through the dynamics of the school and its culture, by
training responsible leaders and being a role model
institution.

ACCREDITATIONS



The European Foundation for Management
Development (EFMD) awards the EQUIS accreditation.
It is a recognised global accreditation body which aims
to raise the quality standards in executive education
around the world.



The Association of Chartered Certified Accountants
(ACCA) has awarded an accreditation for 5 years to the
EADA International Master in Accounting and Finance.



The Association of MBA (AMBA) is the impartial
authority on postgraduate management education
worldwide. It aims to raise the quality standards of
executive education and accredit MBA programmes in
the United Kingdom and Europe.



The Agency for the Quality of the University System
in Catalonia (AQU Catalunya) is the main body that
promotes and evaluates the quality of Catalan
universities. AQU Catalunya evaluates, accredits
and certifies the quality of universities and higher
education centres in Catalonia (programmes, faculty,
centres and services).

TRAINING PROGRAMMES 2022-2023

International Masters & MBAs

- › Global Executive MBA Leadtech | EADA - École des Ponts (English)
- › International MBA (English) and Bilingual (Spanish/English)
- › Master in Finance
- › Master in Management
- › Master in Marketing
- › Master in Pharmaceutical & Biotechnology Management
- › Master in Sustainable Business & Innovation
- › Master in Tourism & Hospitality Management
- › Master in Fintech & Business Analytics

Undergraduate degrees

- › Bachelor in Business Administration | BBA | Global BBA - EADA-SKEMA
- › Double Degree Global BBA and Bachelor in Artificial Intelligence for Business **N**

Executive Education

- › Executive MBA
- › Senior Management Programme (PDG)
- › Executive Master in Operations and Supply Chain Management **R**
- › Executive Master in Marketing and Sales Management **I**
- › Executive Master in Human Resources Management
- › Executive Master in Financial Management
- › Master in Transformative Leadership (MLT)
- › Agile HR
- › Management Control and Reporting Programme **R**
- › Commercial and Sales Management
- › Finance for Non-Financial Executives **R**
- › HR Analytics **I R**
- › HR Business Partner programme **I**
- › Master in Data Analytics and Project Management **I**
- › Master in Marketing and Commercial Management: Digital Marketing & Ecommerce Specialist **I**
- › Master in Management: Finance **I**
- › Master in Management: Marketing **I**
- › Master in Management: HR **I**

- › Master in Management: Digital Transformation **I**
- › Master in Innovation and HR Management **I**
- › Master in Pharmaceutical Marketing
- › Master in Digital Transformation & Data Analytics **I**
- › Master in Product & Digital Marketing **I**
- › Key Account Management-KAM **R**
- › Market Access **R**
- › Digital Marketing & E-Commerce **I R**
- › Master in Project Management and Digital Transformation
- › Postgraduate in Business Administration **I R**
- › Postgraduate in Executive Coaching
- › Postgraduate in Data Analytics **I R**
- › Postgraduate in Project Management **I**
- › Postgraduate in Finance specialising in Financial Markets and Business Controller **I**
- › Postgraduate in Human Resources Management **I**
- › Postgraduate in Innovation in Human Resources **I**
- › Postgraduate in Marketing-Product Manager **I**
- › Postgraduate in Human Resources **I**
- › Postgraduate in Digital Transformation **I**
- › Senior Management Programme in Sustainability **N**
- › Strategic Labour Relations
- › Postgraduate in Consulting
- › Bootcamp in Creativity and Innovation **N**
- › Postgraduate in Communication Management **N**
- › HR for Start-Ups: Talent, Culture and Leadership **N**
- › ESG Investment Programme **N**

N New Programme

I Two programmes can combine to create an itinerary with a 3rd degree title

R Programmes available in F2F and online format

D Updated design

Online Programmes

- › EADA-UOC Online MBA
- › Online Master in Analytics, Big Data and Artificial Intelligence Management
- › Online Master in Sustainable Business and Innovation
- › Online Master in Logistics, Operations and Supply Chain Management
- › Online Master in Human Resources Management
- › Online Master in Marketing and Commercial Management
- › Online Master in Project and Change Management **N**
- › Online Master in Financial Management
- › Online Master in Innovation and Exponential Organisations
- › Online Master in Digital Business Management
- › Online Master in FinTech **N**
- › Online Master in Communication Management **N**
- › Online Master in Digital Product Management **N**
- › Online Master in Sustainability and Business Innovation **N**

EADAX

- › Portfolio Management
- › Purchasing and Procurement Management
- › PNL: 3 letters to achieve magic in communication
- › Leadership for Project Teams
- › Agile Methodologies for Projects, Teams and Business
- › People Analytics
- › Digital Transformation
- › SEO and SEM: Tactics for search engine positioning
- › Circular Economy
- › Exponential Innovator Certification Course
- › International Finance
- › High Impact Leadership
- › From Director to Leader-Coach

Summer School

- › Sustainability and Innovation
- › Leadership
- › Introduction to Data Analytics
- › Introduction to Artificial Intelligence
- › Machine Learning with Python

Custom Programmes

- › Our custom training programmes strengthen the processes of development and transformation. They also improve and promote creativity and innovation in organisations.

