International Master in Management
Master Internacional en Management - Bilingüe
EADA at a glance

EADA is among the top business schools in Europe, with more than 50 years of experience in executive training. More than 120,000 participants from over 50 nationalities have entrusted their training to us.

Rankings

According to the Financial Times, EADA is part of a strategic group of the best European business schools.

Accreditations

Partnerships
Our methodology

LEADERSHIP SKILLS, CRITICAL THINKING,
LATEST PROFESSIONAL PRACTICE

Our unique methodology ensures that participants develop the critical thinking skills to analyse and perform well even in today’s toughest business situations. But we go a step further. While hard skills may be enough to get your foot in the door at top companies, your soft skills in communication, negotiation, teamwork and leadership are what keep you there and secure your future in the company.

EADA’S METHODOLOGY

THE THREE CORE PILLARS

Leadership skills & confidence
The skills and confidence to be an effective team member and leader in diverse business environments.

Critical thinking & rigour
The strategic perspective and critical thinking skills to make a significant contribution to the company.

Latest professional practice
The edge and know-how to apply the latest professional practice and tools in the real world.
Where will I learn critical thinking skills?

EADA-BARCELONA CITY CENTRE CAMPUS
REAL-LIFE CASE STUDIES, BUSINESS SIMULATIONS, ANALYSIS AND GROUP DISCUSSIONS IN THE HEART OF BARCELONA

In the EADA-Barcelona City Centre Campus, you are consistently placed in real-life business situations, challenged to think like an executive and make strategic decisions. Lively class discussions take place in an engaging, multicultural environment, in which you examine real case studies critically and learn from others as they learn from you. Classes at EADA are small, allowing for the daily exchange of ideas and debate among classmates and the personal guidance from professors that is so critical to our methodology.

Where will I learn leadership skills?

EADA-COLLABATÓ RESIDENTIAL TRAINING CAMPUS
OUTDOOR TRAINING, ROLE PLAYS AND TEAM-BUILDING ACTIVITIES IN THE MONTSERRAT MOUNTAINS

EADA has its own Residential Training Campus dedicated to the development of leadership skills. The Campus provides high impact, lasting learning by pushing you out of your comfort zone. You develop an action plan that will be your guide for personal and professional development throughout the year and beyond. This experiential learning is combined with professor-led workshops focused on team and leadership theory, ensuring that you effectively transfer what you have learned to the workplace.
ACHIEVING YOUR FULL POTENTIAL

Our faculty’s objective is to help you achieve your full potential. Professors focus on the development of the key skills and competencies for the solution of management challenges. Our faculty’s experience in business ensures real-world relevance and a strong pedagogical model promotes critical thinking and sound analytical skills. The role of the professor is to guide your learning by reproducing real-world experiences that demand your involvement and action.

Key skills and competencies

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Corporate connections

As an executive training centre, EADA Business School understands that being close to business is one of the central pillars of its activity. To this end, EADA faculty has extensive business experience, which ensures that you will be able to apply what you learn in class directly to your future career.

Throughout the year, core faculty are joined by visiting professionals to provide insight into the challenges they face and explain how concepts introduced in class are being applied in companies today. International alumni guests enrich this perspective further by sharing how they have applied their EADA learning post-graduation.

Dr. Xavier Sales

“Strategic thinking is important in all areas of life, personal and professional. We help our MiM students integrate this strategic mindset into the management and decision-making process in all areas of the organisation.”
Participant profile

The complete International Masters cohort includes between 250 and 300 participants from more than 50 nationalities who interact and network throughout the year. The profile below represents the participants in the International Master in Management.

**Academic background**
- 54% Business Admin.
- 12% Engineering
- 9% Humanities
- 7% Marketing & Comm.
- 7% Economics & Finance
- 11% Other

**Geographic background**
- 51% Western Europe
- 16% Central and South America
- 16% Eastern Europe
- 7% North America
- 5% Asia
- 5% Middle East/Africa

**Gender distribution**
- 56% Male
- 44% Female

**Average age**
- 24 years

**International Students**
- 86%

**Work experience**
- 96%

**Nationalities**
- 30
Latest Professional Practice

INTERNATIONAL BUSINESS TRIP
You will spend one week gaining insight into strategy on an international level through courses, conferences, company visits, and networking opportunities. In 2016, MIP in Milan and MIB in Trieste hosted the International Business Trip.

