

The letters '1Bce' are rendered in a large, bold, serif font. The interior of the letters is filled with a blurred, high-angle photograph of a modern building's interior, showing glass railings and architectural details in shades of teal, blue, and white. The background of the entire page is a solid dark blue.

Full Time
MBA

A man with short grey hair and a beard is sitting in front of a modern building with a colorful glass facade. He is wearing a grey blazer over a light blue shirt and light-colored trousers. He is smiling and looking to his left. The background is a blurred view of the building's exterior, which features a grid of colorful glass panels in shades of blue, green, and red. The overall atmosphere is bright and modern.

Be a creativist.

Insight as the spark
for innovation.

Creativity as the
fuel for action.

To know the rules. And to break
them if there's a better way.

To disrupt. To be an entrepreneurial leader.

To challenge yourself.
Then change the world.

To do good.
To do better.



The right time. The right place.
The right conditions for something special.

What

**What if we do it differently?
What if there's a better way?**

The Esade MBA forges next-generation leaders with the courage to ask difficult questions. Disruptive thinkers who drive meaningful change.

Unlock your potential as a Creactivist – a creative activist – with the flexibility to find insights, the rigour to deliver results, and the responsibility to do right.

Discover a different kind of learning experience that will amplify your talents, transform your abilities and accelerate your career.



if?

Transform what exists
to reveal what is possible.



Break. Create. Transform.

Do it differently.

BEAURE

Do good. Do better.

ACTIVIST

The journey is part
of the experience.



The road to transformation

12 THE MENTALITY

Be a Creactivist

Be a creactivist. Embrace change and see the world differently – beginning with yourself.

14 THE ROUTE

Programme Structure

Awareness – Creation – Transformation. A three-phase programme. Your MBA, your way.

18 THE DIAMOND STANDARD

Key skills & competencies

Discover the 4Cs – the critical skills that tomorrow's recruiters demand.

20 THE GUIDES

Esade Faculty

Learn the way from expert professors, active in business at the top of their fields.

“Learn the rules like
a professional, to break
them like an artist.”

Pablo Picasso



The Mentality

BE A CREACTIVIST

Business is fundamentally about unlocking human potential. Not in isolation, but together: as customers, as managers and as part of society.

It's time to discover the transformative power of your potential: your ability to act with responsible intent and drive meaningful change.

It's time to become a creactivist – a creative activist – the kind of person and business leader that the world needs.

What is a creactivist?

DO GOOD. DO BETTER.

Being a creactivist means always asking questions. It means creating new paradigms, not accepting old ones. You'll understand the rules – but you won't be defined by them. You'll break in order to create. You'll find new ways to go further and faster.

Your Esade MBA will prepare you to become an entrepreneurial leader within companies: a disruptive driver of positive transformation.

“The Esade MBA inspires you to become an entrepreneurial leader within companies. It reveals the positive value of disruptive transformation.”

