International MBA
Create your own future

General Management and Leadership

where business people grow
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This is where your transformation begins

An MBA programme is more than just another credential to add to your CV; at EADA Business School, we believe it is a process of transformation. Time and time again, our graduates tell us that they are not the same people as when they started the programme. It is our pleasure to guide you through this journey in which you will learn, develop and grow as a professional and as a person.

With more than 60 years of experience, EADA has a solid reputation built on international rankings and accreditations. Our highly practical methodology is based on work in small, multicultural groups and personalised follow-up by experienced faculty. Our faculty have extensive managerial experience in top companies, and are trained in effectively linking theory to professional practice in the classroom. The foundation of EADA’s International MBA is the development of the managerial skills needed to succeed in the global business world. Today, managers must possess the personal competencies and global strategic vision to drive diverse teams in a variety of environments. In fact, we have a campus dedicated exclusively to the development of leadership skills through outdoor training, role-plays and business simulations.

EADA prides itself on its personalised follow-up at all stages of the programme. And that’s just what you’ll get: regular one-to-one meetings, individual coaching sessions, a tutor for team projects and an open door policy, all designed to make your transformation as smooth as possible.

The MBA team is here to support and guide you through your transformation process. As the MBA Director, I ensure that you are challenged and that you get the most out of your time here.

I look forward to seeing you at EADA in the fall!

Ella Boniuk
MBA Director
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 93% of graduates are working after 3 months.

Let our reputation precede us

We have been doing what we do for over 60 years. EADA’s position in the rankings and its international accreditations guarantee you a level of expertise consistent with the very best professional qualifications.

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 allow you to integrate into the larger EADA community without losing that personal touch.

+350 CORPORATE PARTNERS

+120,000 ALUMNI CONTACTS ALL OVER THE WORLD

+300 INTERNATIONAL PEERS FOR NETWORKING

Top 40 MBAs in Europe

EQUIS AMBA ACCREDITATIONS

AVERAGE PARTICIPANTS PER CLASS

+35

+120,000
Rankings

The Economist

TOP
100
MBAS IN THE WORLD

FT
FINANCIAL TIMES

37th
FULL TIME
MBA IN
EUROPE

+76%
SALARY
INCREASE AFTER
GRADUATION

Acreditations

Awarded by the European Foundation for Management Development

Awarded by the Association of MBAs

Partnerships

FT
FINANCIAL TIMES

University Affiliation Program
CFA Institute

ACCA
ACCREDITED

Bloomberg INSTITUTE

Memberships

The Executive MBA Council is an international association promoting excellence in EMBA education.

AACSB (American Assembly of Collegiate Schools of Business) seeks to amplify the impact of business education.

EFMD (European Foundation for Management Development) is the top European accreditation body providing a networking forum for business schools.

CLADEA (Consejo Latinoamericano de Escuelas de Administración) is a network of research institutes, universities and business schools.
Towards a sustainable future

EADA Business School is strongly committed to sustainability and responsible management, ensuring that these principles are an integral part of all teaching and research activities.

**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 in 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, fundraisers and charity events.

**PARTNERSHIPS**

**PRME**
Transforming management education globally by raising awareness about sustainable development

**Network Spain WE SUPPORT**
Aligning strategies and operations with universal principles on human rights, labour, ethics and the environment

**YUNUS socialbusiness**
Fostering the creation of businesses created for the social good in collaboration with 18 centres around the world

*Imagine a better life for everyone*
Leadership development
At EADA Business School, we are committed to getting the best out of you by developing your leadership skills to their full potential. Being effective in today’s business world requires managers who are dedicated to the constant improvement of personal and professional skills.

LEADERSHIP DEVELOPMENT PROGRAMME
In the Leadership Development Programme, you gain valuable insight into your profile as well as develop the skills to measure future progress accurately. The Programme begins with a process of reflection, followed by an analysis of your individual leadership style, and a look at the role of leadership in ethical decision making, with a special focus on innovation and transformation.

