

# International Business Weeks



**eada**<sup>®</sup>  
business school  
barcelona



where business people grow

# International Business Weeks



EADA business school offers an International Business Programme of two weeks for MBA and Masters students from ESPM.



TIME	MONDAY 21	TUESDAY 22	WEDNESDAY 23	THURSDAY 24	FRIDAY 25
10:00 13:00	<b>Spanish Social and Political Context</b>  <i>Manuel Marín</i> Room 43	<b>Guided Tour of Barcelona</b>	<b>Entrepreneurship</b>  <i>Bart Huisken</i> Room 43	<b>Innovation as Growth Driver</b>  <i>Juan Albert Garcia</i> Room 43	<b>Communication Skills</b>  <i>Hugo Immink</i> Room 43
15:00 18:00	<b>European Economic Panorama</b>  <i>Anton Manganelli</i> Room 43	<b>Business Models</b>  <i>Bart Huisken</i> Room 43	<b>Company visit 1</b>	<b>Diversity Management</b>  <i>Aline Masuda</i> Room 43	<b>Free Afternoon</b>

TIME	MONDAY 28	TUESDAY 29	WEDNESDAY 30	THURSDAY 31	FRIDAY 01
10:00 13:00	<b>Strategic Innovation</b>  <i>Xavier LeSavage</i> Room 43	<b>Retail Marketing</b>  <i>Estrella Fernández</i> Room 43	<b>Company Visit 2</b>	<b>Conflict Management</b>  <i>Marianne Slotboom</i> Room 43	<b>Presentations Tribunal</b>  Room 43
15:00 18:00	<b>Internationalization and Growth</b>  <i>David Ortega</i> Room 43	<b>Retail Tour</b>  <i>Estrella Fernández</i>	<b>International Negotiation</b>  <i>Marianne Slotboom</i> Room43	<b>Presentation Preparation</b>	<b>Programme closure and Farewell lunch</b>

# INTERNATIONAL BUSINESS WEEKS

## TUITION:

Two week programme which includes:

- Academic Input
- Programme materials
- Programme coordination
- Company visits and/or tours, including all costs and transport
- Certificates and closing lunch