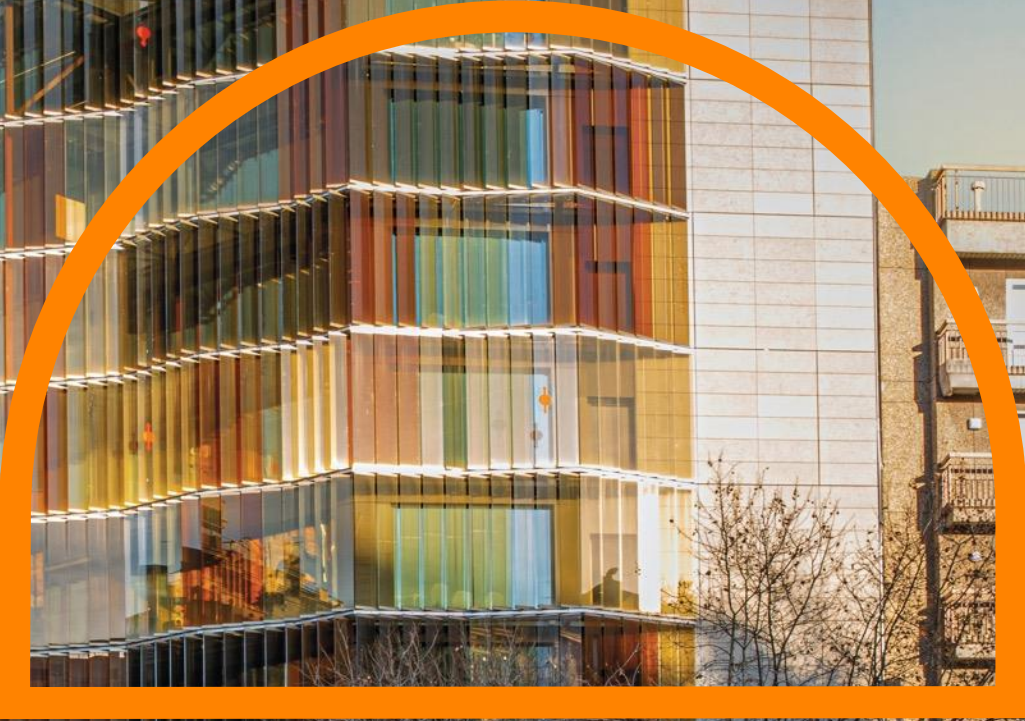


Leading what matters



eada

SAGARDI SAGARDI

Lines of action



Companies, leaders, employees and the entire organisational ecosystem can no longer ignore their responsibility with regards to their activity and the impact it generates. It is time to **train leaders** and teams in ethics, responsibility, **action towards change** and an alternative way to carry out their activity with a **sustainable impact**.



Awaken, develop and empower solid **leaders** who are capable **of generating change**, developing soft skills (additional competencies and abilities) and an awareness of upskilling and reskilling for themselves and their teams so that they are prepared for a world in constant change.



We understand innovation as the capacity, not only to innovate but also to adapt our organisation and our teams to new and unexpected circumstances. A focus on innovation must be stimulated, supported and informed. Our **programmes foster innovation and adaptation to generate or manage change**.

MULTIPLIER EFFECT

Our Campus 1

Barcelona City Centre Campus 1

4.500 m² completely renovated



Our Recognition

Accreditations



The European Foundation for Management Development (EFMD) awards the EQUIS accreditation. It is a recognised global accreditation body which aims to raise the quality standards in executive education around the world.



The Association of MBAs (AMBA) is the impartial authority on postgraduate management education worldwide. It aims to raise the quality standards of executive education and accredit MBA programmes in the United Kingdom and Europe.



The Association of Chartered Certified Accountants (ACCA) has awarded an accreditation for 5 years to the EADA International Master in Accounting and Finance.



The Agency for the Quality of the University System in Catalonia (AQU Catalunya) is the main body that promotes and evaluates the quality of Catalan universities. AQU Catalunya evaluates, accredits and certifies the quality of universities and higher education centres in Catalonia (programmes, faculty, centres and services).

FT Ranking June 2025 Executive Education

EADA has been ranked among the **top 19** worldwide for **Open Programmes** and the **top 39** for **Custom Programmes** — a powerful reflection of our commitment and the trust placed in us by executives, corporate clients, and **educational partners** alike.



International Rankings



BUSINESS SCHOOLS



GLOBAL MBA
FEBRUARY 2024



GLOBAL MASTERS IN MANAGEMENT
SEPTEMBER 2024



MASTERS IN FINANCE
PRE-EXPERIENCE
2025



EXECUTIVE MBA
OCTOBER 2024



OPEN & CUSTOM PROGRAMMES
EXECUTIVE EDUCATION
MAY 2024



INTERNATIONAL MBA
FEBRUARY 2025



INTERNATIONAL MBA
SEPTEMBER 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
JUNE 2025).

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 2027.

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**.

ESPM International Business Programme



Monday, 18 January	Tuesday, 19 January	Wednesday, 20 January	Thursday 21 January	Friday, 22 January
<p>9.00 – 9.30</p> <p>Welcome from EADA</p> <p>9.30-13.00</p> <p>Geo economics Spanish, European and Global Context</p>	<p>9.30 – 13.00</p> <p>Business Models</p>	<p>9.30 – 13.00</p> <p>Strategic Innovation</p>	<p>9.30 – 13.00</p> <p>Change Management for Organisations, People and</p>	<p>9.30 – 13.00</p> <p>Trans Cultural and Hybrid Teams</p>
Lunch time 13.00 – 14.30	Lunch time 13.00 – 14.30	Lunch time 13.00 – 14.15	Lunch time 13.00 – 14.30	Lunch time 13.00
<p>14.30</p> <p>Guided Tour Barcelona</p>	<p>14.30-18.00</p> <p>Internationalization Strategy</p>	<p>14.15 Transfer</p> <p>Company Visit TBC</p>	<p>14.30-18.00</p> <p>Sustainable Leadership in a BANI world</p>	<p>Free Afternoon</p>
FREE EVENING	FREE EVENING	FREE EVENING	FREE EVENING	FREE EVENING

ESPM International Business Programme



Monday, 25 January	Tuesday, 26 January	Wednesday, 27 January	Thursday 28 January	Friday, 29 January
<p>9.30-13.00</p> <p>Innovation as a growth driver</p>	<p>9.30 – 13.00</p> <p>Retail Marketing</p>	<p>9.30 – 13.00</p> <p>International Negotiation Skills</p>	<p>9.30 – 13.00</p> <p>Communication Skills</p>	<p>9.30 – 13.00</p> <p>Presentations</p>
Lunch time 13.00 – 14.30	Lunch time 13.00 – 14.30	Lunch time 13.00 – 14.15	Lunch time 13.00 – 14.30	Farewell lunch 13.30
<p>14.30-18.00</p> <p>Design Thinking</p>	<p>14.30-18.00</p> <p>Retail Tour</p>	<p>14.15 Transfer</p> <p>Company Visit TBC</p>	<p>14.30-18.00</p> <p>Presentation Preparation Professor Charles Szulcsewski</p>	Free Afternoon
FREE EVENING	FREE EVENING	FREE EVENING	FREE EVENING	FREE EVENING

Academic Proposal

Services Included

- Detailed design of the content of the study-tour
- 45 contact hours
- Teaching material (electronic copy)
- 2 Company visits 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
- Any other item not listed in the section “services included”

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.**

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Thank you!

Leading what matters