MSc Programmes
Make a meaningful change.
At Esade, we believe meaningful change happens when innovation and social commitment come together.

Because progress is not just about doing things right. It’s also about doing the right things.

Do Good. Do Better.
Set your goal. 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.

TRAVEL. LEARN. GROW.

Study Tours & Skill Seminars

Explore international business cultures and sharpen your skills.

WHAT YOU’LL DO.

WHEN YOU’LL DO IT.

Programme Structure

From fundamental knowledge to advanced expertise.

MEET YOUR EXPERT GUIDES.

Who Will Teach You?

Your Esade professors: leaders in business and academia.
5 Factors of Career Success

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.
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.

Did you know?

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.

PROGRAMME STRUCTURE

SUMMER PERIOD

Finance
- Pre-Programme in Finance (AUG — SEP)

Business Analytics
- Pre-Programme in Data Science (SEP) or Business Integration Path (JUL — SEP)

Innovation & Entrepreneurship
- Business Integration Path (JUL — SEP)

International Management

Marketing Management

Global Strategic Management
- Online Module in Management

TERM 1
- Welcome Week
- CORE COURSES: Understanding the Context

JAN
- Orientation Week
- Global Strategic Management (McIntire – USA)
- Global Financing & Operations
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? Double Degree at one of our world-leading partner schools? Start your professional career? The choice is yours.

Information applies to current academic year and is subject to change without notice.
Travel. Learn. Grow.

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.

Solidarity Internship Programme (SUD)

The Solidarity Internship Programme is a programme created by the Esade University Development Service (SUD) in collaboration with the Esade MSc. It allows you to apply your acquired knowledge in a hands-on project with social impact.

The projects are located in developing countries such as Guatemala, Nicaragua or India. Their goal is to help strengthen organisations dedicated to the promotion of a fairer society. Placements span approximately 10 weeks, and work on one of these projects can be the basis for your In Company Final Master Project.
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.

<table>
<thead>
<tr>
<th>Destination</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<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>London, London School of Economics</td>
<td>Global Topics in Finance</td>
</tr>
<tr>
<td>Los Angeles, UCLA</td>
<td>Marketing Strategies in a New Digital Era</td>
</tr>
<tr>
<td>New York, Columbia University</td>
<td>Global Topics in Data Sciences</td>
</tr>
<tr>
<td>Santiago de Chile, Adolfo Ibañez University</td>
<td>Finance in Latin America</td>
</tr>
<tr>
<td>Shanghai, Shanghai Advanced Institute of Finance</td>
<td>Finance in Asia</td>
</tr>
<tr>
<td>Silicon Valley, University of San Francisco</td>
<td>The Silicon Valley Experience</td>
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<tr>
<td>Tel Aviv, Coller School of Management</td>
<td>Doing Business in Israel</td>
</tr>
<tr>
<td>Washington DC, Georgetown University</td>
<td>Public Affairs &amp; International Political Economy</td>
</tr>
</tbody>
</table>

Previous years’ editions included the following destinations:
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. Marc Torrens

Prof. Torrens is a Computer Science engineer and AI expert with 20+ years’ experience creating startups in the field. He cofounded Strands, Inc., a globally renowned Fintech company serving top banks, in 2004 and remains a board member. He holds over 20 tech patents and his research focuses on how AI can be applied to improve people’s lives.

**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. Ivana Casaburi

Prof. Casaburi has researched, taught and worked as a consultant in Italy, Spain, Chile, Bulgaria, Portugal and China. A visiting professor at Peking University (China), she is also a regular speaker and moderator at international academic conferences. Prof. Casabury has published various books and her articles have appeared in prestigious journals including Harvard Deusto Marketing y Ventas and China Business Magazine.

Did you know?

136

of Esade’s 262 professors have published research in the last year.
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.

WHERE WILL IT TAKE YOU?

Common new graduate roles include:
- Data Scientists
- Analytics Consultants
- Business Intelligence Consultants
- Big Data Analytics Officers
- Data Solutions Architects

PROGRAMME OVERVIEW

SUMMER PERIOD
2 OPTIONS DEPENDING ON BACKGROUND
- Business Integration Path / Jul – Sep
  (for people with a technical background)
- Pre-Programme in Data Science / Sep
  (for people with a management background)

TERM 1 / SEP – DEC
CORE COURSES
- Business in the era of A.I. & Cloud
- I&B Models in Digital Companies
- Artificial Intelligence I
- Cloud Computing
- Business in Society

JANUARY
STUDY TOURS & SKILLS SEMINARS

TERM 2 / FEB – APR
SPECIALISED COURSES
- Data-Driven Transformation
- Data Analytics with R
- Artificial Intelligence II
- Cloud Platforms – AWS
- Thinking with Data
- Capstone Project (Feb - June)

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.