INTERNATIONAL WEEKS
The International Weeks provide the perfect opportunity to expand your network and gain a fresh perspective from electives taught by visiting professors and senior managers with outstanding experience.

Corporate Connections

CONFERENCES
Throughout the year, you will take part in conferences presented by business professionals and experts, providing invaluable insights into best business practices in companies such as Vueling and PepsiCo.

COMPANY VISITS
Company visits throughout the year allow you to experience first-hand how organisations operate and how senior managers are dealing with the changing business environment.

WORK WITH A REAL START-UP OR BECOME AN ENTREPRENEUR
The Final Project offers you two innovative ways to apply all that you have learned by becoming a consultant in a real start-up company or developing a business plan to launch your company. The project will allow you to face challenges in the real business world and build up a strategy according to market opportunities.

International exposure

INTERNATIONAL SCHOOL
You will spend one week focused on business simulations and company visits, joined by MiM students from selected partner schools, exposing you to even greater diversity and networking opportunities.

EXCHANGE PROGRAMME
Enhance your international vision and broaden your network at one of our 25 top-ranked partner schools in Africa, Asia, Europe, Latin America and the United States. Double Degree exchange opportunities are also available at EDHEC, EBS and HHL.
PROGRAMME STRUCTURE

International Master in Management

PHASE 1
1st trimester: Sept - Dec

Orientation module
Financial precourse
Business Situation Analysis
Beginner Spanish course (optional)

Collbató Residential Training Campus
Teamwork and Cultural Diversity
Communication Skills

Barcelona City Centre Campus
Strategic Management
Marketing: Creating Value
Organisational Behaviour
Finance and Accounting
Operations Management

PHASE 2
2nd trimester: Jan - Mar

Collbató Residential Training Campus
Negotiation Techniques

Barcelona City Centre Campus
Marketing: Delivering Value
Global Compass: Geoeconomics & Geopolitics
International Business Strategy
Supply Chain Management
Strategic HR Management
E-commerce and Digital Marketing

International Weeks
International Business Trip

PHASE 3
3rd trimester: Apr - Jul

Collbató Residential Training Campus
Leadership Skills

Barcelona City Centre Campus
Strategic specializations
Consulting
Innovation & Entrepreneurship
General Management

International School

PHASE 4
4th trimester: Sept - Dec

Optional
Exchange programme

Electives change annually, the electives listed are examples.

Graduates receive a private Master title from EADA as well as an official university title from our partner university.

Participants with an official undergraduate university degree are eligible for the official Master diploma.

Company visits, conferences & alumni presentations
Final Project (tutorials throughout the year, presentation between Jul. and Sept.)

A detailed description of each course is available on EADA’s web site: www.eada.edu.
The International Master in Management is designed to boost your career opportunities in a number of professional areas. The general nature of the programme provides insights into marketing, consulting, finance, HR, logistics and strategy. In addition to positions in multi-nationals, consulting companies, financial services and the automotive industry, the programme equips participants to work in start-ups, either by building their own companies or working for like-minded entrepreneurs.

**Placement by industry**

- 24% Retail/Consumer goods
- 17% Pharma/Healthcare/Biotech
- 16% Consulting
- 13% IT/Telecom
- 12% Diversified industrials
- 8% Financial services/Banking
- 3% Automotive
- 3% Energy
- 2% Hospitality
- 2% Other

**Companies where our graduates work**

- Nike
- Google
- Microsoft
- bp
- Volkswagen
- Deutsche Bank
- P&G
- Nestle
- CaixaBank

**Jordi Blanch, Spain**

Procurement Engineer & Vendor Manager, HP Inc., Spain

“At EADA, I learned how to deal with situations that I face every day in my professional career. I learned how to work with teams from all over the world and align my efforts with the company’s vision.”

**Nº6**

Management
Teaching in the world

**90%**

Employed after 3 months

**67%**

of graduates find jobs through EADA Careers and alumni networking

**58,804 US$**

Weighted salary

**Sources of job offers**

- 45% EADA Careers
- 22% Alumni networking
- 16% Individual networking
- 10% Internet job sites
- 6% Contacting companies directly
- 1% Recruiting agencies & Executive search

**Employment by region**

- 79% Europe
- 12% Latam/Caribbean
- 5% U.S./Canada
- 4% Asia/Middle East

* Financial Times Masters in Management Ranking 2016
Perfil del participante

Cada año participan entre 250 y 300 participantes provenientes de más de 50 nacionalidades en los Masters Internacionales. A continuación puedes ver el perfil del participante del Master Internacional en Management - Bilingüe.