N *New Programme*

I *Two programmes can combine to create an itinerary with a 3rd degree title*

R *Programmes available in F2F and online format*

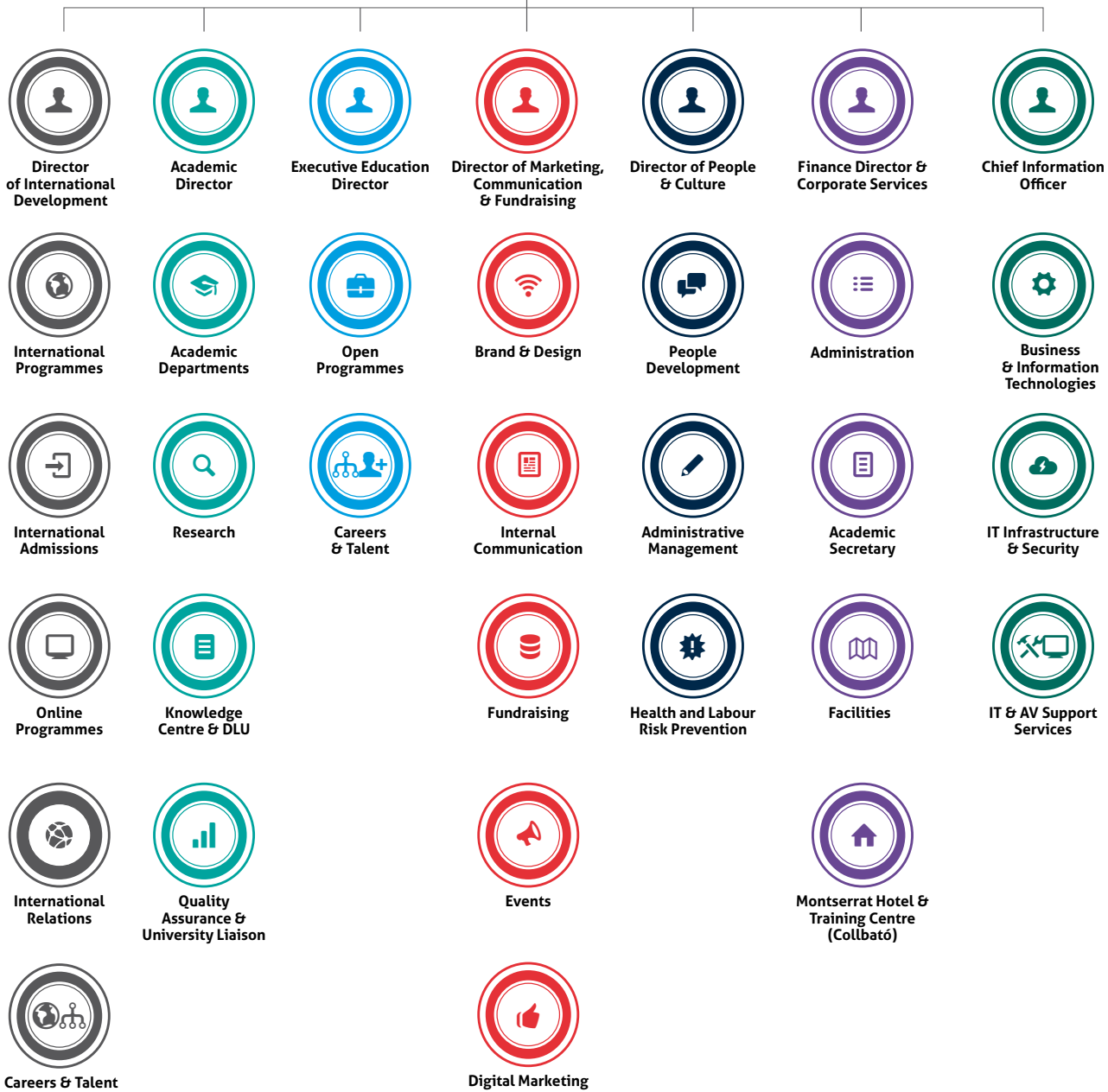
D *Updated design*



THE EADA TEAM



Comisión Ejecutiva: Corporate
 Comisión Académica: Faculty & Programas
 Comisión Alumni : Alumni & Fundraising



STAFF & FACULTY

DISTRIBUTION OF EMPLOYEES

GENERAL STAFF	82%
FACULTY	18%
FACULTY STAFF	29
MEN	20
WOMEN	9
GENERAL STAFF	126
MEN	51
WOMEN	75
NUMBER OF NATIONAL EMPLOYEES	121
NUMBER OF INTERNATIONAL EMPLOYEES	34
CAMPUS STAFF IN BARCELONA	138
CAMPUS STAFF IN COLLBATÓ	17
STAFF MEMBERS WHO HAVE CARRIED OUT TRAINING	120
EMPLOYEES WITH A FIXED CONTRACT	152
EMPLOYEES WITH A TEMPORARY CONTRACT	3
ABSENCE RATE	0,43%

TOTAL NUMBER OF FACULTY MEMBERS:

155

89%

PROFESSORS WITH PHD

52%

INTERNATIONAL PROFESSORS

31%

FEMALE PROFESSORS

8

NATIONALITIES

330

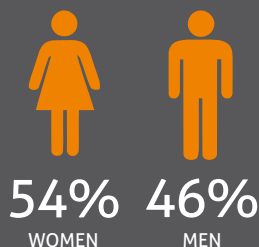
ASSOCIATED PROFESSORS

12

VISITING PROFESSORS

4.48/5

OVERALL RATING OF ALL DEPARTMENTS



	WOMEN	MEN
21-29	4	8
30-45	33	22
46 and above	48	40

13

FACULTY MEMBERS IN THE ACADEMIC DEPARTMENT OF STRATEGY, LEADERSHIP AND PEOPLE

7

FACULTY MEMBERS IN THE ACADEMIC DEPARTMENT OF FINANCE AND MANAGEMENT CONTROL

9

FACULTY MEMBERS IN THE ACADEMIC DEPARTMENT OF MARKETING, OPERATIONS AND INFORMATION SYSTEMS

29

TOTAL NUMBER OF FACULTY MEMBERS IN ALL DEPARTMENTS

18

ARTICLES PUBLISHED IN INTERNATIONAL JOURNALS AND INDEXED IN THE ACADEMIC JOURNAL GUIDE





THE FIRST COHORT OF THE EADA-SKEMA GLOBAL BBA PROGRAMME

On 8th September 2022, EADA welcomed the participants of the first cohort of the EADA-SKEMA Global BBA, a Bachelor in Business Administration which is offered as a joint degree for students who aspire to a professional future in an international environment. A total of 83 participants from 30 nationalities initiated their 4-year transformative journey at EADA during which they will improve their leadership skills, gain a holistic vision of the business world and become aware of the importance of sustainable and responsible leadership in the current business paradigm.

On the second day of the programme, the EADA students took part in a business game with students from two **SKEMA Business School** campuses in France (Sophia Antipolis Campus in Vallbonne and Lille Campus in Lille), who are also studying a BBA at SKEMA. A total of 873 students from different backgrounds and nationalities had the opportunity to share different perspectives on a real business case, by analysing current problems using various solutions and variables.

According to the Dean of EADA, **Dr. Jordi Díaz**, "the partnership with SKEMA Business School grew out of a shared willingness from both institutions to boost the professional careers of future leaders who are committed to sustainable and responsible leadership, and can extend these values to their organisations and local communities." EADA's Academic Director, **Dr. Ramon Noguera** highlighted that "the intercultural experience during the four-year BBA programme through contact with students and professors from different countries as well as the opportunity to study abroad will prepare students for an international role in any company". Finally, the Programme Director, **Dr. Bruno Cohanier**, referred to "the programme's focus on system thinking and the impact of decision making when faced with any scenario or challenge".