See page 30 and 31 for more details
“By getting to know highly skilled people from various professional backgrounds, I learned to approach problems from many new angles. Also, the data-analytical hard skills I learned in the programme gave me a huge boost in confidence for the job market.”

Javier Poveda-Panter (Germany)
Data Science Consultant at Amazon Web Services
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: Capstone Project
Get valuable experience and learn first-hand from top business analysts and data scientists. The Capstone Project with a leading company, including 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. International Experience
Travel and unlock new career possibilities with a weeklong international study tour. Visit leading business hubs and gain insights into how top companies are leveraging the possibilities of AI and Big Data. Study tours help you gain new perspectives, expand your network and see best practices in action.
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, Banking and Fintech, or Asset Pricing and Big Data in Finance.

**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

**PROGRAMME OVERVIEW**

**SUMMER PERIOD**

PRE-PROGRAMME IN FINANCE (AUG – SEP)

**TERM 1 / SEP – DEC**

CORE COURSES
- Business in Society
- Corporate Finance
- Financial Analysis & Reporting
- Financial Modelling
- Investments

**JANUARY**

STUDY TOURS & SKILLS SEMINARS

**TERM 2 / FEB – APR**

SPECIALISED COURSES
- Corporate Valuation
- Derivatives
- Finance Project
- Fixed Income
- Optionally choose from three tracks
  - Track 1: Corporate Financial Management
  - Track 2: Banking and Fintech
  - Track 3: Asset Pricing and Big Data in Finance

**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.

See page 30 and 31 for more details.
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 three-track format so you can focus on the areas that most interest you, and target your career goals more precisely.

Choose from:
- Corporate Financial Management
  Develop the specialised knowledge you need to work in a financial management position in a nonfinancial company, or to pursue a career in corporate strategy.
- Banking & FinTech
  Gain the FinTech, regulatory and other knowledge you need for a career in the fast-evolving world of banking.
- Asset Pricing & Big Data in Finance
  Develop Big Data expertise, software skills and in-depth understanding of how markets work for a career in finance.

3. Dive into Financial Data: Finance Lab

Gain access to the Finance Lab, an innovative space where you can master real-time market trading and analysis tools. You’ll have full access to worldwide financial data provided by Bloomberg, Thomson Reuters Eikon, Wharton Research Data Services (WRDS) and SDC Platinum. Experiment and learn what it takes to become an investment banker or a financial analyst.

4. CFA® Institute and Bloomberg Partnership Programme

CFA® Institute is the world’s largest association of investment professionals, and its certification programme is considered the most rigorous in the industry. The Esade MSc in Finance programme is an official CFA® Programme Partner. 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, helping you to market yourself to over 20,000 Bloomberg clients.

5. International Experience

The programme, like finance itself, is a diverse, cross-border experience. A weeklong study tour to a top university in a global financial hub that gives you the chance to learn for yourself how international financial systems work on the ground. See other business cultures, and world-class practices, in action.

6. Connection with the Professional World

Gain invaluable insights from top experts in the sector joining the Speaker Seminars. Guest speakers from the forefront of the fast-moving financial industry come to campus to share their insights into relevant trends and hot topics. And experience real business challenges via EMPENTA, the startup incubator and accelerator of Esade Creapolis innovation park.

“Esade truly goes the extra mile in choosing the right people to build a challenging and collaborative environment. I have created memories during the MSc that I will carry with me for life.”

Rita Araújo (Portugal)
Business Analyst at McKinsey
MSc in Finance
Class of 2017
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

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**TERM 1 / AUG – DEC**

**MCINTIRE SCHOOL OF COMMERCE**

- International Corporate Governance & Strategy
- Strategic Leadership
- Business Analytics for Decision-Making
- Researching & Writing a Global Business Thesis
- Global Marketing 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 in a Global Context
- Managing Innovation in Global Operations
- Sustainability and Corporate Social Responsibility
- Cross-Border Mergers & Acquisitions and Strategic Alliances
- Doing Business: E.U.
- Business Simulation

See page 30 and 31 for more details.
“Business is changing. More than ever, a global perspective is essential – and that’s what the MSc gave me.”

Bryson Hearne (USA)
Venture Capital Analyst Intern at IGNIA Partners (Mexico)
MSc in Global Strategic Management
Class of 2018

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 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.

