International Master in Management

Master Internacional en Management - Bilingüe

General Management and Leadership

where business people grow
Leadership development

*to become the leader you want to work for*

ROLE PLAYS, OUTDOOR TRAINING AND BUSINESS SIMULATIONS TO MAKE YOU A MASTER PERSUADER CAPABLE OF BUILDING RELATIONSHIPS AND INSPIRING DIVERSE STAKEHOLDERS

Professional know-how

*to maximise your international career potential*

PRACTICAL, HANDS-ON CLASSES WITH EXPERIENCED PROFESSIONALS TO DEVELOP THE STRATEGIC VISION AND PROBLEM-SOLVING SKILLS TO EXCEL
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Enjoy the Barcelona lifestyle

As the only top-ranked business school in the Barcelona city centre, EADA is where you want to be. We offer a unique learning environment, with the hustle and bustle of one of the most beautiful cities in Europe waiting to be explored just a few steps away.

Develop the leader in you

Anyone can be a boss, but it takes blood and sweat to become a true leader. Our intense leadership development programme takes you from the reflection phase right through to implementation, preparing you to be a self-aware, effective leader.

Get your hands dirty

Our practical methodology means that you are not passively taking notes as lecturers drone on and on. You actively participate in engaging class discussions, sharing your insights and debating solutions to real business problems – all under the guidance of our expert faculty.

Internationalise your profile

There is no better preparation for your future career than spending a year at EADA, with multicultural, multidisciplinary teams working together to solve the business problems facing today’s top companies. Your global perspective may start here, but this is just the beginning.
Hack your dream career

Business is what we do. With a business-centred curriculum, regular networking opportunities and recruiting events with top companies, it is no wonder that 95% of graduates are working after 3 months.

25-30
PARTICIPANTS PER CLASS

+300
MASTER PEERS FOR NETWORKING

Stand out from the crowd

At EADA, you stand out just by being yourself. Small class sizes and individual follow-up make the most of your unique potential. Joint activities with other programmes allow you to integrate into the larger EADA community without losing that personal touch.

Let our reputation precede us

EADA’s reputation as a top-ranked business school guarantees you a level of expertise consistent with the very best professional qualifications. Our faculty have been facilitating learning for more than 60 years.

28TH
BUSINESS SCHOOL IN EUROPE

EQUIS
AMBA
ACCREDITATIONS

25-30

+300

+350
CORPORATE PARTNERS

+120,000
ALUMNI CONTACTS ALL OVER THE WORLD

+120,000
ALUMNI CONTACTS ALL OVER THE WORLD
The International Master in Management and Master in Management - Bilingüe programmes are not just another year of university - they are the first step in your professional career. You will learn via the case study method in a group of 25-30 participants. Active participation is a requirement and the diversity in the classroom ensures an enriching and profound learning experience. During your journey at EADA, you are encouraged to challenge your assumptions as you are exposed to a combination of academic and professional faculty. In addition to the general management portion of the programmes, you discover where your passion lies through the strategic specialisations offered in the third trimester. Apart from your studies at our Barcelona City Centre Campus, you develop professional and personal skills at our unique Residential Training Campus.

Nigel Hayes
Director,
International Master in Management
Master Internacional en Management - Bilingüe
Accreditations and rankings

The rankings and accreditations granted by independent organisations are an excellent tool to help you identify top business schools and universities around the world. These organisations use objective criteria to evaluate institutions of higher education, and are key to making the important decision of where to continue your education.

**Awarded by the European Foundation for Management Development**

**Awarded by the Association of MBAs**

**35th in the world**

**1st in employability in Spain**

**22nd in the world**

**5th in student satisfaction**

Memberships

EADA is a member of AACSB International (The Association to Advance Collegiate Schools of Business). AACSB International is a global association of leaders in education and business dedicated to supporting and advancing quality business education worldwide. AACSB partners with organisations from more than 90 countries globally.

EADA is a member of the Executive Committee of the Spanish Network of the United Nations Global Compact, the largest voluntary initiative in the world in corporate social responsibility. EADA’s commitment to sustainable business has been reinforced through its collaboration with PRME (Principles for Responsible Management Education of the United Nations).
Our unique methodology develops a diverse skill set to make you stand out, with the **hard skills** and **soft skills** that today’s companies demand in managers. Today, companies are looking for **strategic, multi-faceted** executives who can **engage** effectively with a wide range of stakeholders.

At our Barcelona City Centre Campus, the focus is on hard skills. You develop the **critical thinking skills** to analyse and perform well in even the most demanding business situations. Expert faculty and carefully selected case studies mean that you leave with a firm grasp of **latest professional practice** and the strategy to apply it effectively. At our Leadership Training Campus, the focus is on you as you analyse your **leadership style** and develop the **management competencies** to succeed.

### LEADERSHIP SKILLS
THE SKILLS AND CONFIDENCE TO BE AN EFFECTIVE TEAM MEMBER AND LEADER IN FINANCE IN DIVERSE BUSINESS ENvironments.

### CRITICAL THINKING
THE STRATEGIC PERSPECTIVE AND CRITICAL THINKING SKILLS TO MAKE A SIGNIFICANT CONTRIBUTION TO ANY COMPANY.

### LATEST PROFESSIONAL PRACTICE
THE EDGE AND KNOW-HOW TO APPLY THE LATEST PROFESSIONAL PRACTICE AND TOOLS TO REAL-WORLD CHALLENGES.

