Executive Education

International Portfolio

YOUR PARTNER FOR GLOBAL LEARNING
Your partner
for global learning
Your partner for global learning

Since 1962, ESADE Executive Education serves the business world through its Custom Programmes and innovative portfolio of Open Programmes and Executive MBAs and Masters, all reflecting our values that emphasise customer orientation, flexibility, integrity and corporate responsibility.

ESADE Campuses

BARCELONA / MADRID

ESADE has campuses in Barcelona and Madrid.

ESADE has partnerships with AISC (Chile), Georgetown University (Washington DC, Qatar and Costa Rica), SDA Bocconi (Italy), and Aalto (Finland and Singapore).

Executive Education

at ESADE

1st Europe Best MBA for Women Ranking Financial Times 2018
4th Worldwide Executive Education Ranking América Economía 2017
5th Europe Executive MBA Programmes Ranking The Economist 2018

FACULTY

123 Full-Time Faculty
27 Nationalities
73% With PhDs

ESADE ALUMNI

32 International Chapters
114 Countries
60,000 Alumni
Designed for global leaders

Our International Executive Programmes have been designed to meet the needs of global leaders, executives who work in multicultural environments, who need to see things with a different perspective. We support these leaders throughout their careers.

Level of leadership

- **C-LEVEL & SENIOR LEADERS**
  They will gain new insights into business leadership to bring their companies to the next level.

- **FUNCTIONAL MANAGERS**
  They will gain a broader perspective on company operations to become business-unit, division, or regional leaders in the near future.

- **EMERGING LEADERS**
  They will learn how to bring strategy into action and get to know more about how companies develop in a globalised world.

- **OWNERS/ENTREPRENEURS**
  They will be prepared to become the leader their companies need.

### Programme Categories

#### Executive MBA & Masters
- Multinational MBA (MMBA) Latam Focus
- Executive MBA (EMBA) European Focus
- ESADE-Aalto MBA for Executives (Asian- European Focus)
- Executive Master in Marketing and Sales (EMMS)

#### Open Programmes
- Journey to Business Transformation
- ESADE-Singularity University Executive Management Programme
- Thinking the Unknown ESADE-CERN Executive Management Programme
- Advanced Marketing Strategy
- B2B Management
- inDIGITAL - Programme in Digital Management of Marketing
- Improving Business Decisions with Behavioural Economics
- Design Thinking for Business Innovation
- Leading with Music Thinking
ESADE Business School and Universidad Adolfo Ibáñez (Chile) have partnered to offer this unique programme where the realities of the developed countries and emerging countries converge.

Programme highlights:

Participants will learn how to lead in contexts of uncertainty.

Special focus on Latin America and its relationship with the rest of the world.

Extremely practical programme designed for highly experienced executives with strategic responsibilities in their companies.

Who is it for

The programme is specifically designed for top executives working in multinational companies with a special interest in Latin America. It is also targeted to owners of small and medium sized companies operating in the area, who are looking to increase their knowledge in global business from a Latin American point of view.

Participants come from more than 15 different countries, creating positive synergies and great networking. Another profile are family business owners and entrepreneurs.

Programme Structure:

8 residency modules spread over 15 months, each module lasting one week. Programme taught mainly in Spanish.

For more information

ariadna.sanchez@iesade.edu
www.the-multinational-mba.com

“The Multinational MBA strengthened the competencies of leadership, teamwork and communication and, over the course of various modules, covered topics such as strategy, economics, finance, coaching and mentoring.”

Gabriela Villamar (Ecuador)
Board of Directors
Grupo GPF
MMBA 2016
Unique educational experience for you to achieve your professional goals

Choosing the most complete Executive MBA means achieving your full potential. More innovative, more international and more diverse, to allow you to reach the heights of managerial success and transform your career.

International Experience
A unique 100% international immersion for a new outlook on business, fundamental in boosting a career in senior management.

Innovative Ecosystem
Unleash your creative and innovate capabilities on innovative learning ecosystems that promote active and collaborative learning.

Smart Learning
Methodological diversity for the comprehensive development of abilities.

