Global Executive MBA

Develop the leader in YOU
Welcome to EADA and HHL’s joint Global Executive MBA program. With more than 170 years of combined experience in management education, two of the leading business schools in Europe offer you a program which integrates German and Spanish perspectives with an emphasis on emerging world markets. The program is very personalized and works with small groups, so that the focus is always on you. With this Global Executive MBA, you will develop the leader in you and prepare yourself for the challenges ahead. After the program, you will join our prestigious international alumni community. Why don’t you join us today?
02
TWO INSTITUTIONS COMMITTED TO QUALITY AND CONTINUOUS IMPROVEMENT

EADA and HHL bring together their network of experts to offer a learning environment that will help you to make the most of your Global Executive MBA experience.

- Top ranked business schools with more than 170 years combined experience in management education.
- Triple accreditation: AACSB, AMBA, EQUIS.
- Well structured and flexible program format that fits your agenda.
- Small class size with focus on your personal and professional development.
- International and renowned faculty that provides you with a practice and interactive oriented approach.
- Immediate return on investment with high impact on your professional career.

“The Global Executive MBA program of EADA and HHL met all of my requirements: the host schools were internationally accredited, and the program included best practices from large European economies with visits to leading companies in diverse sectors as well as international business trips to emerging economies. It is one of the highest quality program you can find in terms of accreditations, teaching and locations. The duration of the program is also optimal for obtaining the necessary knowledge and practical skills to develop as an effective and inspiring leader.”

Kristina Petkova, Bulgaria
Global Executive MBA student 2013. Head of Restructuring and Workout, Bulgaria office Procurat Heta Asset Resolution AG, Austria
DIFFERENTIATE YOURSELF AND PREPARE FOR NEW CHALLENGES

The Global Executive MBA of EADA and HHL prepares you to work in a highly competitive, globalized business environment. It guides you to the level of self-knowledge which is indispensable to successfully initiate your management development process. You will gain management skills which accelerate your professional and personal development.

Our goal is to provide a high return on investment, offering:

- A dual MBA degree from two leading management institutions.
- A business education at the highest level with state-of-the-art management knowledge.
- Specialised courses designed to compare different countries around the globe with a special focus on emerging markets (Brazil, China, India).
- Intercultural and interpersonal training within diverse teams.
- Support of dedicated executive coaches and leadership training during the whole program.
- Contact with renowned business experts who provide insights on best practices in companies around the world.
- The exchange of business experiences with peers and experts from diverse industries and countries.

“When I started the Global Executive MBA program, I knew it could help me expand my business knowledge. What I didn’t realize at the time was how quickly and dramatically my perspectives about global business changed. I have learned that ‘Think global, act local’ is more than just a business cliché and that understanding cultural diversity is necessary to doing business in a global scale. My study group is made up of people from around the world, so I am not just learning from the professors, but I also grow from my experience with the different cultures of the participants.”

Kasim Zorlu, Turkey
Global EMBA student 2013. Marketing and Business Development Director at Bee Square
04

