International Master in Sustainable Business & Innovation

General Management and Leadership
Leadership skills

to inspire sustainable change

Role plays, outdoor training and business simulations to make you an expert at building relationships and inspiring diverse stakeholders across all areas of sustainable business.

Professional know-how

to drive the new paradigms of business

Practical, hands-on learning with experienced business professionals to develop strategic vision and become a catalyst for positive change.
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.

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 in sustainability and innovation consistent with the very best professional qualifications. Our faculty have been facilitating learning for more than 60 years.

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 innovative solutions to real sustainable business problems – all under the guidance of our expert faculty.

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 of change.

Internationalise your profile
There is no better preparation for your future career than spending a year at EADA, with multicultural, multidisciplinary teams analysing how to create sustainable business models through innovation. Your global perspective may start here, but this is just the beginning.

Hack your dream career
Business is what we do. With a curriculum focused on sustainability and innovation, regular networking opportunities and recruiting events with top organisations, it is no wonder that graduates have their pick of careers.

25-30
PARTICIPANTS PER CLASS
+300
MASTER PEERS FOR NETWORKING
100%
OF FACULTY WITH PROFESSIONAL EXPERIENCE
+80
REAL CASE STUDIES PER YEAR

25-30
PARTICIPANTS PER CLASS
+300
MASTER PEERS FOR NETWORKING
100%
OF FACULTY WITH PROFESSIONAL EXPERIENCE
+80
REAL CASE STUDIES PER YEAR

10
MINUTES ON FOOT TO PLAZA DE CATALUÑA
15
MINUTES BY BIKE TO THE BEACH

14
ACRES RESIDENTIAL TRAINING CAMPUS
4
MODULES DEDICATED EXCLUSIVELY TO LEADERSHIP

100%
OF FACULTY WITH PROFESSIONAL EXPERIENCE
+80
REAL CASE STUDIES PER YEAR

+350
PARTNER COMPANIES & ORGANISATIONS
+120,000
ALUMNI CONTACTS ALL OVER THE WORLD

UN GLOBAL COMPACT SIGNATORY SINCE 2009
MASTER’S PROGRAMMES RANKED AMONG THE TOP 25 IN THE WORLD

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.

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).

Memberships

EADA is a member of AMBA (Association of MBAs) Awarded by the Association of MBAs

EADA is accredited by EQUIS Awarded by the European Foundation for Management Development

The International Master in Sustainable Business & Innovation is a pioneer programme that offers you the unique opportunity to learn about how business, sustainability and innovation intersect at a top-ranked business school. Our curriculum is aligned with the United Nation’s sustainable development goals - the knowledge and skills you develop are relevant and designed to enact positive social change.

But with new challenges come new opportunities. You will be at the forefront of these opportunities, weighing in with the strategic problem solving skills, global vision and leadership capacity to stand out. On a personal level, you will develop your soft skills, learning how to lead, engage and motivate a team. On an organisational level, you will analyse best practices for managing high performing teams, and creating and transforming corporate cultures to excel. On a community level, you will learn how to maximise an organisation’s economic, social and environmental impact and how to measure this performance.

The International Master in Sustainable Business & Innovation is designed to provide you with the tools and know how to not only embrace change, but to implement it as a future business leader.

Dr Federica Massa Saluzzo
Director, International Master in Sustainable Business & Innovation

Dr Federica Massa Saluzzo graduated in Business Administration from Bocconi University. She holds a Ph.D. from IESE Business School, and completed her post-doc at the University of Bologna. Her research examines how social value is created among stakeholders operating in the same ecosystem and has been published in top journals. Dr Massa Saluzzo’s interests include how social value is created among stakeholders operating in the same ecosystem, with recent work on the effect of institutional structures on NGOs, cross-sector collaborations, and the development of sustainable fashion. Before earning her Ph.D., she worked as a strategy consultant focused on internationalisation, innovation and generational change.
Sustainability in EADA

AS A LEADER IN RESPONSIBLE MANAGEMENT EDUCATION, EADA’S ROLE IS CLEAR: TO INSTILL YOU WITH THE VISION, SKILLS AND DRIVE TO BE A PROponent FOR POSITIVE CHANGE, AND WE DELIVER: FROM STRATEGIC PARTNERSHIPS WITH LEADING INTERNATIONAL ORGANISATIONS TO THE INTEGRATION OF SUSTAINABLE VALUES INSIDE AND OUTSIDE OF THE CLASSROOM.

