MSc Programmes in Management

International Management
Marketing Management
Finance
Innovation & Entrepreneurship
CEMS

2014-2015
Inspire the future, become the future

Our Master of Science in Management (MSc) students come from 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 (Charted 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 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
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!

## 10 Inspiring reasons

<table>
<thead>
<tr>
<th>Number</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Financial Times Rankings: ESADE’s MSc Programmes in Management ranked 7th worldwide (Sep 2012). ESADE’s Master in Finance ranked 5th worldwide (Jul 2013).</td>
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<tr>
<td>2</td>
<td>You will have the chance to learn Spanish, one of the most widely spoken languages in the world.</td>
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<td>3</td>
<td>The only CEMS member school in Spain and one of only 28 member schools 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.</td>
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<td>4</td>
<td>Flexibility to adapt your coursework to suit specific career requirements.</td>
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<td>5</td>
<td>Barcelona. Live in the dynamic, cosmopolitan Mediterranean city of Barcelona, with its culture, art, architecture and fascinating history. A multicultural business capital and gateway to Europe.</td>
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<tr>
<td>6</td>
<td>Experience different cultures on International Study Tour, at one of the world’s top universities!</td>
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<tr>
<td>7</td>
<td>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!</td>
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<tr>
<td>8</td>
<td>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!</td>
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<tr>
<td>9</td>
<td>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!</td>
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<tr>
<td>10</td>
<td>Personalised Career Services to help you stand out in front of the world’s leading corporations and make the right choices for your future.</td>
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</table>
The Foundations 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:
  - Strategic Management
  - Financial Reporting & Analysis
  - Valuation & Corporate Finance
  - International Marketing Strategies
  - Business in Society

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 four specialised courses:
  - International Business Strategies
  - Global Organisation
  - Managing Digital Business
  - Global Operations

The Foundations of 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:
  - Decisions in Marketing
  - Marketing Research
  - Strategic Brand Management
  - Go-to-Market Strategies
  - Marketing in Digital Media

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,

MASTER PROJECT/INTERNSHIP
• Students may choose one of the following 3 options:
  - In-company project: students may decide to go on an internship project in companies abroad or in Spain, allowing the participant to put theory into practice.

MASTER PROJECT DEFENSE & GRADUATION

STUDY TOURS & SKILLS SEMINARS

Management Immersion Programme
You needn’t have a background in management to study one of our MSc programmes: the MIP allows you to get up to speed over the summer and start your MSc of choice in September on the right foot!
(MIP candidates must submit their application no later than the Stage 9 deadline in June).

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

ESADE Management Immersion Programme

Aspiring to inspire

MSc

Master in International Management

Master in Marketing Management

Term 1
September - December

Term 2
February - April

Term 3
April - June

Summer Term
June - September

September - December
### 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:
  - Corporate Valuation
  - Financial Analysis & Reporting
  - Financial Modelling
  - 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.
- This section is made up of four specialised courses:
  - Advanced Derivatives
  - Corporate Operations
  - Fixed Income
  - International Portfolio Management

### Master in Innovation & Entrepreneurship

**The Foundations of Innovation & Entrepreneurship**
- An introduction to the world of Innovation and Entrepreneurship.
- This term is made up of six core courses on a variety of disciplines:
  - Creative Thinking: Applying Creative Thinking to general novel solutions
  - Creating and Capturing Value through Business Models
  - Innovation Management: Systems, Models and Processes
  - Exploring the Opportunity: Technology and Markets
  - 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.
- This section is made up of five specialised courses:
  - Entrepreneurial Finance
  - Marketing for Start-ups
  - Open Innovation and Corporate Entrepreneurship
  - Implementing Innovation: Processes, Tools and Organisational Structures
  - New Product Development and Service Innovation

### Master in International Management

**CEMS MIM**

- **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. It is a prestigious supranational business degree that can be acknowledged as the best passport for an international career. The networking opportunities this degree offers are unparalleled as it places students in close contact with the business world before embarking upon their professional career, both during the programme as well as through the compulsory internship.
- At present 28 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).
- Due to limited availability of CEMS places, candidates must submit their full CEMS application no later than the Stage 8 deadline in May.

