

MASTER PROGRAMMES

# International MASTERS



# EADA

Where business people grow



# Opt for EADA and differentiate yourself



# EADA

Where business people grow

EADA's Master programmes are not another year of university studies, but an intensive training for the corporate world.

## WHY CHOOSE EADA'S INTERNATIONAL MASTERS?

### International recognition: rankings and accreditations

EADA belongs to the strategic group of top 100 Business Schools worldwide and top 50 in Europe according to the Financial Times and The Economist. Moreover, EADA has been awarded the internationally prestigious EQUIS, AMBA and AEEDE accreditations.



### Focus on management skills: the Collbató experience

EADA is one of the few business schools in Europe (and the only one in Spain) with a Residential Training Centre. We believe that good managers have emotional intelligence, problem-solving skills and leadership capabilities. For this reason, in the Centre participants take part in EADA's unique Personal Development Programme (PDP), focused on outdoor training, business simulations and individual follow-up, all carefully monitored by our experts in professional development.

### Multicultural environment: EADA's international culture

Participants from more than 50 nationalities all over the world share different experiences, backgrounds, languages and interests, preparing them to succeed in a globalised world.

### Small groups: constant interaction

Annual intake is between 20 and 30 students per class. Small class sizes increase the active participation of the students and encourage feedback and personal follow-up.

### Experience: over 50 years of history

More than 120,000 participants from over 50 different countries have entrusted their training to us, a fact that highlights EADA as one of the most innovative and prestigious business schools in Spain.

### Barcelona: a city to live, learn and grow in

Barcelona is a lively international city with a wide range of cultural activities. The city has everything you need to have an unforgettable year.

## OUR PARTICIPANTS' EXPERIENCE

**CARLOTA TORRA**, Spanish,  
Master in Management, Product Manager DAMM

*"The projects and presentations in EADA taught me how to use different techniques and skills that are key to success, but that are often not covered in traditional universities."*

**IVAN NAUKOVIC**, Croatian,

Master in Marketing, Marketing Strategy Department, T-com

*"At EADA, I had the opportunity to discuss my ideas and develop my projects with like-minded and yet different young professionals from all around the world."*

# “Educated in Barcelona, prepared for the world”

## METHODOLOGY “Learning by doing”

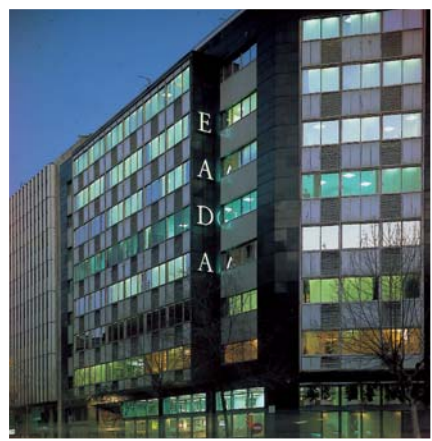
**EADA** has developed its own practical, active and participatory approach with an emphasis on “**learning by doing**”. The methodology reflects companies’ demand for professionals with skills such as the capacity to reflect, the ability to act in the face of change, the versatility to work in multifunctional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



# EADA

Where business people grow





## OBJECTIVE

The objective of the Masters at **EADA** is to give participants a professional competitive advantage by focusing on three fundamental areas:

- mastery of specific business tools and techniques.
- development of interpersonal competencies that are essential to international managers.
- acquisition of a global vision of the company and its strategic position in the business environment.

Participants will learn to effectively apply the elements of this dynamic “talent mix” as they develop their professional careers.

## PARTICIPANT PROFILE

Participants are young university graduates in the initial stages of their professional career (professional experience is not required, but welcome).

**Average age:** 24 years old

**Professional experience:** From 0 to 2 years

**Gender:** Male 40% Female 60%

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

50 different nationalities

## CALENDAR

### International Masters in Marketing, Finance and Human Resources

**Start date:** 4 October 2010

**Finish date:** 3 June 2011

**Timetable:** Monday to Friday from 9.30h to 13.30h

**Fee:** 16,000 €

### International Master in Management

**Start date:** 4 October 2010

**Finish date:** 5 September 2011

**Timetable:** Monday to Friday from 9.30h to 13.30h

**Fee:** 18,500 €

# INTERNATIONAL COMPONENTS

## INTERNATIONAL WEEKS

During the International Weeks, participants choose electives taught by visiting faculty and managers with extensive experience in their field. The International Weeks module is part of all full time Masters curriculum, and is an ideal opportunity to make contact with participants from other programmes.

