MSc
Programmes in Management
Innovation & Entrepreneurship
2015/2016
www.esade.edu/msc
WHY AN ESADE MSc?

ESADE’s Masters in Science are designed for exceptionally talented young people looking to embark on a successful professional career, creating the basis for great things to come in the future. The combination of the prestige of ESADE, the unparalleled experience on our multicultural campus and in the bustling Mediterranean business city that is Barcelona, makes ESADE the perfect atmosphere to develop your potential.

1. **Amongst the world’s best.**
   Since opening its doors in 1958, ESADE has continued to grow and increase international recognition as a world leader in management education.
   - 3rd Business School in Europe
     Financial Times 2013
   - 2nd in the World, Master in Finance
     Financial Times 2014
   - 5th in the World CEMS Master in International Management
     Financial Times 2014
   - 6th in the World for Master in Management Programmes
     Financial Times 2014

2. **Diversity.**
   51 nationalities represented on our MSc Programmes to create one of the most global experiences you will ever have.

3. **Hands on learning.**
   Our MSc programmes are a chance for you to test out all that you learn about the business world by doing, thanks to our practically-oriented methodology.

4. **Barcelona.**
   Take full advantage of your MSc experience in this entrepreneurial, cosmopolitan and innovative city.

5. **Career oriented.**
   96% of MIE students were in employment within 3 months of graduation.
We pride ourselves on the diversity of our Masters in Management and our student body as a whole; we consistently have some 51 nationalities across our MSc programmes, and a combined 70 nationalities in conjunction with the international BBA and MBA programmes. This diversity is also apparent in academic background, meaning that our teamwork-based programmes are a real 360° learning experience.

WANT TO MEET YOUR CLASSMATES?

“Innovation and entrepreneurship are part of ESADE’s DNA. The ESADE Creapolis Open & Cross Innovation Centre lies at the heart of our campus, part of an innovation and entrepreneurial eco-system custom-built to help lateral thinkers, creative minds and people with lots of ideas to unleash their potential either to help companies to be more competitive or to create new ventures. We look forward to helping you realize your dreams.”

JORDI VINAIXA
ACADEMIC DIRECTOR
ESADE Entrepreneurship Institute

“Creating value for a better and smarter world is core to life at MIE. I graduate from ESADE with a career in food and health innovation, a global network of exceptionally talented colleagues, and an unforgettable student experience!”

ANUSHKA MAHANTI
INDIA
Class of 2014

CLASS OF 2015

<table>
<thead>
<tr>
<th>Average Age (Years)</th>
<th>Female Participants</th>
<th>International Students</th>
<th>Nationalities</th>
<th>Average Work Experience (Years)</th>
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</thead>
<tbody>
<tr>
<td>24</td>
<td>27%</td>
<td>88%</td>
<td>16</td>
<td>&lt;1</td>
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FEMALE PARTICIPANTS
INTERNATIONAL STUDENTS
NATIONALITIES
AVERAGE WORK EXPERIENCE (YEARS)
### ENTREPRENEUR OR INTRAPRENEUR?

Whether your goal is to set up your own business or to be the driving inspiration within an existing company, this professionally-oriented programme is the first and most important step to putting your ideas to good use. Where there is innovation, there is progress and you will be the kingpin in ensuring success for your future company.

### INTERNSHIP INNOVATION PROJECT (I2P)

Experience real-life business cases through the Internship Innovation Project (I2P) alongside students from the Finnish Aalto University and many companies from both Finland and Spain, looking for fresh solutions to their existing business challenges.

Get hands on experience in this competitive multicultural project where you have the possibility to implement your ideas within international companies. Be part of this diverse, cross-country venture which will help you become the innovator you want to be in the future.

### PROGRAMME

#### SEPTEMBER-DECEMBER 2015

**TERM 1**

THE FOUNDATIONS OF INNOVATION & ENTREPRENEURSHIP

- Creative Thinking - Applying Creative Thinking to Generate Novel Solutions.
- Creating Value through Business Models.
- Entrepreneurship.
- Business in Society.
- Dealing with Intellectual Property Rights (IPR).

#### JANUARY 2016

**STUDY TOUR & SKILLS SEMINAR**

- **Study Tour**  
  Experience a different culture during an intensive week abroad at one of the world’s leading universities.

