

MSc in Business Analytics



Bridge the gap between information and action

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.

What will you learn?

- How to work in multidisciplinary groups on a big data and data analytics projects with guidance from business experts.
- How to develop data analytics projects using Python and R, as well as the standard data science libraries and tools.
- How to design big data and data analytics projects with your fellow students using commercial and open source platforms including Spark and AWS.
- Specialist understanding of how big data and data analytics are used in finance, marketing and retail focusing on the Fourth Industrial Revolution, the IoT, and smart cities.

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.

Designed for students who have undergraduate degrees in business administration or degrees with a strong scientific or technical foundation, such as engineering, mathematics, statistics, physics, bioinformatics, computer programming, computer science or information systems among others.

CLASS PROFILE

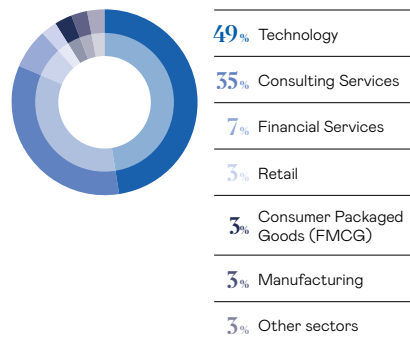
<p>23 Average age</p> <p>125 Students</p>	<p>41 Nationalities</p> 	<p>Academic background</p> <table border="0"> <tr> <td>58% Business & Management</td> <td>15% Economics</td> </tr> <tr> <td>14% Engineering</td> <td>8% Technology</td> </tr> <tr> <td>2% Science and Healthcare</td> <td>2% Social Sciences</td> </tr> <tr> <td>1% Other Areas</td> <td></td> </tr> </table>	58% Business & Management	15% Economics	14% Engineering	8% Technology	2% Science and Healthcare	2% Social Sciences	1% Other Areas	
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PLACEMENT

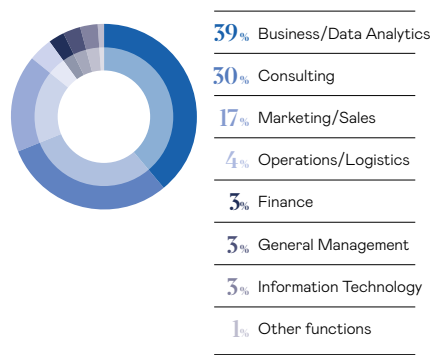
96% Students employed after 3 months

49% Found a job outside their home country

Placement by sector:



Placement by function:



Esade Difference

1. 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.

2. 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.

3. 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 for the AWS certification, and part of the authorised AWS curriculum is integrated into the MSc programme.

4. Job Opportunities

According to *Harvard Business Review*, "Data Science is the 'sexiest job' of the 21st century". And what's more, McKinsey predicts that companies will struggle to find the talent they need due to a shortage of well-trained professionals who understand data science.

You can pursue a career as a data scientist, marketing analyst, analytics consultant, data solutions architect, business intelligence consultant, business analyst, big data analytics manager or perhaps even as a chief data officer.

5. Business and Professional clubs

Business clubs are grouped around professional interests. They are learning and networking hubs as well as exposure opportunities for students. Employers typically look to business clubs to identify motivated and talented students who can bring that little bit extra as recruitment prospects. Firms also collaborate with Esade MSc business clubs to deliver on-campus information or recruitment events.

PROGRAM OVERVIEW

SUMMER PERIOD 2 OPTIONS

- Business Integration Path / Jul – Sep (for students with a technical background)
- Pre-Program in Data Science / Aug (for students with a management background)

TERM 1 / SEP – DEC CORE COURSES

- Competing with Artificial Intelligence and Cloud
- Data-Driven Transformation
- Artificial Intelligence I
- Cloud Computing
- Business in Society

TERM 2 / JAN-MAR SPECIALISED COURSES

- Innovation and Business Models
- Data Analytics with R
- Artificial Intelligence II
- Cloud Platforms – AWS
- Thinking with Data
- Capstone Project (Feb - June)

APRIL

Study Tours & Skill Seminars

TERM 3 / MAY-JUL ELECTIVES

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

**2nd Year Options (not compulsory),
CEMS or Double Degree**



“The programme offers the unique opportunity to combine deep-domain data analysis skills with key business foundations. It gave me the chance to apply technological solutions to many diverse and real-world challenges that companies are facing.”