## EXCHANGE PROGRAMME

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



PROGRAMME STRUCTURE

International Master  
in Management

ORIENTATION MODULE

- September
- Pre-course
  - Introduction to Programme
  - Case Method
  - Personal Development Programme

BARCELONA

MANAGEMENT FOUNDATION

- October - December
- International Business Environment
  - Business Economics
  - Professional Development
  - Human Resource Management
  - Finance and Accounting
  - Marketing
  - International Weeks

BARCELONA

SPECIALIZATION

- January - March
- International Business Strategy
  - International Marketing
  - Supply Chain Management + Electives

- March
- International School

- April - June
- Corporate Social Responsibility
  - International Project Management + Electives

BARCELONA, BRADFORD, NANTES or WARSAW

FINAL PROJECT

International Master  
in Marketing

ORIENTATION MODULE

- Pre-course
- Introduction to Programme
- Case Method
- Personal Development Programme

MANAGEMENT FOUNDATION

- Finance for Managers
- Strategic Management
- Information Technologies
- Economics for Managers
- International Economy
- Professional Development
- International Weeks

SPECIALIZATION

Analytical Marketing

- Environmental Analysis
- Sectorial Analysis
- Customer Analysis
- Market Research

Strategic Marketing

- Strategic Marketing
- Competitive Advantage
- Product Portfolio

Marketing Mix & Operational Marketing

- Product Policy
- Branding
- Price Policy
- Distribution Policy
- Trade Marketing
- Sales Management
- Sales Forecast
- Supply Chain Management
- Customer Loyalty
- Communication
- Marketing Plan

Complementary Courses

- E-Marketing
- Business Game (Markstrat)
- Green Marketing

FINAL PROJECT

International Master  
in Human Resources

ORIENTATION MODULE

- Pre-course
- Introduction to Programme
- Case Method
- Personal Development Programme

MANAGEMENT FOUNDATION

- Finance for Managers
- Strategic Management
- International Economy
- Professional Development
- International Weeks

SPECIALIZATION

Organizational Behaviour

- Organizational Behaviour from a Human Resources Perspective
- Diversity Management
- Human Resources Planning
- From Job Position to Competency Management
- Performance Management
- Balanced Scorecard

Labour Relations

- Compensation and Benefits Management
- Personnel and Labour Relations for Human Resources Professionals
- Human Resources Corporate Liability

Organizational Development

- Employee Recruitment and Selection
- Training and Development
- Corporate Communication

FINAL PROJECT

International Master  
in Finance

ORIENTATION MODULE

- Pre-course
- Introduction to Programme
- Case Method
- Personal Development Programme

MANAGEMENT FOUNDATION

- Strategic Management
- Professional Development
- International Economy
- International Weeks

SPECIALIZATION

- Financial Accounting
- Business Analysis
- Financial Mathematics
- Foreign Exchange and Money Markets
- Financial Strategy
- Corporate Finance
- Capital Markets I
- International Finance
- Capital Markets II
- Risk Management
- Mergers and Acquisitions
- Private Finance
- Derivatives

FINAL PROJECT



# A process of development is both personal and professional

## PERSONAL DEVELOPMENT PROGRAMME

**EADA's** Residential Training Centre in Collbató is located at the foot of Montserrat and is the ideal place to carry out the Personal Development Programme (PDP).

The PDP includes a plan of personal and professional growth for participants in the International Masters. This plan will be referred to throughout the year and helps position them for entry into the business world.

The programme includes 4 residential modules that are based on developing the key competencies needed to succeed in the business world: the ability to work in diverse teams and adapt to multicultural environments, the ability to communicate effectively in the business world and to make powerful presentations, negotiation techniques and leadership skills. At the end of the modules, the participants have the opportunity to consolidate what they have studied during the year, reflect on their own learning, and give and receive feedback from their classmates and professor-facilitators.

## EADAAlumni

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

## 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.

## ADMISSION PROCESS

1. Fill out the online application form at [www.eada.edu](http://www.eada.edu)
2. Send the following documents to [master@eada.edu](mailto:master@eada.edu):
  - Certified copy of university degree
  - University transcripts
  - 2 letters of recommendation
  - Copy of passport or EU identification
3. Send 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:

[master@eada.edu](mailto:master@eada.edu)

### EADA

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# MASTER PROGRAMMES

- > MANAGEMENT
- > MARKETING
- > FINANCE
- > HUMAN RESOURCES
- > HOSPITALITY MANAGEMENT



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