@eada_undergrad

EADA CAMPUSES

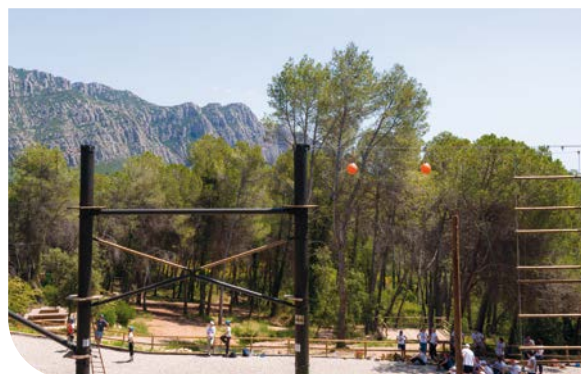
CAMPUS 1. ARAGÓ, BARCELONA

Campus Aragó - Campus 1 is the main EADA campus in Barcelona where programmes, training activities, events and meetings take place.

Fully refurbished in 2019, it is a smart, 4,500 m² state-of-the-art building in which functionality, technological transformation and energy efficiency were key elements of its refurbishment. The classrooms, meeting rooms as well as the auditorium are equipped with innovative technology and digital tools to ensure a high-quality training experience through all face-to-face, online and hybrid channels.



CAMPUS 3 COLLBATÓ



The Collbató Residential Training Campus is a **residential training centre located 40km from Barcelona**, in the town of Collbató. Located in a natural landscape with views of the Montserrat mountains, space and time take on a different dimension which creates the perfect setting for intensive training and the development of management skills.

The Collbató campus is designed for company and group meetings, conventions, team building or those looking for a break from the stress of daily life.

The centre has 113 rooms, a restaurant, meeting rooms, rest areas, an outdoor zone located in 15 hectares of woodland as well as an outdoor swimming pool and gym facilities.

EADA VIRTUAL CAMPUS

Participants have access to a virtual environment with a selection of specialised resources (videos, technical notes, articles, ebooks, etc.) as well as activities and tests to consolidate concepts before the face-to-face sessions. In the Virtual Classroom, the faculty team open up debate in asynchronous format, in which critical thinking and shared experiences are encouraged. There are also collaborative virtual tools for teamwork and the development of digital competences is also promoted.



CAMPUS 2. PROVENÇA

Located in the centre of Barcelona, within walking distance of Campus 1 Aragó, the new Campus 2 Provença will open its doors to undergraduate students in 2023, coinciding with the launch of the second Bachelor's degree at EADA in Artificial Intelligence, and the second cohort of EADA-SKEMA Global BBA students. With this new campus, connected to the existing campuses on Aragó, in Collbató and online, EADA plans to double the number of students in its classrooms by 2026.

Green light for the second EADA campus in Barcelona

The new building will increase the F2F training offered by the institution and strengthen its commitment to Barcelona as a hub for its course offering. The refurbished building, which has nine floors, is a Grupo *Catalana Occidente* property.

The Board of Trustees, the highest governing body of the Fundació EADA, decided to open a second campus following the successful launch, for this current academic year, of the Global Bachelor in Business Administration (GBBA) in joint partnership with the French business school SKEMA. In the words of Koke Pursals, President of the Board of Trustees, "the addition of Campus 2 Provença is in line with the school's expansion and, above all, with the importance our participants have always placed on the central location of the campus".

The refurbished building has nine floors and is located on calle Provença 216, in the heart of the city.

Covering 4,200 m², the new building has two terraces and an interior courtyard with landscaped areas. The campus has recently undergone a full refurbishment in accordance with rigorous sustainability criteria, which have led to the globally recognised LEED Gold certification. The new Campus 2 Provença also shares architectural similarities with Campus 1 Aragó, which will facilitate its identification with the EADA brand and the creation of EADA's own urban fabric and identity for students and residents of Barcelona. All members of staff will be able to work in a well-lit and air-conditioned building, which has recently undergone refurbishment to install a wide range of high-quality facilities. Its close proximity to Campus 1 Aragó will also facilitate the mobility of students and staff between the two campuses.



EADA will take full occupancy of the building on a leasehold basis, in a real estate operation managed by the firm Cushman & Wakefield. According to Natalia Tost, partner at Cushman & Wakefield, "EADA has chosen an urban-friendly property for its expansion, which is becoming increasingly common

for companies in all sectors. The centre of Barcelona is in high demand as it facilitates the hybrid work model due to its proximity to other districts in Barcelona and good transport links with other municipalities in the metropolitan area". She adds that, "this building will be key to EADA's growth as it responds to the needs of current participants and is 100% aligned with its ESG policies".

The importance of the Student Hub

Although there are still spaces to be defined, it has been confirmed that the new campus will host a Student Hub that will occupy the ground and first floors of the building to form an open space for collaboration, teamwork and consulting information, with the unique feature that it will be open 24 hours a day, 7 days a week. This new space and its related services will be available to the participants of all programmes.

REPORTS AND STUDIES

Under the leadership of the academic team and in coordination with different departments at EADA Business School, every year we produce a series of up-to-date studies, considered of interest to the relevant groups and activity. This year a total of 4 studies and reports have been compiled or presented:



ICSA WAGE REPORT IN SPAIN 2007-2021

This study analyses the evolution of salary data since the beginning of the financial crisis in 2007. The report, which was produced by **ICSA Grupo®** in collaboration with **EADA Business School**, is compiled from the analysis of 80,000 pieces of wage data collected in 2021.

This data was updated in August 2021 and is included in the **Observatorio Salarial**, which is a benchmarking tool used by ICSA Grupo® and the **Salary Report 2022**.

[Download the report](#)

<https://www.eada.edu/es/actualidad/prensa/informes/eada-evolucion-salarial-2007-2021>



LEADERS4GOOD. SUSTAINABILITY AND LEADERSHIP OF MANAGERS IN SPAIN

EADA Business School and **Both. People & Comms.**, in collaboration with **B-Lab Spain**, carried out this pioneering study, by focusing on individual managers for the first time, to gain an insight into their level of maturity in sustainable leadership.

It analyses the skills of over 400 senior and middle managers in Spain in relation to sustainability, in terms of their motivation towards social and environmental issues and their attitudes towards sustainability as managers within their organisation.

[Download the report](#)

<https://www.eada.edu/es/actualidad/prensa/informes/i-estudio-sostenibilidad-y-liderazgo-personas-directivas-espana-leaders4good-eada>



ICSA GENDER PAY GAP REPORT

The 16th edition of the annual report analyses the gender pay gap and the quota of female presence in management positions. As well as focusing on the current status (updated as of February 2022), it examines its evolution over recent years by comparing the evolution of female presence and corresponding salary data for management positions.

The study examines the evolution of these differences in three major professional categories: Senior managers, middle managers and employees.

