

ESPM

Barcelona International Programme

January 2024

EADA Business School at a glance



BUSINESS



GROW

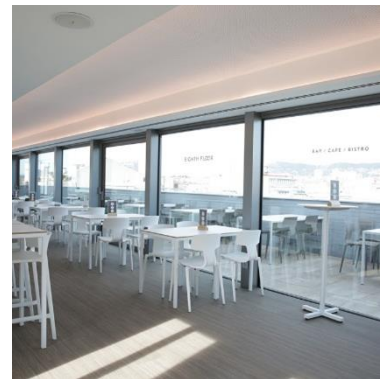
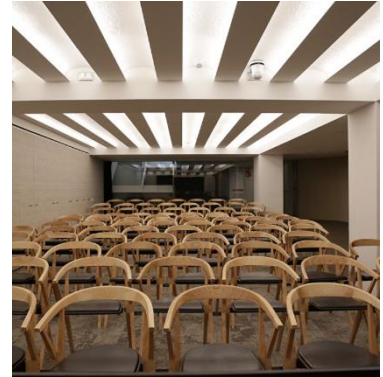
WHERE



PEOPLE



Barcelona City Centre Campus



International Accreditations



AMBA



CFA Institute

ACCA

EQUIS



CFA



Rankings



EXECUTIVE EDUCATION - CUSTOM & OPEN PROGRAMMES - May 2022

33rd worldwide in the combined ranking

- 25th worldwide in Open Programmes
- 55th worldwide in Custom Programmes



MASTERS IN MANAGEMENT - September 2021

19th in the world

- 6th worldwide in faculty quality
- 7th worldwide in participant's employability three months after completing the programme

POSITIVE IMPACT RATING

FOR BUSINESS SCHOOLS

Positive Impact Rating For Business Schools - June 2021

EADA is among the 24 Transforming Schools (level 4) FOR The World

FROM BEING THE BEST IN THE WORLD TO BEING THE BEST FOR THE WORLD

The Positive Impact Rating measures how business schools contribute to solving societal challenges by energising the school and its culture, by educating responsible leaders and by being a role model institution.

EADA presents a residential programme in Barcelona, designed for participants to develop their leadership skills as responsible international leaders, prepared for a sustainable future within their organisations.

Company visits will be organized to complement the academic sessions.

Objectives:

- To increase your ability to recognize, appreciate and articulate your own cultural values.
- Learn differences in business models and how to lead and perform in multicultural teams.
- Learn about global leadership behaviours within International contexts.
- Understand the competitive advantage of Internationalisation strategy

Provisional Agenda 2024

ESPM International Programme - Week 1

	Monday 22 January	Tuesday 23 January	Wednesday 24 Jan	Thursday 25 January	Friday 26 January
09:30 13:00	Geo economics Spanish, European and Global Context	Business Models	Strategic Innovation	Change Management for Organisations, People and Teams	Trans Cultural and Hybrid Teams
LUNCH					
14.00 17.30	Guided Tour Barcelona	International Strategy for a Post Covid World	Company Visit 1	Sustainable Leadership in a VUCA world	Free Afternoon

ESPM International Programme - Week 2

	Monday 29 January	Tuesday 30 January	Wednesday 31 Jan	Thursday 1 Feb	Friday 2 Feb
09:30 13:00	Innovation as a Growth driver	Retail Marketing	International Negotiation Skills	Communication Skills	Presentations
LUNCH					
14.00 17.30	Design Thinking (In EADA's Manual thinking centre)	Retail Tour	Conflict Management within International Contexts	Presentation Preparation	Free Afternoon

January 2024

Included

- 45 hours of Lectures
- Programme Design & Management
- All Materials & Coordination
- Company Visits or Guest speaker
- Final lunch in EADA Barcelona
- Certificates

Not Included

- Flights to / from Barcelona
- Accommodation in Barcelona
- Personal expenses

Looking forward to seeing you!

 EADA students & alumni

 [linkedin.com/company/eada](https://www.linkedin.com/company/eada)

 @EADA_World

 +eada

 EADABusinessSchool

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