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### Business management training receives a boost in Central Catalonia with a collaboration agreement between EADA Business School and UVic-UCC

***Both institutions will offer specialised programmes in the areas of sales management, project management and sustainability for professionals in the regions of Osona and Bages and the rest of Central Catalonia in order to promote and update these key competencies in the Catalan business sector.***

**Barcelona, Vic, Manresa, 28 May 2024.** EADA Business School and the University of Vic – Central University of Catalonia (UVic-UCC), with its campuses in Vic and Manresa, signed a collaboration agreement on Monday to offer senior management training programmes from the Catalan business school in the Osona and Bages regions of Central Catalonia, which will facilitate access to specialised training in key business competencies and skills.

As part of the agreement, EADA Business School's programme in [Commercial Management and Sales](#) will be taught at the UVic campus and its [Postgraduate in Project Management](#) will take place at the UManresa campus. It also plans to offer a third programme in the field of sustainability and ESG (Environmental, Social and Governance) criteria. Faculty teams from both EADA and the UVic-UCC will collaborate during the teaching of these programmes to bring specialised business training to companies in the region.

#### **Competencies in sales and project management**

This collaboration agreement aims to offer training to senior and area managers from large companies to SMEs in Central Catalonia by updating and accelerating the commercial and project management competencies of the regional labour force.

In Osona, the workforce is comprised of 5,340 companies: 16.9% from the industrial sector, 10.6% from construction and 4.6% from the primary sector. The agri-food value chain is an important sectoral specialisation in the region and a key factor in maintaining the balance of the rural-urban axis. These companies generate 58,077 jobs, 14.3% of which are based in the agro-industry sector, 13.6% in commerce and 10.6% in the metal and electronics sector (data taken from the 6th edition of the Osona Competitiveness report)

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Of the 3,018 companies that are active in the Bages region, the food sector and automotive auxiliary industry account for 12% and 11% of total turnover, respectively. (data taken from the Bages Business structure yearbook 2023, published by the Manresa Town Council).

### Differential factor for the region

For the Rector of the UVic-UCC, Josep Eladi Baños, the new agreement is “a unique opportunity for the university to continue offering top quality training in the region and to transfer the benefits of an already existing alliance between the different centres of the UVic -UCC to companies and professionals in the central regions of Catalonia”. He adds, “this is aligned with our belief that the university must be a differential factor for these regions,” and that “this agreement is part of the strategic plan of the UVic- UCC postgraduate schools for the next five years” which will lead us to “establish closer ties with EADA, a prestigious business school with international recognition,” referring to the school’s recent position in the annual Financial Times ranking.

For Dean of EADA, Jordi Díaz, “this agreement is a major milestone for EADA, since all the institutions involved want to provide top business training programmes with high standards of quality, rigour and recognition. We are very pleased to be able to accompany professionals in the Osona and Bages regions”.

Also in attendance during the signing of the agreement were the director general of the Balmes University Foundation, Jordi Baiget; the director general of the Bages University Foundation, Antoni Llobet; the director of Executive Education at EADA, Miquel Roselló; the coordinator of Corporate Policy Development at the UVic-UCC and the director of the UVic Postgraduate School, Eduard Prats as well as the director of Corporate Development at UManresa, Carlota Riera.

**EADA Business School Barcelona** was founded in 1957 by a group of entrepreneurs and professionals as an ideologically and economically independent institution. As well as appearing in the recognised international rankings of the Financial Times and The Economist, it holds the EQUIS accreditation from the EFMD (European Foundation for Management Development) and the AMBA, which recognises the quality of MBA programmes.

*The **University of Vic – Central University of Catalonia (UVic-UCC)**, which is owned by the Balmes University Foundation, is a regional university with an international outlook that was officially recognised in 1997. It has a federal structure comprised of four foundations: the Balmes University Foundation, the Bages University Foundation, the Foundation for Higher Education Studies in Health Sciences and the Elisava Private Foundation. In 2022-2023, the UVic-UCC had a total of 19,302 enrolled students, and of those 10,723 were enrolled in formal training. The university*

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*currently offers 41 undergraduate degrees, 16 Master's degrees, 10 doctoral programmes, 8 cycles of higher education training and over 450 programmes in continuous education in areas such as biosciences, health, communication, engineering, business, education and sport. It also has 25 recognised research groups, 6 centres of research and knowledge transfer, 16 chairs and 1 research institute.*