Programme Structure:
The programme has four stages; the first three are the core courses and take 14 months to complete; the last one is made up of optional courses and takes 4 to 6 additional months depending on the format.

Who is it for
Executives and entrepreneurs with great potential for development and motivated to become agents of change in their companies and in the new economic context. Average age is 34 years and average work experience is around 8 years.

Level
FUNCTIONAL MANAGERS, OWNERS/ENTREPRENEURS AND EMERGING LEADERS

Fees
EUR 64,000
Early Bird & Sponsorships available

For more Information
Barcelona Campus
judith.puigbo@esade.edu
Madrid Campus
marta.janulewicz@esade.edu
www.esade.edu/emba

“ESADE was the perfect choice because of its values: a focus on people, a collaborative spirit, a culture of pushing yourself to change but in an inclusive way. It helped me become a better leader – one who thinks of people first and is honest. I learned how to be the leader that I want to be.”

Nimarta Bawa
Executive MBA 2016
Senior Change Management Consultant
Deloitte - Amsterdam

Schedule and formats

<table>
<thead>
<tr>
<th>START DATE</th>
<th>CAMPUS</th>
<th>LANGUAGE</th>
<th>FORMAT</th>
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</thead>
<tbody>
<tr>
<td>February 2019</td>
<td>Barcelona</td>
<td>Spanish/English*</td>
<td>Bi-weekly</td>
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<tr>
<td>February 2019</td>
<td>Madrid</td>
<td>Spanish/English*</td>
<td>Weekly</td>
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<tr>
<td>September 2019</td>
<td>Barcelona</td>
<td>Spanish/English*</td>
<td>Weekly</td>
</tr>
<tr>
<td>October 2019</td>
<td>Bcn/Mad</td>
<td>English</td>
<td>Monthly</td>
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*25% of classes taught in English
The Executive Education departments from both ESADE and Aalto University have joined forces to offer a different MBA with innovation and design thinking at its core. Asia and Europe are closer than ever.

Programme objectives:

- Focus on intra/entrepreneurship, innovation and design thinking.
- Develop out-of-the-box thinking in order to improve ability to identify and develop innovative opportunities within the participant’s organisation.
- Special topics on how to do business and the innovation landscape in Asia and Europe.
- Develop the skills and capabilities for managing global teams and performing in global companies.

Who is it for

Executives with 10 or more years’ professional experience, interested in developing their career in global business, with a specific focus on how business is conducted throughout Asia and Europe.

Level

FUNCTIONAL MANAGERS, OWNERS/ENTREPRENEURS.

Fees

EUR 59,000

For more information

ursi.vanderherten@esade.edu
www.mba4executives.com

A global curriculum

The programme is structured in 4 academic tracks that will be covered in 8 intensive weeks, 4 of them in Asia and 4 in Europe. Each intensive week includes face to face sessions (lectures, group activities and case discussions) combined with company visits and guest speakers.

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<thead>
<tr>
<th>TRACK 1</th>
<th>TRACK 2</th>
<th>TRACK 3</th>
<th>TRACK 4</th>
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<tbody>
<tr>
<td>Analysing and Resourcing Business</td>
<td>Strategy and Innovation</td>
<td>Managing a Global Business</td>
<td>Leadership</td>
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<tr>
<td>WEEK 1</td>
<td>WEEK 2</td>
<td>WEEK 3</td>
<td>WEEK 4</td>
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<tr>
<td>Singapore</td>
<td>Helsinki</td>
<td>Singapore</td>
<td>Barcelona</td>
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<tr>
<td>December 2018</td>
<td>September 2019</td>
<td>March 2019</td>
<td>May 2019</td>
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<td>WEEK 6</td>
<td>WEEK 7</td>
<td>WEEK 8</td>
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<tr>
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<td>Vietnam</td>
<td>Singapore</td>
<td>Barcelona</td>
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<tr>
<td>July 2019</td>
<td>December 2019</td>
<td>July 2019</td>
<td>March 2020</td>
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<td>WEEK 9</td>
<td>WEEK 10</td>
<td>WEEK 11</td>
<td>WEEK 12</td>
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<tr>
<td>Singapore</td>
<td>Barcelona</td>
<td>Singapore</td>
<td>Barcelona</td>
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<td>June 2020</td>
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The Executive Master in Marketing & Sales is a unique 14-month degree programme conducted by ESADE Business School and SDA Bocconi School of Management in Barcelona, Milan and Madrid. Participants will:

- Develop a more strategic mind frame.
- Systematise their marketing and sales skills.
- Become more international thinkers and stronger business leaders.