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**ALUMNUS**

**Ricard Tapias**

**SPAIN**

Analytics - Equity Specialist, Bloomberg LP (UNITED KINGDOM)

“At EADA, I developed the mindset to solve business problems effectively. In my day-to-day, I help financial market players overcome the analytical challenges that they encounter using Bloomberg’s technology and data. What I learned at EADA provided me with the tools to structure these problems and prioritize accordingly. I developed a data-driven mindset and the ability to communicate solutions in a concise and effective way.”
Where will I learn critical thinking skills and latest professional practice?

EADA-BARCELONA CITY CENTRE CAMPUS
REAL-LIFE CASE STUDIES, BUSINESS SIMULATIONS, ANALYSIS AND GROUP DISCUSSIONS IN THE HEART OF BARCELONA
The newly remodelled EADA-Barcelona City Centre Campus is located in the heart of Barcelona, with 4,000 m² of intelligent, sustainable study space specially designed to enhance your learning.

At the 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 “learning by doing” methodology.

I study at EADA. I live in Barcelona.
Where will I learn leadership skills?

EADA-RESIDENTIAL TRAINING CAMPUS
OUTDOOR TRAINING, ROLE PLAYS AND TEAM-BUILDING ACTIVITIES IN THE MONTSERRAT MOUNTAINS
EADA has its own 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 is 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.
Your professors

EXPERIENCED PROFESSIONALS TO INSPIRE LEARNING AND FACILITATE GROWTH
Key skills and competencies

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.

Corporate connections

BRINGING BUSINESS INTO YOUR DAY

As an executive training centre, EADA 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.

Jonathan Prince MBE

UNITED KINGDOM

Director, Social Impact Group Ltd / Partner, Project Partnership

PROFESSOR OF “PROJECT & PROCESS MANAGEMENT”

Expert in strategy, performance and governance

“As a practicing management consultant, I bring the latest thinking and practice to the classroom. Management consulting offers endless opportunities to help organisations as well as build on your own personal development. As a great consultant, you advance—and sometimes completely change—the way that clients operate: accelerating their growth to build or maintain a competitive edge, decreasing costs, managing risk and developing talent. You focus on their agendas and big issues, both for today and for the future.”

The international management career of Professor Jonathan Prince includes thirty years of advising organisations and conglomerates. Working mainly at board level with numerous clients including several blue-chips, he has delivered challenging assignments and taken advisory roles around the world and, in the process, learned to navigate the sensitivities of private, public and third sector agendas.
Dr Eric Viardot
FRANCE
PROFESSOR OF “STRATEGIC MANAGEMENT”

Expert in technology and innovation management

“Innovation management can be defined as the way that companies develop new and original products and/or processes that will have an impact on the market and contribute to profitable growth. Thus each company has—or should have–its own particular way of innovating in terms of products, process and even business models. Innovation management is a strategic imperative for companies that want to survive and grow in today’s ever-changing world of digitalisation and globalisation.”

Dr Eric Viardot has a Ph.D. in Management and he is a graduate of HEC Business School and the Institute of Political Sciences, Paris. He held a wide variety of marketing positions in HP in France, Canada and the U.S. before becoming Financial Director for a large international NGO in Asia and Central America. He also has experience as a Senior Consultant at Bain & Company. Dr Viardot has published several books and articles on strategic management and marketing in prestigious journals including Technovation, and IEEE Communication. He is an active consultant and trainer as well as Director of EADA’s Global Innovation Management Centre.

ALUMNUS
Ben Donovan
UNITED KINGDOM
Area Manager, Amazon (United Kingdom)

YourTour enables anyone to create hyperlocal GPS-guided audiovisual tours via mobile in a matter of hours

“For me, the professors were a highlight of the MiM programme. Coming from an undergraduate degree in the humanities, having professors with extensive experience in business was key – and they were always available to help, no matter what the query, both inside and outside the classroom. The leadership development modules in particular have been invaluable in my current role. I can manage up to 120 employees daily, and I would not be able to do this so effectively if it weren’t for the soft skills learned in the Residential Training Campus.”
Dr Alexis Mavrommatis
UNITED KINGDOM
PROFESSOR OF "MARKETING"

Expert in Customer Experience Management, multichannel strategies, retailing & service marketing

“We live in an era where everything is interconnected and consumers have 24/7 access to products, services and information, making them ever more demanding. For companies, providing customers with a great Customer Experience (CX) across channels has become a crucial factor in success. We look at the Customer Experience from a strategic perspective, and how and to what extent an experience-based business can create growth.”

Dr Alexis Mavrommatis is an executive graduate from the University of Cambridge (Sustainable Leadership) and Harvard Business School. He holds a Ph.D. and an MSc in Retail Management from the University of Stirling and has worked and done consulting for global companies such as Desigual, Carrefour, P&G, Coca-Cola and MasterFoods. He is currently Deputy Director of Pedagogical Innovation at EADA.
Your classmates

95% International Students
90% Have lived, worked or studied abroad
100% Speak 2 languages
58% Speak 3+ languages
99% With previous work or intern experience
The International Masters cohort includes between 250 and 350 participants from more than 85 nationalities who interact and network throughout the year. This profile represents the participants in the International Master in Management and Master Internacional en Management - Bilingüe.