A WELL-ROUNDED VISION
EADA is committed to the principles of the “Triple Bottom Line”, integrating social, environmental and economic perspectives into each course. We select case studies that generate debate and challenge you to analyse global issues such as: cooperatives and renewable energies, corporate environmental impact, human values in operations strategy, ethical brand image, social innovation and entrepreneurship and inclusive business models. Our holistic approach trains you to anticipate future challenges in sustainable business, and to initiate change in an innovative and ethical manner.

A GENERATOR OF KNOWLEDGE
EADA’s research mission is based on providing new knowledge to you, the student. We focus on research projects with direct relevance to you and the companies and organisations that you hope to work in one day. EADA believes that innovative research into sustainable business and responsible management is essential to creating the next generation of business leaders. As leaders in research, our faculty has the expertise to help you develop responsible management strategies and align them with specific social, environmental and economic sustainability goals.

A SENSE OF COMMUNITY
As a non-profit foundation and an active member of the community, EADA is driven by the principles of inclusion, sustainability and transparency. From promoting inclusive business policies in Barcelona to partnering with international organisations to combat poverty, we recognise our role as a leader of social change. EADA is also committed to connecting you, the student, to the wider community. Throughout the year, you are invited to take part in initiatives with a positive social and environmental impact such as food drives, charity events and disaster relief efforts.

FOR THOSE WHO KNOW THAT SUSTAINABILITY DOES NOT STOP AT ECO-EFFICIENCY

Anouk Dirkje Hut
(Netherlands)
Trainee Sustainable Development & Energy, Solvay (Belgium)

“The Master in Sustainable Business & Innovation is a pioneering programme: you won’t find many masters like this one. Its future-oriented approach showed me how businesses can be successful on a long-term basis, and with the leadership skills that I learned, I can confidently initiate change in any organisation, inspire others and lead the way towards a more sustainable path.”
The EADA methodology develops a diverse skill set that makes you stand out, with the strategic mix of the hard skills and soft skills that today’s global labour market demands.

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 Residential Training Campus, the focus is on you as you analyse your leadership style and develop the management competencies to succeed. From persuasion exercises to communication simulations, it’s all there, everything you need to become a first-class leader capable of building meaningful networks and managing change.

FOR THOSE WHO WANT TO CHANGE THE RULES, NOT BREAK THEM

OUR UNIQUE METHODOLOGY CREATES MULTIFACETED PROFESSIONALS ESPECIALLY ADEPT AT ENGAGING WITH DIVERSE STAKEHOLDERS AND CREATING WIN-WIN SCENARIOS TO GENERATE VALUE. YOU ARE EQUIPPED TO DEAL WITH THE GREATEST CHALLENGES OF TODAY’S VUCA WORLD WITH A VALUE-DRIVEN STRATEGIC VISION AND A PROPENSITY TOWARDS BUILDING DEEP RELATIONSHIPS.

LEADERSHIP SKILLS
THE SKILLS AND CONFIDENCE TO BE AN EFFECTIVE TEAM MEMBER AND LEADER IN DIVERSE ENVIRONMENTS.

CRITICAL THINKING
THE STRATEGIC PERSPECTIVE AND CRITICAL THINKING SKILLS TO LEAD CHANGE IN ANY ORGANISATION.

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

“At EADA, I worked with real concrete examples, applying my business knowledge, managerial skills and soft skills to common issues in sustainability. I developed innovative strategies to produce the best possible impact.”

José Ramón Benítez-Díaz (Puerto Rico)
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 social, economic and environmental situations, challenged to think like an expert 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. At EADA, classes 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.

| 4,000 | JOBS IN INDUSTRY 4.0 |
| 2ND | DIGITAL CITY IN EUROPE |
| +580HA | OF URBAN PARKS AND GREENLAND |
| +28,000 | EMPLOYED IN THE GREEN ECONOMY |

I STUDY AT EADA.
I LIVE IN BARCELONA.

SOURCE: "Barcelona Data Sheet 2018." Activa.
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

EADA faculty know that innovation is not an option, but a necessity. You play an active role in straddling the divide between businesses, NGOs, public policy and sustainable strategies, analysing and debating to develop your knowledge base. The hands-on learning generates work-ready professionals with a keen sense of the Fourth Industrial Revolution and its role in creating a more sustainable world.

Expert in organisational behaviour

“Researchers have shown that to create sustainable organisations, managers should care for the well-being of their employees. An effective manager is capable of reaching high company performance without depleting human resources and harming the environment or the community.”

Dr Aline Masuda holds a Ph.D. from the State University of New York-Albany and a master’s degree in Industrial Organizational Psychology from Missouri State University. She has experience as a senior project manager working with corporate clients such as BP, Novartis and Underwriter Laboratories. Dr Masuda conducts research in motivation and leadership, employee attitudes, work-family enrichment and flexible working arrangements across cultures.