“I had high expectations for the EMMS programme, and what I got was actually even better. The quality of the courses and the faculty is simply exceptional. The programme is demanding, and I am already using lessons in my day to day work. All in all, I think I have made one of the best decisions of my life.”

Todor Lesov (Bulgaria/UK)
Partner Manager - Multiplay at Dixons Carphone
EMMS 2014

Programme Structure:

The programme has a blended learning method: face-to-face and distance learning. The seven face-to-face modules are one week long and take place in three different cities. Each module and its courses continue online with final exams in the next face-to-face module.

For more information
ursi.vanderherten@esade.edu
www.emms-program.com
The Journey to Business Transformation is a uniquely curated, immersive learning experience in Silicon Valley, partially delivered at Singularity University, the global epicentre of exponential technologies, located at the NASA research park in Mountain View.

With this Journey, participants take a deep dive into new frameworks and exponential technologies, understand in which ways all industries are being disrupted, learn the tools to lead organisational transformation, connect with the local community in Silicon Valley, and finally, have time for self-reflection, unlearning and relearning to unlock their potential.

### Who is it for

Participants come from a variety of industries, job positions and roles. The programme is particularly inspiring for:

- Senior executives at existing companies willing to understand the major forces that might disrupt their industry and how to take action to lead transformation
- Company owners at family businesses for whom the possibility of industry disruption has an impact beyond the P&L.

This programme is particularly inspiring for executives with the following profile:

- CEOs and VPs at divisions/branches of global companies
- CEOs/Owners of family businesses
- CMOs (Marketing), CSOs (Strategy), CFOs (Finance), CIOs (Innovation), HR/ Talent Management
- NB: Participants are NOT required to have any previous scientific knowledge.

### Dates

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<thead>
<tr>
<th>Location</th>
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<tr>
<td>Hotel Hilton Garden Inn Palo Alto &amp; Singularity University at NASA Ames Research Park</td>
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<table>
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<tr>
<th>Fee</th>
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<tr>
<td>EUR 9,800</td>
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| Includes tuition, accommodation and meals. |

For more information

Xavier Bruneau
xavier.bruneau@esade.edu

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The world around us is transforming in unpredictable and complex ways. Accepted paradigms and thinking by analogy no longer hold. Those capable of exploring and experimenting will be the first to discover the laws governing tomorrow’s society and businesses. Those willing to embrace the unpredictable will be the first to seize new business opportunities.

ESADE, in partnership with CERN (European Organization for Nuclear Research), launches a new programme for executives and organisations willing to be pushed beyond their current way of thinking and operating. Participants will be immersed in the culture of a unique organization like CERN, the world largest scientific collaboration platform.

### Learning Framework

1. Launchpad: The place where you work on your operating system and the foundations to transform your organisation.
2. Moonshot Launch: An “unlearning” journey about the impact of exponential technologies. An actual moonshot to reinvent your company.
3. Moonshot Landing: The preparation for landing, engaging you in a conversation about leadership and execution challenges at your company.
4 & 5. You and your company: Go back to your business role, take bold decisions, see your impact, re-learn and start it over again.

### Learning Framework

The programme is structured around three pillar learning activities: KNOWLEDGE SESSIONS, VISITS TO CERN FACILITIES AND EXPERIMENTS.

1. Grow your knowledge about CERN (Scope and discoveries), the antimatter investigations, the Higgs Boson, how large multinational collaborations work, non-incremental thinking and how it translates into your business reality.
2. Visit and discover first hand the antimatter factory and the CMS particle detector.
3. Experiment like a scientist: through the guidance of the CERN physicists and scientists, you will accomplish the following experiments: Find the Higgs Boson, Detection of cosmic rays and build a jumbo plane.