YOUR ACTION PLAN
You choose the competencies to develop and monitor in your Action Plan, defining the starting point and the areas of improvement, as well as identifying the most relevant actions, resources and indicators. The Action Plan aims to improve employability and prepare you for the challenges of re-entry into the labour force by leveraging your strengths.

EXECUTIVE COACHING
Through dynamic one-on-one interviews, you work with a coach to identify and define objectives, discover new resources and approaches, establish workplace action plans, generate new insights and perspectives and align your efforts.

“Imagine that what matters most isn’t making the leap, but inspiring others to make it.”

“ALUMNA
Florenca Magistocchi
ARGENTINA
Business Planning, Reporting & Cash Manager, Danone Waters

“In the EADA-Residential Training Campus, we were physically and mentally separated from the day-to-day activities of Barcelona, so we could focus on analysing and improving ourselves. I learned to identify a clear objective when leading a team, and the importance of having well-informed, committed team members.”
Methodology
EADA has developed its own practical, active and participatory approach to learning with an emphasis on doing. Our classrooms reflect companies’ demand for professionals with skills such as the capacity to reflect, the ability to act in the face of change, the versatility to work in multifunctional teams and the adaptability to face the challenges of a global environment.

While in the past punching above your weight in a specific skill set was enough to make you stand out, today’s companies are recruiting strategic, multi-faceted executives who can use their knowledge to engage effectively with a wide range of stakeholders. Our unique methodology develops the diverse skills that set you apart, with the strategic mix of the hard skills and soft skills that today’s business world demands.

THE CURRICULUM
Throughout the MBA curriculum, a strong emphasis is placed on the integral learning processes. EADA uses a rich blend of techniques, which focus on problem solving and include the knowledge areas, skills, attitudes and values to facilitate personal development. Training adopts a human approach, which encourages individual learning, group interaction, knowledge sharing and innovation.

FINAL PROJECT
The project is the final step in a year of learning, requiring the mobilising of knowledge, attitudes and competencies within the framework of business management. This is an excellent opportunity to experience sectors or roles you are unfamiliar with, build networks with a view to your post-MBA career goals or find out first-hand if you have what it takes to be an entrepreneur.

OPPORTUNITIES FOR DEVELOPMENT
EADA’s methodology is all about the sharing of new knowledge and experiences, both inside and outside of the classroom. You can take full advantage of your MBA by participating in a wide range of activities such as The Negotiation Challenge (TNC) designed to leverage your talent and expand your horizons.

“Imagine that practice makes perfect...and all you do all day long is practise, practise, practise”

ALUMNUS
Rafael Orlandi
BRAZIL

“The MBA improved my capacity to understand and deal with problems, business and non-business related, and it gave me a good sense of how cultural differences can affect business.”
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 this 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. 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.

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

IDENTIFY YOUR LEADERSHIP STYLE
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.

**Soft skills are what make your hard skills shine**
Faculty
EADA faculty has a well-established reputation of teaching excellence with a focus on practical management skills and personal development. EADA relies upon the balance between academic excellence and professional experience within its faculty and we strongly believe in a pedagogical model that derives from our origins in executive training.

PRACTICAL TEACHING
Our learning model is designed to achieve your full personal and professional development potential. Training is primarily oriented to the development of skills and competencies over academic theory and research, focusing on the solution of management problems. The role of the professor is to “facilitate” rather than impart knowledge, reproducing real-world experiences that demand your involvement and action. Regular feedback from professors and classmates reinforces this process.

CORPORATE LINKS
As an executive training centre, EADA understands that being close to business is one of the central pillars of its activity. We have handpicked faculty with extensive experience that enrich your learning process by confronting you with real-life examples of business challenges and management decision processes. With more than 350 corporate partners and 180 adjunct faculty members who are acting managers as well as part-time tutors, corporate links are what drive EADA.

