



eada[®] business school
barcelona

Our mission is based on three key points



LEADERSHIP

To awaken, grow and empower strong leaders capable of generating change, and with highly developed soft skills (competencies and skills complementary to their specific professional disciplines) and sensitive to the upskilling and reskilling of themselves and their teams in order to be prepared for a constantly changing world.



INNOVATION

Innovation understood as the ability not only to innovate, but also to adapt our organisations and teams to new and unexpected circumstances. Innovation orientation must be stimulated, nurtured and trained. Our programmes permeate innovation-adaptation to generate or take on change.



SUSTAINABILITY

Companies, leaders, employees and the entire organisational ecosystem cannot remain on the sidelines of the responsibility they play in the world through their activity and the impact they generate. To form ethical, responsible and active leaders and teams for change and doing this in a sustainable and impactful way.

1

CAMPUS ARAGÓ - CAMPUS 1



4,500 m² totally refurbished





Our Recognition



| Accreditations



International Rankings



BUSINESS SCHOOLS



GLOBAL MBA
FEBRUARY 2024



GLOBAL MASTERS IN MANAGEMENT
SEPTEMBER 2024



MASTERS IN FINANCE
PRE-EXPERIENCE



EXECUTIVE MBA
OCTOBER 2024



OPEN & CUSTOM PROGRAMMES
EXECUTIVE EDUCATION
MAY 2024



INTERNATIONAL MBA
FEBRUARY 2025



Ratings

The Positive Impact Rating (PIR) is a new WORLDWIDE assessment of the positive impact of business schools.

This initiative, which evaluates beyond the mere contribution of schools to business, has the support of different organisations such as United Nations Global Compact, OXFAM International and WWF.

EADA Business School has achieved excellent international recognition by ranking among the top business schools for its positive impact on society. EADA is now one of the best Business Schools FOR the world.

The Positive Impact Rating measures how business schools contribute to solving social challenges by energising the school and its culture, training responsible leaders and being an exemplary institution.

POSITIVE IMPACT
RATING FOR BUSINESS SCHOOLS

EADA AMONG THE TOP BUSINESS
SCHOOLS FOR THE WORLD (PIR
2024).

Level 4: Transforming Schools

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

ESPM International Business Programme

ESPM International Business Programme

EADA presents a two-weeks programme for participants of the ESPM (Escola Superior de Propaganda e Marketing)to be held in Barcelona in January 2026.

The programme focuses on building the ability to recognize, appreciate, and articulate personal cultural values while understanding the **differences in business models** across various contexts. It emphasizes developing skills to lead and perform effectively in multicultural teams. Additionally, **it highlights learning about global leadership behaviours** within international settings and understanding the **strategic advantages of internationalization**. The overall goal is to enhance **cross-cultural and international leadership capabilities**.

Agenda 1st week: January 2026

	Monday 19	Tuesday 20	Wednesday 21	Thursday 22	Friday 23
09:30 13:00	9.00 - 9.30 Welcome from EADA Geo economics Spanish, European and Global Context	Business Models	Strategic Innovation	Change Management for Organisations, People and Teams	Trans Cultural and Hybrid Teams
LUNCH					
14.30 18.00	Guided Tour Barcelona	Internationalization Strategy	Transfer 14.30 Company Visit	Sustainable Leadership in a BANI world	Free Afternoon

Agenda 2nd week: January 2026

	Monday 26	Tuesday 27	Wednesday 28	Thursday 29	Friday 30
09:30 13:00	Innovation as a Growth driver	Retail Marketing	International Negotiation Skills	Communication Skills	Presentations
LUNCH					Farewell Lunch
14.30 18.00	Design Thinking	Retail Tour	Transfer 14.30 Company Visit	Presentation Preparation	Free Afternoon

Stylish, brand-new student living

Enjoying a student community in a brand-new residence in Barcelona. With a modern set up and a great location, close to city centre, this is the place you will love to live in.





SWIMMING POOL AND
ROOF TERRACE



SPORTS COURTS



CINEMA ROOM &
GAMES AREA



ONSITE GYM & YOGA
STUDIO



LAUNDRY



BIKE STORAGE





Academic Program & Accommodation

Services Included

- Detailed design of the content of the study-tour
- 45 contact hours
- Teaching material (electronic copy)
- 2 Company visit organization
- Transportation and Logistics for the company visits
- Digital or printed Academic Certificate
- Dedicated internet connection while in EADA
- 1 Farewell lunch at a restaurant

Services NOT included

- Flight tickets
- Health insurance
- Accommodation
- Any other item not listed in the section "services included"

Accommodation Prices

(13 nights and breakfast included)

- Twin room 500€ per person
- Single room 890€ per person



DATA PROTECTION, CONFIDENTIALITY AND EXPIRATION OF THE PROPOSAL



• **FUNDACIÓ PRIVADA UNIVERSITÀRIA EADA (ESCOLA D'ALTA DIRECCIÓ I ADMINISTRACIÓ)** will process your personal data for the purposes of maintaining, complying, developing, controlling and executing the provisions of this document, based on the execution of the proposal. You can exercise your right of access; rectification; suppression, opposition, among others, as explained here www.eada.edu/es/politica-privacidad. EADA and the Client are obliged to maintain the confidentiality of the terms and conditions of this proposal, as well as of all information that, in relation to the same, one of the parties provides to the other, promising not to disclose its content, either directly or indirectly, in whole or in part.

• Finally, indicate that this proposal is **valid for 1 month from the date of its issue.**



Síguenos:



eada[®]
business school
barcelona

THANK YOU

Barcelona City Centre Campus, Carrer d'Aragó, 204, 08011, Barcelona, España info@eada.edu