### 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.

### 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.
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?

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<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Consulting</td>
<td>29%</td>
</tr>
<tr>
<td>Fast Moving Consumer Goods</td>
<td>24%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>21%</td>
</tr>
<tr>
<td>Other</td>
<td>18%</td>
</tr>
<tr>
<td>Technology</td>
<td>14%</td>
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</tbody>
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Average salary (in €) (for jobs outside Spain)

<table>
<thead>
<tr>
<th>Sector</th>
<th>Salary</th>
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<tbody>
<tr>
<td>CEMS</td>
<td>61,167</td>
</tr>
<tr>
<td>MSc</td>
<td>48,381</td>
</tr>
</tbody>
</table>

Companies participating in on-campus activities during the last two academic years:

Finance • Banco de Desarrollo de América Latina • Bank of America Merrill Lynch • Barclays • BBVA • BNP Paribas CIB • Citi • Credit Suisse • Deutsche Bank • Exane • HCC Global • HSBC • Investment Bank • Morgan Stanley • Nomura • Société Générale • UBS • Unibail Rodamco • World Bank • Industry • Affinity Petcare • Altadis Imperial Tobacco • Apple Retail • Arla Foods • Bacardi • Bon Preu • BSN Nutricional • Burger King • Camper • Coty • Danone Group • Desigual • Dolce & Gabbana • GlaxoSmithKline • Grupo Celsa • Grupo Damm • Henkel • Inditex • Janssen • Kraft Food • Lidl • L’Oreal • Mango • Medicus • Nestlé • Philip Morris International • Procter & Gamble • Reckitt Benckiser • Roca • Samsung • Sanofi • SEAT • Swarowsky • Tommy Hilfiger • Torrent Research • Unilever • Vistaprint • Whirlpool EMEA • Volkswagen-Audi • Wrigley • Consulting • AT. Kearney • Accenture • Acdict Active Retail • Altair Management Consultants • Analysys Mason • Arthur D. Little • Bain & Co • Bertelsmann • Bluecap • Booz & Co • Boston Consulting Group • Deloitte • Delta Partners • Detecom • Deutsche Post DHL Inhouse • Consulting • Epsilon • Ernst & Young • Europraxis • Evers • Goldman Sachs • JP Morgan • KLB Group • KPMG • Management Solutions • McKinsey & Company • Oliver Wyman • PwC • Roland Berger Strategy Consultance • RWE Consulting GmbH • ZS Associates • Others • Accio10 • Allianz • Alter Domus • CAF • EF Education First • E-rase • Fundación Empieza por Educar • Google • Grupon • ICAP • iSOGO • Linked In • Market Moving • Oracle • Rocket Internet • SAP • SeedRocket • The Plan Company • Trovit • TUI Travel • Vodafone • WPP • 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
- Proficiency in English
- GMAT or GRE score

Apply online at www.esade.edu/onlinemsc

Required Documentation

- University Transcripts & Degree (if available)
- Certificate of Language Proficiency (taken in the last two years)
- Your GMAT OR GRE score
- Application Essays
- Curriculum Vitae/Resume
- Two Letters of Recommendation
- Photocopy of Passport (not ID)

Fees

The fees for all MSc programmes are €24,750. MSc + CEMS = €32,750. Management Immersion Programme = €5,000.

Financial Aid

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 Scholarships

- ESADE Talent Scholarships
- The Unity in Diversity Scholarship
- The Women in Management Scholarship
- The ESADE Scholarships Programme
- KIC InnoEnergy 100% Scholarships (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
- 35 Nationalities
- 23 Average Age

Intake

Master in Finance 68
Master in Marketing Management 81
Master in Innovation & Entrepreneurship 41
Master in International Management 169
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