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 sustainability challenges in the public and private sectors. The experience of our professors 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 experiences that demand your involvement and action.

Real-world connections

Guaranteeing relevance in the classroom

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 experience in sustainability and innovation, 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, organisations and governments around the world. International alumni guests enrich this perspective further by sharing how they have applied their EADA learning post-graduation.

FOR THOSE WHO KNOW THAT BUSINESS IS WHAT WE DO, BUT THAT OUR VALUES ARE WHAT DRIVE US TO DO IT BETTER

International faculty from all 5 continents

With professional experience

Average professional experience in companies and institutions including:

- BP
- Carrefour
- Coca-Cola
- The European Commission
- IBM
- Novartis
- PwC
- P&G
- Siemens
- Unilever
- The United Nations
- The World Bank

70%
**Dr Jatinder J Singh (India)**

**PROFESSOR OF “DECISION MAKING IN MARKETING & CONSUMER ETHICS”**

**Expert in Managerial and Consumer Ethics**

“Consumers today are choosing efficient, sustainable and environmentally friendly brands. Hence the growing interest of companies in creating a sustainable and responsible image. We must look at how the established norms—as well as personal ethics—in each society influence our purchases and decisions. At an individual level, managers as well as consumers face ethical dilemmas on a regular basis. My course challenges the participants with some of these dilemmas, trying to elicit judgments and intentions to act based on their personal moral philosophies, group dynamics and the situational factors presented therein.”

Dr Jatinder Jit Singh holds a Ph.D. in Marketing from the University of Mississippi (U.S.) and a BS from GNDU (India). His research mainly focuses on managerial, corporate/brand and consumer ethics and has appeared in international peer reviewed journals. Dr Singh has taught courses such as Ethical Decision Making, Marketing Research, Consumer Behavior and General Marketing (Strategy and Operations) and has worked with various academic audiences and methodologies. He has also participated in applied research projects involving major international B2C brands in Spain.

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**Dr Josep M. Coll Morell (Spain)**

**PROFESSOR OF “STRATEGY AND SUSTAINABILITY”**

**Focus areas include conscious entrepreneurship, holistic management and sustainable innovation**

“My objective as a professor is to guide managers to address complexity and condemn opportunism, taking the action needed to convert firms into tools for social development.”

Dr Josep M. Coll Morell has a Ph.D. in International Economics and a master’s degree in European Economics. His interests include conscious entrepreneurship, holistic management and sustainable innovation, and he has worked as a consultant for a wide range of public and private organisations including the European Commission and the United Nations. He has experience in innovation, internationalisation and organisational transformation in Europe, America and Asia, and he authored the book *Zen Business* (Profit editorial) and co-authored the book *Economía de la Felicidad* (The Economy of Happiness, Plataforma editorial).

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**Jordi del Bas (Spain)**

**PROFESSOR OF “IMPACT EVALUATION”**

**Expert in organisational development and evaluation**

“Large numbers of public and private programmes are funded and implemented each year, to improve socio-economic wellbeing and solve societal challenges. We want a positive, sustainable impact, but do we know what impact we are generating, how and why? Making in-depth inquiries about impact has become essential, as we can no longer afford to not know the answers to these questions.”

Professor Jordi del Bas is an economist specialised in the development of the private sector. Over the last 17 years, he has worked as an independent evaluator for international aid development programmes of the European Commission and the United Nations in 50 countries across Asia, Africa, Latin America and Europe. Professor del Bas is a co-founder of the EU-Asia Global Research Centre (Globiz) at EADA and is currently a Doctor of Business Administration candidate at the Maastricht School of Management. His current research explores the relationship between corporate culture, wellbeing, and performance in private sector firms.
Your classmates

When you join EADA, you join a community of next-generation professionals working together to master business and understand its role in advancing sustainability. This programme is not for yesterday’s leaders. Your classmates come from all over the world, but all possess a unique combination of outside-of-the-box thinking and a commitment to positive change.

100% international students
92% have lived, studied or worked abroad
100% speak 2 languages
70% speak 3+ languages
100% with previous work or intern experience

FOR THOSE WHO WANT TO BE CHANGE-MAKERS

25

Average Age

60%
40%

Academic Background

55% business administration
27% marketing & communications
9% law
9% social sciences

Geographic Background

35% americas
50% europe
6% asia
9% middle east/africa

The International Master’s cohort includes between 250 and 350 participants from more than 85 nationalities who interact and network throughout the year. The profile below represents the participants in the International Master in Sustainable Business and Innovation. Joint activities take place throughout the year, allowing for regular networking with the entire cohort.
Your programme

OUR PROGRAMME IS DESIGNED TO MAKE AN IMPACT ON YOUR CAREER, SO THAT YOU CAN MAKE A MEANINGFUL IMPACT ON SOCIETY. YOU EXPERIENCE BOTH THE RIGOURS OF THE CLASSROOM AND THE EXCITEMENT OF HANDS-ON LEARNING THROUGH INTERNATIONAL TRIPS, OFF-CAMPUS VISITS AND CONFERENCES WITH LEADING EXPERTS IN THE FIELD. YOU LEARN TO IDENTIFY, ANALYSE AND LEVERAGE INNOVATION IN RESPONSIBLE MANAGEMENT, INTEGRATING BEST BUSINESS PRACTICES AND DESIGN THINKING.