Carolina Rodriguez-Bustelo (Germany)
Consultant, McKinsey
MSc in Business Analytics
Class of 2019

MSc in Digital Business

Become a leader in the new digital ecosystem

Digital technology is no longer just a tool for business – it IS the business.

As tech transforms the world, employers are seeking next-generation managers who can lead the way in the digital business ecosystem. With Esade's Master in Digital Business, you'll become the leader they are looking for, capable of using new business models, flexible organisational set ups, information flows and networks to create value.

What will you learn?

The program is based on three pillars, all connected by system thinking: ecosystems and networks, teamwork, advanced design, and company-based challenges.

→ **Digital business design**

A deep dive into digital strategy and business models; sales and growth hacking; omnichannel and digital channels; and investment management.

→ **Digital compliance**

Gain insights into essential issues including digital law, cybersecurity, ethics & society, and technology & philosophy plus sectors such as e-health, edu-tech and fintech.

→ **Technology management**

Master essential tools and concepts such as digital product design and UX, go-to-market technology, Internet of Things (IoT), cloud computing, machine learning, and distributed data systems.

Who is it for?

Designed for students who have undergraduate degrees in business administration, finance, marketing, economics, supply chain management, as well as students who have degrees in STEM- related areas.

Where will it take you?

Possible roles for graduates include:

- Digital business designer
- Digital product designer
- Digital transformation strategist
- Digital strategic consultant

The program curriculum also prepares you to add value in related roles such as:

- Business services manager
- Workspace manager
- Fintech or eHealth specialist or designer
- IoT or Industry 4.0 professional
- Digital marketing and sales manager
- Data engineering or data science specialist
- Machine learning specialist



Esade Difference

1. Enter a high-growth job market

Develop the skills and knowledge that companies are actively seeking. More than 2 million digital jobs are predicted to be created by 2026.

2. Qualify with Sprint Design & Advanced Management of Web Services

Gain certifications in digital-based design methods in cooperation with Esade enterprise partners.

3. Discover new ways of working

Prepare for a career in the digital ecosystem. Top companies need managers who understand system thinking and can thrive in flexible organisations with a network approach.

4. International Experience

As part of the program, you will have the chance to participate in an International Study Tour, to experience first-hand a real digital ecosystem ecosystems.

5. Add international recognition to your CV

Esade Business School is a global benchmark for excellence in management education because of its academic rigour and culture of innovation.

6. Learn languages

Expand your international career possibilities by learning Spanish, German or French as part of your MSc.

7. Expand your network

Student clubs help you meet students with complementary interests, create links to employers and add value to your CV. Esade Alumni connects you with more than 63,000 members worldwide.

PROGRAM OVERVIEW

BUSINESS INTEGRATION PATH (JUL – SEP)

TERM 1 / SEP – DEC CORE COURSES

- Digital Technology
- Digital Strategy
- Digital Product (Data-Driven)
- Digital Innovation Monetisation
- Technology, Ethics and Humanism

TERM 2 / JAN-MAR SPECIALISED COURSES

- Digital Channels & Omnichannel
- Digital Lab
- Risks, Regulations and Strategic Compliance
- Cyber-security

APRIL STUDY TOURS & SKILLS SEMINARS

TERM 3 / MAY-JUL ELECTIVES

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

2nd Year Options (not compulsory),
CEMS or Double Degree



“If you want to become the next-generation leader that companies are looking for – combining business-design knowledge, technology skills and compliance capabilities – this master is for you.”

Prof. Xavier Busquets

Academic Director MSc in Digital Business

MSc in Finance

Find the formula for a first-class career 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.

What will you learn?

- How to master the fundamental tools and concepts of finance with a broad overview of capital markets and the corporate world.
- How to gain an international perspective of the financial competitive environment, and a high degree of competence to adapt to changes and confront challenges.
- How to research, analyse and make decisions considering the roles and interests of different stakeholders.
- A global vision of organisations, focusing on the interaction between finance and company strategy.

Who is it for?

Recent graduates interested in developing the skills and knowledge needed for a career in international finance, as well as a general and socially responsible perspective of the role of companies.

Designed for students who have undergraduate degrees in business administration and economics as well as students who have degrees in STEM-related areas.