25

AVERAGE AGE

54%

46%

ACADEMIC BACKGROUND

47% BUSINESS ADMIN.
16% ENGINEERING
13% FINANCE & ECONOMICS
5% MARKETING & COMMUNICATIONS
5% SCIENCES
5% SOCIAL SCIENCES
4% TOURISM & HOSPITALITY
5% OTHER

GEOGRAPHIC BACKGROUND

11% NORTH AMERICA
18% CENTRAL & SOUTH AMERICA
61% EUROPE
6% MIDDLE EAST & AFRICA
4% ASIA

A COMMUNITY OF NEXT-GENERATION LEADERS WITH A PASSION FOR BUSINESS
Your programme

THE SKILLS AND KNOW-HOW YOU NEED TO BECOME AN EXPERT IN YOUR OWN RIGHT
## International Master in Management

### ORIENTATION MODULE
- Financial Pre-Course
- Career Services Pre-Course
- Case Study Methodology
- Beginner Spanish Course (optional)

### MANAGEMENT FUNDAMENTALS
- Finance & Accounting
- Global Compass: Geoeconomics & Geopolitics
- Strategic Management

### CORE COURSES
- Financial Decision Making
- International Business Strategy
- Marketing: Creating Value
- Marketing: Delivering Value
- Operations & Supply Chain Management
- Organisational Behaviour & HR Management

### COMPLEMENTARY COMPONENTS
- International Business Trip
- Negotiation Week
- Personal Inspiration Week
- Excel Levels 1 & 2 (optional)

### STRATEGIC SPECIALISATIONS
- **Consulting**
  - Corporate project with Deloitte
  - Advanced Analytics & Big Data
  - Company Valuation & MBA
  - Project & Process Management
  - Preparing for Your Role as a Consultant

- **Global Innovation**
  - Corporate project with HP
  - Innovation Mindset
  - Data Generation & Digital Transformation
  - Creativity & Design Thinking
  - Disruptive Innovation

- **Entrepreneurship**
  - Corporate project with startups
  - Starting, Growing & Transforming Your Business
  - Business Models
  - Technology Disruption
  - Internationalisation & Financing

### LEADERSHIP DEVELOPMENT PROGRAMME

### FINAL BUSINESS PROJECT
Tutorials throughout the year, presentation between Jul. and Sept.

Company visits - Conferences - Alumni presentations

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* The Management Fundamental courses in the first trimester are taught in Spanish. From the second trimester, students in the two programmes come together to study the remaining courses in English.

EADA reserves the right to make changes to the programmes, including but not limited to, the schedule and the subjects offered.
Your specialisations
The three strategic specialisations offered in the third trimester provide an opportunity to explore where your passion lies and help you jump start your career. You choose the specialisation best aligned with your professional objectives, increasing your employability while demonstrating a clear added value to the company.

The knowledge and experience gained during the tracks prepare you for a career in one of the following areas: management consulting, business development, project and product management, digital marketing, marketing management, startups, new product business development or family business management. While the first two trimesters of the MiM cover general management, the specialisations allow you to tailor the programme to your specific needs and career aspirations.

**CONSULTING**
Focus on analysis and the effective execution of solutions within a team.

**GLOBAL INNOVATION**
Gain insights into innovative corporate strategies in cutting-edge tech companies.

**ENTREPRENEURSHIP**
Learn how to start your own business, contribute to a startup or manage a family business.
Specialisation in Consulting

Whether you plan to work in one of the Big 4, the premier management consulting firms, or a boutique, this specialisation will provide you with insights in how to prepare for the role and what to expect. The courses equip you with the necessary tools to analyse cases, communicate and present effectively, and execute solutions, all within a framework of working in teams.

COURSES

Advanced Analytics & Big Data
You gain insights into how organisations build and use data to make better decisions, create value, derive competitive advantage, and ultimately improve operational effectiveness and efficiency.

Company Valuation & M&A
You learn how to value a company and understand the process of M&A from the identification, deal, integration and execution perspective, including post-integration issues.

Preparing for the Role of Consultant
You take part in training for the extensive and selective interview process at leading consulting companies, honing skills in the following areas: problem solving, analytical and creative thinking, communication and leadership.

Project & Process Management
You become familiar with the lifecycle of a project, including design, structure, organisation, management and effective implementation.

CORPORATE PROJECT WITH DELOITTE

RELATED POSITIONS
- Analyst
- Business Developer
- Management Consultant
- Project Manager

IN COMPANIES LIKE
- Accenture
- BCG
- Camelot Consulting
- Capgemini
- Deloitte
- EY
- KPMG
- PwC
ALUMNUS
Alessandro Birritta
ITALY
Manager of Strategy & Operations, Deloitte (Spain)

“The MiM helped me to understand where I wanted to work, thanks to the in-depth classes, and it prepared me to compete in an international environment, thanks to the 40 nationalities in the classroom. On top of that, all of the modules at the Residential Training Campus helped me to strengthen some of the most important soft skills to adapt and succeed in the consulting industry.”
Specialisation in Global Innovation

The ability to innovate is becoming one of the key success factors for companies in the 21st century. This specialisation provides you with the essential skills to develop, implement, and commercialise innovative corporate strategies. Through projects carried out in small teams, you become familiar with design thinking methodologies, how technology is disrupting conventional business models, and what the corporate landscape will look like over the next 5-10 years.

COURSES

Creativity & Design Thinking
You develop creative problem-solving techniques around the design thinking methodology, analysing different approaches to protecting and leveraging the intellectual property of innovative digital firms.

Data Generation & Digital Transformation
You examine diverse digital transformation business models in order to identify competitive advantages within technology-based companies.