The comparisons take women's salary as the starting point and the percentages refer to the difference between male and female salaries.

The report, which was produced by **ICSA Grupo®** in collaboration with **EADA Business School**, is compiled from the analysis of 80,000 pieces of wage data, which are statistically validated as of February 2022.

The analysed data is expressed as mean values and is included in the **Observatorio Salarial**, which is a benchmarking tool used by ICSA Grupo® and the **Salary Report 2022**.

[Download the report](#)

<https://www.eada.edu/es/actualidad/prensa/informes/brecha-salarial-y-presencia-de-la-mujer-en-puestos-directivos-en-espana-2022>

Find out about all our reports and studies
<https://www.eada.edu/en/now/press/reports>

RESEARCH

Academic research must generate a positive impact on society. For this reason, EADA considers it essential to produce research applied to business and share these findings with society through our faculty.

Research is an essential element in innovation for our participants and main stakeholders as well as for our positioning in a very competitive market. Each academic department contributes to intellectual production at EADA and our commitment to the corporate world creates an impetus for our research centres to take on the institutional challenge of working on the topics of most interest to the business world.

Here are some of the articles that have generated the greatest impact. They have been published in international journals and are indexed in the Academic Journal Guide:



MAIN ARTICLES PUBLISHED IN 2021-2022

- **ASSENS SERRA, J., BOADA-CUERVA, M., SERRANO-FERNÁNDEZ, M.J, AGULLÓ-TOMÁS, E. (2021).** Gaining a better understanding of the types of organizational culture to manage suffering at work. *To appear in Frontiers in Psychology.*
<https://doi.org/10.3389/fpsyg.2021.782488>
- **ASSENS SERRA, J., BOADA-CUERVA, M., SERRANO-FERNÁNDEZ, M.-J., VILLAJOS, E., BOADA GRAU, J. (2021).** Spanish adaptation of the organizational culture assessment instrument: reflection on the difficulty in transferring the ad hoc factor. *Frontiers in Psychology, 12.*
<https://doi.org/10.3389/fpsyg.2021.782488>
- **CARENYS, J; DAVIES, M; CARTER, M (2022).** Increased learning perceptions and intrinsic motivation to learn with educational apps. a South African experience. *Journal of International Business Education, 17.*
- **COHANIER, B., BAKER, C. R. (2021).** Le paternalisme comme système de contrôle dans la durée: une approche historique du «système michelin». *To appear in Association Francophone de Comptabilité - France 2021/3(12), 27-57.*
<https://doi.org/10.3917/accra.012.0027>
- **DIAZ, J., HALKIAS, D (2021).** Reskilling and upskilling 4ir leaders in business schools through an innovative executive education ecosystem: an integrative literature review.
<http://dx.doi.org/10.2139/ssrn.3897059>
- **DIFRANCESCO, R. M., MEENA, P., TIBREWALA, R. (2021).** Buyback and risk-sharing contracts to mitigate the supply and demand disruption risks. *European Journal of Industrial Engineering 15, (4) 550 - 581.*
<https://doi.org/10.1504/EJIE.2021.116140>
- **YATES, D., DIFRANCESCO, R. M. (2021).** The view from the front line: shifting beneficiary accountability and interrelatedness in the time of a global pandemic. *Accounting, Auditing & Accountability Journal, 35 (1), 85-96.*
<https://doi.org/10.1108/AAAJ-08-2020-4811>
- **DIFRANCESCO, R. M., LUZZINI, D. G. M., PATRUCCO, A. (2022).** Purchasing realized absorptive capacity as the gateway to sustainable supply chain management. *To appear in International Journal of Operations & Production Management.*
<https://doi.org/10.1108/IJOPM-10-2021-0627>

- **KNOPPEN, D., SARIS, W., MONCAGATTA, P. (2022).** Absorptive capacity dimensions and the measurement of cumulateness. *Journal of Business Research* (139), 312-324.
<https://doi.org/10.1016/j.jbusres.2021.09.065>
- **KNOPPEN, D. E. F., KNIGHT, L. (2022).** Pursuing sustainability advantage: the dynamic capabilities of born sustainable firms. *Business Strategy and the Environment*.
<https://doi.org/10.1002/bse.2984>
- **LOVRETA, L., GONZÁLEZ-PLA, F. (2022).** Modeling and forecasting firm-specific volatility: the role of asymmetry and long-memory. *Finance Research Letters*, 48(102931).
<https://doi.org/10.1016/j.frl.2022.102931>
- **GUALANDRIS, J., LONGONI, A., LUZZINI, D., PAGELL, M. (2021).** The association between supply chain structure and transparency: a large-scale empirical study. *Journal of Operations Management*, 67 (7), 803-827.
<https://doi.org/10.1002/joom.1150>
- **KAUPPI, K., LUZZINI, D. (2021).** Measuring institutional pressures in a supply chain context: scale development and testing. *Supply Chain Management*, 27(7).
<https://doi.org/10.1108/SCM-04-2021-0169>
- **ACERO LOPEZ, B., LUZZINI, D., JESUS SAENZ, M. (2021).** Introducing synchromodality: one missing link between transportation and supply chain management. *Journal of Supply Chain Management*, 58 (1), 51-64.
<https://doi.org/10.1111/jscm.12269>
- **GERKE, A., LUZZINI, D., MENA, C. (2021).** Innovation configurations in sport clusters: the role of interorganizational citizenship and social capital. *Journal of Business Research*, 133, 409-419.
<https://doi.org/10.1016/j.jbusres.2021.04.064>
- **PATRUCCO, A., HARLAND, C., LUZZINI, D., FRATTINI, F. (2022).** Managing triadic supplier relationships in collaborative innovation projects: a relational view perspective. *Supply Chain Management*, 27 (7), 108-127.
<https://doi.org/10.1108/SCM-05-2021-0220>
- **ALONSO-PEREZ, E., FORNÉ, C., SORO, M., VALLS, M., MANGANELLI, A.G., VALDIVIELSO, J.M (2021).** Health care costs in patients with and without secondary hyperparathyroidism in Spain. *Advances in Therapy*, 38, 5333-5344.
<https://doi.org/10.1007/s12325-021-01895-4>
- **MANGANELLI, A. G. (2021).** Reverse payments, patent strength, and asymmetric information. *Health Economics*, 30 (1), 20-35.
<https://doi.org/10.1002/hec.4174>
- **LÓPEZ, Á. L., MANGANELLI, A. G., MARTÍN RODRÍGUEZ, M. (2022).** Co-investment deterrence. *Economics Letters*, 211.
<https://doi.org/10.1016/j.econlet.2021.110263>
- **MANGANELLI, A.G.; LÓPEZ, A.L; BAYONA, A. (2022).** Common ownership, corporate control and price competition. *Journal of Economics Behavior and Organization*, 200, 1066-1075.
<https://doi.org/10.1016/j.jebo.2022.06.032>
- **AYMERICH, N., BATISTA-FOGUET, J. M., VELASCO, F., RUEFF-LOPES, R., MARQUES, P. (2021)** Assessing the effects of a transformational leadership training programme within the Catalan Police Force. *Policing: a Journal of Policy and Practice*, 15 (4), 2391-2406.
<https://doi.org/10.1093/police/paab048>
- **MATOS, S; SHEN, L; VIARDOT, E. (2022).** Innovation and climate change: A review and introduction to the special issue. *Technovation*, 117.
<https://doi.org/10.1016/j.technovation.2022.102612>
- **WOLNY, J. (2022).** Innovation and collaboration in the digital era: the role of emotional intelligence for innovation leadership and collaborative innovation. Book review. *R&D Management Journal*, 52, 797-798.
<https://doi.org/10.1111/radm.12538>