CLASS PROFILE

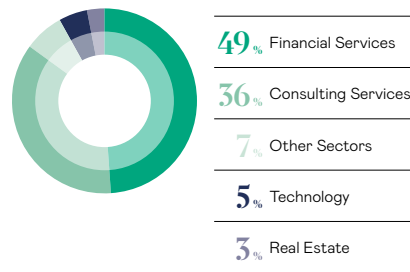


PLACEMENT

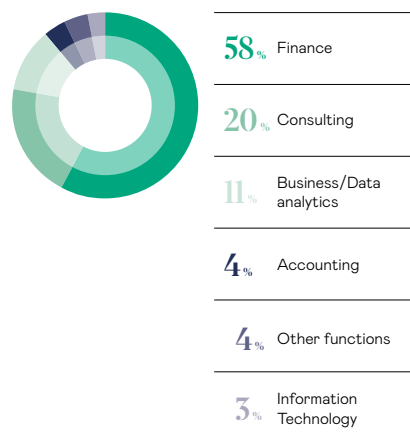
96% Students employed after 3 months

33% Found a job outside their home country

Placement by sector:



Placement by function:



Esade Difference

1. Specialisation

Tailor your Master's 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.

You can choose from:

Corporate Financial Management

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

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.

2. 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.

3. 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 program is an official CFA® Program Partner. Esade also partners with Bloomberg L.P., the leading financial data and news provider, to offer the Bloomberg Market Concept (BCM) completely free of charge, helping you to market yourself to over 20,000 Bloomberg clients.

4. Connection with the Professional World

Gain invaluable insights into relevant trends and hot topics from leading experts in the financial industry, who come to campus for our Speaker Series. And experience real business challenges via EMPENTA, the startup incubator and accelerator of the Esade Creapolis innovation park.

PROGRAM OVERVIEW

SUMMER PERIOD

PRE-PROGRAM IN FINANCE
(AUG – SEP)

TERM 1 / SEP – DEC CORE COURSES

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

TERM 2 / JAN-MAR

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

APRIL

STUDY TOURS & SKILLS SEMINARS

TERM 3 / MAY-JUL ELECTIVES

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

2nd Year Options (not compulsory),
CEMS or Double Degree



“I don't think many institutions across the world can beat Esade's combination of course quality, professors, supporting staff, community and location.”

Andreas Oikonomou (US)

Data Scientist, Risk and Trading at
FanDuel (NY, USA)

MSc in Finance

Class of 2019

Do Good. Do Better.

esade

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esade.edu/msc

MSC in Global Strategic Management



GLOBAL
MASTERS IN MANAGEMENT

Three continents. Two Master's degrees. One amazing year.

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.

What will you learn?

- How to understand the complexity of implementing global strategies in a highly dynamic world economy.
- Decision-making in both theoretical and practical contexts.
- How business is done in the USA, China and Europe.
- How to apply strong analytical and cross-cultural skills to everyday business challenges.

Who is it for?

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

Designed for students who have undergraduate degrees in business administration, finance, marketing, management, economics and supply chain management, among others.

CLASS PROFILE



PLACEMENT

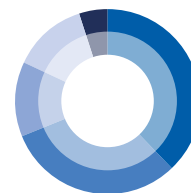
100%

Students employed
3 months after
graduation

11%

Found a job outside
their home country

Placement by sector:



- 38%** TMT
- 31%** Consulting Services
- 13%** Financial Services
- 13%** Industry
- 5%** Legal

Placement by function:



- 35%** Marketing/Sales
- 29%** Consulting
- 12%** Finance
- 6%** Operations/Logistics
- 6%** Other
- 6%** General Management
- 6%** Legal Services

Esade Difference

1. International Experience: Three Continents in One Year

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

Esade Business School

Barcelona, Spain.

One of the world's leading business schools, at the forefront of management education since 1958.

UVA McIntire School of Commerce

Charlottesville, USA.

The University of Virginia's business school was founded in 1921 and is regularly ranked as one of the best in the USA.

Lingnan (University) College

Guangzhou, 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

When joining the MSc in Global Strategic Management you don't just benefit from the careers advantages, the excellence, the prestige and the support from the alumni community of one world-leading institution.

You access everything on offer to accelerate your career from three of the world's foremost international business schools.

Our students receive unparalleled guidance, coaching, exposure to opportunities and top recruiters all over the world thanks to the combined forces of Esade, McIntire and Lingnan. Three careers services. Three alumni networks. Three business partner ecosystems.

4. One Programme, 2 Degrees + 1 Certificate

When you graduate you will earn two official Master's degrees, from Esade and McIntire, plus a certificate from Lingnan: a triple stamp of true international excellence.