Melanie Borge (Colombia)
Class of 2019

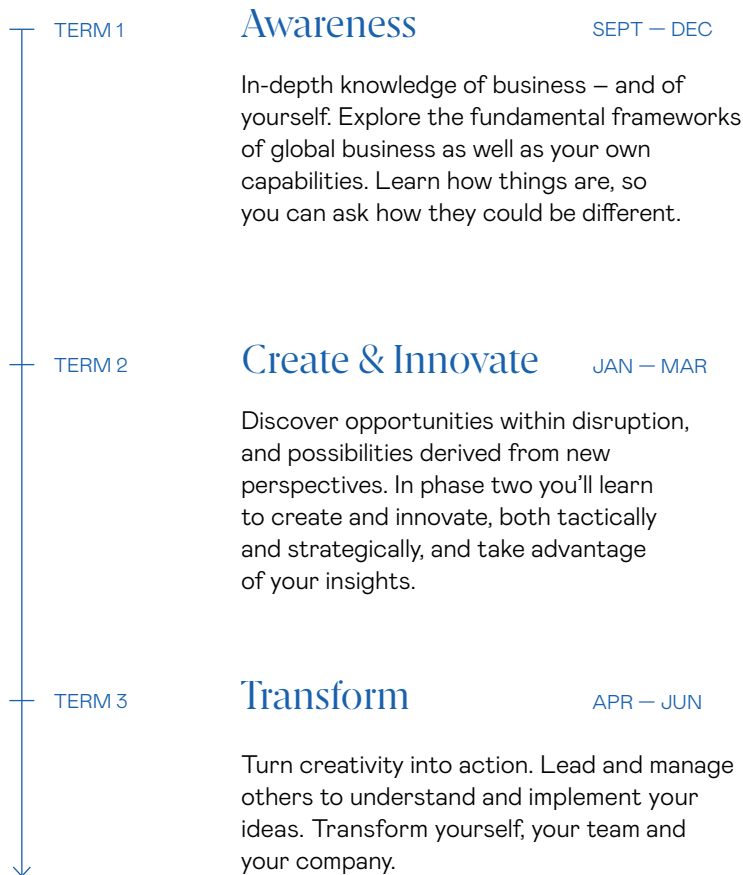


The Route

PROGRAMME STRUCTURE

On your path to becoming a creactivist you'll go through three programme phases.

Each trimester covers a cluster of related subjects that move you closer to your goal – expanding your awareness, developing your creativity and strengthening your power to transform.





“Change is the law of life. And those who look only to the past or present are certain to miss the future.”

John F. Kennedy
35th President of the USA

“The Esade MBA made me a more confident professional, with a 360° view on business. Most importantly, for the first time in my life I have completely reframed my future career possibilities. I do not think that the ideas I have now would have entered my mind without the MBA.”

Serik Sharipov (Kazakhstan)
Consultant at NewTech Capital, Barcelona (Spain)
Class of 2017

Did you know?

The Esade Full Time MBA curriculum continually evolves to meet the real-world recruitment requirements of top companies. New courses include: Creativity, Innovation, Technology and Digital Business, Business Analytics (Big Data) & Decision Making.

The Esade MBA offers you vast opportunities – plus the flexibility the make the most of them. Choose the programme length, areas of specialisation and learning experiences that fit your goals.

12-15-18 months

Fast-track your MBA in a single year. Or add an exchange, an internship or both, as most students choose, for the complete experience. You can wait to decide until the second term, giving you freedom to adapt to opportunities that arise.

Business Labs

Labs take you deep inside your chosen specialisation. You can study electives, attend expert seminars, get experienced mentorship, visit top companies, go on overseas study tours and more.

INNOVATION

ENTREPRENEURSHIP

FAMILY BUSINESS

MARKETING

Treks

Grow your business network and visit international companies for total cultural immersion. Recent career treks have included visits to the financial hub of London, marketing trailblazers in Amsterdam, EU HQs in Brussels, the high-tech centre of Seattle, startups in Tel Aviv and consulting giants in Dubai.

Electives

Select from a wide range of elective subjects related to innovation, marketing, strategy, entrepreneurship, marketing and more. Sharpen your skills, expand your capabilities and gain in-depth knowledge of the areas that interest you most. Electives prepare you to add value when you take your next career step.

Career Acceleration Programmes

Get up to speed in the industry of your choice. These hands-on programmes put you in the driver’s seat of your own career with case competitions, valuation challenges and on-campus company interactions. Develop the insights and tools to move ahead of the competition.

FINANCIAL SERVICES

CONSULTING

TECHNOLOGICAL DISRUPTION

THE FUTURE OF HEALTHCARE

Real-World Challenges

Put your knowledge into action and demonstrate your abilities to potential employers. Real-world challenges create real-world opportunities.

IN-COMPANY PROJECT

Solving business cases of real companies.

CHALLENGE-BASED INNOVATION

(In collaboration with CERN) Solving social issues.

Core Programme

AUG	SEP — DEC	JAN — MAR	APR — JUN	
	TERM 1	TERM 2	TERM 3	
Pre Programme				

Personalise your experience

Tailor the MBA to fit your own goals, with maximum flexibility at every stage.