**Formación universitaria**
- 30% ADE
- 30% Econ./Finanzas
- 30% Ingeniería
- 10% Derecho

**Distribución geográfica**
- 60% Europa
- 20% Centroamérica y Sudamérica
- 10% Norteamérica
- 10% Asia

**Alumnos Internac.**
- 88% con experiencia laboral previa en banca, consultoría, tecnología, ingeniería
- 100% con experiencia laboral previa en banca, consultoría, tecnología, ingeniería

**Media de edad**
- 24
**Cerca de las empresas**

**VISITAS A EMPRESAS**
Las visitas a empresas te permitirán conocer de primera mano cómo operan las organizaciones y cómo los ejecutivos abordan los cambios en su entorno de negocios. Barcelona es el entorno perfecto para ver cómo funcionan diferentes empresas, pues convergen grandes multinacionales con start-ups muy punteras e innovadoras.

**CONFERENCIAS**
Podrás asistir a conferencias presentadas por expertos, que te permitirán conocer las mejores prácticas del sector en áreas como e-marketing, e-business y estrategia.

**TRABAJA EN UNA START-UP O CONVIÉRTETE EN EMPRENDEDOR**
El proyecto final te ofrece dos formas innovadoras de aplicar todo lo aprendido durante el programa convirtiéndote en consultor de una start-up o desarrollando una idea de negocio para crear una empresa. El proyecto te permitirá hacer frente a situaciones reales y a construir una estrategia de acuerdo con las oportunidades del mercado.

**Exposición Internacional**

**INTERNATIONAL WEEKS**
Las International Weeks constituyen una oportunidad ideal para el networking y elegir optativas impartidas por profesores invitados procedentes de nuestra red de escuelas de negocios asociadas, así como por directivos con una destacada experiencia en la materia.

**INTERNATIONAL SCHOOL**
Tendrás la oportunidad de realizar una semana de formación en el EADA Collbató Residential Training Campus durante la cual realizarás simulaciones de negocios y visitas a empresas. Te unirás a un selecto grupo de estudiantes de master procedentes de otras escuelas asociadas, lo que te permitirá incrementar tu red de contactos a nivel internacional.

**PROGRAMA DE INTERCAMBIO**
Refuerza tu visión internacional y amplía tu red de contactos en una de nuestras 25 prestigiosas escuelas asociadas en África, Asia, Europa, Latinoamérica y los Estados Unidos o realiza una doble titulación, con EDHEC, EBS y HHL.
## ESTRUCTURA DEL PROGRAMA

### Master Internacional en Management - Bilingüe

### FASE 1

#### 1º trimestre: Septiembre - Diciembre
- **Orientación**
  - Pre-curso: Estados Financieros, Estadísticas y Economía
  - Análisis Situaciones de Negocio

- **Collbató Residential Training Campus**
  - Trabajo en Equipo y Diversidad
  - Cultural Habilidades de Comunicación

- **Barcelona City Centre Campus**
  - Business English Programme
  - Dirección Estratégica I
  - Marketing: Creando Valor
  - Comportamiento Organizacional
  - Contabilidad y Finanzas
  - Operaciones

### FASE 2

#### 2º trimestre: Enero - Marzo
- **Collbató Residential Training Campus**
  - Técnicas de Negociación

- **Barcelona City Centre Campus**
  - Business English Programme
  - Marketing: Entregando Valor
  - Compas Global: Geoeconomía y Geopolítica
  - Dirección Estratégica II
  - Supply Chain Management
  - Dirección deRecursos Humanos
  - E-commerce & Digital Marketing

### FASE 3

#### 3º trimestre: Abril - Julio
- **Collbató Residential Training Campus**
  - Liderazgo

- **Barcelona City Centre Campus**
  - Especializaciones estratégicas
  - Consulting\(^1\)
  - Innovation & Entrepreneurship\(^2\)
  - General Management\(^3\)

### FASE 4

#### 4º trimestre: Septiembre - Diciembre
- **Opcional**
  - Programa de intercambio

Visitas a empresas, conferencias y presentaciones de antiguos alumnos.
Proyecto Final (tutorizado durante el año, presentación final entre julio y septiembre)

Las optativas pueden cambiar cada año pero siempre se cursan en inglés.