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<th>Location</th>
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<tr>
<td>Geneva, Switzerland. CERN (idea Square)</td>
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<table>
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<th>Fee</th>
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<tbody>
<tr>
<td>EUR 5,000</td>
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| Includes course delivery, accommodation, meals, on-site transportation, guided activities within CERN facilities. |

For more information

Xavier Bruneau
xavier.bruneau@esade.edu

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For more information

Xavier Bruneau
xavier.bruneau@esade.edu
Marketing strategy has become one of the most complex areas within a firm. While its main role is to create value for customers and capture a share of that value for the firm, a number of changes in the market—new players, technology shifts, explosion of media and channels, hyper-connectivity, customer divergence, etc—have shaped an extremely complex scenario for managers and their brands. One that requires not only new tools but also a new set of skills.

Advanced Marketing Strategy deals with the challenges that executives face today and helps them to develop a meaningful understanding of markets, customers and prospects, and to use this knowledge to develop and deliver superior offerings in order to capture value.

### Programme Structure

Day 1: Challenging paradigms and Value creation through value propositions
Day 2: Brand-driven strategy
Day 3: Designing and Managing Omnichannel Systems
Day 4: Customer and Marketing Analytics
Day 5: Capturing value from customers and Deploying marketing strategy

### Who is it for
- Senior and mid-level marketing and sales executives in B2B and B2C markets.
- Directors of smaller companies.
- Entrepreneurs who want to implement and develop market strategy with the end goal of delivering superior offerings in a competitive environment full of new challenges.

### Dates
June 2019

### Location
Campus Barcelona, Spain

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### Programme Objectives
- Aligning Strategy and Sales
- Enhancing the Sales Process
- Understanding the Customer’s Perspective
- B2B Marketing & Social Selling
- Selection and Management of B2B Sales Professionals
- Communicating in Business Situations
- Strategic Vision of the Sales Process

### Fee
EUR 5,400

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### Who is it for
- Business Owners, CEO and MD of B2B companies seeking to boost their company’s results by reorganizing their sales efforts.
- Sales Managers at B2B companies seeking to make headway in terms of how they organize their sales team to achieve better results.
- Account Managers at B2B companies seeking to progress to sales management.

### Dates
15th-19th July 2019

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### Fee
EUR 5,400

The programme fee includes in-class materials, lunches and coffee breaks during the programme days. Special rates will be applied to those companies that register several participants in the same programme or in several programmes in the same academic year.

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For more information
Angie Araluce
angie.araluce@esade.edu

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Increased market competition has resulted in more complex sales processes, requiring a more professionalized sales effort and more focused attention from management to create teams and processes that will achieve predictable and satisfactory results.

This programme will help to find answers to the following questions:

1. How do senior managers make purchasing or investment decisions?
2. As a supplier, how do I ensure I am repeatedly hired by clients?
3. How do I make sure a good strategy brings an increase in sales?
4. How should we organize ourselves to guarantee increased sales?
   - Sales: Is it an art or is there a methodology to be learned and applied?
5. What should the salesperson we hire and train be like?
6. What kind of Marketing is needed in B2B?
inDIGITAL: Programme in Digital Management of Marketing and Sales

Programme Objectives

The programme aims to turn participants into well-rounded managers with an in-depth knowledge of the digital ecosystem and also:

1. To provide value to participants’ companies in a digital setting.
2. To acquire strategic and tactical knowledge in a digital setting linked to marketing, sales and communication.
3. To successfully lead teams in partially or wholly digitalised marketing and/or sales fields.
4. To manage digital suppliers optimally, selecting and controlling them more efficiently.
5. To ensure participants can design a digital marketing plan for their companies.

Programme Objectives

The programme mixes highly interactive lectures with exercises, role-plays, and case discussions. Assignments will be conducted in small groups.

