Where colourful minds can fly
In every bright light, there is a spectrum of different colours.

In every great project, there is a spectrum of different talents.

ESADE brings together diverse students with different goals in its portfolio of MSc Programmes in Management.

Like you, all of the students are committed to giving their career the best-possible start at one of the world’s leading business schools. Like you, they’re intelligent, curious, ambitious and hardworking.

They believe in teamwork and supportive growth. But they’re also all different. A spectrum of colourful minds, each with unique strengths and goals. Coming together to create brighter, more colourful futures.
“Diversity: The art of thinking independently together”
Malcolm Forbes
A Spectrum of Possibilities. Choose Your Path.

Master in Business Analytics
Bridge the gap between information and action.

Master in Finance
Find the formula for a first-class career in finance.

Master in Global Strategic Management
Three continents. Two Master's degrees. One amazing year.

Master in Innovation & Entrepreneurship
Have great ideas. Make them real.

Master in International Management
Do business without borders.

Master in Marketing Management
Connect, communicate, captivate, convince.

CEMS Master in International Management
Take it further: a prestigious double degree.
See the big picture.
Master the details. Enjoy the results.
About Our ESADE MSc

5 FACTORS OF CAREER SUCCESS. Why Choose an ESADE MSc?
The benefits of joining a world-class business school.

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10 WHAT YOU’LL DO. WHEN YOU’LL DO IT. Programme Structure
From fundamental knowledge to advanced expertise.

12 TRAVEL. LEARN. GROW. Study Tours & Skill Seminars
Explore international business cultures and sharpen your skills.

14 MEET YOUR EXPERT GUIDES. Who Will Teach You?
Your ESADE professors: leaders in business and academia.
Get a head start on the competition. Launch your management career from one of the world’s most proven platforms: ESADE Business School.

As an ESADE MSc graduate you’ll stand out from the crowd. You’ll have the specialised knowledge and transferrable skills you need to add value when you start work.

1. Rigour, Excellence and Effort

Get ready to give it your all. In theory classes, you’ll push yourself intellectually. In practical classes, you’ll be challenged to make decisions in complex environments. By learning from and alongside the best, you’ll take your abilities to the limit. ESADE is renowned for its rigour, excellence, quality and talent. As an ESADE graduate, you will be too.

2. Professional Insight

Learn from world-class faculty who are active in the business world. Engage in real business challenges. Get insight from expert guest speakers. ESADE’s innovative hands-on learning methodology will ensure you know the theory – and have the practical know-how to make it effective.
ESADE was one of the world’s first institutions to be awarded the triple crown of business education’s most prestigious accreditations: AACSB International, EQUIS and AMBA.

ESADE is an independent, nonprofit university institution, founded in 1958 in Barcelona. Our status as a foundation allows us to focus completely on the quality of the education we deliver.

3. International Experience

Gain new perspectives alongside diverse, talented classmates from nearly 60 different nationalities. At ESADE you’ll have access to international experiences through an internship or study tours abroad. And ESADE is the only Spanish business school that offers you the chance to also earn the prestigious CEMS Master in International Management (MIM), which includes a semester at an associated international university.

4. Expertise

Study the specialization of your choice within the programme of your choice – then go even deeper. Tracks give you the option of focusing in even greater detail on specific areas to build true expertise.

5. Personal Growth

Learning doesn’t stop when you leave the classroom. During your time living in Barcelona, you’ll meet new people, enjoy new experiences and overcome new challenges. You’ll graduate a little older – and a lot wiser.

ESADE was one of the world’s first institutions to be awarded the triple crown of business education’s most prestigious accreditations: AACSB International, EQUIS and AMBA.

ESADE is an independent, nonprofit university institution, founded in 1958 in Barcelona. Our status as a foundation allows us to focus completely on the quality of the education we deliver.
What you’ll do. When you’ll do it.

During your time at ESADE, you’ll develop everything from rock-solid fundamental knowledge right through to specific, expert knowledge and skills.
The first step is to ensure you’re ready to hit the ground running.

Most students who join ESADE MSc programmes have undergraduate degrees in business administration or economics. If your degree is in a different discipline, you’ll join the Business Integration Path (BIP) and gain a grounding in management basics, or a Pre-Programme, depending on your chosen MSc.

After meeting new friends, classmates and professors in the Welcome Week, you’ll start to study the big picture in your first term, under the theme Understanding the Context.

The pace never drops. January study tours and skill seminars are followed by term two, titled Putting Theory Into Practice.

In term three you’ll develop specialised knowledge. Electives allow you to target the areas that best suit your career goals.

Your final, summer term can be used for your Master Project (if you have not decided to start it in Term 2) or an optional Master related internship.

The Master Project can be an In-company Project, a Master Thesis or a Business Plan.

When you graduate, you’ll be transformed: more knowledge, more skills, more specialised insights and more capable to add value in the next stage of your career.

And after that? CEMS or a second ESADE Master’s degree? Start your professional career? The choice is yours.

Information applies to current academic year and is subject to change without notice.
Get ready to see things differently. During your MSc you’ll gain a broad, global perspective on business and economics. You’ll also zoom in and focus on essential skills under the guidance of specialists. ESADE MSc programmes are an intense personal-development experience. Get ready to grow.

**Skill Seminars**

Skill seminars help you to expand and deepen your management skills. Working in small groups, you will explore your areas of interest in greater depth. The knowledge and capabilities you develop will give you a head start in the early stages of your career.

Skill seminars in ESADE MSc programmes cover areas including negotiating, legal issues, public speaking, decision making and new technological developments such as quantitative analysis.
Study Tours

Study tours give you direct exposure to diverse business practices and cultural contexts. While visiting our prestigious partner schools, you’ll have the chance to analyse the challenges and opportunities facing markets around the world.