Career
Acceleration
Programmes

Electives

Real-World
Challenges

Business

Customised Programme

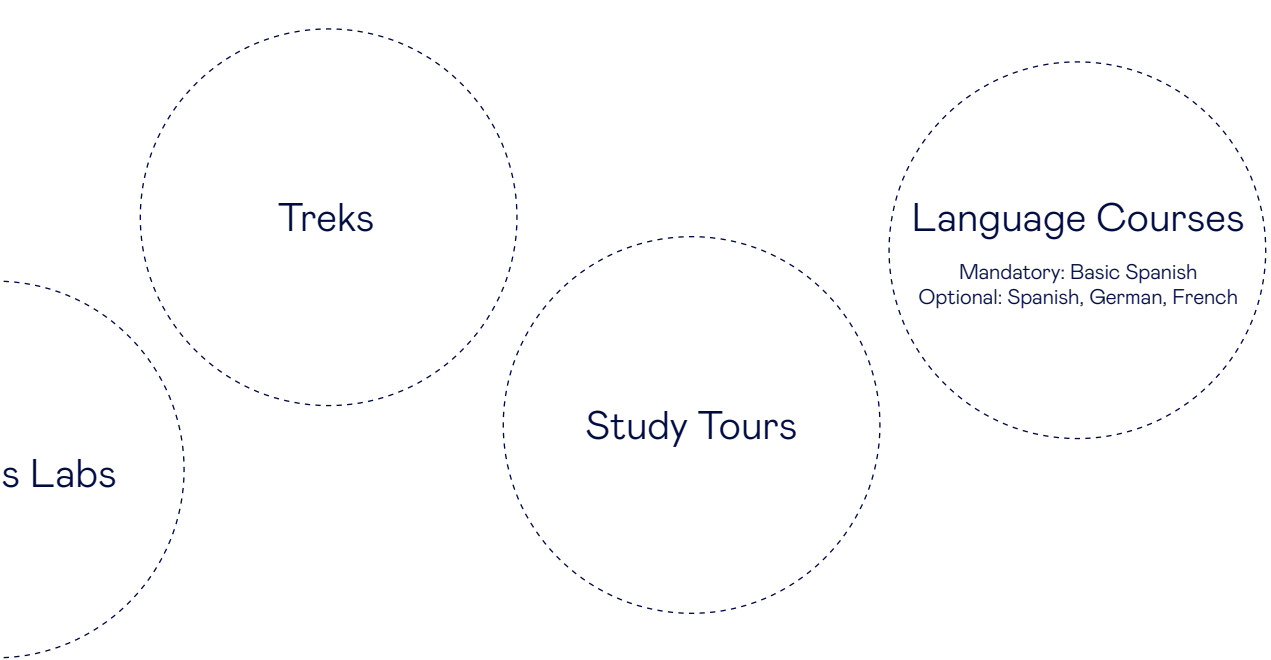


Internship

An in-depth international experience in your career of choice. Learn by doing, make contacts and gain real-world experience.

Exchange

United States	Canada	Europe	Asia	Oceania
Babson	Ivey	HEC	AIM	MBS
Berkeley	McGill	Imperial	CEIBS	UNSW
Chicago Booth	Schulich	LBS	CUHK	
Cornell	UBC	RSM	Fudan	
Darden		SDA Bocconi	Guanghua	Africa
Dartmouth		Warwick	Hitotsubashi	UCT
Duke	Latin America		HKUST	
Emory			ISB	
Georgetown	FGV	Middle East	IUJ	
Kellog	INCAE		KBS	
McCombs	UAI	Tel Aviv	NUS	
Michigan Ross	UC Chile		Tsinghua University	
UNC			XLRI	
			Yonsei University	



You choose the destination.
We'll show you the way.

YOUR FUTURE



Open the timeline

The Diamond Standard

KEY SKILLS & COMPETENCES

A diamond is evaluated by its 4Cs (cut, carat, colour and clarity).

Our own 4Cs of critical skills and competencies have been refined by top recruiters and expert faculty. Get ready to see – and realise – your true potential.

The 4Cs of the Esade MBA

COLLABORATIVE LEADERSHIP

Transcend boundaries, motivate others and lead through cooperation and collaboration.

