

## PRESS RELEASE

# EADA Business School celebrates its 65th anniversary

- **Internationally accredited for over two decades, EADA is part of the Barcelona cluster, one of the three European cities that attracts the most talent.**
- **Coinciding with its 65th anniversary, the school has entered the segment of bachelor degrees and will open a second campus in the city.**
- **The future strategy at EADA Business School is based on the three pillars of sustainability, innovation and leadership.**

**Barcelona, 14th November 2022.** The 65th anniversary of EADA Business School coincides with the qualitative leap in the growth phase of the institution following its alliance with the French business school SKEMA and the launch of the Global Bachelor in Business Administration (GBBA). This agreement has also led to the decision by the Board of Trustees, the highest governing body of the EADA Foundation, to invest in a second campus in the centre of Barcelona.

Over the last three years, major changes have taken place at the school, both in the governing body (the Board of Trustees) and in general management, with Koke Pursals taking over as President of the Board of Trustees in 2019 and Jordi Díaz becoming Dean in 2020. Since then, a new strategic approach centred around the three core pillars of sustainability, leadership and innovation has led to the redesign of a large number of the EADA programmes, adapting them to the new reality of the business world based on responsible and ethical leadership.

### ***A process of evolution since its creation***

EADA was founded as a small consulting and recruitment company. Unlike other institutions that were established immediately afterwards, EADA has been a financially and politically independent institution since its creation, in support of a model where plurality and ideological freedom, practical learning and working closely with the business world were key factors.

The development and growth of the school have gone in hand with its process of internationalisation. EADA started to compete against the best business schools in the world after being accredited by EQUIS and AMBA and by improving its position in the major international rankings, especially that published by The Financial Times - currently considered to be the most prestigious global ranking – in which EADA is ranked among the top 25 business schools in Europe. The creation of the Alumni Community in the 1990s is an additional aspect of the school's international outlook as it provides a space where our participants can continue to

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grow professionally after graduation. This community has grown since its creation to incorporate 120,000 Alumni from 90 countries.

## ***Second urban campus for new degree programmes***

Following its long history, a new chapter at EADA is due to begin, only a short distance from its main campus, with the launch of the new Campus 2 Provença, which will host the new undergraduate students. As a result of the agreement with the prestigious SKEMA Business School, the first Bachelor degree course, the EADA-SKEMA Global BBA, started in September 2022, with 83 participants from 30 countries who have started their transformative 4-year experience alongside the 5,000 other participants that will pass through EADA's doors during the academic year. The Double Bachelor in Business and Artificial Intelligence will start in 2023, also in partnership with SKEMA Business School.

The new building, which has recently been fully refurbished, occupies 4,200 m<sup>2</sup> and is distributed over nine floors. Located on calle Provença 216, it joins the existing campus 1 on calle Aragó, 204 (4,500 m<sup>2</sup>) and Campus 3 in Collbató, which has over 9,000 m<sup>2</sup> dedicated to the development of management training, making a total of 18,000 m<sup>2</sup> distributed over three urban and residential spaces.

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**Carlos Bascones - Press Office - 934156262**