Previous years’ editions included the following destinations:

<table>
<thead>
<tr>
<th>DESTINATION</th>
<th>TOPIC</th>
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<tr>
<td>Cape Town, University Of Cape Town</td>
<td>Doing Business in Africa</td>
</tr>
<tr>
<td>Hong Kong, Hong Kong City University</td>
<td>Doing Business in Asia</td>
</tr>
<tr>
<td>La Habana, Universidad de la Habana</td>
<td>Understanding Cuba From a Business Perspective</td>
</tr>
<tr>
<td>London, London School of Economics</td>
<td>Global Topics in Finance</td>
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<tr>
<td>Santiago de Chile, Adolfo Ibañez University</td>
<td>Doing Business in Latin America</td>
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<td>Sao Paulo, Fundação Getulio Vargas</td>
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<td>Seoul, Yonsei University</td>
<td>Doing Business in South Korea</td>
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<tr>
<td>Shanghai, Shanghai Advanced Institute of Finance</td>
<td>Finance in Asia</td>
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<td>Washington DC, Georgetown University</td>
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<td>Silicon Valley, Berkeley</td>
<td>Big Data in the Silicon Valley</td>
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<tr>
<td>Silicon Valley, Stanford</td>
<td>The Silicon Valley Experience</td>
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Meet your expert guides

Leaders in academia. Renowned in business. Respected worldwide. Your ESADE professors are the ideal guides to prepare you for future career success. They bring experience and insights from the frontlines of business into the classroom. Their research helps define the direction of their respective fields.

To become the best, learn from the best.

Master in Business Analytics
Academic Director – Prof. Esteve Almirall

Prof. Almirall has 20+ years’ experience in information technologies, entrepreneurship and consulting. He is a distinguished expert and thought leader in fields including smart cities, innovation ecosystems, innovation in the public sector and user innovation. The European Union has chosen him to coordinate or serve as the main researcher on over ten projects.

Master in Global Strategic Management
Academic Director – Prof. Frank Wiengarten

Prof. Wiengarten’s current research explores the role of environmental and sustainable practices in the supply-chain setting; he is active in two ongoing multinational projects in this field. In parallel with his academic career, he has worked for various well-known consultancy and logistic firms including Price Waterhouse Coopers and the DB Schenker Group.

Master in Finance
Academic Director – Prof. Luca del Viva

Prof. del Viva’s early research focused on themes including banking regulation for the maintenance of financial stability, and on the financial system and credit risk. His more recent research on evaluating the effectiveness of new banking regulation in preventing banking crises was published in leading industry journals. At present, he is the ad hoc editor of the Journal of Financial Intermediation, the Journal of Banking and Finance, and International Finance.

Master in Innovation & Entrepreneurship
Academic Director – Prof. Jan Brinckmann

Prof. Brinckmann is a world-renowned expert in entrepreneurship. He is an active business angel and has co-founded, advised and supported multiple startups and high-growth firms in the US, Germany, and Spain. His prizewinning academic work has been published in five books and many prestigious journals.
Master in International Management  
Academic Director – Prof. Marc Vilanova

Prof. Vilanova worked in Tokyo on developing-world projects and as an internationalisation consultant for PWC before becoming a managing partner of a Barcelona-based consultancy, in which he remains active. His deep body of acclaimed academic work focuses on responsible competitiveness, corporate social responsibility (CSR), strategy and accountability.

Master in Marketing Management  
Academic Director – Prof. Isa Moll

Prof. Moll combines teaching with consulting in marketing, entrepreneurship and design management for companies including Manpower, Sony and Novartis. She has published a wide range of acclaimed books, articles and essays on marketing and design. Prof. Moll regularly shares her insights at national and international marketing and design congresses.

CEMS Master in International Management  
Academic Director – Prof. Alberto Gimeno

Prof. Gimeno is a leading international academic and business consultant. He is one of the founding partners of Family Business Knowledge (FBK), an applied research company. Prof. Gimeno is the co-author of a theoretical model in structural risk used by family businesses and consultancy companies around the world.

DID YOU KNOW?

129 of ESADE’s 162 professors have published research in the last three years
Many vantage points.
One great view.
Our MSc Programmes

18  MASTER IN BUSINESS ANALYTICS
    Bridge the gap between information and action.

20  MASTER IN FINANCE
    Find the formula for a first-class career in finance.

22  MASTER IN GLOBAL STRATEGIC MANAGEMENT
    Three continents. Two Master’s degrees. One amazing year.

24  MASTER IN INNOVATION & ENTREPRENEURSHIP
    Have great ideas. Make them real.

26  MASTER IN INTERNATIONAL MANAGEMENT
    Do business without borders.

28  MASTER IN MARKETING MANAGEMENT
    Connect, communicate, captivate, convince.

30  ELECTIVES
    Target your career goals with precision.

32  SECOND-YEAR OPTIONS
    Take it further: get a double degree.
MSc in Business Analytics

Data is the world’s most valuable commodity. It is the fuel that powers the new economy – and it is changing the rules of business.

With ESADE’S MSc in Business Analytics, you’ll develop the skillset that employers are seeking: how to analyse data and how to apply what it reveals.

WHO IS IT FOR?
People who see the possibilities and the power of using data to support decision-making. Detailed, precise thinkers who know that good business depends on getting – and understanding – reliable information.

WHAT WILL YOU LEARN?
You’ll develop the ability to identify, collect, analyse, interpret and transform data to drive value and innovation. You’ll use Python and R, as well as standard data science libraries and tools. And you’ll work in multidisciplinary groups in collaboration with world-leading companies including Amazon, Microsoft and Santander.

WHERE WILL IT TAKE YOU?
Common new graduate roles include:
- Data Scientists
- Analytics Consultants
- Business Intelligence Consultants
- Big Data Analytics Officers
- Data Solutions Architects
THE ESADE DIFFERENCE

“I would never have been able to see inside companies like Facebook, Intel or Salesforce if it wasn’t for the study tour to Silicon Valley. It’s an insight into the cradle of high tech – where trends begin and the lifestyles of tomorrow are born.”

Chloé Challier (France)
MSc in Business Analytics
Class of 2018

1. Prepare to Succeed

The MSc prepares you to launch your career in some of the world’s hottest fields. Big data, AI and machine learning are transforming business – and you can help make it happen. You’ll connect with pioneering companies and be guided by expert faculty. Your professors bring experience from the frontlines of global business – they’ll mentor and push you to do better and be better.

2. Gain Real Experience

Get valuable experience and learn first-hand from top business analysts and data scientists. The Capstone Project with a leading company, including two one-week in-company stays, challenges you to solve a real, non-simulation business-analytics problem.

3. Develop Coding Expertise

Knowing how to code is fast becoming a must-have attribute for next-generation managers. You’ll learn Python, R and other languages through multifaceted projects, expanding your ability to meet business-analysis challenges.

