

MSc

Programmes in Management

International Management
Marketing Management
Finance
Innovation & Entrepreneurship
CEMS

2013-2014



Inspire the future, **become** the future

Our Master of Science in Management (MSc) students come from more than 35 countries to ESADE with a common goal: to accelerate their future careers and become leaders in their respective fields.

ESADE is the only school that offers the CEMS Management Programme in Spain and is a CFA (Chartered Financial Analyst) programme partner.

I took the second level of the CFA exam this year and I'm hoping to get more experience. Without a doubt ESADE Business School was the perfect choice for me because I wanted to improve my Spanish skills and have the opportunity to live in the beautiful city of Barcelona”.

Friedrich Reick (Germany)

Master in Finance
Class of 2013



“I am a Marketing student here at ESADE. I came here because of ESADE's strong reputation in this field and because of its closeness to ESADE Creapolis and the business world. I think it's a good idea to get both a North American and a European degree, which is another reason why I came from Canada to study here in Barcelona”.

Julia Zhu (Canada)

Master in Marketing
Class of 2013

9 Inspiring reasons

There are many reasons for taking an MSc that you may have already considered, such as career progression, field specialisation, and a ready-made business network, but here are another few just for good measure!

1

ESADE Creapolis.

Study alongside more than 70 companies at our unique centre for Open and Cross Innovation, ESADE Creapolis, bringing our students closer to the business world on campus!

2

The only CEMS member school in Spain and one of only 26 participating schools worldwide. You can combine your MSc programme with the CEMS degree and achieve double accreditation. CEMS is a strategic alliance of leading business schools and multinational companies setting global standards of excellence for pre-experience Masters in Management.

3

Flexibility

to adapt your coursework to suit specific career requirements.



5

Experience different cultures on

International Study Tour, at one of the world's top universities!



6

ESADE's MSc Programmes in Management **ranked 7th worldwide** by **Financial Times**. (September 2012).

7

With our BBA and now our

MBA programme based with you in Sant Cugat, you'll have the most diverse experience possible, with some **70 nationalities** represented on campus!

8

Be part of an extensive

Alumni network of more than 48,000 members across all ESADE programmes and one of the largest alumni networks in Europe!

9

Personalised Career Services

to help you stand out in front of the world's leading corporations and make the right choices for your future.

Aspiring to inspire

* Name and sequence of courses listed is subject to change. ESADE reserves the right to modify content without prior notice.

Term 1

September - December



January

Term 2

February - April



Term 3

April - June

Summer Term

June - September

September - December

MSc

Master in International Management

The Principles of Management

- This course is designed to provide students with the tools to deepen their knowledge of global business matters.
- This term is made up of five core courses on a variety of disciplines:
 - Strategy I
 - Capital Markets
 - International Marketing Strategy
 - Managing People Globally
 - Business & Society

STUDY TOURS & SKILLS SEMINARS

Advanced International Management

- The objective of this module is to provide students with a more strategic perspective and to further their knowledge of the concepts of international management.
- It is made up of five specialised courses:
 - Strategy II
 - Financial Management
 - Management Information Systems
 - International Finance
 - Company Project

ELECTIVES

The wide range of electives offered during this term will allow students to tailor the programme to suit their individual career aspirations. There are five obligatory courses,

RESEARCH PROJECT/INTERNSHIP

- Students may choose one of the following 3 options:
 - Master Thesis: A Research Project that allows participants to choose a topic or field to research.
 - Business Plan: A Business Creation Project that will allow students to explore the process of identifying opportunities and implementing them.

RESEARCH PROJECT DEFENSE & GRADUATION

Master in Marketing Management

Keys to a Career in Marketing

- The objective of this 'hands-on' module is to deepen students' knowledge of current marketing issues.
- This term is made up of five core courses on a variety of disciplines:
 - Marketing research, analytics and strategic simulation
 - Strategic brand management
 - Decisions in marketing strategy
 - Marketing channels and go-to-market strategies

Developing a Marketing Profile

- This module is aimed at giving students a thorough and sound insight into professionally demanding areas of marketing knowledge.
- It is made up of five specialised courses:
 - Strategic sales management
 - Marketing in Digital Media
 - Integrated marketing and corporate communications
 - Consumer centric marketing
 - International marketing strategies

All our Masters programmes are designed to give students a 360° vision of their subject, whether Marketing, Finance, Innovation & Entrepreneurship or International Management, encompassing Study Tours to the world's best universities and access to top global recruiters for in-company projects. Combining your MSc with the prestigious CEMS degree in a 22-month programme will only increase your career potential after graduation from ESADE.

