

MBA PROGRAMMES

International MBA



EADA

Where business people grow



Develop your management skills



EADA

Where business people grow

Prospective Participant,

Undertaking an MBA is a once in a lifetime decision and we are aware of how high your expectations are. With 50 years of business training behind us, **EADA** can guarantee a solid, prestigious programme with five distinctive features:

International, challenging and outstanding classmates: In the **EADA** MBA programme, 90% of the participants have an international background. They have all gone through a careful selection process and have several years of professional experience.

Real experience: Everyday situations, conflicts, challenges and real business dilemmas are an integral part of each participant's experience thanks to case studies based on international, world-renowned companies. Through this realistic and interactive process, faculty and participants create an environment where everyone teaches and everyone learns.

Personal development: A distinctive feature of the EADA MBA programme is the 6 residential modules in **EADA** Collbató, the school's residential centre near the Montserrat mountain outside Barcelona. During these intensive.

sessions, each participant will take part in a personal development programme involving group activities, role plays, business simulations and individual coaching, all carefully monitored by **EADA**'s experts in personal development.

Hard work and discipline: You expect a lot from **EADA** and we expect a lot from you. The MBA programme at **EADA** will require you to work hard with your team to accomplish the course requirements and to be on time with each assignment.

Human touch: The limited number of participants per class, **EADA**'s knowledgeable faculty and the ongoing group work contribute to establishing a personal relationship with all MBA participants.

Opt for EADA and differentiate yourself.



Giulio Toscani

Director International MBA,
MBA Full Time and MBA Part Time
Programmes

LEADERSHIP DEVELOPMENT

RESIDENTIAL TRAINING CENTRE - COLLBATÓ

The programme includes 6 residential modules based on the development of the key competencies needed to succeed in the business world: the ability to work in a diverse team and adapt to multicultural environments, the ability to communicate effectively in the business world and make powerful presentations, negotiation techniques and leadership skills.

PROFILE OF PROFESSIONAL COMPETENCIES

The Profile of Professional Competencies (PPC) promotes awareness of personal development and develops tools to make professional decisions about the future. Participants will complete self-evaluation exercises, establish action plans and receive feedback from classmates about their competencies.

COACHING

Through dynamic face-to-face interviews, participants work with the coach to identify and define objectives, discover new resources and approaches, establish workplace action plans, generate new insights and perspectives and align participants' efforts.

ACCREDITATIONS

EADA has been awarded the European Quality Label EQUIS.

EADA's MBA programmes have also received the AMBA accreditation granted by the *Association of MBAs*. Currently only 4 Spanish institutions and 97 throughout the world have received this distinction.

RANKINGS

EADA belongs to the select group of the 50 most important business schools in Europe, according to the economic newspaper the Financial Times. The International MBA of **EADA** is also listed among the best MBAs worldwide in The Economist, which ranks the programme 100th in the world.

FINANCIAL TIMES 2009:

- **Top Full-time European MBA Programmes:** 27th in Europe
- **European Salary % Increase:** 9th in the world
- **Career Progress:** 2nd in the world
- **Value for Money:** 16th in the world

THE ECONOMIST 2007:

- **Organisational Behaviour:** 5th in the world

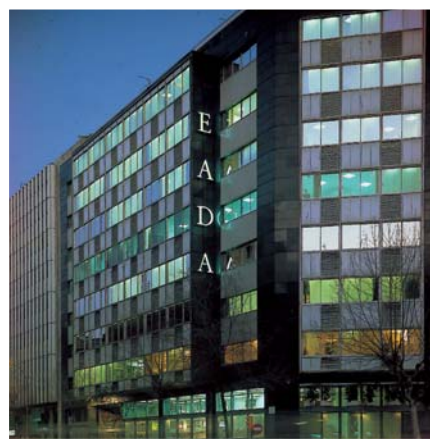


“Educated in Barcelona, prepared for the world”

METHODOLOGY “Learning by doing”

EADA has developed its own practical, active and participatory approach with an emphasis on “**learning by doing**”. The methodology reflects companies’ demand for professionals with skills such as the capacity to reflect, the ability to act in the face of change, the versatility to work in multifunctional teams and the adaptability to face the challenges of a global environment.