Disruptive Innovation
You gain insights into the benefits and methods to open the innovation process of a firm to both internal and external partners, look at how Open Innovation stimulates the "ideation" process and how it can facilitate the adoption process.

Innovation Mindset
You learn the practical application of the concepts, frameworks and analytical tools of innovation management, identifying and evaluating the steps of the process of innovation in diverse industries.

CORPORATE PROJECT WITH HP

RELATED POSITIONS
- Business Development
- Digital Marketer
- Marketing Manager
- Product Manager
- Project Manager

IN COMPANIES LIKE
- Amazon
- Apple
- Google
- HP
- LinkedIn
- SAP
ALUMNUS
David Warren
UNITED STATES
Senior Director of Client Partnerships, BounceX (UNITED STATES)

“EADA truly embodies the methodology of ‘learning by doing’ as it moves beyond theory to learn with hands-on projects. In my current position, I am always looking for ways to combine creativity and technology to solve business problems and drive transformation – just because something is done a certain way today doesn’t mean that it should be done the same way tomorrow.”
If you are considering starting your own business, working in a family business or joining a startup, this specialisation provides all the tools necessary to start, grow, transform and potentially exit a business. You need to be able to identify, evaluate, and innovate around business ideas while addressing the opportunities and challenges that emerging technologies create. Through cases, workshops, and projects with real startups, you are exposed to the complete entrepreneurial process.

**COURSES**

- **Customer Discovery & Business Model Generation**
  You develop a clear understanding of the customer and examine different business models for startups – all of this combined with exposure to entrepreneurs who are currently incubating projects.

- **Financing, Growing & Selling Your Own Business**
  You gain insights into corporate governance as it relates to startups, analysing how companies identify and choose their strategic options for growth and learning how and when to exit a business.

- **Starting & Transforming Your Own Business**
  You learn what it takes to set up a new venture and analyse the concepts of entrepreneurship, motivation, idea generation, and the difference between an idea and an opportunity.

- **Technology Disruption**
  You delve into the current trends in technology disruption in different industries, seeing first-hand how technology – when used correctly – can lead to substantial competitive advantage for established companies through disrupting business models.

**CORPORATE PROJECT WITH 2 STARTUPS**

**RELATED POSITIONS**
- Family Business Manager
- Founder/Entrepreneur
- New Product Business Developer
- Startup Consultant

**IN COMPANIES LIKE**
- Barcino
- Family businesses
- Privalia
- Red Points
- Zalando
ALUMNA
Camille Coppens d’Eeckenbrugge
BELGIUM
Founder, Dazibao Jewelry (Belgium)

Dazibao Jewelry is a unique concept in which customers have the chance to be part of a collaborative collection: the customers are the designers, we are the crafters.

“Since I started my master’s at EADA, I knew I wanted to be an entrepreneur. I learned all the skills I needed in order to create my own business plan, and then, my own company. The case methodology had a big impact; even today, I often link a real situation to a case that we discussed in class. I would definitely recommend the MIM to future entrepreneurs – in one year you will be ready to launch your own company, especially if you choose the entrepreneurship specialisation like I did.”
Your International Business Trip

A JOURNEY DEEP INTO BUSINESS IN A EUROPEAN CITY
We know that while your learning may begin in the classroom, it does not end there. With this in mind, we developed the week-long International Business Trip, a chance to get a bird’s eye view of the issues facing Europe and the world. You explore these issues while networking with professionals in international companies and governmental institutions in a leading European city. In 2018, participants travelled to Prague in the Czech Republic to attend presentations from a wide range of professionals in both the public and private sectors.

**MARKETING & ADVERTISING**

**Ogilvy One**

Ogilvy is an award-winning integrated marketing and communications company, specialising in creating experiences, design and communications.

**Roland Berger**

Strategy Consultants

With more than 50 years of history, Roland Berger is the only leading global consultancy of German heritage and European origin, successfully operating in 34 countries.

**INVESTMENT MANAGEMENT**

**KAPRAIN**

KAPRAIN has three key investment areas: industry, real estate and financial services. The group’s involvement varies from direct acquisitions to acting as an independent advisor.

**MARKETING & ADVERTISING**

**Socialbakers**

Socialbakers is a trusted social media marketing partner to thousands of enterprise brands and SMBs, including over 100 companies on the list of Fortune Global 500.

**BUSINESS ASSOCIATION**

**Confederation of Industry of the Czech Republic**

The Confederation of Industry is the premier business lobbying organisation in the Czech Republic providing a voice for employers at a national and international level.

**GOVERNMENTAL INSTITUTION**

**Office of the Government of the Czech Republic**

The Office of the Government of the Czech Republic is the central body of state administration and fulfils tasks connected with the expert, organisational and technical provision of activities.
Your conferences

Marc Wolenik
UNITED STATES
PRESIDENT, 7ONES

Expert in emerging technology, Blockchain/Smart Contracts, CRM and business and organisational change

"Blockchain and cryptocurrencies have the potential to revolutionise commerce and the way we live as a society."