ALUMNUS
Diego Bastian
PERU
CSD’s Marketing Brand Manager - Peru & Bolivia, PepsiCo

“At EADA, I learned to quickly identify problems and approach solutions in a practical, results-oriented way, rooted in a firm understanding of business strategy. I keep in mind what I learned and lived at EADA at all times.”
Imagine a place where you are what matters most

In the classroom

96% INTERNATIONAL STUDENTS
95% HAVE LIVED, STUDIED OR WORKED ABROAD
100% SPEAK 2 LANGUAGES
50% SPEAK 3+ LANGUAGES
EADA is committed to delivering a personalised experience in small, diverse groups, allowing for tailor-made learning. The MBA develops you as an individual, providing an integral mix of solid knowledge, critical thinking, managerial skills and competencies, combined with a socially responsible and environmentally sustainable approach to the decision-making process.

**ALUMNUS**

Keenan Thompson
UNITED STATES
Global Director of Innovation, ABInBev

“The EADA experience introduced me to a world of different cultures, and, more importantly, different perspectives. I rely on this in my personal and professional life on a daily basis.”

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**Participant profile**

29
AVERAGE AGE

5
YEARS AVERAGE WORK EXPERIENCE

54%

46%

**PROFESSIONAL BACKGROUND**

- 26% FINANCIAL SERVICES
- 18% MANUFACTURING
- 12% CONSULTING
- 12% RETAIL
- 7% TECH
- 6% MEDIA & ENTERTAINMENT
- 6% PUBLIC SECTOR & NGOS
- 4% OTHER
- 3% HOSPITALITY
- 3% PHARMA & BIOTECH
- 3% TRANSPORT & LOGISTICS

**GEOGRAPHIC BACKGROUND**

- 18% NORTH AMERICA
- 9% CENTRAL AMERICA & CARIBBEAN
- 31% SOUTH AMERICA
- 21% EUROPE
- 15% AFRICA & MIDDLE EAST
- 6% ASIA
Programme of studies

International MBA English Track

**ORIENTATION MODULE**

- Financial Pre-Course
- Career Services Pre-Course
- Case Study Methodology

**GENERAL MANAGEMENT COURSES**

**MANAGEMENT FUNDAMENTALS**
- Introduction to Accounting
- Financial Analysis for Managers
- Analysis of the Economic Environment
- Strategic Thinking I
- Market & Business Research
- Marketing Management I

**DEVELOPING FUNCTIONAL EXPERTISE**
- Financial Decision Making
- Marketing Management II
- Business Simulation
- Entrepreneurship
- Organisational Behaviour
- Operations Management
- Management of Information Systems

**INTEGRATING BUSINESS KNOWLEDGE**
- Strategic Thinking II
- Strategic HR Management
- Valuation
- Management Control
- Supply Chain Management

**SPECIALISED PATHS OF DEVELOPMENT**

A specialisation to launch your career in an area of growth

- Global Innovation Management
- Customer Experience
- Structured Finance & Private Equity

Including a consulting project
Past clients have included PwC Academy, Desigual, MediaMarkt and Telefónica.

**LEADERSHIP DEVELOPMENT PROGRAMME**

A comprehensive programme dedicated to transformative leadership

**1-WEEK INTERNATIONAL BUSINESS TRIP TO SINGAPORE**

A trip abroad with classes in a top-ranked partner school and company visits to inspire innovative thinking

**NEGOTIATION WEEK**

An intense week-long competition to develop the attitudes and analytical skills of the best negotiators

**FINAL PROJECT**

This is your chance to hash out a detailed business plan and test your presentation skills with a group of your top classmates. In the last three years, 78% of final projects have been based on entrepreneurial ventures, with 22% focused on consultancy projects.