4. Qualify with Amazon Web Services

AWS certifications recognize IT professionals with the technical skills to design, deploy, and operate applications and infrastructure on AWS. Your ESADE professors will prepare you to earn the AWS certificate, and part of the authorised AWS curriculum is integrated into the MSc programme.

5. Experience the Speaker Series

Get insight directly from the people driving change in business analytics. The Speaker Series is one of the most compelling parts of the MSc programme. Experts from the data ecosystem deliver biweekly keynote speeches. These are followed by networking sessions that give you the opportunity to chat with leaders from government, industry and education.
MSc in Finance

ESADE has a reputation for excellence, exacting standards and rigour. In the MSc in Finance, you’ll make that reputation your own. Develop international perspectives, in-depth understanding, specialised skills and hands-on practical experience as you prepare for a first-class career in the world of finance.

**WHO IS IT FOR?**

Coolheaded, precise thinkers with a talent for numbers, a passion for finding the right answers and a desire to launch a career in finance.

**WHAT WILL YOU LEARN?**

You’ll master fundamental tools and concepts. You’ll develop a broad, international perspective on competitive capital markets. You’ll learn how successful companies connect finance and strategy, and you’ll hone your ability to make decisions that consider the interests of different stakeholders. Specialised tracks will give you in-depth understanding of your chosen field: Corporate Financial Management, or Asset Management and Banking.

**WHERE WILL IT TAKE YOU?**

Common new graduate roles include:
- Financial services (investment banks, hedge funds, regulatory agencies and securities exchanges)
- Consulting
- Fintech
- Or financial and management positions in sectors including:
  - Services
  - Industry and Manufacturing
  - Government and Non-Profit

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**PROGRAMME OVERVIEW**

**SUMMER PERIOD**

**PRE-PROGRAMME IN FINANCE (AUG–SEP)**

**TERM 1 / SEP – DEC**

**CORE COURSES**

- Business in Society
- Corporate Valuation
- Financial Analysis & Reporting
- Financial Modelling
- Investments

**JANUARY**

**STUDY TOURS & SKILLS SEMINARS**

**TERM 2 / FEB – APR**

**SPECIALISED COURSES**

- Corporate Finance
- Derivatives
- Finance Project
- Fixed Income
- Optionally choose from two tracks:
  - Track 1: Corporate Financial Management
  - Track 2: Asset Management and Banking

**TERM 3 / APR – JUN**

**ELECTIVES**

The wide range of electives offered during this term will allow you to tailor the programme to your specific career goals.
THE ESADE DIFFERENCE

“The diverse, intelligent and ambitious people I met at ESADE added as much value to my experience as the knowledge and skills I acquired.”

Marvin Kimani (Kenya)
Controller at
Unibail-Rodamco-Westfield Austria area
MSc in Finance
Class of 2015

1. International Reputation

In finance, reputation is everything. ESADE is a byword for excellence because of its proven track record over six decades of consistently delivering world-class business education. The ESADE MSc in Finance is ranked among the best in the world by international publications.

2. Specialisation

Tailor your degree to fit your exact objectives. The ESADE MSc in Finance has a two-track format. Focus on the areas that most interest you to target your career goals more precisely.

Optionally choose between:

Corporate Financial Management
Develop the specialised knowledge you need to work in a financial management position in a non-financial company, or to pursue a career in corporate strategy.

Asset Management and Banking
Gain the skills and knowledge you need to work in investments and asset management, commercial banking or insurance.

The credits obtained with the optional track are integrated into the programme, so they do not imply additional workload.

3. CFA® Institute and Bloomberg Partnership Programme

CFA® Institute is the world’s largest association of investment professionals, with over 100,000 members. Its certification programme is widely considered the most rigorous in the industry. The ESADE MSc in Finance programme is an official CFA® Programme Partner. The classification recognizes its close ties to current best professional practices and its suitability as preparation for the CFA exams.

ESADE also partners with Bloomberg L.P., the leading financial data and news provider, to offer the Bloomberg Aptitude Test (BAT) completely free of charge on campus.

The BAT evaluates your abilities then helps you to anonymously market yourself to over 20,000 Bloomberg clients via the Bloomberg Talent Search.

4. International Experience

The programme, like finance itself, is a diverse, cross-border experience. Week-long study tours to top universities give you the chance to learn for yourself how international financial systems work on the ground and see other business cultures in action.
MSc in Global Strategic Management

See further, look deeper and graduate with a double degree. The MSc in Global Strategic Management looks at business strategy from three unique perspectives: ESADE Business School (Spain), UVA McIntire School of Commerce (USA) and Lingnan University College (China). Discover a whole world of business-strategy education.

WHO IS IT FOR?

Broadminded, integrative future leaders, who know that growth strategies require addition, not division.

WHAT WILL YOU LEARN?

You’ll develop a transcultural and transformative vision of how business is managed on a global scale. You’ll understand the framework of global strategy, and how it relates to financing, operations and supply chains. You’ll know how to apply analytical and cross-cultural skills to drive innovation and forge alliances. And you’ll have first-hand experience of business cultures on three continents.

WHERE WILL IT TAKE YOU?

Common new graduate roles include:
- International Business Development Manager
- Consultant
- Account Strategist
- Strategic Analyst
- Future Operations Business Analyst
- International Project Manager

TERM 1 / AUG – DEC
McIntire School of Commerce
- International Corporate Governance & Strategy
- Strategic Leadership
- Analysis for Decision-Making in a Global Context
- Researching & Writing a Global Business Thesis
- Global Market Research & Analytics
- Doing Business: US

TERM 2 / JAN – MAR
Lingnan (University) College
- Global Supply Chain Management
- Consumer Behaviour Across the Globe
- International Financial Management
- Doing Business: China

TERM 3 / MAR – JUN
ESADE Business School
- Negotiation & Conflict Resolution in a Global Context
- Managing Innovation in Global Operations
- Chain Operations
- Sustainability and Corporate Social Responsibility
- Cross-Border Mergers & Acquisitions
  and Strategic Alliances
- Doing Business: E.U.
- Business Simulation.
“Business is changing. More than ever, a global perspective is essential – and that’s what the MSc gave me.”

Bryson Hearne (USA)
MSc in Global Strategic Management
Class of 2018

THE ESADE DIFFERENCE

1. International Experience: Three Continents in One Year

In one life-changing year, you’ll study at three internationally renowned business schools.

ESADE Business School
Barcelona, Spain.
One of the world’s leading business schools, at the forefront of management education since 1958.