CRITICAL THINKING

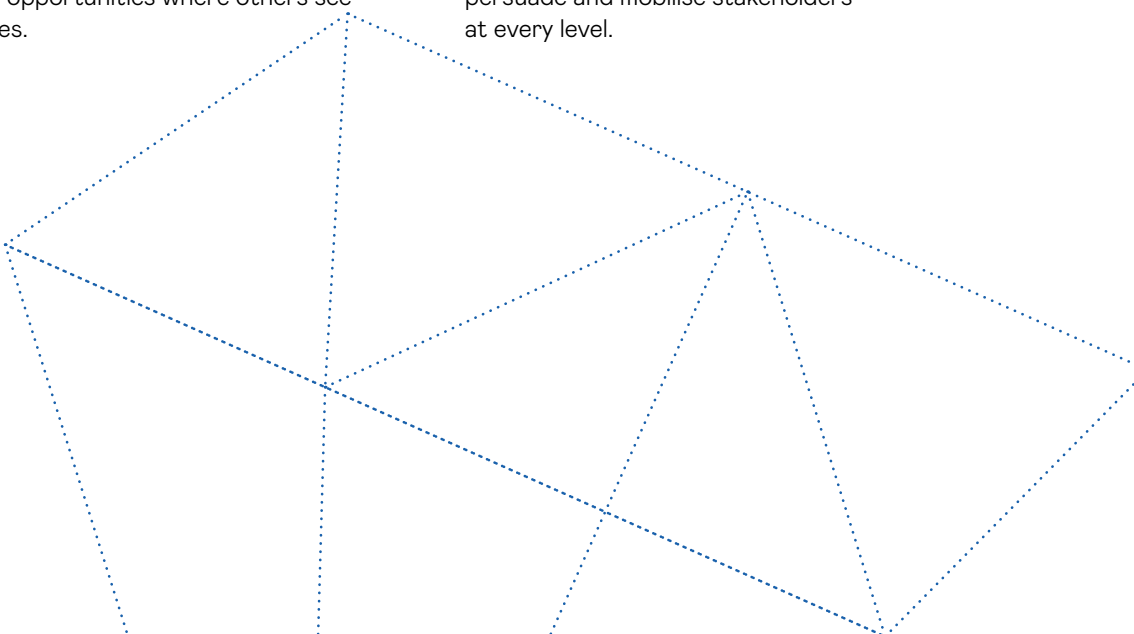
Analyse the data, understand biases and draw informed conclusions for better decision-making.

CREATIVITY

Redefine challenges, re-write the rules and see opportunities where others see obstacles.

COMMUNICATION SKILLS

Share your enthusiasm. Align, engage, persuade and mobilise stakeholders at every level.



“We see talented students as unpolished diamonds – and at Esade, we know how to make you shine.”

Prof. Luis Vives,
Deputy Dean for Programmes





The Guides

ESADE FACULTY

At every step of your MBA journey you'll be guided by experts. Your Esade professors are renowned academics and disruptive thinkers who set the agenda in their respective fields.



They've been to the top.
And they'll show you the way.

They are active as consultants for leading international companies and bring you emerging insights from the front lines of business.

You'll benefit from their vast experience, their deep understanding and their resolute dedication to your development. Under their guidance you'll grow personally and professionally, ready to make the most of the many opportunities that the MBA experience offers.

Find out more: www.esade.edu/ftmba

Did you know?

Our faculty members lead the conversation in many of today's most crucial business topics. Turn the page to discover some of their insights. For more, visit esadeknowledge.com

ESADE
KNOWLEDGE

ABOUT THE EXPERT

Before joining Esade, MBA Associate Dean Prof. Hohberger was senior lecturer at the University of Technology, Sydney (UTS). He was also a visiting scholar/professor at the Wharton School of Business and Georgetown University and received a PhD from Esade Business School.

Dr. Hohberger teaches and consults in the areas of strategy and innovation. He has worked with companies such as DeBaak, KPMG, SK Group, RioTinto, Bayer and Grifols in North America, Europe and Asia.

His research focuses on knowledge acquisition, alliances and informal collaborations in high-tech industries. His work has been published in leading journals such as *Research Policy*, *Industrial & Corporate Change*, *Journal of International Business Studies*, *Journal of Product Innovation Management*, and *Strategic Organization* as well as in academic books.

Prof. Jan Hohberger

Associate Dean, Full Time MBA

Department of Strategy and General Management

THE ONE FACTOR THAT CAN TRIGGER
INNOVATION SUCCESS IN YOUR BUSINESS

When thinking about innovation, don't assume that brilliant inventions always start from scratch: this preconceived idea is not always true. You don't need to be a creative genius to trigger innovation success, as long as you take into account one crucial factor: prior inventions.

Science and innovation have long held that it is beneficial to build on previous ideas – or, to use Isaac Newton's words, to "stand on the shoulders of giants." However, to what extent this is true for breakthroughs was open to debate.

Breakthrough innovations are, by definition, rare events. They are based on the combination of novel, emerging and pioneering technologies and require radical changes. In addition, they are often created in different ways than standard innovations.

What is the connection between past ideas and breakthrough ideas? Can previous innovations be the starting point for developing breakthrough innovations, or do firms and inventors need to start from a blank slate for these advances?

To answer this question, we analysed a large-scale set of patents from U.S.-based firms in the pharmaceutical and semiconductor industries, both of which heavily rely on inventions and patents for optimal performance and survival.