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Sustainability Hub

READ ABOUT
OUR STUDIES BY
THE SUSTAINABILITY
HUB

MORE INFORMATION



CORPORATE

LISTEN + ANALYSE + STUDY + VALUE

At EADA we respond to the multiple and varied needs of the corporate world: open Executive Education programmes, custom programmes, coaching and mentoring processes, research applied to business, professional accreditations and consulting. We also help companies with their internal talent development policies and in the selection of the best professionals. We offer companies the opportunity to develop employer branding with the best talent.

Our custom programmes strengthen development, transformation and improvement processes, and promote creativity and innovation in organisations.

We consider the 4 factors of listen, analyse, study and value to be key in order to ensure quality and continuous training that can be adapted to corporate teams:



HOURS OF TRAINING
2,804



PARTICIPANTS
1,984



PARTICIPATING COMPANIES FROM PREVIOUS CONTACTS
33



PARTICIPATING COMPANIES FROM NEW CONTACTS
32

MULTINATIONAL COMPANIES FROM THE LAST 3 YEARS



INTERNATIONAL PARTNERS

EADA continues to forge new alliances with major universities around the world:

Argentina

- › Universidad del CEMA (UCEMA). Buenos Aires

Brazil

- › ESPM Escola Superior de Propaganda e Marketing. Sao Paulo

China

- › Tongji University School of Economics and Management. Shanghai
- › SKEMA Business School. Suzhou
- › National Chengchi University College of Commerce. Taipei

Egypt

- › The American University in Cairo (AUC). Cairo

France

- › Audencia Nantes School of Management. Nantes
- › EDHEC Business School. Nice & Lille
- › IAE Aix-Marseille Graduate School of Management. Aix-en-Provence
- › SKEMA Business School. Sophia, Paris, Lille

Germany

- › European Business School (EBS). Östlich-Winkel
- › Frankfurt School of Finance & Management. Frankfurt
- › Handelshochschule Leipzig Graduate School of Management (HHL). Leipzig
- › Mannheim Business School. Mannheim

India

- › Indian Institute of Management Bangalore (IIMB). Bangalore

Italy

- › MIP Politecnico di Milano - School of Management. Milan

Japan

- › The NUCB Graduate School (NGS). Nagoya

Mexico

- › Instituto Tecnológico y de Estudios Superiores de Monterrey -ITESMEGADE. Mexico City
- › Universidad Anáhuac México Norte. Mexico City
- › Instituto Tecnológico Autónomo de México (ITAM). Mexico City

Norway

- › BI Norwegian Business School. Oslo

Peru

- › CENTRUM Católica, Pontificia Universidad Católica del Perú. Lima

South Africa

- › University of Stellenbosch Business School. Cape Town

Sweden

- › Linköping Universitet. Linköping

Thailand

- › Asian Institute of Technology School of Management (AIT). Pathumthan

The Netherlands

- › Rotterdam School of Management, Erasmus University. Rotterdam

Turkey

- › Sabanci Universtiy. Istanbul

United Kingdom

- › Aston Business School. Birmingham
- › The University of Edinburgh Business School. Edinburgh

United States

- › Warrington College of Business University of Florida (UF). Florida
- › SKEMA Business School. Raleigh,

EXCHANGE PROGRAMMES

NUMBER OF EXCHANGE PARTICIPANTS AT EADA DURING THE ACADEMIC YEAR

20

NUMBER OF PARTNER INSTITUTIONS WHICH SENT THEIR PARTICIPANTS TO EADA DURING THE ACADEMIC YEAR

13

PERCENTAGE OF EXCHANGE STUDENTS

55% EUROPE

15% USA

5% LATAM

5% ASIA

NUMBER OF EADA GRADUATES WHO CHOSE AN EXCHANGE PROGRAMME AT PARTNER INSTITUTIONS

21

NUMBER OF PARTNER INSTITUTIONS FOR EXCHANGE PROGRAMMES

32

- › The School of Business Administration, University of San Diego. San Diego
- › The Graziadio School of Business & Management at Pepperdine University. Malibu
- › The International Business School of Brandeis University. Boston

ALUMNI & CAREER SERVICES

Supporting your career development

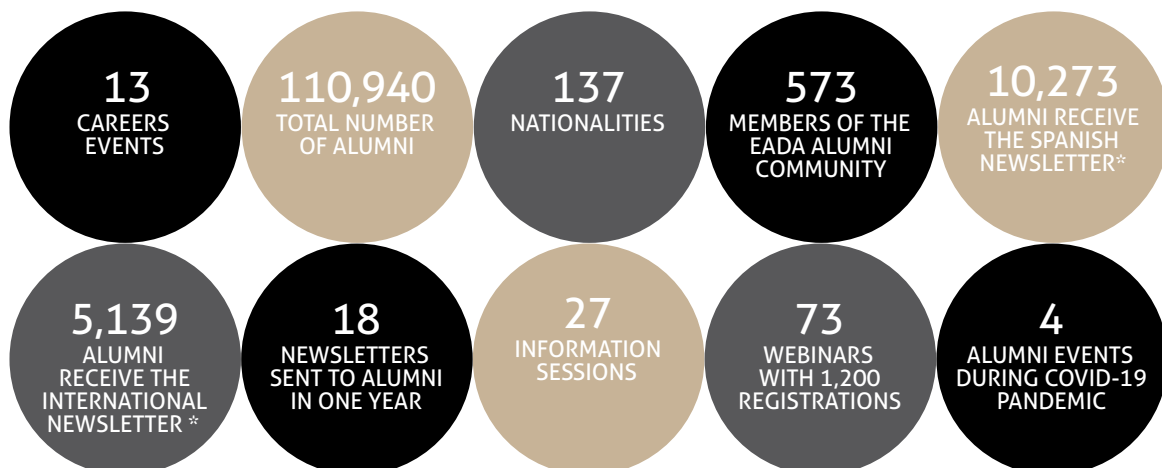


Since its creation in 1987, our Alumni Community has always focused on helping our former students to develop their professional careers and build up their network through activities, workshops, training and events, among others.