UVA McIntire
School of Commerce
Charlottesville, USA.
The University of Virginia’s undergraduate business school was founded in 1921 and is regularly ranked as one of the best business schools in the USA.

Lingnan University College
Hong Kong, China.
Established in 1888, Lingnan today is acknowledged as one of Asia’s top universities and business schools.

2. A Global Mindset

Through classes and teamwork projects, you’ll develop the multicultural insights and global outlook to make an impact – on companies, and on your career.

– Discover how different economic, social and geopolitical factors influence international business.
– Become an inspiring leader, ready to implement global strategies and manage complex international teams.

3. Multiply Your Network x3

Accelerate your career by combining the power of three careers services, three alumni networks and three business-partner ecosystems.

4. One Programme, Three Qualifications

Stand out from the crowd. When you graduate you will earn two official Master’s degrees, from ESADE and McIntire, plus a certificate from Lingnan University College: a triple stamp of true international excellence.
MSc in Innovation & Entrepreneurship

Get ready to launch your own startup or drive innovation within an existing company. At ESADE, you’ll sharpen your creativity and develop a can-do, results-driven attitude, backed by solid business-management fundamentals. You’ll emerge ready to think differently and find brighter, better ways of doing business – in any company.

WHO IS IT FOR?

Active, creative thinkers and doers who want to be entrepreneurs, innovators or intrapreneurs.

WHAT WILL YOU LEARN?

You’ll discover how to find, launch and manage new ventures. You’ll learn to design, implement and manage in-company innovation strategies and systems. And you’ll develop the ability to navigate the startup funding process.

WHERE WILL IT TAKE YOU?

Many graduates go on to start up their own ventures. Many others find success in:
- Innovation Management or Architecture
- R&D
- Business Development
- Innovation Management Consulting
- Policy Advice – Sales & Marketing

PROGRAMME OVERVIEW

SUMMER PERIOD
BUSINESS INTEGRATION PATH (JUL–SEP)

TERM 1 / SEP – DEC
CORE COURSES
- Creative Thinking
- Innovation Management
- Exploring the Opportunity
- Entrepreneurship
- Business in Society

JANUARY
STUDY TOURS & SKILLS SEMINARS

TERM 2 / FEB – APR
SPECIALISED COURSES
- Finance for Entrepreneurs and Innovators
- Marketing for Entrepreneurs and Innovators
- Product Management for Entrepreneurs and Innovators
- Advanced Strategy for Entrepreneurs and Innovators
- Internship Innovation Project

TERM 3 / APR – JUN
ELECTIVES
The wide range of electives offered during this term will allow you to tailor the programme to your specific career goals.
THE ESADE DIFFERENCE

“I graduated from ESADE with a career in food and health innovation, a global network of exceptionally talented colleagues and memories of an unforgettable student experience.”

Anushka Mahanti (India)
Regional Category Manager MYP at Arla Foods amba
MSc in Innovation & Entrepreneurship, Class of 2014

1. Firsthand Learning With Innovative Companies

By joining ESADE, you become part of its rich innovation ecosystem: a vast international web of partners centred on the on-campus ESADE CREAPOLIS innovation park and start-up hub. This gives you unparalleled opportunities to build your network as you find solutions to real-world challenges.

2. Internship Innovation Project (12P)

Working as part of a team alongside students from the Universitat Politècnica de Catalunya BarcelonaTech (UPC) – who have technology, science and engineering backgrounds – you’ll unlock your creativity and apply your business skills to tough challenges proposed by ESADE partner companies.

3. Study Tours

Meet the people who make innovation happen – on a global scale. Your study tours will introduce you to entrepreneurs in some of the world’s hottest high-tech hubs: London, Berlin and Silicon Valley.

Venture capital firms will show you where they invest – and why. Founders and senior executives will take you behind the curtain of high-growth companies.

These are once-in-a-lifetime trips to learn from the companies that are shaping the future of business.

4. Rambla of Innovation: A New Learning Ecosystem

The ESADE campus is built for business experimentation and creation. Its Rambla of Innovation features five unique spaces designed to help companies come to life: EGarage, for sharing ideas; EWorks, where ideas and projects become a reality; Fusion Point, where students from different disciplines can meet; Fab Lab, for manufacturing prototypes; and Decision Lab where the decision-making process is decoded.
DO BUSINESS WITHOUT BORDERS.

**MSc in International Management**

Dare to make a difference. The ESADE MSc in International Management opens up a world of management opportunities. Want to work overseas or across borders within a multinational company? Want the knowledge, skills and confidence to find a better way to lead international teams? Start here.

**Who is it for?**

The MSc in International Management is for people who want to work in a complex environment: ambitious, disruptive future leaders who want to focus in systemic thinking.

**What will you learn?**

A fast-changing world needs a new kind of leader, who can find creative, entrepreneurial solutions to complex problems. In the programme you’ll master the hard knowledge, the soft skills and the adaptable mindset you need to be that leader. You’ll explore multi-country operations. You’ll learn to identify, analyse and reflect on challenges. And you’ll know how to manage cultural differences, mobilise diverse teams and implement strategies to drive success.

**Where will it take you?**

Common new graduate roles include:
- General Management
- Consulting
- Foreign Trade Accounting
- International Marketing
- International Cooperation
- Trade Promotion

**Programme Overview**

**Summer Period**

**Business Integration Path (Jul–Sep)**

**Term 1 / Sep – Dec**

**Core Courses**
- Firms, Economics and the Global Environment
- Business in Society
- Financial Markets
- Corporate Finance
- International Marketing Strategies
- Geopolitics

**January**

**Study Tours & Skills Seminars**

**Term 2 / Feb – Apr**

**Specialised Courses**
- International Business Strategies
- Global Organisations
- Managing Digital Business
- Global Operations
- International Projects in Action (starting in October)

**Term 3 / Apr – Jun**

**Electives**

The wide range of electives offered during this term will allow you to tailor the programme to your specific career goals.
I came to ESADE for international experience and that is what I got. The MSc in International Management was a real eye-opener and gave me a complete toolkit for future success.

Anyun Ni (China)
Assistant Marketing Manager at The Coca-Cola Company
MSc in International Management Class of 2015

THE ESADE DIFFERENCE

1. A Worldwide Reputation for Excellence

ESADE’s reputation, and its reach, are global. International publications regularly rank it among the top business schools in the world. Join leading thinkers in business research. Build networks that stretch around the world. Graduate from a school with a reputation for thinking differently – and delivering extraordinary results.