THE ESADE DIFFERENCE

Our MSc Programmes

23
HAVE GREAT IDEAS. MAKE THEM REAL.

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.

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 (Jan-May)

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. See page 30 and 31 for more details

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

24
“The programme was very hands-on and I especially enjoyed group projects where we focused on solving real-life challenges, such as the I2P, a corporate consulting project where we worked together with engineers from UPC and learned from real successful entrepreneurs.”

Magdalena Pohl (Italy)
Business Developer at i2x.ai (USA)
MSc in Innovation & Entrepreneurship, Class of 2017

I. 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 (I2P)

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. International Experience

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 six 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; Decision Lab where the decision-making process is decoded and Finance Lab, an innovative space where you can master real-time market trading and analysis tools.
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
- Economics and the Global Environment
- Business in Society: International Projects in Action
- Business in Society: Sustainability Strategies
- Corporate Finance
- Corporate Finance for Non Business Background
- Digital Transformation
- Effective Teamwork
- Financial Markets
- Geopolitics

JANUARY
STUDY TOURS & SKILLS SEMINARS

TERM 2 / FEB – APR
SPECIALISED COURSES
- International Business Strategies
- International Marketing Strategies
- Global Operations
- Global Organisations
- Non Market Strategy
- International Projects in Action (Oct. – Apr.)

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.

See page 30 and 31 for more details
The MSc at Esade was the perfect combination of learning hard business knowledge and being in an environment enriched with many diverse people to teach the soft skills needed for an international career.

Alexander Hügel (Germany)
Area Franchise Lead Germany & Austria at BURGER KING® Brand
MSc in International Management
Class of 2016

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?
Passioned 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

PROGRAMME OVERVIEW

SUMMER PERIOD
BUSINESS INTEGRATION PATH (JUL–SEP)

TERM 1 / SEP – DEC
KEYS TO A CAREER IN MARKETING
- Brand Management
- Business in Society
- Digital Marketing
- Marketing Strategy
- Understanding and Influencing Consumers

JANUARY
STUDY TOURS & SKILLS SEMINARS

TERM 2 / FEB – APR
DEVELOPING A MARKETING PROFILE
- Digital Marketing Performance
- Designing Omnichannel Experiences
- Monetization: How to Turn Strategy into Lasting Revenue
- Marketing Analytics in the Digital Era
- Thinking with Data

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. See page 30 and 31 for more details
“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.

4. International Experience

Visit Los Angeles on a study tour and see for yourself how leading companies tackle management challenges. As well as attending lectures with top faculty and guest speakers at UCLA Anderson, you’ll go inside the marketing departments of top firms and see best practices in action. Over the week, you’ll expand your network, your understanding and your value to potential employers.
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 electives from other MSc programmes.

### MSc in Business Analytics electives
- Digital Marketing Strategy
- Digital Business
- Digital business models, digital transformation and innovation ecosystems
- Recommender Systems
- Advanced Manufacturing & Logistics
- Strategic Management of Disruptive Innovation and Exponential Technologies
- Big Data in Finance
- Fintech: Technology Innovation in Financial Services

### MSc in Finance electives

**CORPORATE FINANCIAL MANAGEMENT**
- Corporate Finance in Emerging Markets
- Corporate Restructuring
- Performance Measurement and Control Systems
- Mergers and Acquisitions
- Venture Capital and Private Equity

**BANKING & FINTECH**
- Banking and Insurance
- Digital Banking & Alternative Financing
- Fintech: Technology Innovation in Financial Services
- Risk Management in Financial Institutions
- Topics in Global Macroeconomics

**ASSET PRICING & BIG DATA IN FINANCE**
- Advanced Derivatives
- Big Data in Finance
- International Portfolio Management
- Hedge Funds
- Real Estate Finance

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

- Co-Creation Strategies: Innovating together with costumers
- Decision-Making Marketing Research
- Design & Marketing (2 editions)
- Finance for Marketing & Sales Managers
- Implementing Integrated Communications
- Strategic Sales Management
- Strategic Key Account Management

MSc in International Management electives

- Becoming a Manager
- Business Simulation
- Competing with Business Intelligence & Analytics
- Entrepreneurship Finance & Venture Capital
- Excellent consulting: The challenge of international collaboration and corporate change
- Global Economy Debates
- Global Supply Chain
- Innovation through Design Thinking
- Leading towards sustainable futures
- Managing International Innovation
- MIM Mergers and Acquisition
- Project Management
- Social Entrepreneurship and Impact Investment
- Political Risk Analysis for International Business Growth