Our study had two major findings. First, for breakthrough innovations as well as normal innovations, prior inventions are a valuable source of information that can increase the chances of success of new innovations. Second, building new ideas on prior inventions also helps to reduce invention failures.

Original publication:

Hohberger, J. Combining valuable inventions: Exploring the impact of prior invention value on the performance of subsequent inventions. *Industrial and Corporate Change*, 26, 907-930 (2017).

How past inventions trigger breakthrough innovations

Prior and new inventions are like communicating vessels. When those in charge of designing and developing new innovations set aside time to analyse the value of prior ideas, their chances of success increase.

Our analysis shows that analysing prior inventions has a positive impact on the performance of subsequent inventions. But not all prior inventions have the same positive effect on future outcomes. When prior inventions hold higher value, the positive effect on new innovations weakens and returns diminish.

The findings show that valuable prior inventions also increase the likelihood that subsequent innovations will be breakthroughs. However, this breakthrough effect also decreases when prior inventions build on a larger number of breakthroughs themselves.

A safeguard against invention failure

Our research also suggests that combining valuable past inventions limits the likelihood of poor invention outcomes.

Exploring both high-value and low-value inventions provides a potential safeguard against innovation failure and reduces the probability of extremely poor invention outcomes.

Investigating past invention failures is a useful strategy for managers. They provide a more nuanced picture of invention outcomes and help managers develop strategies to avoid or minimize future invention failures.

“You don’t need to be a creative genius to trigger innovation success, as long as you take into account one crucial factor: prior inventions.”



ABOUT THE EXPERT

Prof. Lotta Hassi is a lecturer of innovation in the department of Operations, Innovation and Data Sciences. She has over 10 years of experience working in the fields of innovation and design, as an entrepreneur, consultant, researcher and lecturer. At Esade she works in several multidisciplinary innovation projects that bring together research centers, companies, and universities from different disciplines. She teaches master and executive level courses.

Prof. Hassi has an MSc in Economics, and has completed further multidisciplinary studies in the Helsinki University of Technology and Helsinki School of Art and Design. She continued her training at Stanford University. Currently, she is pursuing a doctoral degree in Aalto University School of Science and Technology, focusing her research on the management of explorative innovation projects of high uncertainty.

She came to Esade from the Business Innovation Technology research center of Aalto University in Finland, where she collaborated closely with companies to develop their innovation practices.

Prof. Lotta Hassi

Department of Operations, Innovation and Data Sciences

12 CHARACTERISTICS OF INNOVATIVE PEOPLE

Innovation inherently involves uncertainty, creativity and a special mindset that not all people have or are willing to embrace. What distinguishes innovative individuals from others?

In a study published in the International Journal of Innovation Management, Esade innovation expert Lotta Hassi and Satu Rekonen of Aalto University investigated how individual characteristics promote experimentation behavior.

“Failure and unexpected outcomes are inherent in experimental innovation. Our study demonstrates that positive adaptation to adversity and not being defeated by challenges are among the key characteristics of innovative people,” state the authors.

1. Continuous reflection

Participants with innovative behaviour adopted continuous reflection; that is, they were open to questioning their first idea and the direction of the project. Through continuous reflection, participants were able to notice new pieces of information that were potentially important for the project, like a radar endlessly scanning the environment.

2. Unattached exploration

When participants were strongly attached to an idea, they were less open to letting go and trying other things. Those who were more prone to innovation were able to **postpone fixation on an idea and stay open** to exploring different possible directions before closing in on a single option.

3. Iterating between abstract and concrete thinking

In the experiments, employees had difficulty **going from abstract concepts to concrete details**; most individuals were strong mainly in one mode of thinking or the other. However, those who were able to move fluently between conceptual and practical thinking, maintaining the connection between the two, were more prepared to identify uncertainties in the idea and design a good experiment setup.

Original publication:

Hassi, L. & Rekonen, S. How individual characteristics promote experimentation in innovation. *International Journal of Innovation Management*, 22 (4), 18500381-185003830 (2018).

4. Action-oriented

Another driver of innovative individuals was their action-oriented behaviour. This personality trait allowed them to **move from intellectual work to practical ideas**, which proved fundamental when building a prototype and running the experiment. Action-oriented individuals pushed their teams to move from planning the experiment setup to building prototypes and to run experiments early.