2. International Projects in Action

For 600 hours over two terms, you will take the role of consultant as part of a small team. Together, you will analyse and address a problem presented by ESADE’s international partner companies and NGOs, such as Oxfam, Transparency International, UNHCR, Pepsico, L’Oréal, Lidl, Unilever, Leroy Merlin, Ferrovial or Sanofi. These demanding real-world challenges require creative, effective solutions. The Project in Action will push your management abilities to the limit.

3. A New Kind of Leadership

At ESADE, we believe that a leader is someone who never stops asking questions. And that means questioning yourself. Part of your learning journey will be about self-discovery. You’ll be challenged to rethink your own approaches, values and perspectives as you explore a new kind of leadership – and define the kind of leader you aspire to become.

4. International Experiences

Study tours give you direct exposure to diverse business practices and cultural contexts. By visiting our prestigious partner schools, you’ll see local and multinational companies in action, and have the opportunity to analyse the unique characteristics of markets around the world.
MSc in Marketing Management

Marketing is evolving – and there has never been a better time to work in the field. As old paradigms are destroyed, new opportunities are created.

Get ready to seize them.

WHO IS IT FOR?

Passionated for market analytics and creativity, high-EQ people with a passion to pursue a career in marketing. Focus on the big picture of marketing in general, or specialise by function or sector. Whatever you choose you’ll enter the job market with relevant experience and expertise.

WHAT WILL YOU LEARN?

You’ll learn how to thrive in a fast-changing environment. To research, analyse, think strategically, enhance creativity, move quickly and add value. You’ll build a systemic vision of companies and their contexts – and know how to communicate it. Every company needs managers who have the specialised knowledge and the agile mindset needed to solve marketing challenges. Develop them here.

WHERE WILL IT TAKE YOU?

Common new graduate roles include:
- Brand managers
- Lifecycle managers
- Product managers
- Consultants
- Online-marketing managers
“My time at ESADE was amazing. It was there where I understood what I wanted to do with my career and learned what I needed to do to make it happen.”

Thomas Cesa (Brazil)
Product Manager - Polo Ralph Lauren & Diesel at L’Oréal
MSc in Marketing Management + CEMS MIM
Class of 2016

1. Specialisation

Customise your MSc programme.

Focus on the function and/or sector of your choice and fast-track your career.

SPECIALISE BY SECTOR
Choose one of the following Cluster Concentration Tracks:
- E-commerce and technology
- Fashion
- Sports

SPECIALISE BY FUNCTION
Choose one of the following Marketing Functional-Immersion Tracks:
- Brand / Communication
- Research / Consulting
- Sales

2. Professional Experience

Experience the day-to-day responsibilities of top marketers in multinationals such as Nestlé, L’Oréal, Mediapro, Desigual and Kantar with the Profession in Action activity. Take a deep dive into the dynamics of different professional roles and positions. See for yourself how marketers work with diverse organisations and their partner ecosystems. The immersive, week-long Profession in Action is a unique opportunity to learn from the best.

3. Hands-On Learning: Brand Audit

Your chance to show top companies, such as Converse, Unilever, Tesla and Samsung, what you can do. Working in a small team, you'll receive an in-depth briefing from company managers on a brand-management challenge that they are facing. It's up to you to propose a strategic solution that will work. This 100% practical project lets you put theory into practice, for real.
Electives

Expand your knowledge. Deepen your insights. Hone your specialised skills. Electives allow you to customise your capabilities to target your career goals. Each programme has specific electives but you can also choose from a wide range of free ones and certain electives from other MSc programmes.

**MSc in Business Analytics electives**
- Advanced Manufacturing & Logistics
- Big Data in Finance
- Digital Business
- Digital Marketing Strategy
- Fintech
- Marketing Analytics
- Open Innovation and Innovation Ecosystems
- Recommender Systems
- Smart Cities
- Strategic Management of Disruptive Innovation and Exponential Technologies
- Thinking With Data

**MSc in Finance electives**
- Banking and Insurance
- Corporate Finance in Emerging Markets
- Corporate Restructuring
- Fintech: Technology Innovation in Financial Services
- Global Financial Management
- Hedge Funds
- International Portfolio Management
- Key Topics on Financial Statements
- Macroeconomic Policy and Global Capital Markets
- Management Control Systems
- Mergers & Acquisitions
- Operational Financial Management
- Real Estate Finance
- Risk Management in Financial Institutions
- Venture Capital & Private Equity

**MSc in Innovation & Entrepreneurship electives**
- Dealing with Intellectual Property Rights
- Development Tools for Web and Mobile Apps
- Innovation and Entrepreneurship in Clean-Tech and Sustainable Energy Industries
- StartUp Immersion Class: Berlin
- StartUp Immersion Class: London
- Sales Management and Getting Your Beachhead Customers
- Strategic Management of Disruptive Innovation and Exponential Technology

Information applies to current academic year and is subject to change without notice.
MSc in Marketing Management electives

- Co-Creation Strategies: Innovating Together With Customers
- Data Minding
- Decision-Making Marketing Research
- Design & Marketing
- Digital Marketing Performance
- Finance for Marketing and Sales Managers
- Implementing Integrated Communications
- Strategic Key Account Management

MSc in International Management electives

- Becoming a Manager
- Business Simulation
- Competing with Business Intelligence & Analytics
- Emerging Markets
- Entrepreneurship Finance & Venture Capital
- Excellent Consulting: The Challenge of International Collaboration and Corporate Change
- Global Supply Chain
- Innovation Through Design-Thinking
- Leading the Management Consulting Firm
- Managing International Innovation
- MIM Banking & Insurance
- MIM Mergers & Acquisitions
- Non-market Strategy
- Political Risk Analysis, Geo-Economics & Global Business.

Free electives

- Big Data & Analytics
- Climate Change and the Business Response
- Corporate Strategy
- Cross-Cultural Management
- Excel: Discovering the Power of VBA
- Family Business Management
- Global Economy Debates
- In Search of Principles for a Life Philosophy: Lessons from Art, History and Economics
- Journey Into Professionalism
- Leading Toward Sustainable Futures
- Leading With Impact: Developing Your Leadership Skills, Becoming a Leader
- Managing Entrepreneurial Growth
- Project Management
- Seis Momentos Decisivos en la Historia de la Gestión (in Spanish)
- Social Entrepreneurship and Impact Investment
- Sustainable Business Models
- Think, Act, Create and Lead.
- Understanding and Influencing Consumers (and Managers)
Second-Year Options

Keep learning beyond your MSc programme. Double your qualifications and distinguish yourself in the job market. You can pursue a second MSc programme at ESADE, join a complementary programme at one of our world-leading partner schools, or take on the challenge of the CEMS Master in International Management (MIM).