BENEFIT FROM A LEARNING EXPERIENCE THAT CROSSES CONTINENTS

<table>
<thead>
<tr>
<th>YEAR</th>
<th>CORE MODULES</th>
<th>ELECTIVE MODULES</th>
</tr>
</thead>
</table>
| 1    | EADA – Barcelona (Mod. 1)  
_ Introduction to Accounting (online)  
_ Leading Self & Teams  
_ Case Study Methodology  
_ Foundations of Strategy – Applying Analytical Models and Tools  
_ Financial Accounting 1 – Preparing Financial Statements | HHL – Leipzig (Mod. 2)  
_ Financial Accounting 2 – Analysing and Diagnosing the Company  
_ Macroeconomics  
_ Introduction to Business Model Development  
_ Introduction to Academic Writing  
_ Management Information Systems  
_ Improving Managing Decision Making through Data Analysis |
| 1    | EADA – Barcelona (Mod. 3)  
_ Introduction to Accounting (online)  
_ Leading Self & Teams  
_ Case Study Methodology  
_ Foundations of Strategy – Applying Analytical Models and Tools  
_ Financial Accounting 1 – Preparing Financial Statements | China (Mod. 5)  
_ Geopolitics  
_ Corporate Valuation  
_ International Finance  
_ Doing Business in China |
| 2    | HHL – Leipzig (Mod. 4)  
_ Financial Accounting 2 – Analysing and Diagnosing the Company  
_ Macroeconomics  
_ Introduction to Business Model Development  
_ Introduction to Academic Writing  
_ Management Information Systems  
_ Improving Managing Decision Making through Data Analysis | Brazil (Mod. 6)  
_ Entrepreneurship/Intrapreneurship  
_ CSR & Ethics  
_ Corporate Governance  
_ Global Marketing  
_ Doing Business in Brazil |
| 2    | EADA – Barcelona (Mod. 4)  
_ Introduction to Accounting (online)  
_ Leading Self & Teams  
_ Case Study Methodology  
_ Foundations of Strategy – Applying Analytical Models and Tools  
_ Financial Accounting 1 – Preparing Financial Statements | HHL – Leipzig (Mod. 5)  
_ Operations/Logistics  
_ Brand Management – Analysis, Strategy and Implementation  
_ New Perspectives on Innovation Management |
| 3    | HHL – Leipzig (Mod. 5)  
_ Operations/Logistics  
_ Brand Management – Analysis, Strategy and Implementation  
_ New Perspectives on Innovation Management | India (Mod. 7)  
_ Knowledge Management  
_ e-Business  
_ Supply Chain Management  
_ Doing Business in India |
| 3    | EADA – Barcelona (Mod. 7)  
_ Developing Strategy – Responding to the Challenges of Organizational Growth  
_ Strategic Leadership incl. Consolidation  
_ HR Management – Aligning Talent with the Strategy | HHL – Leipzig (Mod. 7)  
_ Accounting based Decision making  
_ Business Simulation  
_ Corporate Finance |

KEY FACTS

- 5 countries
- 8 residential weeks
- 21 months
- 40 days out of office

Ivan Bartulovic, Croatia
Global EMBA student 2014. Human Resources Director at CEMEX
The Global Executive MBA program combines state-of-the-art management knowledge and skills with an international orientation. It will improve participants’ leadership abilities and develop analytical and interpersonal skills in areas such as communication, team management, project management and negotiation.

EADA and HHL have their own practical, interactive and participatory approach with an emphasis on learning by doing. The methodology reflects companies’ demand for professionals with skills such as the capacity to reflect, the ability to act in the face of change, the versatility to work in multidisciplinary teams and the adaptability to face the challenges of a global environment. These competencies are developed through outdoor training, case studies, business projects, business simulations, analyses and discussion groups as well as teamwork activities. You will constantly work on real-life business cases and make strategic decisions.

The curriculum of the program is structured into three major parts: Core Modules, Elective Modules and the Master Thesis. While the Core Modules are taught at HHL and EADA, participants will select 2 of 3 Elective Modules at three other top ranked business schools in Brazil, China or India. It is also possible to attend all 3 modules.

The Master Thesis is an important phase in the Global EMBA program. It is an opportunity for you to apply the knowledge acquired throughout the MBA program to solve real business issues. A Thesis Supervisor will accompany you in this process. There are two types of thesis that participants may select: a Business Consulting Project or an Entrepreneurial Project. The first one gives you the opportunity to research real organizational issues and provides concrete solutions. The Entrepreneurial Project is aimed at participants who want to set up their own business. It emphasizes the empirical analysis in combination with theoretical concepts.

The Global Executive MBA of EADA and HHL prepares you to work in a highly competitive, globalized business environment. Since knowledge of different cultures and markets as well as international competence are essential for business leaders, the curriculum includes modules in these three markets: Brazil, China and India.

**NEUROTRAINING LAB – EXECUTIVE COACHING**

**LEADERSHIP SKILLS**
- Core Modules
  - Fundamentals in Business and Economics
  - Strategy
  - Marketing, Logistics, Innovation
  - Finance/Accounting

**INTERNATIONAL EXPERIENCE**
- Elective Modules
  - Managing Technology and Processes
  - Investors in a Globalized World
  - Sustainable Growth in China, India, Brazil

**MASTER THESIS/FINAL PROJECT**

**BRAZIL**
- Business School São Paulo – São Paulo

**INDIA**
- Management Development Institute – Gurgaon

**CHINA**
- Lingnan (University) College, Sun Yat-sen University – Guangzhou

**MANAGING SUSTAINABLE GROWTH**
- Entrepreneurship / Intrapreneurship
- Corporate Social Responsibility & Ethics
- Corporate Governance
- Global Marketing
- Doing Business in China