Free electives

- Big Data & Analytics
- Excel: Discovering the power of VBA (edition 1 & 2)
- Family Business Management
- In Search of Principles for a Life Philosophy: Lessons from Art, History and Economics
- Journey Into Professionalism
- Leading with impact: developing your leadership skills, becoming a leader
- Managing Entrepreneurial Growth
- Seis Momentos Decisivos en la Historia de la Gestión (in Spanish)
- Strategic Sales Management
- Understanding and influencing customers (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

TAKE IT FURTHER: A PRESTIGIOUS DOUBLE DEGREE

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 an 8-week international internship with a leading company.

Did you know?

52% of CEMS MIM graduates find work outside their country of residence.
OPTION 2

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>University</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Università Commerciale Luigi Bocconi (Italy)</td>
<td>Finland</td>
</tr>
<tr>
<td>Erasmus University Rotterdam (Netherlands)</td>
<td>Netherlands</td>
</tr>
<tr>
<td>Fundação Getulio Vargas (Brazil)</td>
<td>China</td>
</tr>
<tr>
<td>Queen’s School of Business (Canada)</td>
<td>France</td>
</tr>
<tr>
<td>University of St. Gallen (Switzerland)</td>
<td>Switzerland</td>
</tr>
</tbody>
</table>

Aalto University

Only for MSc in Innovation & Entrepreneurship participants

ESADE PARTNERS AROUND THE WORLD

OPTION 3

Internal Double Degree: Two Esade MSc Degrees

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

Fast Track Double Degree

Instead of taking two years to complete two degrees, you can choose a second programme in a complementary discipline to accelerate the process. Any combination of the MSc in Business Analytics, MSc in Innovation & Entrepreneurship, MSc in International Management or MSc in Marketing Management can be completed more quickly thanks to overlapping subjects between programmes. You’ll graduate with a double degree that instantly distinguishes you in the job market.

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.
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 Tool Kit

Define your career vision, develop a strategy, hone your self-presentation skills and sharpen your CV. Access exclusive online tools including a jobs portal, expert mentoring, consulting training, career targeting and LinkedIn optimisation.

The Network

Join one of the biggest alumni community in Europe. Connect with over 60,000 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

A talent development programme to 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.

CAREER HOTSPOTS

Short drop-in sessions each week where you can connect with Esade Careers sector experts, with no registration needed.

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 (2017)
Study Tour: Doing Business in Asia (Hong Kong)
Current Job: Consultant at A.T. Kearney (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**

**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.

**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.

**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.

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

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

**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 at Zalando (Fashion industry, Germany)
Why did you come to Esade?

Because it represents diversity. I wanted a programme that had a practical touch to it but also had a broader focus on business-management fundamentals. What I found is a programme that combines those things. We had a lot of modules based on real-life case studies. They’re built on academia but they make you think about how to apply knowledge and skills in real life.

What did you enjoy most about the MSc?

Living in Barcelona was the biggest gift. It allows you to have fun but also to build networks with people you’ll be working with, or closely around.

“...I wanted a programme that had a practical touch to it but also had a broader focus on business management fundamentals.”

What was your biggest takeaway from the programme?

My two best friends, whom I live with today in London! We met during the programme, and the 3-week study tour to Sao Paulo was the turning point in our friendship. We helped each other to study, complementing each other’s strengths and experiences, and inspiring each other to do better. We all now work in financial services: I’m in private equity and they’re analysts.

Compared to before I’m a lot more open-minded. I’ve forged my professional career and I’m exactly where I want to be – and further than I envisioned myself being before my Master’s studies.
Why did you choose Esade?

I wanted a real international experience, not a business school where it would be too easy to study and work with other Chinese people. Esade is full of people from lots of countries. I teamed up with people from Germany, Italy, China, India, Mexico, Bulgaria, Russia, Spain, France, and more. I really enjoyed the diversity there.

“Esade is full of people from lots of countries. I teamed up with people from Germany, Italy, China, India, Mexico, Bulgaria, Russia, Spain, France, and more. I really enjoyed the diversity there.”

What did you gain from taking part in case competitions?

I participated in two case competitions. In the Oliver Wyman Iberia Case Competition (OWICC), I was the team leader and led my team to make it to the final round (top 9 out of 200). It helped me familiarise myself with European consulting firms and get to know Esade alumni working there. Although we didn’t win (actually another Esade team won!), the fact that I made it to the final still encouraged me a lot and reconfirmed my passion for consulting.