Master in
Finance

The Foundations of Finance

- This initial term will broaden students' international perspective on issues concerning financial markets and provide them with the tools to devise possible solutions.
- This term is made up of five core courses on a variety of disciplines:
 - Financial Analysis and reporting
 - Financial modelling
 - Corporate Valuation
 - Investments
 - Business in Society

Advanced Financial Management

- This module will allow students a deeper knowledge of selected areas of finance. These subjects will provide sound analysis tools whilst developing critical knowledge and honing decision-making criteria.

each with a strong practical and international learning. These courses feature a highly-interactive methodology and are largely based on students' own initiative and work.

- In-company project: Students may decide to go on an in-company internship project in companies abroad or in Spain, allowing the participant to put theory into practice.

Master in
Innovation & Entrepreneurship

The Foundations of Innovation & Entrepreneurship

- An introduction to the world of Innovation and Entrepreneurship.
- This term is made up of five core courses on a variety of disciplines:
 - The Innovation Management Scenario: systems, models and processes
 - Exploring Opportunities: Technology and Markets
 - Creating and Capturing Value through Business Models
 - Entrepreneurship
 - Business in Society

Advanced Innovation & Entrepreneurship

- This module will give students greater insight into the world of Management, Design Thinking, the Start-Up Business, Corporate Innovation, Entrepreneurship and Intrapreneurship.

Master in
Research (MRes)

ESADE's Master of Research in Management Sciences is focused on providing individual candidates with the necessary skills to be able to manage research projects in institutions heavily involved in innovation and research. In addition, participants are provided with a suitable preparation to access doctoral programmes at leading universities worldwide.



Scan this QR code using your smartphone and discover more programme information.

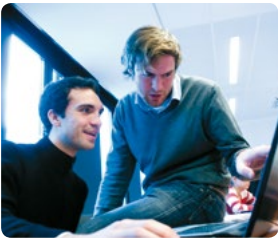
CEMS

September-July

The CEMS Master in International Management (CEMS MIM) is a postgraduate, pre-experience degree open to a select group of students enrolled on a Masters programme in one of the CEMS member schools.

At present 26 full member schools deliver the programme, with ESADE as the only school in Spain.

CEMS programmes may only be taken in conjunction with an MSc programme (22 months)



Inspiring careers

Making the best possible start in your professional career is one of the main motivators for embarking on an MSc. Our Careers Services Team assist you throughout the entire process, helping you achieve your future goals, in your field of choice.

Managing Your Professional Career. Our MSc Programmes in Management integrate these compulsory workshops and activities, which focus on the job search process, ensuring that candidates are fully prepared to begin interviewing successfully.

Online Job Portal – ESADE Jobs. This database contains the latest job and internship offers from top employers all around the globe. In addition, students receive a weekly newsletter with job offers, application deadlines and the latest market trends.

ESADE Career Forum. Aligned with sector recruiting timelines, the ESADE Career Forum is a bi-annual event held in October and February, consisting of corporate presentations and interactive networking events, attracting leading consulting firms, renowned financial services institutions and top companies in industry.

Corporate Presentations. Held throughout the year for companies recruiting on-campus aside from the “ESADE Career Forum”, corporate presentations are an effective way of communicating career opportunities to our students.

On-Campus Interviews. Most companies carry out at least a part of the recruiting process on-campus. Our modern installations include dedicated interview rooms and as well as state-of-the-art videoconferencing facilities for long distance interviews.



Placement information 2012 (%)

After graduation in which sectors do our MSc students go on to work?