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60 ECTS
Información de empleabilidad

El Master Internacional en Management - Bilingüe está específicamente diseñado para impulsar tus oportunidades profesionales en distintos ámbitos. La naturaleza genérica del programa ampliará tus conocimientos y experiencia en marketing, consultoría, finanzas, recursos humanos, operaciones y estrategia. Además de prepararte para cargos de responsabilidad en multinacionales, firmas de consultoría, servicios financieros y el sector del automóvil, entre otros, el programa forma a los participantes para trabajar en start-ups, tanto si fundas tu propia empresa como si te unas a un equipo dirigido por emprendedores que piensan como tú.

**Empleo por industria**

<table>
<thead>
<tr>
<th>Industria</th>
<th>Porcentaje</th>
</tr>
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<tbody>
<tr>
<td>Retail/Gran consumo</td>
<td>24%</td>
</tr>
<tr>
<td>Farma/Salud/Biotecnología</td>
<td>17%</td>
</tr>
<tr>
<td>Consultoría</td>
<td>16%</td>
</tr>
<tr>
<td>Telecomunicaciones/Alta tecnología</td>
<td>13%</td>
</tr>
<tr>
<td>Industrias en general</td>
<td>12%</td>
</tr>
<tr>
<td>Banca, finanzas y servicios financieros</td>
<td>8%</td>
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<tr>
<td>Automoción y auxiliares</td>
<td>3%</td>
</tr>
<tr>
<td>Energía</td>
<td>3%</td>
</tr>
<tr>
<td>Hostelería/Turismo</td>
<td>2%</td>
</tr>
<tr>
<td>Otros</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Dónde trabajan nuestros graduados**

<table>
<thead>
<tr>
<th>País</th>
<th>Porcentaje</th>
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</thead>
<tbody>
<tr>
<td>Europa</td>
<td>54%</td>
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<tr>
<td>América Latina</td>
<td>22%</td>
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<tr>
<td>EEUU/Canadá</td>
<td>10%</td>
</tr>
<tr>
<td>Asia</td>
<td>8%</td>
</tr>
<tr>
<td>África/Oriente Medio</td>
<td>6%</td>
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<td>6%</td>
</tr>
</tbody>
</table>

Aitor Vázquez, España

*Financial Risk Consultant, PwC*

“EADA me facilitó las herramientas de desarrollo necesarias para mejorar competencias claves dentro del ámbito profesional.”
CAREER & NETWORKING OPPORTUNITIES

EADA Alumni
A LIFELONG COMMUNITY

EADA Alumni aims to promote lasting bonds with alumni through services that add value to your international network and professional growth.

**International network**

Your relationship with EADA starts from day one, when you automatically become part of an international network of alumni. Regular Meet Ups around the world provide alumni with the opportunity to reconnect and network with like-minded professionals.

**Professional growth**

We ensure you will receive all the support needed to take your career to the next level. For this reason, alumni have access to resources including personalised career counselling, our exclusive jobsite and job search tools.

For the entrepreneurs among our alumni, EADA’s Entrepreneurship Centre offers expert online mentoring and follow-up as well as specialised tools.

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1,700 JOBS OFFERS PUBLISHED ANNUALLY

20 INTERNATIONAL CORPORATE PRESENTATIONS IN 2015

20 INTERACTIVE WEBINARS HOSTED BY TOP EMPLOYERS

OVER 120,000 EADA ALUMNI

MORE THAN 15 ALUMNI MEET UPS PER YEAR

ALUMNI FROM 87 COUNTRIES SPREAD ACROSS ALL 5 CONTINENTS
Online career resources

Access to online resources with country-specific career and employment information, corporate profiles for key employers around the world, and international job listings.

EADA Careers

PREPARING THE BUSINESS LEADERS OF TOMORROW

The success of the EADA Careers Department depends on your success. EADA Careers is your partner during your Master, providing you with the necessary tools to reach your professional goals post-graduation.

Training Lab

Career training that keeps you informed about labour market trends and hones your skills for a successful career post graduation. Training sessions include How to Ace your Interview and Building an Effective Professional Online Brand.