In the Hult Prize, I teamed up with three Esade MBAs and made it to the regional final in Boston, U.S.A. This entrepreneurial-style competition was really challenging for me, because I didn’t have any related experience, but the whole experience was fun. It was also inspirational to see so many people my age trying very hard to solve social problems with their own innovative ideas. It encouraged me to care more about social issues.

Why did you choose an MSc in Business Analytics?

I knew that I would love to do a data-related course. Esade also offered me the chance to do a double degree in CEMS, which would not only give me an even better international experience, but also help me apply my technical skills to real business work.

Why did you choose Esade?

I wanted a real international experience, not a business school where it would be too easy to study and work with other Chinese people. Esade is full of people from lots of countries. I teamed up with people from Germany, Italy, China, India, Mexico, Bulgaria, Russia, Spain, France, and more. I really enjoyed the diversity there.
What's the most valuable thing you learned?

The most valuable skill set I learned was teamwork, and learning to understand and work with different cultures. For my thesis, I had the opportunity to write a paper with an American student, a Chinese student and a Portuguese student. We looked at how banks could adapt their strategies to changing conditions. We worked with people from other cultures in every single class. It’s going to be so useful in the future.

Why did you decide to study the Esade MSc in Global Strategic Management?

It gave me the opportunity to study in three really different countries: U.S., China and Spain. It’s a great opportunity to see different cultures and see how business is done there. In the U.S., we were able to experience typical university life on a college campus and get a grasp of the soft skills needed in the workplace. In China, we visited huge companies that have a big influence on our world.

What’s the most valuable thing you learned?

The most valuable skill set I learned was teamwork, and learning to understand and work with different cultures. For my thesis, I had the opportunity to write a paper with an American student, a Chinese student and a Portuguese student. We looked at how banks could adapt their strategies to changing conditions. We worked with people from other cultures in every single class. It’s going to be so useful in the future.

What did you enjoy most about the learning experience?

Classes in Barcelona focused heavily on entrepreneurship, which we could see in action. In business simulations, we could see how our decisions would have influenced real-life companies. It showed us how we could become better as future managers.

“...In business simulations, we could see how our decisions would have influenced real-life companies. It showed us how we could become better as future managers.”
What about Barcelona? Did you enjoy it?

Having lived all over the place, I now think Barcelona is the coolest city in Europe! I made friendships with my classmates that will last a lifetime. And I liked the city so much that I decided to stay here to build and launch Reach, a software startup disrupting the way we store information. I don’t plan on leaving anytime soon.

Was the MSc in Innovation & Entrepreneurship experience at Esade as you expected?

It far exceeded my expectations! The programme is unique in that theory isn’t the teaching focus. It is very practical and gives insight into what entrepreneurship really is. The electives are diverse, helping you tailor your MSc to your interests and needs. The teachers are excellent – passionate, available and with significant real-life experience. The experience made me realise my drive and passion for entrepreneurship.

Why did you decide to come to Esade?

Esade wasn’t initially on my radar. Having offers from LSE and LBS to study Finance, I was pretty certain I was going to stay in London for my MSc. It wasn’t until I visited the school and met the admissions team that things changed. Their insights into the programme’s hands-on approach made me change my mind. I was also attracted by the diversity. There were people from all over the world in my class, with different ages and life experiences. There were people with backgrounds in arts, others in science, and of course many in business and finance. It made the programme more entertaining and more enriching.

What about Barcelona? Did you enjoy it?

Having lived all over the place, I now think Barcelona is the coolest city in Europe! I made friendships with my classmates that will last a lifetime. And I liked the city so much that I decided to stay here to build and launch Reach, a software startup disrupting the way we store information. I don’t plan on leaving anytime soon.

“The MSc in Innovation & Entrepreneurship experience made me realise my drive and passion for entrepreneurship.”

INTERVIEW: CHRI STOPHER PAYNE

Name: Christopher Payne
Country of Origin: United Kingdom
Programme and year: MSc in Innovation & Entrepreneurship (2017)
Study Tour: Colombia
Current Job: Co-Founder & CEO at Reach (Barcelona)
Extraordinary.
Every day.
Your MSc Life

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

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

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

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

Social and interest clubs

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

– Esade Motor Society
– Esade Musicians
– Esade Sports
– Esade Students’ Chinese Association
– Esade TRI Triathlon Association
– Esade Wear Social Clothing Association
– The Russian Society
– The Wine and Spirits Club
– Transpose Fashion Magazine Association
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

Six unique spaces in which to inspire and be inspired.