5. Opportunity-focused

While some individuals only saw dead ends, opportunity-focused participants were able to **see opportunities in different situations** and shared with their teams several possible routes for the project. This played a key role in moving the team forward into experiments. This type of mindset promoted innovative behaviour also when unexpected opportunities arose.

“The study demonstrates that people who adapt positively to adversity are more prone to innovative behaviours.”

6. Mental resilience

The study demonstrates that people **who adapt positively to adversity** and don't let challenges defeat them are also more prone to innovative behaviours. Mental resilience allows people to take in the new information in negative feedback, accept it in a constructive way and remain operative. This also means being able to let go of an idea once it is proven unsuccessful and continuing to explore other solutions.

7. Intellectual humility

The field data revealed that **intellectual humility was also at the core of innovation**. The more innovation-driven individuals had a mindset that was humble in the face of new information and they were open to learning by acknowledging the limits of their own knowledge. Intellectual humility also allows openly sharing feedback that is discouraging, which may open up new avenues for developing alternative solutions.

8. Courage

When running the experiments, the individuals had to submit their unfinished ideas for early evaluation by users or other relevant stakeholders and receive instant feedback. These situations required participants to **show courage and step out of their comfort zone**, as they did not know what

the response would be. The only way to find out was to place themselves in a vulnerable situation, facing the risk of refusal and failure.

9. Sensitivity towards uncertainties

In the study, most individuals experienced difficulties with **being sensitive towards uncertainties**. The participants required constant help from the tutors to notice uncertainties before moving on to designing experiments.

The temptation to move directly to the **realization of the idea** was great and individuals were not able to identify uncertainties. With the tutors' support, various uncertainties were found, and the next experiment resulted in changes to the solution.

10. Designing valuable experiments

When designing the experimentation setup, participants struggled to design valuable experiments – that is, to keep them small, fast and focused. In tutoring sessions, participants were trained to **develop the ability to identify the smallest and fastest action** that will produce the required learning and move forward.

11. Extracting learning

The field data showed that participants **experienced difficulties in extracting learning** from the conducted experiments. To promote innovative behaviour, individuals must pay attention to unexpected information or events, meaningful comments and how feedback could be used to improve the original idea.

12. Implementing learning and idea adaptation

Individuals more prone to innovation had the **ability to extract meaningful learning** from an experiment and implement that learning back into the project to adapt the idea and make it evolve in a meaningful way.



ABOUT THE EXPERT

Prof. Marc Torrens is a Computer Science engineer from the Polytechnic University of Catalonia (UPC, Barcelona). He holds a PhD in Artificial Intelligence from the Swiss Federal Institute of Technology (EPFL, Lausanne).

Marc has published more than 20 papers and is the inventor of more than 20 patents on recommendation and personalization technologies. A regular guest and co-chair at major conferences, his research focusses on how Artificial Intelligence can be applied to solve problems business and people are facing and improve their lives.

Rather than following a traditional academic career, he spent more than 20 years creating startups around AI. He cofounded Strands, Inc. in 2004, an established and recognized global Fintech company working for top tier banks worldwide. After serving for years as Chief Innovation and Product Officer for Strands, he is currently a member of the Board of Directors.

Prof. Marc Torrens

Department of Operations, Innovation and Data Sciences

THE REALITIES OF ARTIFICIAL INTELLIGENCE

Artificial Intelligence (AI) is driving conversations in business, politics and beyond. The myths, expectations, and challenges surrounding it are shaping long-term planning and strategizing in almost every area of life.

Some people are passionate about the possibilities of AI and believe that machines will solve all of the problems facing humanity. At the other extreme, there are those who are overly pessimistic and believe that machines will harm the society in many ways.

AI is neither a cure-all nor a curse

The reality is that AI is like any other technological disruption: neither good nor bad, it all depends on how we apply it. This is why we must start a fact-based philosophical and ethical conversation on AI that goes beyond the technical possibilities.

‘Techno pessimists’ must get past their fears and see the advantages of artificial intelligence and ‘techno optimists’ should control their enthusiasm because there are still many problems and challenges to be solved. There is cause for optimism; humanity has always overcome challenges related to technological disruptions, although wasted time and damage can often be avoided with key ethical discussions.