**EXCHANGE PROGRAMME**

A trimester abroad at one of our 30 top-ranked partners in the Americas, Europe, Asia or Africa

EADA reserves the right to make changes to the programme, including but not limited to, the international trip destination and partner institutions.
### International MBA Bilingual Track

#### MODULE DE ORIENTACIÓN
- Pre-curso financiero
- Pre-curso de Carreras Profesionales
- Método del caso

#### TRONCALES EN DIRECCIÓN GENERAL

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#### SPECIALISED PATHS OF DEVELOPMENT

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EADA se reserva el derecho de realizar cambios en el programa y también en el viaje internacional tanto en el destino como en la escuela partner.
Specialised Path of Development: Global Innovation Management

No industry today is safe from the path of innovation forces brought on by Industry 4.0 technologies like AI, blockchain, 3D printing, and automation. This path delivers a hands-on immersion into the leading methodology for confronting disruptive innovation: design thinking.

YOU WILL LEARN TO

- Build empathy for current and future users
- Diagnose problems worth solving
- Prototype solutions and gain real feedback for continuous iteration
- Present a design thinking-based innovation solution to a multinational corporate client

CAREER PATHS

- Chief Expedition Officer
- Entrepreneur
- Global Innovation Manager
- Innovation Consultant
- Production Innovation Manager
- Senior Product Manager
- Strategic Planning & Innovation Manager
- Vice President, External Innovation

ALUMNA

Carmen Wang
CHINA
Head of China Operation, AUGmentecture / Founder, VARITO

“Innovation is the future for a developing country like mine. Understanding innovation helped me have a better vision of the Chinese market and my future career path.”
Dr Boyd Cohen has published his research in leading management journals and has published three books: Climate Capitalism (2011), The Emergence of the Urban Entrepreneur (2016) and Post-capitalist Entrepreneurship (2017). He has worked as a change management consultant with Accenture and later co-founded several startups in the areas of green buildings, software and energy efficiency. He is the founder of a blockchain smart mobility project, called iomob (iomob.net) and also led the creation of the Blockchain Cities Alliance.
Specialised Path of Development: Customer Experience

Learn how to engage customers by offering and managing a unique multichannel customer experience. In this path, the focus is on omnichannel service design, the final frontier to true competitive advantage. Whether traditional commerce, e-commerce, mobile commerce or social commerce, companies need to offer their customer an exceptional multichannel experience.

YOU WILL LEARN TO

- Analyse online and offline shopper behaviour patterns
- Align strategies with omnichannel customer experience
- Explore big data blueprints
- Design multichannel customer experience strategies

CAREER PATHS

Positions
- Brand Manager
- Client/Customer Relations Manager
- Consultancy
- Customer Service Manager
- Digital Marketing Manager
- Executive Account Manager

Industries
- Advertising and communications
- Fashion and beauty
- Fast Moving Consumer Goods (FMCG)
- Luxury
- Retail
- Startups

ALUMNUS
Manuel Pantin
VENEZUELA
Brand Manager Estée Lauder & Fragrances, Saint Honoré

“The specialisation helped me understand that service and product providers must capitalise on customer needs to decrease risk and focus on real needs. Hong Kong was the perfect place to explore how companies anticipate and take care of the small details that customers appreciate.”
“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 as customers. 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.
Specialised Path of Development: Structured Finance & Private Equity

Increase your understanding of the finance and private equity industry on a global scale. This is arguably one of the most exciting industry sectors in the world, with South American and European private equity financiers experiencing significant growth.