OPTION 1

CEMS Master in International Management (MIM)

Driven to excel. Determined to have an outstanding international career. The prestigious CEMS MIM qualification proves to employers that you’re dedicated, energetic and capable of taking it further than the rest.

CEMS is the world’s foremost global alliance of business schools, multinationals and NGOs. ESADE is the only founding member in Spain. The CEMS MIM gives you the cross-border exposure, the global understanding, the hands-on experience and the network to launch an exceptional international career.

The CEMS MIM is open to graduates of all ESADE MSc in Management programmes except the MSc in Global Strategic Management.

This rigorous and intense one-year programme begins after you complete your ESADE MSc. It comprises two terms of cultural, linguistic and academic immersion at ESADE and one other CEMS partner school, followed by a 10-week international internship with a leading company.

DID YOU KNOW?

50% of CEMS MIM graduates find work outside their country of residence.
OPTION 1
External Double Degree: ESADE + Partner University

Complement your ESADE MSc in Management with a second degree from one of our seven world-class partner schools. Spend an additional 12 months abroad then graduate with two qualifications from two top business schools, plus full access to the support networks and alumni communities of both.

<table>
<thead>
<tr>
<th>ESADE PARTNERS AROUND THE WORLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Università Commerciale Luigi Bocconi (Italy)</td>
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<tr>
<td>Erasmus University Rotterdam (Netherlands)</td>
</tr>
<tr>
<td>Fundação Getulio Vargas (Brazil)</td>
</tr>
<tr>
<td>Queen's School of Business (Canada)</td>
</tr>
</tbody>
</table>

OPTION 2
Internal Double Degree: Two ESADE MSc Degrees

Combine two ESADE MSc programmes to accelerate you toward your career goals.

FAST TRACK

The 18-month Double Degree

You can choose your second programme in a complementary discipline to accelerate the process. Any combination of the MSc in Innovation & Entrepreneurship, MSc in International Management or MSc in Marketing Management can be completed within 18 months. You graduate by the Easter break of your second year with a dual degree that instantly distinguishes you in the job market.

DIVERSITY AND DEPTH

The 24-month Double Degree

Pursue two consecutive MSc programmes in different disciplines to broaden and deepen your knowledge base. Students taking our MSc programmes in Innovation & Entrepreneurship, International Management, Marketing Management, Business Analytics, Finance or Global Strategic Management can opt to pursue a second MSc programme in any of the disciplines that we offer. You graduate in 24 months with a dual degree in management from ESADE.
You choose the destination.  
We show you the way.
Career Development

Career Services
Experts to guide and support your career growth.

IN SAFE HANDS

AFTER MY ESADE MSc
Success Stories
The MSc is where it starts. Here's where it goes next.
In Safe Hands

The Team

Your career future is in safe hands. You’ll have the support of the ESADE Careers Team before you start your programme, through your MSc - and beyond. Our advisors will ensure you understand what recruiters are looking for, and what you need to do to reach your goal – whichever career path you choose. The team is divided into sector specialists, giving you access to specific expertise about job markets in each industry. ESADE Careers aims to help you develop the lifelong skills you’ll need to successfully manage your career.

The Network

Join one of the biggest alumni community in Europe. Connect with over 70,000 professionals in 118 countries. ESADE Alumni helps you to stay at the forefront of knowledge and expand your career horizons. You’ll meet current and future business leaders: employers, partners and friends. You’ll find career support and professional opportunities – for the rest of your life.

The Activities

A packed calendar of careers activities keeps you in contact with recruiters.

RECRUITMENT FAIRS

At on-campus fairs four times a year, you’ll meet recruiters who are actively seeking interns and full-time employees.

CAREER PATH SESSIONS

Five sessions a year help you hone the skills you need in the recruitment process.

COMPANY PRESENTATIONS

Meet companies who are looking for potential hires, then attend an informal networking event to make contacts.

ON-CAMPUS INTERVIEWS

Discover career opportunities, improve your interview skills or attend focused workshops to maximise your employability.

JOB POSTINGS

See and apply for internships and full-time jobs at international companies looking for ESADE talent.

CEMS MIM SKILLS ACTIVITIES

CEMS MIM students can join a series of employer-led skills sessions delivered by top-tier companies and go on CEMS in-company visits.
INTERVIEW: SABRINA BALKENHOL

Name: Sabrina Balkenhol
Country of Origin: Germany
Programme and year: MSc in International Management + CEMS MIM (2015-2017)
Study Tour: Doing Business in Asia (Hong Kong)
Current Job: Consultant (Germany)

Why did you decide to study at ESADE?
ESADE has an outstanding reputation. Many friends told me that they had absolutely loved studying there. ESADE was the perfect choice for me because it combines a highly recognized Master’s degree with the best student life you can imagine.

“Choosing ESADE is the best decision I’ve ever made.”

Can you describe the learning experience?
You meet amazing people from all the world and work in truly diverse teams. I really appreciated the opportunity to get to know so many different cultures. Of course, it is very challenging and sometimes frustrating – but it makes you grow and helps you tremendously for the future!

Did you enjoy studying in Barcelona?
Barcelona is THE BEST city to study and live in. It has amazing weather, great beaches, delicious food, awesome bars, beautiful languages, fantastic people ... I could list one million things I absolutely love about it. I miss it every day!

Are you pleased with your decision to choose ESADE?
It is the best decision I’ve ever made. There is no other business school with such an outstanding reputation that enables you to live near the beach, enjoy amazing weather and study with incredibly smart people. I now also have friends all over the world, thanks to ESADE.
INTERVIEW: TAMARA BEZHANOVA

Could you describe the MSc experience?

The courses were very diverse and showed me many potential career paths. One of the greatest experiences was the study tour. It was great to see inside companies such as Coca-Cola, Unibail-Rodamco, L’Oréal, Lenovo and Nike and visualise yourself working there. The class was very diverse and now I have friends all over the world, from India to Colombia.