Mr Wolenik is a speaker, author and entrepreneur working to advance emerging technology concepts such as Blockchain, Ethereum, Hyperledger, Artificial Intelligence (AI) and Smart Contracts usage for businesses of all sizes. His experience includes the creation of several companies in the technology space, as well as several ventures using early AI protocols, including the first real-time online gaming AI system. Mr Wolenik has authored 5 technology books, and held multiple board/advisory positions in companies and organisations including the Blockchain User Group (BUG), eXtremeCRM (US), CRMUG and multiple Microsoft Partner Advisory Councils (PACs) for both the U.S. and abroad.
Conferences in collaboration with leading professionals and organisations are an integral part of EADA's Management programmes, providing you with the opportunity to see case studies in action and network with world-renowned professionals. You gain an inside look into the culture and day-to-day life of a wide range of companies and institutions and explore different professions in real operating environments.

**NETWORKING WITH LEADING PROFESSIONALS IN THE CLASSROOM**

**INBENTA: ACHIEVING AI-POWERED RESULTS**
Get a first-hand look into a leader in improving customer experience and brand loyalty through AI and machine learning.

**FINTECH: A STUDY OF THE NOVICAP CASE**
Find out more about about this online platform providing flexible invoice finance and investments in short-term assets.

**TECH BUSINESS TRACK: THINK LIKE A TECHIE**
Get to know the basics about coding from a leader in the industry: product design, website creation, programming and APIs.

**LEAN STARTUP WORKSHOP: REVOLUTIONISING BUSINESS**
Gain insight into developing businesses and products through hypothesis-driven experimentation to identify the best business models quickly.

**CITY SMART UP: FOSTERING THE NEW URBAN REVOLUTION**
Learn how to promote competitiveness that is inclusive and sustainable through the sharing economy, creative economy and circular economy.

**CHINA & INNOVATION IN EMERGING MARKETS**
Analyse the shift from imitation to innovation in emerging markets and debate the implications for investment in R&D worldwide.
Your Negotiation Challenge

1. Recognise what defines a successful negotiation
2. Examine relevant information surrounding the negotiation
3. Identify the underlying interests of the negotiating parties
4. Re-frame positions into joint value creation processes
5. Analyse constraints and variables to reach agreements
6. Develop the confidence to negotiate in a wide range of settings
Companies recognise the increasing importance of negotiation skills in top performers, and not just in dealmaking—more and more managers are being called upon to participate in strategic decision-making and negotiations. Negotiation is a process for which you need a wide range of highly diverse skills: from the ability to identify innovative solutions to an in-depth knowledge of value creation techniques.

The Negotiation Challenge is a week-long competition aimed at testing and developing the attitudes, behaviours, and analytical and decision-making skills that are needed to become a successful negotiator. Together with participants from the International Master and MBA programmes, you take part in a team-based negotiation contest incorporating a wide range of activities.

**AN INTENSE WEEK-LONG NEGOTIATION COMPETITION TO HONE YOUR SKILLS**

- **COMPUTER-BASED NEGOTIATION AND CONFLICT RESOLUTION SIMULATIONS**
- **CHALLENGING ROLE PLAYS INSPIRED BY REAL BUSINESS CASES**
- **OBSERVATION AND ANALYSIS OF EXPERT NEGOTIATORS**
Your final project
The final project is an integral part of all of EADA’s Management programmes. As a Management participant, you carry out a detailed business plan, either for an existing company or for your own business idea. It is your opportunity to integrate the theory and skills acquired throughout the programme and put these into practice to solve real-life management problems, always with the help and support of an experienced tutor.

All final projects are carried out in groups and once you have selected your team, together you decide if you want to act as consultants to help an existing company develop a business plan or develop a business plan for your own startup.

The objective of the final project is to help you “hit the ground running” after graduation – to gain the confidence, time management skills and strategic vision that make you a valuable asset to any company. You have two options for your final project:

**BECOME A CONSULTANT**

Acting as a team of consultants, you partner with a real startup to develop a business plan to contribute to the corporate strategy in the launch of a new product, the expansion into a new market, the creation of a spin-off.

**BECOME AN ENTREPRENEUR**

Through the final project you will learn what it takes to take an idea to the market, from start to finish. With the support of an experienced tutor, your team will acquire the knowledge and skills to develop your own business plan for your own business.
Become a consultant in a real startup

If you choose this option for your final project, you work in a team and act as a group of consultants. This experience prepares you for the highly competitive world of consulting. Time management, professional presentations, and working effectively in teams are all skills that consultancy firms are looking for – at the end of your final project, you will be ready to add value to the company where you launch your professional career. Based on projects completed over the last three years, many of the companies EADA works with on final projects are in the areas of technology, pharma, biotech and healthcare – all exciting, innovative sectors.

SECTORS

- 32% TECHNOLOGY
- 29% PHARMA, BIOTECH & HEALTHCARE
- 9% AGRICULTURE, FORESTRY & FISHING
- 6% ENERGY
- 6% FOOD & BEVERAGE
- 6% RESTAURANTS
- 3% EDUCATION
- 3% MINING & METALS
- 3% REAL ESTATE, CONSTRUCTION & INFRASTRUCTURE
- 3% SPORTS

ALUMNA
Charlotte Dong Nghi Vo
VIETNAM/NORWAY
Account Manager for the Norwegian SMB market, Hewlett-Packard Enterprise (Spain)

“The most rewarding aspect of the final project was seeing the benefit of a well-constructed business plan that will have a significant impact on society. I would highlight the challenge of working together and communicating effectively with team members, while listening to the entrepreneurs (customers) and ensuring that we were aligned at all times. Through the project, I was able to improve the process of identifying and solving challenges in a professional context.”
Become an entrepreneur

If you choose this option for your final project, you must first generate an idea and then convince other participants in the Management programmes to join you in developing your business plan. If you are adventure-driven, this option allows you to develop the ability and capacity to create, test, and implement your own business idea. You have the help and support of the EADA Entrepreneurship Centre throughout the process and for one full year after you graduate.