#### FEBRUARY-APRIL 2016

**TERM 2**

ADVANCED INNOVATION & ENTREPRENEURSHIP

- Entrepreneurial Finance.
- Marketing for Start-Ups.
- Measuring Innovation.
- New Product Development & Service Information - mandatory for all students.
- Open Innovation & Corporate Entrepreneurship - mandatory for all students.

#### FALL CAREER FORUM (OCTOBER)

#### WINTER CAREER FORUM (FEBRUARY)

#### SPECIALISED TRACKS

- **COMPULSORY BASIC SPANISH CLASSES** (FOR THOSE WITH LITTLE OR NO PRIOR KNOWLEDGE OF SPANISH)
- **OPTIONAL FRENCH, GERMAN AND ADVANCED SPANISH** (AVAILABLE FOR STUDENTS WITH BASIC KNOWLEDGE OF SPANISH)
SPECIALISED TRACKS
Choose from one of three specialised tracks to help you personalise your studies to suit your own personal and professional goals:

- Innovation Management
- Corporate Innovation & Intrapreneurship
- Entrepreneurship

ENTREPRENEURSHIP @ ESADE CREAPOLIS
Entrepreneurship is synonymous with ESADE’s culture. Visit our E-Garage, the meeting place for ESADE entrepreneurs and MIE students, the Accelerator or our Open and Cross Innovation Centre, ESADE Creapolis, where start-ups and innovators work together and where business synergies are a daily occurrence.

CEMS MIM
ESADE is one of the founders and the only Spanish member of this international strategic alliance of 29 of the world’s top schools. Extend your studies by a year, including a 10-week internship abroad, and make this an incredible international experience.

DOUBLE DEGREES
ESADE students enrolled on any of our MSc programmes may opt to spend a whole second year in one of our prestigious partner schools around the world and achieve an official title from both institutions.

MIE students have priority placement on the Aalto Double Degree programme.

MANAGEMENT IMMERSION PROGRAMME
If you don’t already have a background in management, don’t worry! Our Management Immersion Programme will get you up to speed in a short 2 weeks over the summer!

TERM 3 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 a number of electives specifically focused on Innovation and Entrepreneurship, and a large variety of ‘free’ electives for those with clear objectives in a specific area. Check the complete list on our website.

SUMMER TERM
MASTER PROJECT / INTERNSHIP

- **Master Thesis** - aimed at demonstrating your research abilities.
- **Business Creation Project** - aimed at preparing and launching a student new venture project.
- **In-company Business Project** - based on a professional internship innovation project.
An MSc from ESADE enables you to start your career with the skills and knowledge today’s recruiters look for in their future leaders. The integration between your MSc programme and the corporate world is facilitated by the career services team enabling you to perfect your brand. Our team of Corporate Partners and Career Managers have a broad and international experience and are knowledgeable across sectors and functions relevant to your aspirations.

We offer:

**Advising:** individual support to help you pursue your career strategies and achieve your goals. The career management team work with you to develop your career plan and hone your strengths.

**Training:** seminars and workshops ensure you have the skills needed to implement successfully a career search strategy from application to interview preparation to finally negotiating the job offer.

**Career Events:** a twice yearly Career Forum attracting international recruiters, is an effective way of connecting with the sector and role you may be considering. Throughout the academic year, corporate presentations, case competitions and sector insights give you the edge when it comes to entering a competitive selection process.

**Resources:** Career Portal, Vault, Wet Feet, Going Global, and Interview Stream are platforms available to you from the day you arrive. Career Portal is used by companies to post their internships and job vacancies to ESADE’s community.