These competencies are developed at **EADA** through the Case Method, business projects, business simulations, analysis and discussion groups and team-working activities. Participants are consistently placed in real-life business situations and forced to think like executives and make strategic decisions.





OBJECTIVE

The objective of the International MBA at **EADA** is to provide the participants with a professional competitive advantage, emphasising three fundamental areas:

- competence in the techniques and specific tools of management in the areas of Marketing, Finance, Strategy, Human Resources and Operations.
- development of the essential personal competencies needed in an executive.
- acquisition of a global vision of the company and its strategic position in the market.

PARTICIPANT PROFILE

The **International MBA** is a programme designed to build the potential of university graduates in the initial stages of their professional career. Participants in the programme are highly motivated individuals committed to acquiring the training necessary to consolidate their managerial skills and pursue an exhilarating career in the world of international business.

The rich mix of cultural and academic backgrounds of the participants adds a diversity that reflects the reality of today's global business environment.

Average age: 29 years old

Average professional experience: 5 years

Gender: Male **61%** Female **39%**

Nationalities: **95%** International **5%** Spanish

42 Nationalities:

Argentina, Austria, Belarus, Belgium, Bhutan, Bolivia, Brazil, Bulgaria, Canada, China, Colombia, Croatia, Denmark, Ecuador, Egypt, Finland, France, Georgia, Germany, Guatemala, Holland, Honduras, India, Iran, Italy, Japan, Korea, Lebanon, Mexico, Norway, Panama, Peru, Poland, Portugal, Russia, Sweden, Switzerland, Taiwan, Turkey, Serbia, Venezuela and the USA

Previous studies:

34%	Engineering	9%	Finance
26%	Other	6%	Law
20%	Business Administration	5%	Marketing

RESIDENTIAL PERIODS ABROAD

INTERNATIONAL WEEK ABROAD

At the end of the year a residential consulting project and training will be carried out in Europe, Asia the Americas:

2007-2008: Indian Institute of Management (IIMB), Bangalore, India

2008-2009: Haas School of Business, Berkeley, USA

2009-2010: Top international business school (to be decided)

EXCHANGE PROGRAMME

EADA offers participants the chance to supplement their learning with an exchange programme once they have successfully completed the MBA in Barcelona. Participants study one term abroad in our selected network of international partner schools.



PROGRAMME STRUCTURE

1 st Trimester - Foundations September - December	2 nd Trimester - Integration January - May	3 rd Trimester - Electives June - July
<p>MANAGERIAL SKILLS</p> <ul style="list-style-type: none">• Team work• Self-management• Communication <p>CORE COURSES</p> <ul style="list-style-type: none">• Business Analysis and Planning• Business Life Cycle I• Strategy• Economics I• Human Resources• Marketing I• Operations Management	<p>MANAGERIAL SKILLS</p> <ul style="list-style-type: none">• Leadership• Negotiation <p>CORE COURSES</p> <ul style="list-style-type: none">• Business Life Cycle II• Economics II• Financial Decision-Making• Good Management• Management Control• Management of Information Systems• Marketing II• Marketing Plan• Marketing Simulator (Markstrat)• Strategy and Corporate Finance• Strategy Simulator (Ethicsgame.com, Fishbank)• Working Capital	<p>FINANCE</p> <ul style="list-style-type: none">• Stock Market• Risk Management <p>STRATEGY</p> <ul style="list-style-type: none">• Consulting Skills• Mergers and Acquisitions• Negotiation• Project Management• Social Capital <p>HUMAN RESOURCES</p> <ul style="list-style-type: none">• Breaking the Rules• Effective Communication• Globalisation• Innovation• Personal Leadership <p>MARKETING</p> <ul style="list-style-type: none">• Branding• Consumer Insight• Service Marketing <p>OPERATIONS</p> <ul style="list-style-type: none">• Supply Chain Management
CORPORATE PROJECT March - July*		

Note: Electives may change from year to year based on changing business and academic environments.
* The aim of the Corporate Project is to give participants the opportunity to apply what they have learned to the business challenges faced by some of today's leading companies. Some examples of past projects include Easyparking: low cost parking in Prat Airport, CHITOSAN: production and commercialisation of a biopolymer and the Connect Air Business Plan.