PROGRAMME OVERVIEW

TERM 1 / AUG – DEC MCINTIRE SCHOOL OF COMMERCE

- International Corporate Governance & Strategy
- Strategic Leadership
- Analysis for Decision-Making in a Global Context
- Researching & Writing a Global Business Thesis
- Global Market Research & Analysis
- Doing Business: US

TERM 2 / JAN – MAR ESADE BUSINESS SCHOOL LINGNAN (UNIVERSITY COLLEGE)

- Global Supply Chain Management
- Consumer Behavior Across the Globe
- International Financial Management
- Doing Business: China

TERM 3 / MAR - JUN ESADE BUSINESS SCHOOL LINGNAN (UNIVERSITY COLLEGE)

- 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 Strategy Game: Competing in Global Marketplace

**2nd Year Options (not compulsory),
or Double Degree**



“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

MSC in Innovation & Entrepreneurship



Have great ideas. Make them real.

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.

What will you learn?

- How to find, launch and manage new ventures with high-growth potential. Seek and evaluate new business opportunities.
- How to design and validate business models to build successful startups and prepare business plans.
- How to design, implement and manage a company's innovation strategy, network or system.
- How to analyse and actively participate in any start-up funding process.

Who is it for?

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

CLASS PROFILE

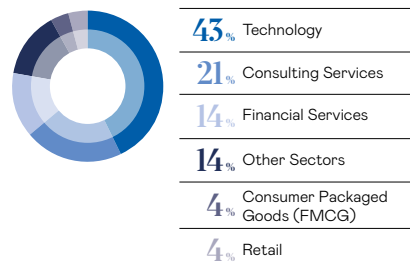


PLACEMENT

97% Students employed after 3 months

39% Found a job outside their home country

Placement by sector:



Placement by function:



Esade Difference

1. Firsthand Learning with Innovative Companies

By joining Esade, you become part of its rich innovation ecosystem: a vast international web of partners centred around 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)

You will work together with your teammates in order to find innovative solutions to real business problems.

3. Job Opportunities

The business world is changing fast. And you want to lead that change.

At Esade, we understand your drive to do things differently. That's why the MSc in Innovation and Entrepreneurship has

been created as a defining step towards becoming a successful intrapreneur or entrepreneur. Whether you plan to lead innovation from inside an existing company or launch your own start-up, we'll help you to define your objectives, and assemble the tools and resources you need.

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.

PROGRAM 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

TERM 2 / JAN-MAR 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)

APRIL

STUDY TOURS & SKILLS SEMINARS

TERM 3 / MAY-JUL ELECTIVES

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

✓ **2nd Year Options (not compulsory), CEMS or Double Degree**



“The MIE programme is very geared towards starting up a business, courses focus a lot on finding opportunities and taking advantage of them, and implementing the critical strategies necessary to turn an idea into a successful business.”

Andrew Allen

Founder, Lifestyle IA

MSc in Innovation and Entrepreneurship
(Canada)

Class of 2019

Do Good. Do Better.

esade

RAMON LLULL UNIVERSITY

esade.edu/msc

MSc in International Management

Do business without borders

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.

What will you learn?

- How to build a systemic understanding of a company and manage the paradoxes inherent to international operations.
- How to identify global issues and problems and integrate them into core business policies and activities.
- How to develop the competencies necessary to implement global strategies in the different functional areas of a company such as operations, marketing or finance.
- How to build purpose and go in-depth into analytical skills and critical thinking.

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 on systemic thinking.

CLASS PROFILE

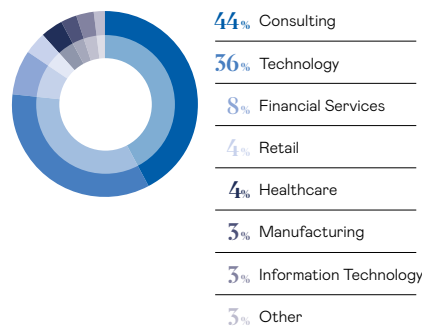


PLACEMENT

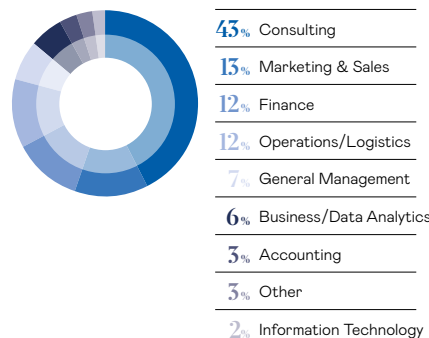
99% Students employed after 3 months

41% Found a job outside their home country

Placement by sector:



Placement by function:



Esade Difference

1. 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.