FOR THOSE WHO ARE NOT AFRAID TO CHALLENGE THE STATUS QUO

INTERNATIONAL MASTER IN SUSTAINABLE BUSINESS & INNOVATION

1st trimester SEPT-DEC

2nd trimester JAN-MAR

3rd trimester APR-JUN

ORIENTATION MODULE

• Financial Pre-course
• Career Services Pre-course
• Case Study Methodology

COMPLEMENTARY COMPONENTS

• Sustainability Week
• International Business Trip

CORE COURSES

• Applied Analytics for the Global Development Industry 4.0
• Decision Making in Marketing & Consumer Ethics
• Design Thinking
• Environmental Sustainability & Climate Change Management
• Financing for Inclusive Development & Social Impact Investment
• Global Supply Chain Management
• Holistic Management & Organisational Development
• Impact Evaluation
• International Development Agenda & the Sustainable Development Goals
• Marketing Fundamentals
• New Economies (circular, sharing, collaborative, smart cities)
• Organisational Development & Change
• Present & Future of Geopolitics
• The Role of Business in Society: New Holistic Management Models
• Strategy & Sustainability
• Sustainable Entrepreneurship & Social Innovation
• Sustainable Operations
• Technological Management & the Changing Nature of Work

HUMAN LEADERSHIP IN A VUCA WORLD

Develop the management competencies to lead change

FINAL BUSINESS PROJECT

Tutorials throughout the year, presentation in June

• Company visits - Conferences - Alumni presentations

EADA reserves the right to make changes to the programme, including but not limited to the schedule and courses. The professors, Sustainability week, International Business Trip, conferences, off-campus visits and final projects change every year to reflect the latest trends and developments in sustainability and innovation.
Your conferences & off-campus visits

FOR THOSE WHO WANT TO LEARN FROM THE BEST SO THAT THEY CAN DO THEIR BEST

CONFERENCES AND OFF-CAMPUS VISITS IN COLLABORATION WITH LEADING ORGANISATIONS ARE AN INTEGRAL PART OF THE INTERNATIONAL MASTER IN SUSTAINABLE BUSINESS & INNOVATION, PROVIDING YOU WITH THE OPPORTUNITY TO SEE BEST PRACTICES IN ACTION AND NETWORK WITH WORLD-RENOWNED PROFESSIONALS FROM AROUND THE WORLD. YOU GAIN AN INSIDE LOOK INTO THE CULTURE AND DAY-TO-DAY LIFE OF A WIDE RANGE OF ORGANISATIONS AND EXPLORE DIFFERENT PROFESSIONS IN REAL OPERATING ENVIRONMENTS.

OFF-CAMPUS VISITS

Fab Lab Barcelona provides access to the tools, knowledge and financial means to educate, innovate and invent using technology and digital fabrication, creating opportunities to improve lives and livelihoods around the world.

“Technology can be a powerful social, economic and political tool. It offers a better way of establishing channels of communication that let people’s voices be heard. If you want to improve, you need to find out what your citizens want. It’s not difficult, but you have to change the way you look at things. It’s all down to how power is distributed.”

Tomas Diez is a Venezuela-born Urbanist specialised in digital fabrication and its implications for the future of cities and society. He is the founder of the Fab City Research Laboratory and co-director of the Master in Design for Emergent Futures (MDEF). Tomas has participated in technological and social projects such as rehabilitation plans for marginal areas of Caracas, the Hyper-habitat installation for the XI Venice Architecture Biennale and the first solar house in Barcelona, the “Fab Lab House”.

Tomas Diez
(Venezuela)
DIRECTOR,
FAB LAB BARCELONA

4 Years From Now (4YFN) is the startup business platform of Mobile World Capital Barcelona that enables startups, investors and corporations to connect and launch new ventures together.

This conference is organised around the UN’s sustainable development goals 2030. It focuses on the commitment of companies and organisations to the goals and includes keynote speakers, panels, workshops and competitions.