CALENDAR

Start date: 13 September 2010
Finish date: 14 July 2011
Timetable: Monday to Friday from 9.00h to 13.00h
Fee: 28,000 €

OUR PARTICIPANTS' EXPERIENCE

- MARTINA GLASER**, Swiss, Swiss National Bank, MBA 2006
"Since I came back to my work after the IMBA, I received several internal and external job offers because people knew that I was ready to face new challenges."
- DAVID YATES**, Australian, Colonial First Aid, MBA 2007
"The MBA in EADA put all the pieces together about business but it also taught me to work well with different nationalities and doing that in the meeting pot of Barcelona was the most unique experience of my life."
- JULIEN BOUDRALT**, Canadian, Bombardier Aerospace, MBA 2008
"For me, the MBA has been an amazing experience of plurality, internationalisation and people from all around the world in a class coming together."

A process of development is both personal and professional

CAREER SERVICE

The Career Service Department assists participants in managing their careers and helps employers recruit the corporate leaders of tomorrow. The following services are provided by Career Service:

• Job bank and CV directory

Participants can apply to jobs and internships as well as post CVs online. During the 2007/2008 academic year: 1,830 job offers were received
452 internship offers were received

• Job Fair

EADA's annual Job Fair offers participants the opportunity to attend professional conferences and meet with recruiting agencies and company representatives from a variety of fields.

• Company presentations

Throughout the year, representatives from different fields are invited to speak about their companies.

• Career guidance workshops

EADA teams up with external consultants to organise workshops tailor made to meet the diverse needs of participants.

• Personalised career counselling

Counselling topics can include introductions to professional resources, selection process preparation, interview techniques and personal brand management.

• Online career resources

Participants have access to online resources including Going Global, the Vault online library and E Gold as well as directories of head hunters and recruiting firms.

WHERE DO OUR GRADUATES WORK?

Countries

54% Europe	4% Africa
33% Latin America	3% North America
4% Asia	2% Middle East

Sectors

26% Other	9% Finance
18% Consulting	7% Manufacturing
10% Distribution and retail	6% Pharmaceuticals
10% Technology	Biotechnology
9% Consumer products	Health care
	5% Real estate

Positions

49% Manager	5% Controller
15% Other	5% Specialist
12% General manager	4% Business owner
10% Consultant	

MBA alumni are working at companies including Accenture, Lufthansa, Novartis, Bayer, Banco Santander, Deutsche Telekom AG, PricewaterhouseCoopers, Carlsberg, Bombardier Aerospace, Unilever, Citigroup and HSBC.

EADA Alumni

EADAAlumni offers a calendar of events and activities that take place in Barcelona and other cities all over the world.

Moreover, EADA's Regional Chapters allow alumni living abroad to meet and network. Currently there are 12 Regional Chapters in Germany, Argentina, Brazil, Colombia, Guatemala, El Salvador, England, Mexico, France, Peru, the Dominican Republic and Turkey.

The MBA Alumni Weekend is celebrated annually in Barcelona with the opportunity for alumni from EADA's MBA programmes to reconnect.

ADMISSION PROCESS

1. Fill out the online application form at www.eada.edu

2. Send the following documents to mba@eada.edu:

- Certified copy of university degree
- University transcripts
- Curriculum vitae
- Two letters of recommendation
- Copy of passport or EU identification
- Two 500 word essays:

- Describe why you have chosen to pursue an MBA at EADA now. How do you expect the MBA to benefit you professionally and personally, and how can you contribute to the programme?
- Describe the skills needed to succeed as a manager in today's global workplace.

3. Submit the results of the GMAT (min.: 600) and, if not a native English speaker, the TOEFL (min. IBT: 83), or take EADA's admission tests in Barcelona or online.

4. Complete a personal interview.

CONTACT

In addition to our campus in Barcelona, EADA has an international network of representatives around the world. For contact details of EADA's representative in your country or for more information about our programmes, please contact:

mba@eada.edu

EADA

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MBA PROGRAMMES

- > INTERNATIONAL MBA
- > MBA FULL TIME
- > MBA PART TIME



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