YOU WILL LEARN TO

- Explore opportunities for entrepreneurs: leveraged buyouts and management buyouts
- Analyse investment and financing decisions
- Plan market entry strategies and perform risk management
- Compare international strategy and risk management

CAREER PATHS

Positions
- Portfolio Manager
- Financial Analyst
- Advisory Associate

Industries
- Investment banking
- Global consultancy

“Prior to doing my MBA at EADA, I was working in civil engineering in Australia. My initial objective was to stay in engineering, but after researching the opportunities available, I chose to focus my future career development on banking. The MBA helped me facilitate that career change, and now I am working in banking in London. The programme provided me with a holistic view of business and the modules in finance and strategy were especially important, as I use what I learned on a daily basis.”
“This is arguably the most exciting industry sector globally. South American and European private equity financiers are experiencing significant growth. To help you enter the sector, we increase your understanding of the finance and private equity industry – on a global scale. We do this by developing rigorous methodological approaches to decision making for projects and corporate balance sheets. It’s fascinating and intense, but extremely rewarding!”

Dr. Gavin Lee Kretzschmar is a Chartered Accountant, and holds an honours degree in Accounting as well as a Ph.D. in Finance from the University of Edinburgh Business School. He worked for 18 years as a banking executive in top financial institutions.
JOIN THE INNOVATIVE BUSINESS LANDSCAPE OF SINGAPORE

14 BILLION US$ IN GOVERNMENT FUNDS COMMITTED TO SCIENCE AND TECHNOLOGY UNTIL 2020

#1 IN STARTUP TALENT BASED ON FUNDING, MARKET REACH, CORPORATE INVOLVEMENT AND PERFORMANCE

6th MOST INNOVATIVE CITY IN THE WORLD WITH A WELL-DEVELOPED ECOSYSTEM SUPPORTING R&D

55,000 STARTUPS AND GROWING WITH DOUBLE THE NUMBER OF STARTUPS THAN JUST A DECADE AGO

SOURCE: The Economic Development Board (EDB) of Singapore
The EADA MBA prepares you for the challenges of today—and those of tomorrow—by ensuring that you have the sophisticated worldview and cross-cultural communication skills to tackle global and multinational challenges. The unique experience that you gain during the International Business Trip make you more attractive to future employers eager to hire graduates that are flexible and comfortable in multicultural settings.

You expand your professional footprint by doing business in another country, making you a culturally sensitive—and effective—business leader. During the week-long trip, you participate in classes at a top-ranked partner school and visit companies to network with business leaders in a variety of industries. This immersion provides a “big picture” perspective that diversifies your thoughts and values, and demonstrates your international competence in our interconnected global economy.

**JOIN THE INNOVATIVE BUSINESS LANDSCAPE OF SINGAPORE**

Singapore is the perfect city to analyse the benefits and challenges surrounding innovation, hosting a diverse ecosystem of companies experimenting with new ways to solve the world’s most challenging problems. Based in the heart of Asia, the city offers access to a diverse talent pool, cutting-edge research facilities and world-renowned thinkers across industries. It’s no wonder that companies, from multinationals to startups, are making Singapore their home base for creating, testing and exporting innovative solutions.

During the International Business Trip, you have the unique opportunity to explore innovation from the inside out, as you visit world-class facilities and network with business leaders.

**STUDY IN A TOP-RANKED PARTNER SCHOOL IN SINGAPORE**

EADA is part of a diverse group of partner schools around the world, dedicated to creating leaders to meet the global challenges of the 21st century. Amid the game-changing disruption of Singapore, our partners are at the heart of innovation and research development. They believe that students are active learners and that creativity must be backed by a deep understanding of society, innovation and teamwork.

You will join the best of the best in classes with leading faculty designed to nurture innovation and create socially responsible leaders so that you can thrive in tomorrow’s borderless communities.
Exchange Programme
When you study at EADA, you become part of a global network of top business schools. Through our one-term 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**.

**Imagine that the world is your classroom**

Students applying to the exchange programme must complete the admission 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 flights, room and board are the responsibility of the participant.