**MANAGING TECHNOLOGY AND PROCESSES**
- Knowledge Management
- e-Business
- Supply Chain Management
- Doing Business in India

**MANAGING INVESTORS IN A GLOBALIZED WORLD**
- Geopolitics
- Corporate Valuation
- International Finance
- Doing Business in Brazil

The Business School São Paulo (BSP) was founded in 1996. In 2011, BSP was chosen as one of the best Latin American schools by América Economia. The school was also ranked as the first business school in Brazil and the third in Latin America, according to the QS TOP MBA Ranking in 2010. Accredited by ANAMBA.

The Management Development Institute (MDI) was established in 1973 and is located in the city of Gurgaon. It was accredited by South Asian Quality Systems (SAQS) in 2005 and in 2006 it became the first Business School in India and the second in Asia to be accredited by AMBA.

Founded in 1888, Lingnan (University) College is a business school positioned as a leading institute in China. Forbes Magazine ranked the college’s MBA program third in the “Most Valuable Full-time MBA Programs in China” in 2009, and the Lingnan MBA program was named the fourth most influential MBA in China.
07
DEVELOP YOUR LEADERSHIP SKILLS

At EADA and HHL, we believe that management effectiveness centres on influencing people’s behaviour— including one’s own—to achieve outstanding results. In a highly competitive and volatile business environment, true leadership makes the difference between success and failure.

During the residential modules at EADA, you will attend leadership courses that will build trust and strengthen relationships. You will be trained in key communication skills aimed at producing the desired impact on others. The modules involve self-discovery, stepping outside your comfort zone and internalising feedback from others. Outdoor and indoor training activities will challenge your ability to adapt to unfamiliar environments. EADA’s Residential Training Centre is the perfect learning laboratory to pursue change and move forward towards further personal development.

Executive Coaching

In addition to the management development courses, we offer our participants several Executive Coaching sessions throughout the program. Executive Coaching is a structured interpersonal process focused on enhancing your ability to achieve pre-determined goals. The coaching methodology is based on your feedback about your plans and actions, with the objective of provoking self-reflection and generating new insights in relation to your goals. Executive Coaching will help you to discover new options and to select the best one for personal and professional success.

Neurotraining Lab

Global Executive MBA participants will use the NeuroTraining Lab, a technological and pedagogical innovation promoting social competency in leaders. It is a unique experience combining multidimensional measures to analyse social behaviour and examine the participant’s internal reaction using audio, video, biometrical and neurophysiologic indicators. The aim is to guarantee access to the understanding of the participants’ behaviour from different points of view: verbal, non-verbal and body language, neurological activity, competency performance and the interaction among participants.

The method’s novelty is that it features neuroscientific monitoring as part of the analysis. Thanks to the software created by the EADA team and a tool that analyses brain waves via a headset, the emotional reactions of the manager carrying out the activity can be monitored in real time. This process, called neurofeedback, furnishes us with constant information on the person’s state of relaxation or stress level.

“I was enchanted by the eagerness of the Global Executive MBA students to participate in this new pedagogical format. This experience helps the candidates to learn which of their leadership competencies need further development.”

Dr. Steven Poelmans
Professor of the People Management Department at EADA

THE UNIQUE NEUROTRAINING LAB EXPERIENCE

Interactive room
This is where the chosen activity or situation takes place between a participant and an actor.

Observation room
The room from which the coaches observe and analyse the participant’s brain activity and body language.

Computer room
Monitoring using all the tools: visual and audio recordings, monitoring of neurological parameters, etc.

Lars Gantenberg, Germany
Global EMBA student 2014. Director of Sales at SPORTFIVE GmbH & Co. KG
Our faculty is a carefully selected combination of full-time resident professors from EADA and HHL and international guest professors from top universities, who bring a wealth of international experiences to the classroom and provide the perfect mix of practical and theoretical methodologies. The lecturers have taught at renowned international universities. They are at the forefront in their respective fields and enhance our reputation as leading business schools. EADA has a well-established reputation in practical teaching excellence and focuses on management skills and personal development, whereas HHL stands for a solid state-of-the-art business education with a special focus on innovation management and entrepreneurship.