ALUMNI
Mike Reiffers & Nicolas Speeckaert
LUXEMBOURG
Founder & Managing Partner, skeeled.com (Luxembourg)

Skeeled is an all-in-one hiring solution designed to support recruiters and HR departments with a disruptive approach to digitalise and automate the recruitment process.

“Our experience in EADA was very challenging, with modules that gave us insight into what a successful business requires. We analysed a lot of case studies – the practical nature of the courses and how they went very deep into the issues of specific companies provided the best preparation. The regular presentations – many very demanding – also helped us develop our interpersonal skills. The practical methodology, presentations and quality of the professors made for a very intense year of growth. During this year, we gained the confidence, knowledge, and skills that allowed us to become active players on the entrepreneurial stage today. For us, it was very important that EADA gave us the opportunity to create a business plan as opposed to a traditional academic thesis. The business plan was more practical, and better oriented towards what we wanted to accomplish in the future – writing a business plan that could lead to a company was incredibly inspiring and exciting for us.”
Your opportunities abroad
When you study at EADA, you become part of a **global network of top business schools**. Through our exchange programme, which is free-of-charge to EADA graduates, we offer the opportunity to extend your studies in one of more than 30 **prestigious partner schools** in Europe, the Americas, Asia and Africa. You can choose to study abroad for one term, or join a **double degree programme** at Aston Business School (U.K.), EDHEC (France), EBS (Germany) or HHL (Germany).

**EUROPE**
- France
  - EDHEC Business School
  - IAE Aix-en-Provence
  - Audencia School of Management
  - Rennes School of Business
  - SKEMA Business School
- Germany
  - European Business School (EBS)
  - Leipzig Graduate School of Management (HHL)
- Netherlands
  - Rotterdam School of Management (RSM)
- Norway
  - BI Norwegian Business School
- Sweden
  - Linköping University
- Turkey
  - Sabanci University
- U.K.
  - University of Edinburgh Business School
  - Aston Business School

**THE AMERICAS**
- U.S.
  - Brandeis International University
  - Pepperdine University
  - University of San Diego
  - Washington College of Business, University of Florida
- Argentina
  - Universidad del CEMA
- Brazil
  - Escola Superior de Propaganda e Marketing (ESPM)
- Mexico
  - Instituto Tecnológico Autónomo de México (ITAM)
  - ITESM-EGADE

**ASIA**
- China
  - Tongji University
- Japan
  - NUCB Business School
- Taiwan, China
  - National Chengchi University
- Thailand
  - Asian Institute of Technology (AIT)

**AFRICA**
- Egypt
  - American University in Cairo
- South Africa
  - University of Stellenbosch

Students applying to the exchange programme must complete the admissions process (in some cases including GMAT, TOEFL, etc.) at the participating school. While EADA assumes the cost of academic studies at the partner institution, expenses such as transport, room and board are the responsibility of the participant.

**GLOBAL IS THE NEW NORMAL**
Your career
Our International Master in Management and Master Internacional en Management - Bilingüe are designed to make you into a well-rounded, value-strong professional with the know-how to impress and the leadership skills to execute a strategic plan of action. Both programmes are closely aligned with the needs of the today’s top companies, as demonstrated by the 95% employment rate just three months after graduation.

The general nature of the programmes provides insights into marketing, consulting, finance, HR, logistics and strategy, preparing you to work in well-established leading companies as well as those just starting out – either in your own business or in startups with like-minded entrepreneurs. The Management programmes are designed to boost your career opportunities in a number of professional areas.

### INDUSTRIES WHERE OUR GRADUATES WORK

- **CONSULTING**
- **INDUSTRY & MANUFACTURING**
- **CONSUMER GOODS & RETAIL**
- **TECH**
- **BANKING & FINANCIAL SERVICES**
- **PHARMA, HEALTHCARE & BIOTECH**
- **MARKETING, ADVERTISING & COMM.**

### COMPANIES WHERE OUR GRADUATES WORK

- Accenture
- Anheuser-Busch InBev
- Apple
- Arab Bank
- BMW
- BGC
- Britta Group
- CaixaBank
- Capgemini
- Citigroup
- Coca-Cola
- Credit Suisse
- Danone
- Deloitte
- Deutsche Bank
- EY
- Ferrero
- Ford
- Google
- Henkel
- HP
- KPMG
- Mango
- Mars
- Novartis
- Oracle
- PwC
- Sanofi
- Seat
- Unilever
- VW
- Yahoo
Employment report

95%* OF GRADUATES EMPLOYED AFTER 3 MONTHS

65,565 US$ WEIGHTED SALARY

*Financial Times Masters in Management Ranking 2018

EMPLOYMENT BY REGION

- 69% EUROPE
- 16% SOUTH & CENTRAL AMERICA
- 7% NORTH AMERICA
- 4% MIDDLE EAST & AFRICA
- 4% ASIA
- 4% MIDDLE EAST & AFRICA
- 2% OTHER

EMPLOYMENT BY INDUSTRY

- Consulting: 23%
- Consumer goods & retail: 17%
- Industry & manufacturing: 17%
- Banking & financial services: 10%
- Pharma, healthcare & biotech: 3%
- Marketing, advertising & comm.: 2%
- Tech: 2%
- Other: 2%