**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
  - 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
Imagine building a future without borders

Careers

EADA graduates embark on their career ready for the challenges of today’s global business world and backed by EADA’s extensive alumni community. Here you can see some statistics about where our MBA graduates work, but behind this list are the unique stories of our graduates. They choose to pursue opportunities in a wide variety of fields, and are dedicated to achieving professional success, but also to making a real difference in the world around them.
Employment report

Companies where our graduates work

- Almirall
- Accenture
- Amazon
- American Express
- Apple
- Bayer
- BBVA
- BCG
- BP
- CaixaBank
- Coca-Cola
- Danone
- Deloitte
- Google
- H&M
- HSBC
- IBM
- Inditex
- Kellogg’s
- KPMG
- L’Oréal
- Mondelez International
- Nestlé
- P&G
- Reebok
- Repsol
- Shell
- Telefónica
- Unilever
- Vueling

Employment by industry

- Financial Services / Banking: 27%
- Consumer Goods: 14%
- Consulting services: 12%
- Technology (IT) / Telecom: 12%
- Marketing / Advertising / PR: 7%
- Industry: 7%
- Real estate / Construction / Infrastructure: 5%
- Transport / Logistics: 5%
- Public sector / NGO: 5%
- Environmental services & equipment: 2%
- Pharma / Biotech / Healthcare: 2%
- Fashion: 2%

Employment by function

- General management including entrepreneurs: 28%
- Marketing & sales: 25%
- Finance & accounting: 13%
- Consulting: 9%
- Business development: 7%

Employment by type of business

- Multinational: 60%
- SME: 16%
- Family business: 10%
- Startup & new venture: 10%
- Public sector & NGO: 4%

Average salary

- 117,000 US$ (3 years after graduation)
- 76% average salary increase
- 93% students employed 3 months after graduation

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The EADA Career Services Department is your partner during your MBA, 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 are 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 services based on the idea that one-does-not-fit-all, integrating online and in-person resources to make your dream career –whatever that may be– a reality.

### EADA Careers Roadmap

**Maximise Your Resources**

**Ready**

- **Online**
  - *Pre-course*: Careers Services

- **On Campus**
  - *Prep workshops*: LinkedIn best practices, effective networking

- **Personalised Career Assessment**
  - Define your objectives

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**Get Selected**

**Steady**

- **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, MBA Exchange

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:
- BCG
- Coca-Cola
- Google

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

Imagine knowing that someone has always got your back
Entrepreneurship at EADA

ALUMNUS
Alex Jeater
UNITED KINGDOM
Director, The Social Consultant

“The EADA MBA inspired me to adopt an inquisitive, entrepreneurial mind-set and to be bold and take risks. The highlight of the course was the international business trip, where we learned about frugal innovation and how it has improved the lives of people around the world.”
Imagine building your own future

There is no clear cut roadmap for becoming an entrepreneur – that’s both the challenge and the fun of it. The EADA MBA prepares you to make the entrepreneurial leap, and you can count on our support when the time comes. And where better to do this than in the entrepreneurial hub of Barcelona?

ENTREPRENEURIAL SKILLS

The EADA MBA is 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.

- Challenge the traditional corporate mindset, integrating the risk-taking and innovative approaches associated with entrepreneurship
- Develop the leadership competencies to set effective performance goals, inspire commitment and drive your entrepreneurial team
- Turn your unique vision into a thriving business with executive coaching sessions focused on defining goals and developing an action plan

MEANINGFUL CONNECTIONS

EADA is your bridge to the thriving entrepreneurial scene in Barcelona. It provides a platform for you to share and exchange experiences, promote initiatives and develop opportunities within this well-developed ecosystem.

- Specialised events and workshops at EADA and around the city
- Personalised entrepreneurial project assessment and guidance
- A mentoring platform to connect you to expert alumni entrepreneurs
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, more than two-thirds of the final projects have been entrepreneurial ventures. Design your business plan with the help of expert EADA faculty and a team of your top classmates – you may even connect with a future partner or employee for your business.

EADA establishes strategic partnerships to create new opportunities for competitive advantage, generate fresh perspectives and broaden your entrepreneurial knowledge base. Through collaboration, we keep you informed about the latest trends in entrepreneurship, co-create innovative startup consulting projects and promote opportunities to launch new ventures.