The Expo brings together global influencers and innovators to share knowledge, debate challenges, encourage out-of-the-box thinking and inspire a call for action to develop smarter and more sustainable cities.

The BSC researches, implements, manages and transfers technology and knowledge to facilitate progress in a variety of areas including renewable energy, air quality calculation and climate modelling.

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HOW CAN WE USE BIG DATA TO PROMOTE INCLUSION?
COMBINING SOCIAL INNOVATION & BIG DATA

The UN’s Pulse Lab Jakarta is an innovation lab that harnesses new sources of data to test approaches and create tools that support data-driven decision-making, responsive government and empowered communities.

Diastika Rahwidiati
Chief Technical Advisor / Deputy Head of Office, Pulse Lab Jakarta, United Nations

“Pulse Lab Jakarta combines data science and an understanding of social behaviour to help policy makers and development partners make sense of a complex, interconnected, and interdependent world. We have developed a number of strategies including building functional prototypes that show the potential insights to be gleaned from different data sources; hosting open lab sessions and data clinics for government staff; designing collaborative research projects; and carefully considering political imperatives.”

Diastika Rahwidiati is passionate about civic innovation, and especially interested in the thinkers, doers and fixers that create positive change across Indonesia. As Deputy Head of Office for Pulse Lab Jakarta, she connects ethnographers, social activists, technologists and policy makers to the Lab’s big data research projects to contextualise and encourage the diffusion of the technologies they embody. With over 15 years’ experience in international development assistance, she has delivered projects in education, policy-relevant research, and civil society support.

WHAT IS THE B CORP MOVEMENT ABOUT? WHAT IMPACT IS IT MAKING? HOW CAN YOU TAKE PART?
REDEFINING SUCCESS IN BUSINESS

The non-profit organisation behind B Corps certifies for-profit companies to meet rigorous standards of social and environmental performance, accountability, and transparency.

WHAT IS THE ROLE OF THE CIRCULAR ECONOMY IN SUSTAINABILITY?
CLOSING THE LOOP IN A CIRCULAR ECONOMY

Saica provides sustainable solutions for paper production, recycled packaging and waste management in 9 countries with annual sales of more than 4 million euros.

HOW DO WE STRIKE A BALANCE BETWEEN COMPANY INTERESTS AND SUSTAINABILITY IN FASHION?
THE DILEMMA OF SUSTAINABILITY IN THE FASHION INDUSTRY

Managers from the industry debate motivation and obstacles for an effective implementation of ethical practice in fashion.
SUSTAINABILITY WEEK ROUND TABLE

The Sustainability Week Round Table is a unique opportunity to connect with professionals that are already where you want to be after graduation. They have the know-how to develop innovative business solutions to today's most pressing global issues, and they want to have a conversation with you – sharing their experiences and explaining the professional opportunities in sustainable business, innovation and development.

The theme of last year's Round Table was Managing Customer's Trust and Distrust, with representatives from both the private and non-profit sectors, all deeply committed to responsible management.

TOPICS COVERED
• Business ethics
• Conflict resolution - the corporate apology
• Co-creation by the customer
• Developing different voices for diverse stakeholders
• Establishing trust through CSR policies, partnerships, etc.
• Financing the third sector - crowdfunding, corporate and private investors
• The marketability of sustainability
• Measuring the impact of social projects
• Transparency and accountability

COMPANIES AND ORGANISATIONS REPRESENTED

BASF is the world's leading chemical company committed to creating a sustainable future by combining economic success with environmental protection and social responsibility.

The DKV Integralia Foundation is a non-profit organisation founded by DKV Seguros with the mission to promote inclusion and employment for people with disabilities.

Médicos Sin Fronteras (Doctors Without Borders) delivers emergency medical aid worldwide to people affected by conflict, epidemics, disasters and exclusion from health care.
SUSTAINABILITY WEEK ELECTIVE COURSES

Expand your network and gain a fresh perspective with electives taught by visiting professors from around the world, all focused on sustainability and responsible management. This is your opportunity to tailor your development to a specific area of interest – from mindfulness to corporate sustainability, we’ve got you covered.