*Faculty is subject to change.*

“The discussions with the Global EMBA students have been really enriching thanks to participants coming from so many different backgrounds and working environments.”

Dr. Xavier Sales
Professor of the Finance and Management Control Department, EADA

<table>
<thead>
<tr>
<th>Fundamentals in Business and Economics</th>
<th>Marketing, Logistics and Innovation</th>
<th>Leadership Skills</th>
<th>Accounting and Finance</th>
<th>Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ms. Marcella Van Doorn (EADA)</td>
<td>Prof. Dr. Iris Hausladen (HHL)</td>
<td>Mr. Jeroen Van Zoggel (EADA)</td>
<td>Dr. Soledad Moya (EADA)</td>
<td>Mr. Luis Tomas (EADA)</td>
</tr>
<tr>
<td>Dr. Stuart Dixon (HHL)</td>
<td>Dr. Alexis Mavrommatis (EADA)</td>
<td>Mr. Carlos Brugorales (EADA)</td>
<td>Dr. Xavier Sales (EADA)</td>
<td>Dr. Eric Viardot (EADA)</td>
</tr>
<tr>
<td>Prof. Dr. Stephan Stubner (HHL)</td>
<td>Prof. Dr. Manfred Kirchgeorg (HHL)</td>
<td>Mr. Jordi Assens (EADA)</td>
<td>Dr. Gavin Lee Kretzschmar (EADA)</td>
<td>Prof. Dr. Carmen Bartsch (HHL)</td>
</tr>
<tr>
<td>Prof. Dr. Wilhelm Allhammer (HHL)</td>
<td>Prof. Dr. Andreas Pinkwart (HHL)</td>
<td>Dr. Steven Postmams (EADA)</td>
<td>PD Dr. Sebastian Hoffmann (HHL)</td>
<td>Dr. Ruben Liop (EADA)</td>
</tr>
<tr>
<td>Prof. Pietfrancesco La Mura, Ph.D (HHL)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Elective Modules*</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
</tr>
<tr>
<td>Dr. Renee Ying XIA</td>
</tr>
<tr>
<td>Dr. CHEN Shaoing</td>
</tr>
<tr>
<td>Prof. WANG Chunhui</td>
</tr>
<tr>
<td>Prof. ZHOU Kang</td>
</tr>
<tr>
<td>Prof. LIN Jiang</td>
</tr>
</tbody>
</table>

* Faculty is subject to change.
Foster your entrepreneurial spirit and join our extensive network of Entrepreneurs. As a participant of the Global Executive MBA, you will experience the truly entrepreneurial spirit of our business schools by the following options:

**Entrepreneurship is an integral part of our curriculum**

Participants take part in courses including New Perspectives on Innovation Management (taught at HHL) and Intra & Entrepreneurship (taught in Brazil). The course Business Model Development (taught at HHL) equips students with methodologies and know-how to identify new ways of value creation in established firms and start-ups. HHL’s dedication to entrepreneurship has been recognised by the Financial Times Ranking, where it was ranked the #5 business school for entrepreneurship worldwide in 2014.

**Extensive network of entrepreneurs**

Both schools are committed to putting the future business owners in our classrooms in contact with successful entrepreneurs. To this end, leading business experts, entrepreneurs, investors and other key players in the start-up scene are regularly invited to share their experiences. Currently, 25% of our participants are entrepreneurs and many more have plans to launch their own business in the upcoming months.

**Support via incubators, accelerators and seed capital**

HHL and EADA are frequently offering entrepreneurial activities to support participants in the development of their own business ideas as well as those already actively launching or managing their own company. Both schools are committed to encouraging the entrepreneurial spirit through initiatives such as Accelerate (HHL), SpinLab – The HHL accelerator and IncubAcceleration (EADA). HHL and EADA have already become successful incubators for start-ups and are proud to have many dynamic entrepreneurs among their alumni. Alumni of HHL and EADA have created over 3,000 jobs and founded more than 150 companies.