EMPLOYMENT BY FUNCTION

- Consulting: 20%
- Management (including entrepreneurs, project managers, heads of dept.): 14%
- Business Development: 12%
- Finance: 12%
- Sales & Marketing: 12%
- Operations & Logistics: 9%
- Other: 2%

95% OF GRADUATES EMPLOYED AFTER 3 MONTHS

WEIGHTED SALARY

65,565 US$
ALUMNA
Lizbeth Giselle
Valenzuela Aceves
MEXICO
Business Planning & Analysis
Trainee, Alcon - a Novartis
Division (Mexico)

“EADA prepared me to set my
career goals high, opening doors
and providing me with the tools to
reach these goals. I still remember
the presentation on the first day,
when they said, ‘If you finish the
programme the same person as
when you started, we have failed’.
Today, I am a more confident
professional, able to share my
opinions and set clear objectives.”
There is no clear cut roadmap for becoming an entrepreneur – that’s both the challenge and the fun of it. The Management programmes prepare you to make the entrepreneurial leap, and you can count on EADA’s full support when the time comes. And where better to try out your new skills than in the entrepreneurial hub of Barcelona?

ENTREPRENEURIAL SKILLS

The Management programmes are designed to foster both entrepreneurship and intrapreneurship, encouraging you to constantly question how things can be done better and push yourself to the limit to achieve big goals.

**HARD SKILLS**

Learn to challenge the traditional corporate mindset, integrating the risk-taking and innovative approaches associated with entrepreneurship

**SOFT SKILLS**

Develop the leadership competencies to set effective performance goals, inspire commitment to shared goals and drive your entrepreneurial team

MEANINGFUL CONNECTIONS

EADA is your bridge to the thriving entrepreneurial scene in Barcelona by connecting you with like-minded entrepreneurs on and off-campus. We provide a platform for you to share and exchange experiences, promote initiatives and develop opportunities within a well-developed ecosystem.

eada® entrepreneurship

At the annual Entrepreneurship Panel, you network with top alumni entrepreneurs on campus, learn first-hand about Barcelona’s thriving startup ecosystem, and find out where to connect with key players like accelerators, incubators and investors. As an EADA student and alumnus/a, you also have access to personalised entrepreneurial project assessment and guidance to ensure the success of your venture.

4YFN | Connecting Startups

4YFN is officially the innovation and entrepreneurship event of Mobile World Congress (MWC). MWC is managed by GSMA, representing mobile operators worldwide. 4YFN events introduce you to the startup technology that will be making a difference 4 years from now and allow investors, companies and startups to connect. As an EADA student, you have special rates to attend 4YFN events.
In the Final Project, the emphasis is on “live” learning – you have the opportunity to apply what you have learned to your own business plan. In the last three years, almost one-third of the final projects have been entrepreneurial ventures. Design your business plan with the help of expert EADA faculty and a team of classmates – you may even connect with a future partner or employee for your business. Your business plan will include a comprehensive analysis of all of the most important elements of a new venture.

YOUR BUSINESS PLAN

**EXECUTIVE SUMMARY**
including the business issue and strategic objectives

**BUSINESS MODEL**
descrating the core aspects of the business idea

**MARKET RESEARCH**
to develop a framework and produce a complete marketing plan

**FINANCIAL PLAN**
laying out financial needs and expected future cash flows

**FINAL PRESENTATION**
before an academic tribunal and the corporate sponsor

**WRITTEN REPORT**
encompassing the fruits of 6 months of work

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**ALUMNUS**

**Kevin Meyer**

**GERMANY**

**Account Executive - Brand Protection, Red Points**

**Founder, Silicon Valley Barcelona (Spain)**

Silicon Valley Barcelona is a platform to share the news, knowledge & events of Barcelona’s startup, tech and innovation communities with the international business community.

“The experience at EADA prepared me to be a confident leader, both personally and professionally. The case study methodology taught me through the observation, reconstruction and analysis of real companies – I learned how to think outside of the box. This way of thinking, I realise now, is the basis of an entrepreneurial mindset.”
The EADA Careers Department is your partner during your master’s, providing you with the necessary tools and training to reach your professional goals. Whether you are preparing for a case interview at a top consulting firm, tweaking your CV to prove you’re the perfect fit or developing your personal brand, your career advisor is with you every step of the way. Career Services offers a diverse suite of recruitment services based on the idea that one-does-not-fit-all, integrating online and in-person resources that maximise your potential and leverage your strengths during the selection process.

Career Services Roadmap

MAXIMISE YOUR RESOURCES

ONLINE
Pre-course: Careers Services

ON CAMPUS
Prep workshops: LinkedIn best practices, effective networking

PERSONALISED CAREER ASSESSMENT
Define your objectives

GET SELECTED

ONLINE
Databases with specialised information about local job markets all over the world

ON CAMPUS
Labour market-focused workshops in marketing, finance, consulting, innovation & startups, tech

Selection process workshops: CV tips, mock interviews, ace-the-case interview, salary negotiation

PERSONALISED CAREER ASSESSMENT
Prepare for the selection process
LAUNCH YOUR CAREER

ONLINE
Webinars hosted by top employers

Virtual job fairs

Specialised career databases: Exclusive EADA Jobbank, EFMD Global Talent Portal

ON AND OFF CAMPUS

Job fairs in marketing, finance, consulting, innovation & startups, tech

Recruiting events with companies like:
- Accenture
- Adidas
- Amazon
- Bloomberg
- Boehringer Ingelheim
- Burger King
- HP