2. Learn to Think, Learn to Act, Learn to Lead

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 – the kind of leader you aspire to become.

At Esade we believe that tomorrow's leader is someone with the understanding and the self-awareness to embrace their responsibility – to themselves and to others.

3. One of the World's Best

Reputation is built over time. It is built on consistency. It is built on delivering results that go beyond the expected. Since 1958, Esade has been at the forefront of excellence in management education. We remain committed to academic excellence, continuous improvement and innovation.

That commitment has been recognised time and again in our consistently world-class rankings as a business school, our programme rankings and our triple-crown accreditation.

PROGRAM 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
- Cross-Cultural Management
- Geopolitics

TERM 2 / JAN-MAR

SPECIALISED COURSES

- International Business Strategies
- Global Marketing: Analysis & Strategies
- Global Operations
- Financial Markets
- Non-Market Strategy
- International Projects in Action (Oct – Apr)

APRIL

STUDY TOURS & SKILLS SEMINARS

TERM 3 / MAY-JUL

ELECTIVES

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

2nd Year Options (not compulsory),
CEMS or Double Degree



“Diversity at Esade is not only about nationalities but also about each of us coming from a unique background. It's easy to see some group members adopting a data-driven approach while others are more prone to people management, just like working in companies where you see different types of people.”

Eason Meng (China)

MSc in International Management
Digital Talent Program in Germany, adidas
Class of 2018

MSC in Marketing Management

Connect, communicate, captivate, convince

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.

What will you learn?

- How to manage marketing functions effectively and creatively, demonstrating a high degree of flexibility and adaptability to changing environments.
- How to research, analyse and synthesise in a way that fosters critical thought and supports informed decision-making.
- How to build a systemic vision of the organisation and the complexity of its local and global context – and communicate this vision to teams, clients and other stakeholders.
- How to develop the sensitivity and specialised knowledge to solve marketing challenges.

Who is it for?

Creative, high-EQ people with an interest in market analytics and the passion to pursue a career in marketing – either in general or as a specialist in a particular function or sector.

CLASS PROFILE

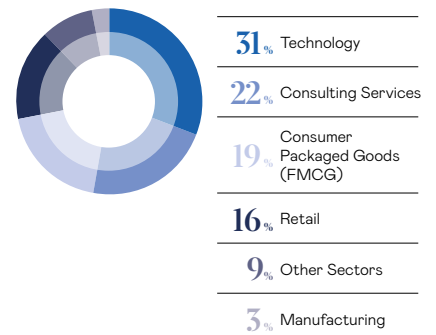


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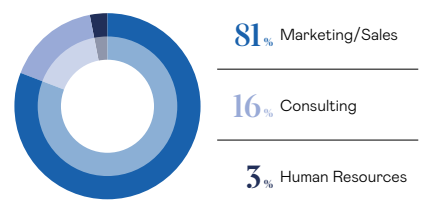
100% Students employed after 3 months

34% Found a job outside their home country

Placement by sector:



Placement by function:



Esade Difference

1. Specialisation

Customise your MSc program.

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
- Health Tech

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. Job Opportunities

The Esade Master in Marketing Management puts you in pole position to start your career.

You'll graduate with the solid understanding of marketing strategy, the specialist knowledge, the hands-on skills and the global outlook that top international recruiters want.

PROGRAM OVERVIEW

SUMMER PERIOD

BUSINESS INTEGRATION PATH (JUL-SEP)

TERM 1 / SEP - DEC CORE COURSES

- Brand-Driven Strategic Management
- Business in Society
- Digital Marketing
- Marketing Strategy (intensive)
- Understanding and Influencing Customers

TERM 2 / JAN-MAR SPECIALISED COURSES

- Digital Marketing Performance
- Designing Omnichannel Experiences
- Conscientious Marketing and Martech Ethical Challenges
- Marketing Analytics in the Digital Era
- Making Money: Mastering the Journey from Brand to Bucks

APRIL STUDY TOURS & SKILLS SEMINARS

TERM 3 / MAY-JUL ELECTIVES

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

✓ **2nd Year Options (not compulsory), CEMS or Double Degree**



“The incredible knack of connecting real-time corporate practices with theoretical knowledge is one that our professors leverage. We had the opportunity to visit dozens of companies in Barcelona and discuss ideas with the CMOs and managers.”

Varun Thirtha , India
Marketing and Business Growth Executive,
The Keenfolks Digital Transformation Agency,
Barcelona, Spain.
Class of 2020