Over 20,000 Alumni* from 87 nationalities are active in our community. Today it is more important than ever to listen to others' opinions and promote a meeting point where progress can be made. For this reason, we must put the focus on intangible products and empower co-creation, networking and social value.

EADA Alumni currently promotes a range of different initiatives for professional development, the exchange of ideas and the building of a business network. These receive the support and collaboration from different Alumni and they are open to all former and current students of EADA programmes.

We offer you the opportunity to become a member of the EADA Alumni Community, and provide you with further tools and resources to achieve success in your professional career. Alumni membership includes the following benefits: <https://www.eada.edu/es/alumni/hazte-socio>



*Alumni have given full consent to new GDPR regulations.

Benefits of becoming an Alumni member:

- > Continuous training with discounts and the opportunity to sign up for a free EADAX course worth €850
- > Professional career guidance service
- > Access to the databases of Knowledge & Information Center (KIC)
- > External legal advisory service (Foreign Status / Immigration)
- > Reduced rates for event hire
- > Free access to the EADA Library to work or consult information
- > Networking activities and training
- > Advisory service at the Entrepreneurship Centre



Find out more about all the benefits of EADA Alumni in this short video: 



300

RECRUITING
COMPANIES



29,302

JOB OFFERS
FACILITATED



193

PROFESSIONAL CAREER
SESSIONS FOR EXECUTIVE
EDUCATION



52

RECRUITMENT ACTIVITIES
AND INTERNATIONAL FAIRS



352

ONE-TO-ONE PROFESSIONAL
CAREER SESSIONS
FOR INTERNATIONAL
PROGRAMMES



4.5/5

AVERAGE RATING FOR
EXECUTIVE EDUCATION
WORKSHOPS

KNOWLEDGE & INFORMATION CENTRE

The Knowledge & Information Centre (KIC) provides all members of the EADA Community, especially faculty members and participants with specialised knowledge of the business world using rigorous and up-to-date information.

The centre has access to academic resources such as eBooks, regular publications and articles as well as its unique collection of over 6,000 final projects carried out by EADA participants. Students and faculty members can access database platforms that contain a wealth of data and reports about the business environment which range from market analyses to companies, consumers and the competitive business environment.

In addition to these subscription databases, the KIC team is building its own Internet database repository



and statistics portal with free access. This repository is called SourceHub and it is available to the whole EADA community.

During the 2021-2022 academic year, the KIC has increased its provision of virtual services with 3 out of every 4 queries resolved online. This enables the KIC staff to provide quick responses and use different tools to record meetings (allowing searches to take place at a later point) or instruction videos with a series of steps to follow (when replying by email).



Watch our video about the Knowledge & Information Centre (KIC):





Unique spaces for hire

CORPORATE EVENT HIRE AT EADA

EADA Campus Barcelona

- > Located in the heart of Barcelona
- > Smart & Sustainable Building
- > Classrooms and Auditorium equipped with the latest technology



EADA Campus Collbató

- > Located in Collbató (40 km from Barcelona)
- > Outdoor spaces surrounded by nature
- > Comprehensive services



EVENT MANAGER



AV SUPPORT



FREE WIFI



CLASSROOMS AND
AUDITORIUM

Request your space

 Barbara Viamonte Sales Manager EADA Espacios  edaespacios@eada.edu  +34 619 905 780

SCHOLARSHIPS TO PROMOTE TALENT, ACCESS, DIVERSITY AND EQUALITY

During the academic year 2021-2022, EADA continued to promote **The EADA Fund for Positive Impact**. This initiative was launched in 2020 with a dual purpose: to provide senior management training to local and international talent who lack financial resources and continue to support research projects that contribute to the social, business and economic development of society. During 2021 and 2022, the EADA Foundation contributed close to € 700,000 in scholarships. Thanks to our donors and the Foundation, we can continue to promote sustainable leadership, diversity and equal opportunities.

During the 2021-2022 academic year, EADA awarded the following scholarships:



IRENE VÁZQUEZ SCHOLARSHIP 21-22

This scholarship was created in honour of Irene Vázquez, one of the co-founders of EADA in 1957 and Honorary President of the Board of Trustees of the EADA

Foundation until her death in November 2021. It aims to boost the career of local female entrepreneurs from the culture sector. The recipient of the first scholarship was Xènia Gaya (Spain) who was a successful participant in the EADA Senior Management Programme (PDG). The impact of the programme will be applied to her current initiative called Col·lectiu Cultura. This project was created to respond to the need for a collective voice in the cultural and creative sphere in the Terras de L'Ebre region. (<https://www.collectiucultura.com/terresdelebre>).



DR. MARTIN RAHE SCHOLARSHIP FOR FEMALE ENTREPRENEURS FROM AFRICA AND INDIA 21-22

This full scholarship to study the Master in Management programme at EADA

aims to boost the talent of young female entrepreneurs who generate a social impact in their community and country. During the academic year 2021-22, the scholarship was awarded to Salmine Sassi from Tunisia. Her project, She Starts Africa, focuses on developing the leadership and digital entrepreneurship skills of African women by offering them a safe space for personal development. (<https://www.shestartsafrica.com/>)



WOMEN FOR AFRICA SCHOLARSHIPS 21-22

This scholarship was launched in collaboration with the Women for Africa Foundation to take part in an online

Master at EADA. The 2021-2022 recipient was Djazia Aoufi from Algeria who participated in the Online Master in Financial Management. Djazia chose this programme because she wanted to broaden her knowledge, gain a new perspective of the financial and economic environment and strengthen her leadership skills to be able to carry out her role more effectively in the Algerian Ministry of Finance.



LARSON – TORRAS SCHOLARSHIP, WOMEN ENTREPRENEURS FROM AFRICA 21-22

The Larson-Torras scholarship was launched during 2021-2022 to find a

candidate for the following academic year. This honorary scholarship from Jane Larson (+), EADA professor Lluís Torras, and another EADA professional, aims to give a talented African woman with low financial resources the opportunity to participate in an EADA training programme.