Alumni sharing experiences and recruiting from companies like:
- Coca-Cola
- Google
- LinkedIn

Graduate programme applications for:
- Adidas
- Amazon
- Capgemini
- Hofmann
- GlaxoSmithKline

PERSONALISED CAREER ASSESSMENT
Take advantage of CV preparation and training for specific offers

JOIN OUR ALUMNI NETWORK

ONLINE
Mentoring platform with alumni

ON AND OFF CAMPUS
Networking events in Barcelona and all over the world with +120,000 alumni

National and regional alumni groups

Sporting events and conferences to keep you connected

Opportunities to stay involved through partner projects such as the Social Innovation Summer Program (with partner ITESM) and Imagine Express Silicon Valley

PERSONALISED CAREER ASSESSMENT
Take your career to the next level with continued support
Your year at EADA will be full of new experiences, and we want to be sure that you make the most of your time with us. An important part of these experiences is the network that you build and the relationships that you cultivate during your studies. The extracurricular activities organised by EADA Community enrich your social, cultural and educational exposure by connecting you to the larger community and enhancing your networking opportunities.

EADA Community is about getting involved, learning new skills and forging meaningful relationships that last a lifetime.
ALUMNI SPEAKERS
SHARING EXPERIENCES
ACCESS TO LEADING EVENTS IN BARCELONA LIKE THE MOBILE WORLD CONGRESS
INTERNATIONAL COMMUNITY INVOLVEMENT LIKE THE SOCIAL INNOVATION SUMMER PROGRAMME IN MEXICO
INTERNATIONAL TALENT CHALLENGES LIKE IMAGINE EXPRESS SILICON VALLEY
PROFESSIONAL CONFERENCES ON THE LATEST TRENDS
ENTREPRENEURSHIP-FOCUSED EVENTS LIKE THE LEAN STARTUP WORKSHOP
STUDENT-LED RECREATIONAL ACTIVITIES LIKE WORKSHOPS AND FORUMS
NETWORKING EVENTS LIKE THE ACADEMIC YEAR KICK OFF COCKTAIL
SPORTING EVENTS LIKE FOOTBALL TOURNAMENTS
CHARITY EVENTS LIKE THE BARCELONA HALF-MARATHON LEUKEMIA FUNDRAISER
EADA is proud to be the only top-ranked business school located in the Barcelona city centre. Innovative, entrepreneurial and well-connected, Barcelona is one of the world’s greatest cities for students. It is a business hub with a rich cultural history, making it the perfect place to expand your network and launch your international career.
FOR THOSE WHO WANT TO BE INSPIRED

172 km OF BIKE LANES
9 UNESCO WORLD HERITAGE SITES
4.7 km OF BEACHES
56 MUSEUMS
+2,800 HOURS OF SUNSHINE PER YEAR

A CITY WITH ROOM TO GROW

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 supervise markets all over the world.

ENTREPRENEURSHIP
Innovative government initiatives have simplified the process for starting a company and established tax benefits for startups, making Barcelona one of the premier entrepreneurial hubs in Europe.
ADMISSIONS PROCESS

1 Fill out the online application form (https://apply.eada.edu/login) and upload the required documents:
   - Copy of university degree (for candidates who have completed their degree)
   - University transcripts
   - Passport photo
   - 2 letters of recommendation
   - Copy of foreign passport or Spanish ID
   - CV

2 Submit test results. Candidates have 2 options:
   - **Option 1**: Take the GMAT and TOEFL/IELTS. EADA accepts the following minimum scores: GMAT 650, TOEFL 100, IELTS 7. (TOEFL or IELTS for non-native speakers only.) Our GMAT and TOEFL school code is 7024.
   - **Option 2**: Take EADA’s own online admission test. EADA’s admission test is oriented to problem solving and critical thinking and provides an accurate prediction of candidates’ performance in EADA’s programmes.

3 Complete an interview with the programme director.

ADMISSION ROUNDS

EADA has monthly admission rounds. To apply, fill out the online application form, upload the required documents, and complete the admission test and interview before the corresponding deadline.

FESS & FINANCING

The 2019-2020 tuition fees is € 22,800.

Prodigy Finance offers international students loans without collateral or a co-signer. EADA offers scholarships and to manage the cost of study.

WHAT WE ARE LOOKING FOR

The admissions process aims to select well-rounded candidates who will not only succeed in the programme, but also add value, contribute meaningfully and help create a learning environment in which all participants 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 demonstrates a commitment to teamwork with leadership potential. Successful candidates tend to possess the following qualities, which are closely related to growth: open-mindedness, flexibility and adaptability.

The Admissions Committee carries out a global evaluation of each candidate, taking into account not only professional and academic experience, but also what makes you YOU.
ALUMNA

Jingjing Fan

CHINA
Purchasing Manager, DOIY (Spain)

“EADA has contributed very significantly to my personal and professional development. From day one, EADA put us to work on case studies in multicultural teams. The case studies were full of challenges – the hours of discussions, simulations and projects with classmates from different countries was the real learning experience. I joined the MiM with the enthusiastic idea of finding work abroad after graduation, and I have been able to achieve this goal. Career Services helped me get in touch with companies, which made it much easier for me to find my first job.”
With the use of this type of paper, EADA promotes environmentally appropriate, socially beneficial and economically viable management of the world’s forests.