4YFN is officially the innovation and entrepreneurship event of Mobile World Congress (MWC). MWC is managed by the GSMA, representing mobile operators worldwide.

Imagine Express Silicon Valley is a 4-day train trip around Europe, during which participants work in teams to generate apps in strategic sectors. The final ideas are presented to investors and the winners carry out their project with the company.

At the annual Entrepreneurship Panel, you meet and 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.
Barcelona Global offers the chance to visit over 60 top companies and organisations including Barcelona Activa, the government agency providing support to entrepreneurs to create sustainable, high-quality enterprises.

The Mornings4 Foundation hosts events around the city that aim to create a better future based on industrial revolution technologies such as AI, robotics, nanotechnology, 3D printing and quantum computing.

Dr Athina Sismanidou  
GREECE / SPAIN  
Co-founder, Mornings4 Foundation

“We are living a technological revolution that is redefining the essence of the human being in a way previously reserved for science fiction movies, creating deep moral and philosophical questions. We must address this transformation now and we must do so collectively with drive and optimism.”

Dr Athina Sismanidou has over 20 years of experience in JV, M&A, and business restructuring projects, in the fields of technology, artificial intelligence and big data. She is a renowned expert in the distribution and technology sector for tourism companies, airlines and airports with regular appearances in academic publications and other media. Previously, Athina Sismanidou developed her professional career in the corporate strategy department of Amadeus IT (BME:AMS) and was a member or adviser to Boards of Directors in Spain, France, Scandinavia and the U.S.
The EADA 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.
ALUMNI SPEAKERS
SHARING EXPERIENCES

INTERNATIONAL TALENT
CHALLENGES
LIKE IMAGINE EXPRESS
SILICON VALLEY

INTERNATIONAL
COMMUNITY
IN VolVEMENT
LIKE THE SOCIAL
INNOVATION SUMMER
PROGRAMME
IN MEXICO

ENTREPRENEURSHIP-
FOCUSED EVENTS
LIKE THE LEAN STARTUP
WORKSHOP

PROFESSIONAL
CONFERENCES
ON THE LATEST
TRENDS

ACCESS TO
LEADING EVENTS
IN BARCELONA
LIKE THE MOBILE WORLD
CONGRESS

NETWORKING EVENTS
LIKE THE ACADEMIC YEAR
KICK OFF COCKTAIL

STUDENT-LED
RECREATIONAL
ACTIVITIES
LIKE WORKSHOPS
AND FORUMS

SPORTING EVENTS
LIKE FOOTBALL
TOURNAMENTS

CHARITY EVENTS
LIKE THE BARCELONA
HALF-MARATHON
LEUKEMIA
FUNDRAISER
WHAT WE ARE LOOKING FOR
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 succeed 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.
**ADMISSIONS PROCESS**
The admissions process aims to select well-rounded candidates who will not only excel on the programme, but also add value, contribute meaningfully and help create a learning environment in which all participants reach their full potential.

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

2. Complete a brief interview with an admissions manager.

3. Submit test results. Candidates have 2 options:
   - **Option 1:** Take the GMAT and TOEFL/IELTS.
     (Minimum: GMAT 650, TOEFL IBT 100, IELTS 7.)
   - **Option 2:** Take EADA’s admission test oriented to problem solving and critical thinking.

4. Complete an in-depth interview with the programme director.

**ADMISSION ROUNDS 2019-2020**
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.

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* 15% early bird discount

**FEES & FINANCING**
The 2019-2020 tuition fee is € 37,000. Your MBA is an important investment in who you are, and at EADA, we ensure that students from a wide range of backgrounds have the opportunity to succeed.

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

EADA also offers merit-based scholarships to outstanding candidates.
EADA uses certified recycled paper to support the responsible management of our world's forests and to promote the environmentally, socially and economically sustainable use of resources.