EMPLOYABILITY SCHOLARSHIPS

This scholarship programme, in alliance with the Sage Foundation and the Caixa d'Enginyers Foundation, is aimed at unemployed professionals over the

age of 40 and is designed to provide recipients with training to improve their employability and return to the workforce. During the 2021-2022 academic year, 50 full scholarships were awarded to 50 successful participants in this programme.



CORPORATE SCHOLARSHIPS FOR TALENT

This includes a range of scholarships sponsored by companies who are committed to training young people

with talent in the different areas of training offered by EADA. During the 2021-2022 academic year three companies rose to the EADA challenge to help students to train at EADA. The participating companies were: SAP with scholarships for women in technology, INBENTA with scholarships for women and men in the Fintech sector and finally ALIRA HEALTH which gave students the opportunity to carry out training with them around the world.



#TOP 21-22 AT EADA

WE CLOSED 2022
WITH A DIGITAL
COMMUNITY OF OVER
+117,913
USERS



MOST READ ARTICLES ON THE INTERNATIONAL BLOG

- > EADA to expand as it adds a second campus in central Barcelona
- > Veronika Bitter: From sustainability & innovation to consultancy
- > Barcelona welcomes international MBA participants for the 4th MBA Day



MOST READ NEWS ARTICLES ON THE WEBSITE

- > 2022 EADA-ICSA Report on the Gender Pay Gap and Women in Management
- > The International MBA at EADA moves up in the global ranking
- > EADA to expand as it adds a second campus in central Barcelona



MOST WATCHED VIDEOS ON YOUTUBE

- > Master in Marketing
 - The experience of Carolina Marques Campos
- > Opening Day - Global BBA 2022-2026
- > A Year at EADA - Zannetta Zannettou



TOP POSTS ON SOCIAL NETWORKS

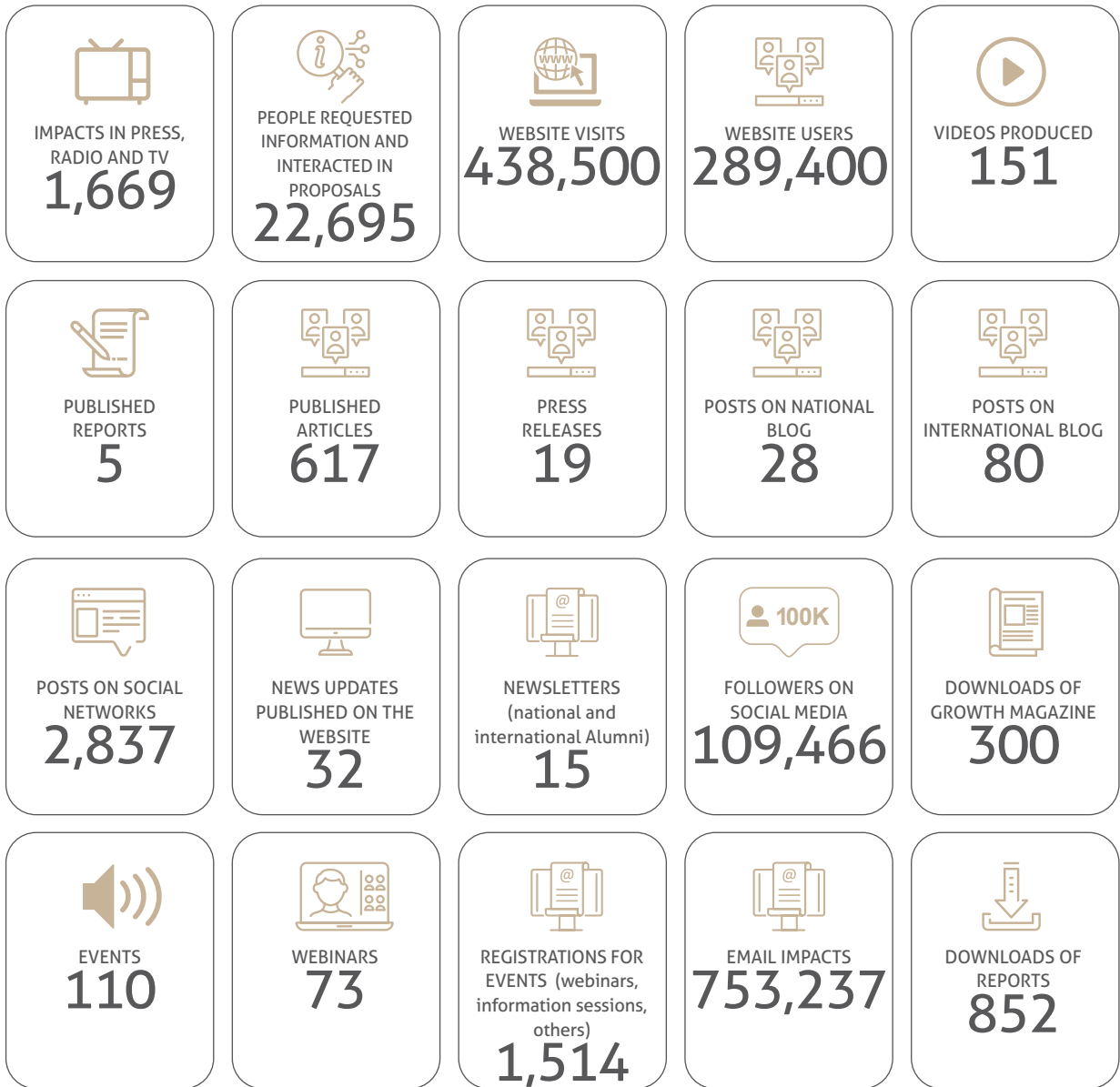
- > EADA's Master in Management, Top 33 worldwide according to the 'Financial Times Masters in Management ranking 2022'
- > EADA is ranked in the Top 27 of the best business schools in Europe, according to the Financial Times 'European Business School Ranking 2022'
- > Extensive media coverage surrounding the opening of a second EADA campus in 2023, the Campus 2 Provença