PREVIOUS ELECTIVES

- An Introduction to Applied Sustainability in Business
- Corporations: Choosing the Right Strategy to Compete and Grow
- Customer Involvement in Service Experiences
- The Effect of Innovative Entrepreneurship on the Sustainability and Perdurability of the Business
- Making a Difference in a Global Environment
- Making a Social Impact at the Bottom of the Pyramid Through Marketing
- Managing Corporate Sustainability: Lessons for Practitioners from Latin America
- Managing Humanitarian Emergencies
- Mindfulness and Leadership: Cultivating Performance and Well-Being Through Presence
- NeuroLeadership
- Sharing Economy
- Social Business: Generating Innovative, Inspiring and Sustainable Solutions
- Social Enterprise Business Model Design
- Technology Strategy and Digital Transformation
- Zen Business: Organisational Change and Sustainable Business Strategies in a VUCA World

“Managing Humanitarian Emergencies” is taught by Dr Nines Lima (Spain)

Dr Lima was the Tropical Diseases Advisor for Médicos Sin Fronteras (Doctors Without Borders) until co-founding La Cooperativa Humanitaria. She is a medical doctor and family physician specialised doctor with 15 years of experience in humanitarian aid. In more than twelve countries, managing emergencies related to conflict, major epidemics and nutritional crisis. Dr Nines teaches at institutions including EADA, Deusto University and the University of Barcelona.

“In crisis situations, we need to have multidisciplinary teams to assess and coordinate the various aspects of the crisis. In this course, participants define the objectives of the intervention by prioritising activities at different levels to optimise human and financial resources. A key learning objective is understanding the importance of monitoring and evaluating these activities through key indicators that show the impact of the interventions.”

“Sharing Economy” is taught by Dr Hee-Dong Yang (South Korea)

Dr Yang is a visiting professor from Ewha Womans University, where he is currently Dean of Graduate Studies. He has published more than 80 papers in various journals and holds a bachelor’s and master’s degree from Seoul National University and a Ph.D. from Case Western Reserve University in the U.S. His areas of interest include cloud computing, sharing economies, blockchain and cryptocurrencies.

“This course studies the new economic paradigm that encourages sharing the value of assets as opposed to exclusively owning assets. New business models enabled by IT are studied as successful implementation of this value proposition.”
Your international business trip

During the international business trip, you get out of EADA for a first-hand look at innovation and its role in sustainability through classes in partner universities and visits to organisations abroad. Last year’s class visited Maastricht (the Netherlands) and Brussels (Belgium), where participants networked with innovative leaders in the fields of public policy, agriculture, healthcare, the circular economy and blockchain.

For those who believe that actions speak louder than hopes.

Classes with experts

Specialised in disruptive innovation, with world-renowned experts in open source circular economies and blockchain.

Example visits and classes

Public Institution
The executive arm of the European Union, taking decisions on the EU’s political and strategic direction.

Private Company - Healthcare
The world’s largest medical device company working towards better health care to give people a better quality of life.

Private Company - Agriculture
Providing food, agriculture, financial and industrial products that reduce environmental impact and improve communities.

Private Company - Pharma, Biotech & Healthcare
Developing innovative solutions to improve patient outcomes, provide better value and expand access to care.

Private Company - Product Design
 Delivering innovative solutions that drive economic prosperity, environmental progress and social advances.

Classes with experts
Carrying out research and training on the social, political and economic factors that drive development on a global scale.

Medtronic

Cargill

Philips

DSM

Maastricht University

United Nations University
Your final project

IN THE FINAL PROJECT, YOU WORK AS A BUSINESS CONSULTANT – THIS IS YOUR CHANCE TO PUT WHAT YOU HAVE LEARNED THROUGHOUT THE YEAR TO THE TEST, INTEGRATING THEORY AND PRACTICE TO SOLVE MANAGEMENT PROBLEMS AND MAKE THE MOST SIGNIFICANT IMPACT. EACH CHALLENGE IS ALIGNED WITH THE UN’S SUSTAINABLE DEVELOPMENT GOALS AND BEGINS WITH FIELDWORK TO IDENTIFY THE MAIN ISSUES AND STAKEHOLDERS. YOU SELECT YOUR CHALLENGE AND DEVELOP IT TOGETHER WITH YOUR GROUP UNDER THE GUIDANCE OF AN EXPERIENCED TUTOR.

FOR THOSE WHO KNOW THAT SOMETIMES THE END IS THE BEGINNING OF SOMETHING GREAT

PUTTING IT ALL INTO PRACTICE

- ENGAGE WITH STAKEHOLDERS IN THE SUSTAINABILITY COMMUNITY
- HONE YOUR CRITICAL THINKING SKILLS TO STAND OUT TO EMPLOYERS
- GAIN HANDS-ON EXPERIENCE FOR YOUR FUTURE CAREER PATH
- APPLY THE PRINCIPLES OF DESIGN THINKING TO A REAL-WORLD BUSINESS PROBLEM

Working with real corporations, organisations and public institutions on the frontlines, you are a driver of sustainable social, environmental and economic value. You use design thinking to simplify and humanise business problems, strategically analysing the needs of a specific community of stakeholders and developing prototypes of the most promising solutions.
Example final project challenges