“The application process was very smooth and not at all stressful.”

Why did you decide to come to ESADE?

I made the final decision because of the amazing admissions team. The application process was very smooth and not at all stressful. I interviewed in-person in Moscow and it was a very positive experience – much more pleasant than with other schools.

However, some of the prior factors were the renowned quality of the MSc in Marketing program and the ability it offered to specialise in fashion.

Anything you would like to share with candidates?

Take advantage of the networking opportunities at ESADE. At career events, top professionals come to the campus. Many of them studied at ESADE and are more than willing to help you. Also, speak with directors of the programs and professors, who have an incredible network themselves. They are always happy to connect you with people working in the companies you are interested in. That is especially useful for non-EU students. It can be tough to get through the visa process and having someone to recommend you really helps.

Name: Tamara Bezhanova

Country of Origin: Russia

Programme and year: MSc in Marketing Management (2017)

Study Tour: Profession in Action Sales (Barcelona and Madrid)

Current Job: Regional Sales Analyst (Fashion industry, Germany)
Could you describe your MSc experience?

The work was tough and the hours were long. However, it was well worth it and the student body has a great community feel where people support one another. A great highlight was getting to go to the Universidad de Los Andes, as part of our study tour.

Why did you decide to come to ESADE?

The primary draw for me was the strong focus on entrepreneurship. Having previously co-founded a startup, my goals were to learn more about finance and the industry around startup financing, namely venture capital. The on-campus accelerator and regular events with prominent players from the startup scene, really helped me decide that ESADE was the place for me.

How did the diversity reflect on your MSc experience? And on the group work?

Studying at ESADE was one of the most internationally diverse experiences that I’ve had. There were some 80 different nationalities within our year group alone. This was challenging at times when it came to group work – everybody spoke English, of course, however subtleties in communication styles can have a resounding impact on intra-group relationships. That said, the lessons and experiences were invaluable.

Did you take part in any case competitions?

I took part in two, the first of which was the Oliver Wyman case competition. We had to present various strategies for Bombardier’s previous financing issues. The second was with Adidas. Our crowdsourced platform idea won the competition.

Did the MSc change you?

Without a doubt. I learned new technical skills, work styles, languages and so much more!
Your MSc Life

42 JOIN THE CLUB
MSc Student Clubs
Get more fun and focus from your free time.

43 BUILT FOR LEARNING
State-of-the-art Campus
A world-class learning environment with a heart of innovation.

45 EXPERIENCE BARCELONA
Living and Working in Barcelona
A hub for business, tech, sport and culture.
Join the Club

Student-led clubs enhance your ESADE experience. Make lifelong friends, expand your network, sharpen your professional skills and pursue your personal interests.

Playing an active role in a club shows prospective employers that you have initiative, social skills and focus.

Professional clubs

Recruiters use business clubs to identify motivated and talented students. Many companies work with clubs to organise events and visits. Each club works with an associate director from the ESADE MSc Career Services team.

- The ESADE Alumni Network
- The ESADE Human Resources Society
- The IT Fashion Society
- The Agora Platform Debating Society
- 180 Degrees Consulting
- The Oikos Sustainability Association
- The E3 Entrepreneurship Initiative
- The ESTalent Scholarship Association
- The Comité International de Etudiants de ESADE
- The ESADE Finance Society
- E-Joventut Consulting Association
- The ESADE Marketing Club
- Empresa i Societat Volunteering and Charity Association

Social and interest clubs

Find something fun to do with your fellow MSc students for a healthy work/life balance.

- ESADE TRI Triathlon Association
- ESADE Students’ Chinese Association
- ESADE Musicians
- Transpose Fashion Magazine Association
- ESADE Wear Social Clothing Association
- ESADE Motor Society
- ESADE Sports
- The Wine and Spirits Club
- The Russian Society
Built for Learning

The ESADE Sant Cugat campus is one of Europe’s foremost learning and innovation spaces.

The Facilities

On-campus facilities include gym, 3 cafeterias, computer rooms, study corners and green areas.

The Atmosphere

The multicultural campus is alive with creative energy. Here, talent learns from talent. The seeds of new ideas grow in the fertile soil of possibility. Join the conversation.

The Location

The campus is just 20 minutes from Barcelona city centre, in the foothills of the beautiful Collserola Natural Park.

The Innovation Park

The Creapolis Innovation Park is an on-campus home to more than 60 startups. Discover the everyday inspiration of interacting with entrepreneurs and seeing ESADE research in action.
The Rambla of Innovation

Five unique spaces in which to inspire and be inspired.

1. DECISION LAB

Where faculty and researchers explore the decision-making process.

4. FUSION POINT

A multidisciplinary thinking space where curious minds meet: business students from ESADE, engineering students from the Polytechnic University of Catalonia (UPC) and design students from the European Design Institute (IED).

2. EGARAGE

Share ideas, access entrepreneurship resources and plan your next step.

5. FAB LAB

Manufacture prototypes and test new products to transform your ideas into reality.

3. EWORKS

Where ideas and projects become a reality as entrepreneurs get to work.
Experience Barcelona

Welcome to Barcelona – one of the world’s greatest cities to live, work and study.

Barcelona Business

Barcelona has a global reputation for doing things differently. It attracts disruptive thinkers and doers who create new paradigms. In tech, fashion, design, media, industry and sport, Barcelona leads the way.

Powered by Creativity

Barcelona is built on free thinking. It was founded as a multicultural port city with a tradition of trading. Today, it is home to multinationals, large family firms and pioneering microbusinesses. Past, present and future: the city prides itself on creating its own rules.

An Entrepreneurial Ecosystem

Barcelona is one of Europe’s most dynamic start-up hubs. Its entrepreneurial ecosystem buzzes with innovation. From the 22@ district, home to a growing international community of entrepreneurs, to Pier 01, the largest tech meeting point and ideas space in Europe, Barcelona opens its arms to new ideas.

World-class Events

GSMA MOBILE WORD CONGRESS
The world’s premier mobile event. ESADE students are active participants in this get-together of start-ups and entrepreneurs, investors, accelerators, incubators and corporations from across the globe.

080 BARCELONA FASHION
Creativity, innovation and design converge in this major fashion industry event.

IOT SOLUTIONS WORLD CONGRESS
A fast-growing event that’s already the world’s biggest showcase for Internet Of Things (IOT), Blockchain and AI.