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**PLACEMENT REPORT (GRADUATING CLASS OF 2013)**

- **96%**
  - Students employed
  - 3 months after graduation

- **74%** employed
- **22%** entrepreneur

**AVERAGE STARTING SALARY:**
- Spain: €28,667
- International: €42,036

**MAXIMUM STARTING SALARY:**
- Spain: €30,000
- International: €65,000

**GEOPGRAPHICAL MOBILITY:**
- **84%**
  - International students
  - 52% secured a job offer outside Spain

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**SOME OF THE COMPANIES RECRUITING AT ESADE MSc IN 2013:**

- Allianz SE
- AstraZeneca
- Bacardi
- Bain & Co
- Banco Sabadell
- Barclays
- BCG
- Bearing Point
- Bertelsmann
- BNP Paribas
- Burger King
- Capgemini
- Chanel
- Christian Dior Couture
- Citi
- Coca Cola
- Coty Astor
- Credit Suisse
- DANONE
- Deloitte
- Desigual
- Deutsche Bank
- Deutsche Telekom
- EY
- Goldman Sachs
- Google
- J.P. Morgan
- Lancôme
- L’Oréal
- Mango
- Massimo Dutti
- McKinsey & Co
- Mondelez
- Nestlé
- Nomura International PLC
- PepsiCo
- Philip Morris
- Philips
- Procter & Gamble
- PwC
- Reckitt Benckiser
- Red Bull GmbH
- Rocket Internet
- Samsung
- SEAT
- Siemens Management Consulting
- Société Générale
- Sony Music Entertainment Germany
- Tommy Hilfiger
- UBS
- Vodafone
- Volkswagen Audi
- Wrigley
- ZS Associates
- Zurich Insurance
**WHERE?**
Campus Barcelona - Sant Cugat

**FORMAT**
One year, Full Time. Option of extending for a further year, either by studying the prestigious CEMS degree or a Double Degree of one of our top global partner schools.

**LANGUAGES**
All our classes are taught through English, with the possibility to study a number of electives in Spanish. Students with little or no prior knowledge of Spanish will take mandatory language lessons throughout the MSc, and for those with a conversational level, there will be optional language classes available in Spanish, German and French.

**BASİC REQUIREMENTS**
- Bachelor’s Degree
- University Transcripts & Degree (if available)
- Proficiency in English
- Certificate of Language Proficiency (taken in the last two years). Level tests accepted with minimum scores TOEFL 100+, IELTS 7.0+, CAE B+, CPE C+, PTE Academic 72+
- GMAT or GRE score
- Other documentation: CV/Résumé, two letters of recommendation, photocopy of passport (not ID).

Technical and scientific profiles are appreciated, to enrich classroom diversity.

**TUITION FEES**
- MSc: €25,800
- MSc + CEMS: €33,800
- MSc + Double Degree: €33,800

**FINANCIAL AID**
ESADE has many options to help you finance your MSc programme. Depending on your individual needs, there is a scholarship to suit you, or a loan we can offer you to help manage the cost of study.

**INTERNATIONAL BUSINESS MODEL COMPETITION**
A high percentage of new businesses fail within a few years of their creation. The International Business Model Competition (IBMC) is in search of innovative business ideas that can become a large business opportunities and offers you the chance to earn a scholarship for 100% of your tuition fees.

**DOUBLE DEGREE APPLICATION PROCESS**
Apply for the Double Degree during your admissions process for the MSc programme to be guaranteed a place on one of our Double Degree programmes. The school you will attend will be assigned to you during the year depending on your academic results.

Apply online at www.esade.edu/onlinemsc

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**OUR OTHER MSc PROGRAMMES**

**MASTER IN MARKETING MANAGEMENT**
- Marketing category ranked 2nd by Financial Times, within Masters in Management ranking.
- Specialise in Sport, Fashion or eCommerce & Technology.
- Discover ‘Profession in Action’, and see what the world of Brand & Communication has to offer you.

**MASTER IN FINANCE**
- Ranked 2nd in the World.
- Partnered with the Chartered Financial Accountant (CFA) authorities, allowing you train for the CFA exams at ESADE.
- Affiliated with Bloomberg Finance.
- Access to top international banking and consulting recruiters on campus.

**MASTER IN INTERNATIONAL MANAGEMENT**
- MIM programme ranked 6th in the world. Financial Times.
- Ranked 3rd by Financial Times for job international mobility.
- Highlighted as number six in the world for career progression.

**CEMS MIM**
- Ranked 5th in the world by Financial Times.
- CEMS: a global affiliation of only the top 29 management schools in the world.
- ESADE is the only CEMS founding partner school in Spain.
- CEMS has an alliance with more than 60 corporate partners.
- Studied in conjunction with one of ESADE MSc programmes.
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