**DEVELOP A NARRATIVE IDENTIFYING MIGRATION AS A GLOBAL PUBLIC GOOD AND MOBILISE CITIZENS TO SUPPORT THIS POSITIVE PERCEPTION OF MIGRATING PEOPLES**

**PROMOTE AWARENESS ABOUT THE SUSTAINABILITY STRATEGY OF DANONE AMONG STAKEHOLDERS INCLUDING DETAILED STRATEGIC PLANS IN SALES, MARKETING AND COMMUNICATIONS**

**CONVERT ONE OF BARCELONA’S METRO STATIONS INTO A WORLD-CLASS PIONEERING ECO-SYSTEM AND TESTING LABORATORY FOR CUTTING-EDGE SUSTAINABLE TECHNOLOGY**

**JOIN FORCES WITH SOCIAL ENTREPRENEURS TO LAUNCH INNOVATIVE PROJECTS THROUGH THE ANALYSIS OF SCALABILITY, SOCIAL AND ENVIRONMENTAL IMPACT AND STAKEHOLDER INVESTMENT**

**CREATE A BUSINESS MODEL TO LAUNCH A SPIN-OFF COMPANY DEDICATED TO URBAN ROOFTOP FARMING BY IDENTIFYING THE CUSTOMER BASE AND ADDED VALUE**

**DEVELOP A VIABLE SOLUTION TO THE ILLEGAL SALE OF IMITATION DESIGNER MERCHANDISE BY STREET VENDORS**

**Sustainable Development Goals**

With globalisation, the sale of imitation designer merchandise that infringes on intellectual property rights has become a major social, political and economic issue in cities around the world. In this challenge, the group worked in collaboration with the local government, street vendors’ unions and commerce associations to design a solution that met the needs of all stakeholders.

The final project, entitled “Fair Bridge”, used Design Thinking to develop a working platform to return dignity to immigrants and improve the social, economic and political condition of all parties. The group was honoured with the Best Social Innovation Project Award.

**ALUMNA**

*Maria Beatriz Almeida D’Orey (Portugal/Brazil)*

“The final project experience will definitely influence my personal decisions and impact how I perceive the immigration crisis in my home country. When we speak with and listen to the real players in a society in crisis, the global scale of the problem becomes apparent. You start to question how—professionally—you can contribute to the world you live in.”

The final projects change every year to reflect the latest trends and developments in sustainability and innovation. The projects featured here are examples from previous years.
IN TODAY’S GLOBALISED ECONOMY, INTERNATIONAL EXPERIENCE IS NOT OPTIONAL; IT PROVIDES YOU WITH CORE COMPETENCIES THAT YOU NEED TO SUCCEED AS A GLOBAL LEADER. AN OPEN-MINDED APPRECIATION OF OTHER CULTURES PROVIDES A BROADER CONTEXT FOR UNDERSTANDING THE PROBLEMS FACING THE WORLD, AS YOUR ASSUMPTIONS ARE CHALLENGED AND YOU LEARN NEW WAYS OF THINKING ABOUT ECONOMICS, SOCIETY AND THE ENVIRONMENT.

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 Business School (France), European Business School - EBS (Germany), Leipzig Graduate School of Management - HHHL (Germany) or Tongji University (China).

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.
“The exchange programme was a great opportunity to increase my international exposure and step out of my comfort zone by once again moving to a new country. I chose the University of Florida because I had always dreamt of going to the U.S. and I was a big fan of the Gators, the American football team in Florida. For me, the highlight of the whole experience was getting to live a "true American experience", both inside and outside of the classroom. I also got the chance to travel the country and see more than 20 states, creating amazing memories and lifelong friendships.”
AS AN EADA GRADUATE, YOU ARE A CHANGE-MAKER – A MOBILISER, AN INSPIRER, A CHALLENGER, AND ABOVE ALL, A DOER. YOU HAVE THE VISION TO KNOW THAT EXTENDING SUSTAINABILITY BEYOND A RECYCLING BASKET IN THE BREAKROOM DEPENDS ON THE CONTINUED INNOVATION THAT EFFECTIVE DESIGN AND BETTER TECHNOLOGY MAKE POSSIBLE. YOU WILL BE AT THE FOREFRONT OF INITIATING POSITIVE CHANGE ACROSS SECTORS IN PRIVATE COMPANIES, GOVERNMENTAL ORGANISATIONS, STARTUPS, NGOs AND INTERNATIONAL ORGANISATIONS. YOU WILL BE PREPARED TO TAKE ON POSITIONS

CHIEF SUSTAINABILITY OFFICER / SUSTAINABILITY DIRECTOR
in private companies (MNE and SMEs) seeking to create or expand their sustainability strategies.