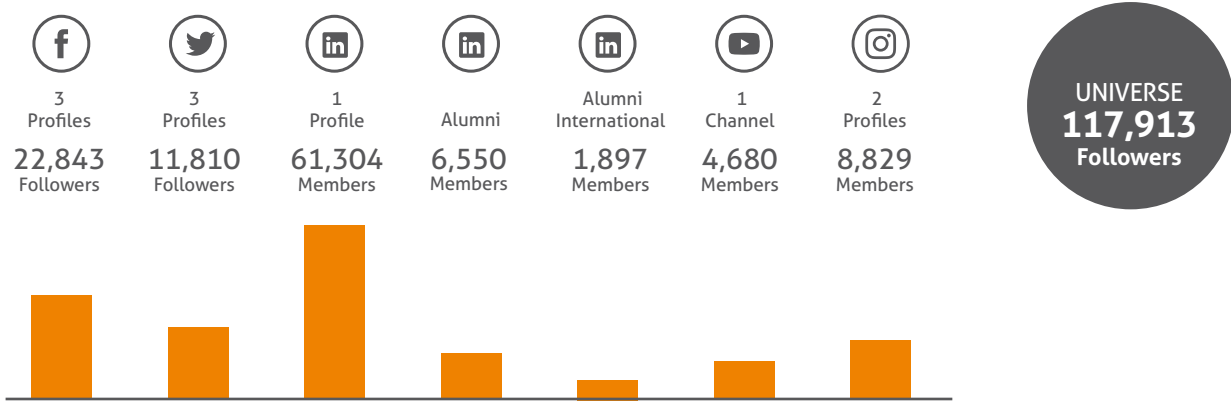
TOP EVENTS

- > MBA Day by Barcelona Global
- > Welcome Tours to Barcelona, International Masters
- > International Community Day

VISIBILITY



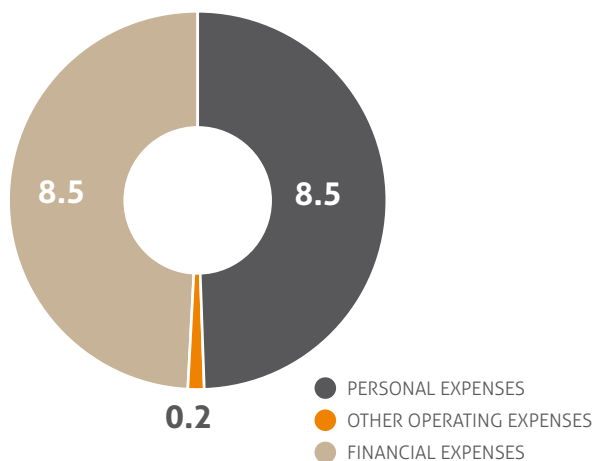
FOLLOWERS ON SOCIAL NETWORKS



FINANCIAL DATA

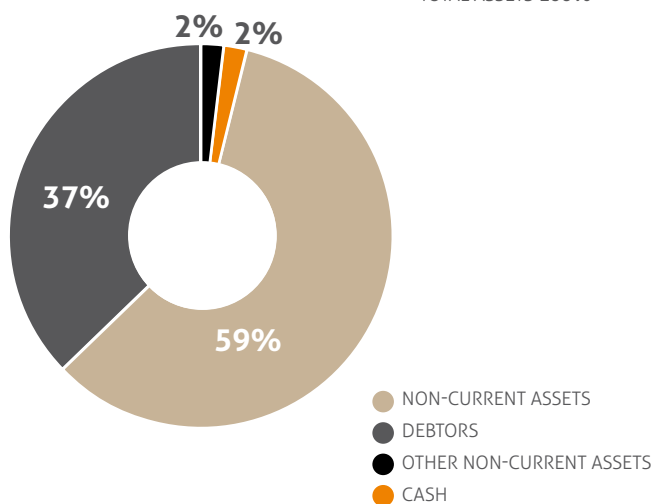
BREAKDOWN OF EXPENDITURE (EUR millions)

TOTAL EXPENSES 17,29



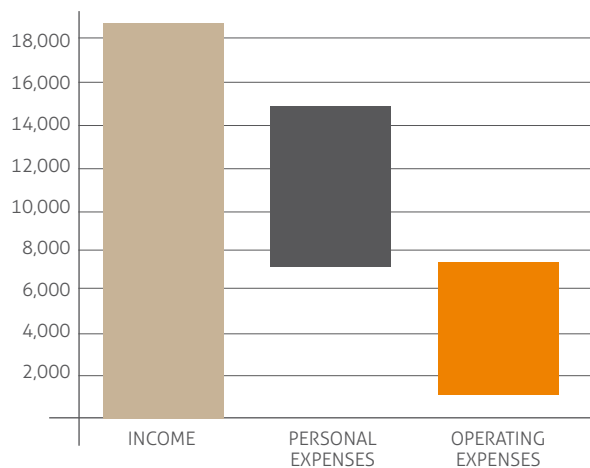
ASSETS

TOTAL ASSETS 100%



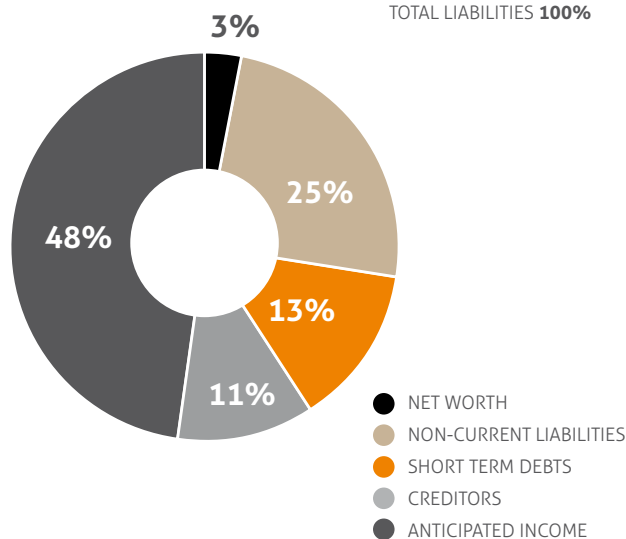
OPERATING RESULT (EUR thousands)

OPERATING RESULT 1.533

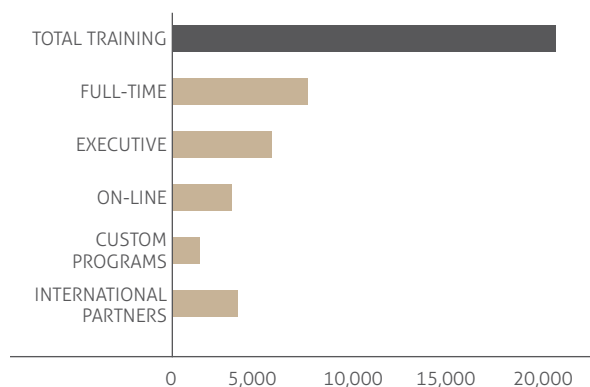


LIABILITIES

TOTAL LIABILITIES 100%



BREAKDOWN OF GROSS SALES FOR TRAINING (EUR thousands)





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where business people grow

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This product is made from recycled materials from well-managed FSC certified forests.