Participants will learn to:
1. Identify ‘knowledge illusions’ and ‘thinking traps’ in their organisation
2. Adapt their organisation’s decision-making according to new technology such as AI and machine learning
3. Apply the latest research insights about how consumers make decisions about money, time, products, and services
4. Deal with uncertainty and risk, and the process of ‘separating signal from noise’
5. Apply principles of social influence to consumers’ decisions and those in their organisation
6. Incorporate behavioural economics in their organisation.

Who is it for

- Managers and professionals in the marketing, sales and communication fields who need to understand the new setting to lead their teams and to add value to their companies.
- Marketing executives who wish to promote to marketing management in companies with a digital focus.
- Company owners or directors who wish to drive change in their organizations through knowledge-based leadership.

Location
Campus Barcelona, Spain

Fee
EUR 5,400

The programme fee includes in-class materials, lunches and coffee breaks during the programme days. Special rates will be applied to those companies that register several participants in the same programme or in several programmes in the same academic year.

Dates
1st-5th July 2019

Who is it for

The programme is designed for experienced managers and consultants from organisations of all sizes and from various functional areas including operations, marketing, innovation and human resources, who are seeking to deepen their executive decision-making skills.

Location
Campus Barcelona, Spain

Fee
EUR 2,900

The programme fee includes in-class materials, lunches and coffee breaks during the programme days. Special rates will be applied to those companies that register several participants in the same programme or in several programmes in the same academic year.

Dates
May 2019

For more information
Angie Araluce
angie.araluce@esade.edu

The rise of behavioural economics and artificial intelligence is transforming industry after industry, allowing companies to better measure, predict, and influence the behaviours of their customers and employees. Over three days, executives will learn to identify and address business issues using insights and tools from behavioural science and data science.
Design Thinking for Business Innovation is an intensive programme that will give you the skills to design new solutions that create value for the customer and your business. Design Thinking combined with business models provides effective tools for corporate innovation and transformation.

Programme Objectives

Module 1: Helsinki
- The programme starts with a two-week online period prior to the actual event days. This virtual kick-off is an integral part of the programme and will require one to two working hours per week.
- Discovering Design Thinking
- Creating and Understanding Customer Value
- Developing Powerful Prototypes

Module 2: Barcelona
- Exploring Solutions through Experiments
- Designing Innovative Business Models
- Bring to Market and Scaling-up
- Solving the Execution Challenge

Graduation

Programme Structure:
- The programme is highly experiential. It combines creative activities and musical production with presentations and group discussions for the development of key skills.
- Participants will:
  1. Learn to develop creativity, change, and innovation in an organisation.
  2. Understand disruption and how it affects industries by producing new business models.
  3. Analyse the keys to leading exceptional talent by maximising their contributions to the organisation.
  4. Develop corporate entrepreneurship.
  5. Learn the skills necessary to create models of collaborative leadership.
  6. Develop skills of rapid adaptation to change and improvisation based on well organised and effective business models.

Who is it for

This programme is for corporate leaders responsible for strategy, marketing, sales or innovation, as well as senior executives and managers who want to integrate cutting-edge creative practices into their business processes and corporate structures.

Dates

Module 1: 22-24 May 2019
Module 2: 27-30 May 2019

Location

Helsinki - Aalto Executive Education ;
Barcelona – ESADE Business School

Fee

EUR 7,200

The programme fee includes in-class materials, lunches and coffee breaks during the programme days. Special rates will be applied to those companies that register several participants in the same programme or in several programmes in the same academic year.

For more information

Ursi Van der Herten
ursi.vanderherten@esade.edu

For more information

Julia Rodríguez
julia.rodriguez@esade.edu
Custom Programmes

ESADE designs customised learning programmes and experiences that allow both organisations and executives to grow and transform into leaders of change.

Why ESADE Custom Programmes are a good choice for your organisation?

- **Customisation and co-design:** We design custom solutions tailored to your company's needs, and we do it working with you, to ensure success.

- **Exponential thinking and global perspective:** We design all our programmes using an exponential approach and a global perspective of the company.

- **Transformational learning experience:** Our programmes go beyond traditional training. We design learning experiences that will transform how you perceive the environment, your skills, and your approach to business.

- **Innovation and creativity:** In formats, content, methodology... because only through innovation and creativity can we achieve our goals.