Development Lab

Career resources designed to help you develop your career path and bring your future professional goals closer.

- One-to-one career counselling sessions with your own personal Career Advisor, who is with you every step of the way: from establishing your career goals to landing that dream job.
- Interactive webinars hosted by top employers around the world.
- Alumni presentations & mentoring platform to connect current participants and expert alumni.
- Legal guidance seminars with up-to-date information about residence and work permits.

Professional Lab

Recruiting events and career search tools that make your professional goals a reality such as EADA’s online jobsite. Examples of international corporate presentations:

- Accenture
- Deloitte
- H&M
- MANGO
- Novartis
Preparing for life in Barcelona

At EADA Business School, we know that it can be a challenge to relocate to a new city, and we do everything we can to make the transition as smooth as possible. With this in mind, we offer:

• A Virtual Campus where you can get to know your future classmates.
• Up-to-date, practical information about the basics like healthcare and accommodation.
• A 30-hour beginning Spanish course to help you get around Barcelona
• Exclusive rates for local services (gyms, language schools, etc.).

Barcelona: a place to live, study and grow

The EADA Business School campus is located in the Barcelona city centre, just a 10 minute walk from Plaza Catalunya and the most famous of Gaudi’s buildings.

PREMIER ENTREPRENEURIAL HUB
Innovative government initiatives have simplified the process for starting a company and established tax benefits for start-ups, making Barcelona one of the premier entrepreneurial hubs in Europe.

FOREIGN INVESTMENT
Catalonia is the headquarters of more than 5,000 foreign companies, with 90% of them based in the Barcelona metropolitan area. Most foreign companies have been in the area for 10 years or more, demonstrating a high degree of stability and return on investment.

WELL-CONNECTED
Barcelona is the gateway to southern Europe, the transport capital of the Mediterranean area, a bridge to the Maghreb and a platform to Latin America. Companies with headquarters in Barcelona can supervise markets all over the world.

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Admissions process

What we are looking for

The admissions process aims to select well-rounded candidates who will not only excel on the programme, but also add value, contribute meaningfully and help create a learning environment in which all the participants on the programme can reach their full potential.

We seek to fill our classes with the most promising students in terms of motivation, commitment and growth potential. In addition to an overall motivation to excel in the programme, the ideal candidate will demonstrate a commitment to teamwork with leadership potential.

Successful candidates tend to possess the following qualities, which are closely related to growth potential: open-mindedness, flexibility and adaptability.

Practical Information

International Master in Management

<table>
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<tr>
<th>START DATE</th>
<th>TIMETABLE</th>
<th>FEE</th>
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<tbody>
<tr>
<td>28 September 2017</td>
<td>Monday to Friday 9.30h to 13.30h</td>
<td>€21,400</td>
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<tbody>
<tr>
<td>28 September 2017</td>
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Master Internacional en Management - Bilingüe

<table>
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<tbody>
<tr>
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<td>Monday to Friday 9.30h to 13.30h</td>
<td>€19,800</td>
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</tr>
</tbody>
</table>

BASIC REQUIREMENTS
- A bachelor’s degree
- Proficiency in English (for programme in English)
- Other documentation: CV, 2 references, copy of passport, photo, undergraduate transcripts

ADMISSION EXAM OPTIONS
1- Submit a GMAT (min. 650) and TOEFL (min. 100 IBT) score.
2- Complete EADA’s online admission test.

FINANCIAL AID
EADA offers scholarships to help manage the cost of study. More information at www.eada.edu.
Yannick Kpodar, United States
“Now when I am looking at a problem, I am able to go to the root cause, make a clear decision and make an action plan to solve the problem. What you learn at EADA will help you for your entire life, wherever you go.”

Volkan Bektimur, Turkey
“I chose EADA because of the diversity in the classroom. This gave me the opportunity to get to know different cultures and points of view.”

Sneha Varghese, India
“The teaching methodology at EADA is very practical. I worked with real-life scenarios every day.”

Julissa Espinoza, Peru
“At EADA, I developed my ability to work with people from different cultures and learned how to adapt to different situations, important skills for both my personal and professional success.”

Marc Alegría, Spain
“EADA is the perfect combination of dynamic and academic classes. Before finishing my Master, I already had a job.”