

ESPM

Barcelona International Programme

January 2025

EADA Business School at a glance



BUSINESS



GROW

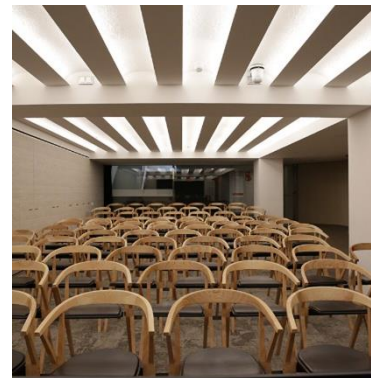
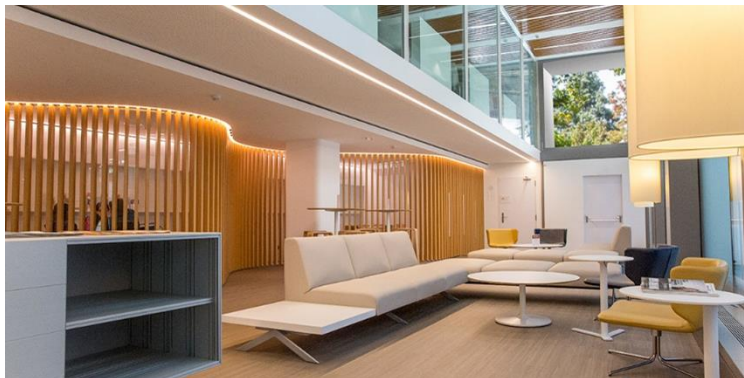
WHERE



PEOPLE



Barcelona City Centre Campus



International Accreditations



AMBA



ACCA

EQUIS



CFA



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 2025

ESPM International Programme - Week 1

	Monday	Tuesday	Wednesday	Thursday	Friday
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	Internationalization Strategy	Company Visit 1	Sustainable Leadership in a VUCA world	Free Afternoon

ESPM International Programme - Week 2

	Monday	Tuesday	Wednesday	Thursday	Friday
09:30 13:00	Innovation as a Growth driver	Retail Marketing	International Negotiation Skills	Communication Skills	Presentations
LUNCH					
14.00 17.30	Design Thinking	Retail Tour	Conflict Management within International Contexts	Presentation Preparation	Free Afternoon

Proposal

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



@EADA_World



EADABusinessSchool



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+eada



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