*The reason why I chose to do the Global Executive MBA with EADA – HHL was the focus on entrepreneurship. This was essential for me, as I run my own business. The program covers the topics needed to manage a company successfully, and provides an overview of financial and accounting tools, logistics processes and evaluation methods. Another important focus is leadership, which does not always come naturally and requires a keen understanding of one’s own capabilities and the team’s needs. Overall, I can say that the Global Executive MBA helped me to develop my analytical skills, to recognise the complexity of diverse processes and to express my emotions. At the end of the day, these skills are what drive every business.*

Olga Pantchenko, Russia
Global MBA student 2012. Co-Founder and CEO of NORFOLK Sarl

Some of the companies founded by our Alumni:

- AMBAR (Bauxite Capital)
- belChem
- Bihoop
- HitFox
- GERMACS
- Gullhorn
- Betreude
- Iseturko
- METER SPEX
- TEAM EUROPE
- trivago
- ENTREVISTA

# 5 Business school for entrepreneurship worldwide in 2014
As a professor of internal medicine, I realize more and more that today’s medical sector misses out on many business opportunities. The Global Executive MBA has offered me insight into the business world and provided me with a perspective very different from that of a physician. In the core courses, I feel like I am at the centre of business and leadership decisions and management processes. The personal coaching was particularly challenging for me. During intense interviews, we worked to identify strengths and weaknesses and analyse coping models. I have already been able to apply what I learned in the coaching sessions at work.”

Prof. Dr. med. habil. Peter Schwarz, Germany
Global EMBA student 2013. Department of Medicine III
Prevention and Care of Diabetes. University of Dresden

“Connect with the world in your classroom”

What makes our program really unique is the network of participants in each class with very heterogeneous and very international backgrounds, at the same time sharing similar goals along the path to success. Your classmates have different backgrounds in terms of culture and education and bring extensive life, work experience and perspectives into the classroom to make the program a multicultural meeting place.

Become a member of our next class and join the international network!

Average age: 37
Age range: 30–56
Class size: 20
Women: 31%
Nationalities: 10
Average Professional experience: 10 years

International Student Body
- 53% Western Europe
- 25% Eastern Europe
- 11% Latin America
- 7% Asia
- 4% Middle East

Professional Positions
- 28% General Manager/CEO
- 18% Marketing/Sales Manager
- 11% Operations Manager
- 11% Export Manager
- 11% Senior Consultant/Auditor
- 11% CFO/Chief Accountants
- 7% Engineering Manager
- 3% HR Manager

Academic Background
- 33% Engineering
- 22% Economics
- 15% Business Studies
- 8% Medicine/Pharmacy
- 8% Sports
- 7% Natural Sciences
- 7% Law
JOIN OUR GLOBAL NETWORK

As a participant of the Global Executive MBA program, you will benefit from belonging to an international student body consisting of managers from diverse types of companies. You will become lifelong members of the alumni associations and will get access to a strong international business network based on the long tradition of the two cooperating institutions.
BECOME ONE OF OUR GLOBAL EXECUTIVE MBA STUDENTS

Admission to the Global Executive MBA program takes place on a rolling basis. Enrolment is once a year with studies beginning in late September. The documentation required for admission is the following:

- Certified copy of university degree.
- Curriculum vitae.
- Copy of passport or EU identification.
- Letter of motivation.
- Proof of minimum 5 years work experience.
- Two letters of recommendation.
- Support letter from the company (not necessary for self-employed applicants).
- EADA-HHL test or GMAT.

Once you have submitted your application and your test results have been received, one of the Program Directors will interview you, either via Skype or, for those applicants residing in Germany or Spain, at HHL or EADA premises.

FINANCING OPTIONS

The tuition of the Global Executive MBA Program includes half-board accommodation during all modules and course materials.

We offer an early enrolment rate for candidates who begin the application process no later than January 31 and May 31 of the current year. This special rate reduces the tuition fee by 15% and 10% respectively.

Scholarships

HHL and EADA offer a variety of scholarships to outstanding candidates that will contribute to the diversity of the class and the development of the program. The Scholarship Committee will consider candidates that have successfully completed the application process. The application deadline for scholarships is June 30 of the current year.

For further information about financing options and scholarships, please get in touch with us directly and see detailed information on our webpages:

- www.hhl.de
- www.eada.edu
Develop the leader in YOU

EADA
Business School Barcelona
Aragó 204
08011 Barcelona, Spain
T +34 934 520 844
info@eada.edu
www.eada.edu

HHL Leipzig Graduate
School of Management
Jahnallee 59
04109 Leipzig, Germany
T +49 341 9851-730
info@hhl.de
www.hhl.de