CORPORATE SOCIAL RESPONSIBILITY (CSR) MANAGER / HUMAN RESOURCES MANAGER
in private companies aiming to foster positive social impact and provide benefits for talent.

SUSTAINABILITY MANAGER
in business consulting firms with unique expertise in planning and implementing tailored strategies to make companies more economically, environmentally and socially sustainable.

SUSTAINABLE BUSINESS MANAGER
in not-for-profit organisations (foundations, NGOs and social enterprises) with a vision of a sustainable future and a commitment to promoting this goal across all areas and stakeholders.

POLICY MAKER
dedicated to reinforcing the role of sustainability and innovation in international development and investment promotion agencies, smart cities and environmental offices.

ENTREPRENEUR
dedicated to setting up your own business in an area of interest with a sustainability-driven approach and a commitment to environmental protection and social well-being.

THE PROFESSIONAL OPPORTUNITIES FOR GRADUATES OF THE INTERNATIONAL MASTER IN SUSTAINABLE BUSINESS & INNOVATION ARE DIVERSE, REFLECTING THE MULTIDISCIPLINARY, ONE-SIZE-DOES-NOT-FIT-ALL NATURE OF THE PROGRAMME. AS AN AREA OF GROWTH, SUSTAINABLE BUSINESS IS STILL A NICHEL MARKET, AND YOU WILL BE UNIQUELY QUALIFIED TO TAKE ON A LEADING ROLE. YOU WILL BE AT THE FOREFRONT OF INITIATING POSITIVE CHANGE ACROSS SECTORS IN PRIVATE COMPANIES, GOVERNMENTAL ORGANISATIONS, STARTUPS, NGOs AND INTERNATIONAL ORGANISATIONS. YOU WILL BE PREPARED TO TAKE ON POSITIONS
Career Services Roadmap

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. EADA Careers offers a diverse suite of recruitment events and services, integrating online and in-person resources to make your dream career—whatever that may be—a reality.

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 & start-ups, tech

Selection process workshops: CV tips, mock interviews, 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 CAMPUS
Job fairs in marketing, finance, consulting, innovation & start-ups, tech
Recruiting events with companies like:
- Accenture
- Adidas
- Amazon
- Boehringer Ingelheim
- Burger King
- HP
- Nestlé
- Novartis
- Philips
- VW

Alumni sharing experiences and recruiting from companies like:
- Coca-Cola
- Google
- Linkedin
- Morgan Stanley
- PepsiCo
- BCG

Graduate programme applications for:
- Adidas
- Amazon
- Capgemini
- Hoffmann
- GlaxoSmithKline
- HP
- J&J
- J&J
- Microsoft
- SAP
- Unilever
- ING
- Novartis
- Philips
- VW

PERSONALISED CAREER ASSESSMENT
Tailor-made 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 community

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.
Innovation
With over 200 world-class technology and research parks, Barcelona is leading the pack. World-class facilities such as the Barcelona Supercomputing Centre and District 22@ Barcelona make it one of the most dynamic cities in the world in the field of innovation.

Foreign Investment
Barcelona is ranked 9th in the world in attracting foreign investment, and the region is headquarters to more than 8,600 foreign companies. Most foreign companies have been in the area for 10 years or more, demonstrating a high degree of return on investment.

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.

Sustainability
Barcelona has become a test bed for companies like Cisco Systems and Microsoft to study smart traffic lights, recycling bin sensors, smart domestic gas and water meters and LED public lighting. BIT Habitat is headquartered in the city, focusing on promoting sustainable economic, social and urban-planning innovation.

For Those Who Want to be Inspired
EADA is proud to be the only top-ranked business school located in the Barcelona City Centre. Cosmopolitan, entrepreneurial and well-connected, Barcelona is one of the world’s greatest cities for students. It is a hub for business and innovation with a rich cultural history, making it the perfect place to expand your network and launch your international career.
Practical information

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

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.

FEES & FINANCING

Consult the web page for updated tuition fees.

EADA offers early bird discounts and scholarships to help manage the cost of study.

Prodigy Finance offers international students loans without collateral or a co-signer.

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

Marcela Lachowski
(Brazil)
Business Development, Juniper (Brazil)

“I came to EADA because I really felt that the International Master in Sustainable Business & Innovation offered a unique view of sustainability, and my expectations have been exceeded. The curriculum was innovative, focused on the role of managers with a background in sustainability in the new economy. All of the faculty are top practitioners working in the field of sustainability, innovation or business. We became part of their extensive network, as they brought representatives from leading companies and organisations to class to share their experience. In fact, I got my current position through a company that presented in class.”