1. DECISION LAB

Where faculty and researchers explore the decision-making process.

2. EGARAGE

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

3. EWORKS

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

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).

5. FAB LAB

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

6. FINANCE LAB

An innovative space where you can master real-time market trading and analysis tools. You will have full access to worldwide equity, fixed income, options, FX, accounting and macroeconomics data provided by Bloomberg, Thomson Reuters Eikon, Wharton Research Data Services (WRDS) and SDC Platinum.
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

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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.

<table>
<thead>
<tr>
<th>ART</th>
<th>WATCHING SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>The city that inspired Miró, Dalí and Picasso, home to hundreds of galleries.</td>
<td>FC Barcelona, Spanish Formula 1 Gran Prix, Moto GP, Barcelona Open Tennis – take your pick.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CULTURE</th>
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<tbody>
<tr>
<td>From creative street theatre to prestigious museums and grand opera houses.</td>
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<table>
<thead>
<tr>
<th>MUSIC</th>
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</thead>
<tbody>
<tr>
<td>Festivals – Sonar and Primavera Sound – and a vibrant scene of small venues to discover.</td>
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</table>

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<thead>
<tr>
<th>ARCHITECTURE</th>
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<tbody>
<tr>
<td>9 UNESCO World Heritage sites including masterpieces by Gaudí.</td>
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<tr>
<th>GASTRONOMY</th>
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<tbody>
<tr>
<td>24 Michelin-starred restaurants – and delicious everyday food on every corner.</td>
</tr>
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<table>
<thead>
<tr>
<th>PEOPLE</th>
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<tbody>
<tr>
<td>A cosmopolitan community of people who value quality of life and live it to the full.</td>
</tr>
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</table>

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<tr>
<th>TRANSPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to get to and easy to get around. Superb public transport and a citywide network of cycle lanes.</td>
</tr>
</tbody>
</table>
Did you know?

Resonance ranked Barcelona 5th best city in the world.

Innovation Cities™ Index by 2thinknow ranked it as 8th most innovative city in Europe.
Be the author of your own story.
Start writing now.
Admissions

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

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

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

*In order to study an Esade MSc Programme in Management, you must have been awarded an undergraduate degree entitling you to undertake postgraduate studies. All the academic requirements must be fulfilled prior to the start of the MSc Programme.
How to apply

STEP 1
Submit the application form online

STEP 2
Upload the required documents

STEP 3
Official interview

STEP 4
Admissions committee decision

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>
</tr>
</thead>
<tbody>
<tr>
<td>1st Round</td>
<td>1 Oct. 2019</td>
<td>19 Nov. 2019</td>
</tr>
<tr>
<td>2nd Round</td>
<td>26 Nov. 2019</td>
<td>21 Jan. 2020</td>
</tr>
<tr>
<td>5th Round</td>
<td>10 Mar. 2020</td>
<td>21 Apr. 2020</td>
</tr>
<tr>
<td>6th Round</td>
<td>21 Apr. 2020</td>
<td>26 May. 2020</td>
</tr>
<tr>
<td>7th Round</td>
<td>19 May. 2020</td>
<td>16 Jun. 2020</td>
</tr>
</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>
</tr>
</thead>
<tbody>
<tr>
<td>MSc Programme in Management (except Finance)</td>
<td>€29,100</td>
</tr>
<tr>
<td>MSc in Finance</td>
<td>€31,100</td>
</tr>
<tr>
<td>MSc in Global Strategic Management</td>
<td>€33,100</td>
</tr>
<tr>
<td>CEMS MIM</td>
<td>€12,750</td>
</tr>
</tbody>
</table>

Additional to the MSc tuition fees

www.esade.edu/msc-financing
Supporting Talent

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.

<table>
<thead>
<tr>
<th>1</th>
<th>TALENT AND NEED-BASED SCHOLARSHIPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Esade scholarships cover up to 50% of your tuition fees.</td>
<td></td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>2</th>
<th>PARTNERSHIP SCHOLARSHIPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>We hold agreements with leading institutions to increase programme access for talented students.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3</th>
<th>STUDY LOANS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loans from our partner financial institutions – Banc Sabadell and Prodigy Finance – cover up to 100% of your tuition fees.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4</th>
<th>PROGRAMME SPECIFIC SCHOLARSHIPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>
At Esade, we believe meaningful change happens when innovation and social commitment come together.

Because progress is not just about doing things right. It’s also about doing the right things.

Do Good. Do Better.