Companies participating in on-campus activities during the last two academic years: Accenture • ACCIÔ • Adict Active Retail • Affinity Petcare • Altadis - Imperial Tobacco Group • Altair Management Consultants • Alter Domus • Analysys Mason • AndBank • Apple Retail • Arthur D. Little • Bacardi • Bain & Co. • Banc Sabadell • Bank of America Merrill Lynch • Barclays Investment Bank • BASF • BBVA • BDO • Bluecap • Booz & Co • BNP CIB • BSC Nutricional • CAF • Cargill • Celsa Group • Citi • Coty • Credit Suisse • Danone Group • Deloitte • Deloitte • Delta Partners • Desigual • Deutsche Bank • EF Education First • Epsilon • Ernst & Young • Europraxis • Everis • Exane • Fundación Empieza por Educar • GlaxoSmithKline • Goldman Sachs • Google • Groupon • Grupo Celsa • Grupo Damm • Grupo Mahou San Miguel • Henkel • Hotusa • J.P. Morgan • Kraft Foods • HSBC • ICAP • iSOCO • IVO Vasileva • KLB Group • KMPG • Lidl • LinkedIn • L'Oréal • Mango • Management Solutions • McKinsey&Company • Morgan Stanley • Nestlé • Nomura • Novartis • Societe Generale • Novartis • Oliver Wyman • Oracle • P&G • PepsiCo • PwC • Reckitt Benckiser • Roca • Rocket Internet • Roland Berger Strategy Consultants • RWE Innogy Aersa • Samsung • Sanofi • SEAT • The Boston Consulting Group • HR • Tommy Hilfiger • Torrents Research • Trovit • Tui Travel PLC • UBS • Unibail Rodamco • Unilever • Vistaprint • Virtus • Vodafone • Volkswagen-Audi • World Bank • Wrigley • ZS Associates • Zeb Consulting • Zurich

Facts & Figures

At ESADE, we keep the bar consistently high to ensure our students are among the very best in the world. Thus, you can be sure that the moment you pass through our doors, your inspirational future has already begun.

Basic Application Requirements

- Bachelor's Degree. Students without a background in Management or Business Administration are required to take the intensive summer Management Immersion Programme to give them the necessary basis in management to enroll on any MSc in Management.
- Proficiency in English
- GMAT or GRE score
(Average GMAT between 650-670)

Apply online at www.esade.edu/onlinemsc

Fees and Financial Aid

The fees for all MSc programmes are €24,500.

MSc + CEMS = €30,500.

Management Immersion Programme = €5,000.

ESADE Talent Grants

ESADE has an ambitious grant policy in place for talented candidates of the MSc Programmes in Management. These grants can cover a large percentage of the total programme fees. In exceptional cases, ESADE will also consider the possibility of providing outstanding candidates with a grant for the full programme amount.

Some examples of available grants

- Talent Scholarships
- The Unity in Diversity Scholarship
- The Women in Management Scholarship
- The ESADE Grants Programme
- KIC InnoEnergy 100% Grants (available to Master in Innovation and Entrepreneurship students who are willing to pursue a career in sustainable energy).

MSc Class Profile

(Class of 2013)



58%

International students



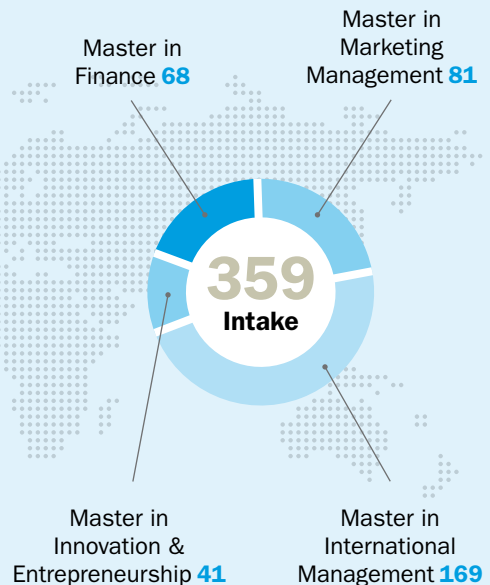
36

Nationalities



23

Average Age



Inspiring futures

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