SMART CITY EXPO WORLD CONGRESS
The world’s leading event for cities, sharing smart solutions to improve innovation and sustainability.
Barcelona Living

Barcelona is a global city, built on a human scale. Its culture, social scene, sports facilities and travel connections make it a top choice for European executives.

A Smarter City, a Better Life

Barcelona is the number one smart city in Spain, and number four in Europe. It ranks 5th globally for quality of life and 7th in Europe for future perspectives, according to UNESCO. It is the only city in the Mercer top-50 quality-of-life ranking that has a beach.

ART
The city that inspired Miró, Dalí and Picasso, home to hundreds of galleries.

CULTURE
From creative street theatre to prestigious museums and grand opera houses.

MUSIC
Festivals – Sonar and Primavera Sound – and a vibrant scene of of small venues to discover.

ARCHITECTURE
9 UNESCO World Heritage sites including masterpieces by Gaudí.

GASTRONOMY
24 Michelin-starred restaurants – and delicious everyday food on every corner.

WATCHING SPORT
FC Barcelona, Spanish Formula 1 Gran Prix, Moto GP, Barcelona Open Tennis – take your pick.

DOING SPORT
Olympic-standard facilities in the city, PGA-standard golf courses, and just 2 hours from Pyrenees ski stations.

MEDITERRANEAN LIFESTYLE
Warm blue seas, miles of sandy beaches, and a year-round climate of sunshine.

PEOPLE
A cosmopolitan community of people who value quality of life and live it to the full.

TRANSPORT
Easy to get to and easy to get around. Superb public transport and a citywide network of cycle lanes.
The Innovation Cities® Index by 2thinknow ranked Barcelona 13th most innovative city in the world and 5th most innovative city in Europe.

The 2017 City Monitor ranked Spain 1st in Europe and 4th globally in terms of attractiveness for students.
Be the author of your own story.
Start writing now.
Admissions

50 YOUR ESADE MSc: MAKE IT HAPPEN
When and How To Apply
Your future starts here. Take the first step.

52 INVESTING IN YOUR FUTURE
MSc Fees & Financing
What you’ll need to invest, plus financial aid options.

53 SUPPORTING TALENT
Financial Aid
ESADE Scholarships and student loans to help you pursue your career goals.
Your ESADE MSc: Make It Happen

What you need to apply

1. A Bachelor’s degree or equivalent. (Finished before the programme starts.)

2. Proficiency in English.
   - English Test scores:
     - TOEFL: 100+ (ESADE’s code is 0507)
     - IELTS (7.0, Academic test)
     - Certificate in Advanced English: B+
     - Certificate of Proficiency in English: C+
     - Academic Pearson (68)

3. A high score in the GMAT or GRE exam

4. No previous work experience or knowledge of Spanish is required

5. Supporting Documents:
   - CV
   - Photograph
   - ID / passport
   - Personal statement as an essay
   - Two letters of recommendation, at least one professional
   - Bachelor’s degree diploma
   - Bachelor's degree transcripts

6. Application Fee

Find out more detail on our website: www.esade.edu/msc
How to apply

<table>
<thead>
<tr>
<th>STEP 1</th>
<th>STEP 2</th>
<th>STEP 3</th>
<th>STEP 4</th>
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</thead>
<tbody>
<tr>
<td>Submit the application form online</td>
<td>Upload the required documents</td>
<td>Official interview</td>
<td>Admissions committee decision</td>
</tr>
</tbody>
</table>

When to apply

We admit candidates year-round but places are limited. The sooner you apply, the better your chances of success.

<table>
<thead>
<tr>
<th>Deadlines</th>
<th>Application Package Complete</th>
<th>Feedback Given By</th>
<th>Special Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Round</td>
<td>2 Oct. 2018</td>
<td>20 Nov. 2018</td>
<td></td>
</tr>
<tr>
<td>2nd Round</td>
<td>27 Nov. 2018</td>
<td>22 Jan. 2019</td>
<td></td>
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<tr>
<td>5th Round</td>
<td>5 Mar. 2019</td>
<td>23 Apr. 2019</td>
<td></td>
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<tr>
<td>6th Round</td>
<td>9 Apr. 2019</td>
<td>14 May. 2019</td>
<td></td>
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<tr>
<td>7th Round</td>
<td>21 May. 2019</td>
<td>18 Jun. 2019</td>
<td></td>
</tr>
<tr>
<td>8th Round</td>
<td>4 Jun. 2019</td>
<td>2 Jul. 2019</td>
<td>*For EU residents only, subject to places remaining on the programme</td>
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</tbody>
</table>

Application tips

You don't have to wait until you have all the required documentation before completing your online admission form. If you have not yet received your GMAT/GRE/English exam result, simply include the date you plan to sit the test. We accept copies of official documentation during the admission process. Once you have been admitted, you will be asked to provide originals.
Investing in Your Future

Tuition fees

Tuition fees include teaching, academic material and obligatory language courses. You can find more information about other costs associated with the programme (such as study tours, accommodation, travel, books and supplies, insurance and other living expenses) on the ESADE website.

<table>
<thead>
<tr>
<th>Programme</th>
<th>Fee</th>
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<tbody>
<tr>
<td>MSc Programme in Management</td>
<td>€28,500</td>
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<tr>
<td>MSc + CEMS MIM</td>
<td>€41,000</td>
</tr>
<tr>
<td>MSc in Global Strategic Management</td>
<td>€32,500</td>
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</table>
Financial Aid

We know that financing an MSc can be complicated. As a nonprofit institution, ESADE is committed to developing future business leaders from diverse backgrounds. We support students through scholarships, partnership scholarships and student loans. If you’ve got the talent and the motivation, we’ll help you pursue your MSc goals. Don’t let anything stand in your way.

1. Talent and Need-based Scholarships

ESADE scholarships cover up to 50% of your tuition fees

Talent-based scholarships consider your academic excellence, personal and personal achievements – and your determination.

Need-based scholarships consider your financial circumstances as well as your merit profile.

2. Partnership Scholarships

We hold agreements with leading institutions to increase programme access for talented students.

3. Study Loans

Loans from our partner financial institutions – Banc Sabadell and Prodigy Finance – cover up to 100% of your tuition fees.

4. Programme Specific Scholarships

Every year ESADE and partner companies offer MSc candidates the possibility of participating in different case competitions to win a scholarship that can cover up to 100% of tuition fees.