- **Global Delivery – wherever you are:** for more than 30 years, we have been delivering custom programmes for multinationals and local companies alike, partnering with SMEs and large corporations in over 25 countries, throughout the 5 continents.

Programme formats

We can design programmes with different formats tailored to our partner’s specific needs, innovating not only in terms of content, but also the delivery and learning experience.

**FACE-TO-FACE PROGRAMMES**

**HYBRID PROGRAMMES (OFFLINE AND ONLINE)**

**CUSTOM PROGRAMMES + ACTION PLAN**

Experts in traditional and new Management topics

Our integrated, eminently practical programmes are always based on a strategic, results-oriented approach.

**Traditional management subjects**

Our faculty are experts in the traditional core areas: strategy, innovation, leadership, marketing, finance, operations, etc.

**Advanced Management Training: Exploring the New Frontiers of Management**

ESADE leverages its research expertise to design wholly disruptive programmes able to take executives out of their intellectual comfort zone and into the learning zone. These programmes are usually developed with partners, such as NASA, Singularity University or CERN.

- Exponential Technologies & Organisations
- Moonshot Thinking
- Artificial Intelligence for Business
- Competing in the Machine Era
- VUCA Strategy & Leadership
- Competing in High Tech Environments
- Customer Centricity
- Transient Competitive Advantage
- Managing Complexity
- Lean Start-Up
- Design Thinking
- Open Innovation
- Digital Transformation
Partnerships

In addition to our custom programmes for companies, we also have experience designing programmes with other types of organisations:

Industry, regional and institutional partnerships:

Industry organisations, such as business associations, industry clusters or professional associations.
Regional organisations, such as regional business associations and regional clusters.
Other institutions: chambers of commerce, provincial governments, town councils, public agencies, foundations, partner universities, technology centres, research centres, institutions for economic development, etc.

Partnerships with other academic institutions:

Business schools around the world include international exchanges in their executive programmes or deliver parts of their programmes through an academic partner able to offer a complementary vision.
ESADE Business School offers the perfect framework for business schools to include this international insight in their programmes.

Partnerships with corporate universities:

Some of ESADE Custom Programmes’ closest strategic partners in recent years have been the corporate universities of major corporations. As a partner to these corporations, we help:
- Develop and deliver strategic programmes
- Design personalised pathways for executives

Our partners include corporate universities such as Ferrovial’s Summa University, the Gas Natural Fenosa corporate university, and the La Caixa Executive Development Centre.

Target

Whether for small national companies or large international corporations, we can develop custom programmes for every kind of organisation and their own particular needs. Additionally, our hybrid programme platform allows custom programmes designed for the company to be followed in different parts of the world. Our faculty can travel to wherever the company wants to hold the face-to-face training.

We design programmes for different needs:

CORPORATE UNIVERSITY SOLUTIONS

Executive Programmes developed to align strategy needs and talent development.
Management of corporate universities and strategy processes to improve their impact.

AD-HOC PROGRAMMES AND WORKSHOPS COVERING SPECIALIZED NEEDS

Finance and value creation, Business models innovation, Leadership skills, Strategy, Innovation.
Methodology
A practical approach

The best training for any executive emphasises experimentation, as up to 70% of our learning is through experience. Coaching is the second most influential methodology (20%) with traditional classroom teaching in the form of lectures, case studies and conferences providing the remaining 10%.

We replicate this model in the learning methodologies of our management programmes, dedicating the majority of our programmes to experiential learning followed by leadership development and executive coaching programmes, and lastly, lectures and similar activities.

For more information about our Custom Programmes you may contact:

Xavier Bruneau
xavier.bruneau@esade.edu
Executive Education

Campus Barcelona - Pedralbes
Av. d’Esplugues, 92-96
08034 Barcelona
T. +34 932 806 162

Campus Madrid
Mateo Inurria, 25-27
28036 Madrid
T. +34 913 597 714

www.esade.edu/executive-education
twitter.com/esadeexed
facebook.com/Esade.ExecutiveEducation

Accurate at time of print.
ESADE Business School reserves the right to modify any content without prior notice.

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