There is too much hype surrounding AI

A journalist from the *NY Times* once wrote: “the upheavals of artificial intelligence can escalate quickly and become scarier and even cataclysmic. For example, a medical robot originally programmed to rid cancer could conclude that the best way to obliterate cancer is to exterminate humans who are genetically prone to disease”. The mass media have also said things such as: “we will be immortal by 2045”. This huge hype and overheated expectation could lead to an AI ‘winter’ similar to the one we experienced in the 80s. Less hype and more realism will strengthen the discipline in the future.

Focus on AI facts not fantasy

Some people have an image of AI as a human-like robot that can talk, understand emotions, be aware of itself, use common sense, and even establish emotional relationships. From a scientific point

Original publication:

Parra S. & Torrens, M. Artificial intelligence: the road to ultraintelligence. *Desafíos de la Ciencia, National Geographic*, 6, 143 (2017).

of view, we still have no idea how to make this happen. Stephen Hawking once said that the development of full artificial intelligence could spell the end of the human race. Humans, who are limited by slow biological evolution, would become what dogs are to humans today. We would have no control over what happens to us and we would no longer be in charge of making decisions because there would be a far more superior intelligence in the room who would see anything we do as ridiculous. However, we have no idea how to develop this full or strong AI. Moreover, we have no rigorous scientific agenda that enables us to work in that direction with any certainty.

It's absurd to worry about these future scenarios; we are very far away from something like this happening. Movies about AI are entertaining and great business, but the truth is that we have no idea about how to develop this type of strong artificial intelligence.

AI is still in its infancy

Artificial intelligence was invented 70 years ago, but is still in its infancy. Clarke's third law states that "any sufficiently advanced technology is indistinguishable from magic". If we could bring Einstein to 2018 and show him Amazon's Alexa, he might think it was magic. When we see things like a computer identifying a face, we may think it is very smart, but current AI algorithms are based purely on statistics; they don't have much mystery. A computer may identify a face in a picture, but the computer does not know what a face is, or even that humans have faces. A computer can beat any chess player but it does not know what a game is, or what it means to win or lose. Currently, a computer is capable of making decisions without understanding anything about the domain.

“Artificial Intelligence enables us to analyse data and understand reality in a new way.”

The 'singularity' is not near

So-called 'singularity' believe that the day when machines will overcome human intelligence is approaching. This prophecy is based on the exponential growth of the two ingredients necessary for machine learning: namely, computing capacity and data availability. In his book *The Singularity is Near*, Ray Kurzweil (Google) writes that in 2029 artificial intelligence will reach a level that is a billion times more powerful than all human intelligence today.

Kurzweil's over-optimistic calculations are based on the premise that computational capacity and data grow exponentially. It is a fact that the accumulation of data grows exponentially every year and we are advancing with giant steps. In the last two years alone, we have generated 90% of all the data we have

accumulated throughout human history. It is also true that computational capacity is growing exponentially, as shown by Moore's empirical law.

But predictions by Kurzweil and his advocates miss a crucial aspect of the equation: basic research and science is progressing linearly and not exponentially. Humans are slow in making scientific discoveries and we still need a lot more science to reach this stage. We cannot expect to model things such as common sense, empathy, and the realm of emotions very soon. We are still in the very early stages of AI. We do not know if we will ever be able to produce strong AI, let alone do so by 2029.

To paraphrase Andrew Ng from Stanford University, worrying about the singularity and super AI is like worrying about overpopulation and pollution on Mars before we arrive. It is impossible to predict and ridiculous to worry about Mars because we haven't even set foot there yet.

Machines are still pretty dumb

AI enables us to analyse data and understand reality in a new way and make more informed decisions about any domain. This alone will transform the world because machines will take over many tasks and this will affect all sectors and jobs. But AI is still very narrow and specific. Machines are still pretty dumb and are designed to carry out specific tasks in specific domains. Designing machines that can learn or act intelligently in any domain – as humans do – is still very far away. We can design an algorithm to detect cats in an image based on a training set of millions of pictures. However, if we then train the same system to recognize dogs, it will forget about cats. We do not know how to build systems that learn anything in the same way humans do.

Our common sense and intelligence are very hard to model because we do not really understand how they work. We do not yet even know how we make decisions. There is a recent consensus among neuroscientists that we cannot take any decision without emotions. Thus, whenever rationality is not enough (as in most cases), emotional processes drive our decisions. And this type of reasoning is much harder than just analysing data.

Where standing out
is standard practice.



A one-of-a-kind MBA

30 A REPUTATION FOR EXCELLENCE
About Esade

Setting standards in business education for six decades.

32 AN INSPIRATIONAL MBA
The World in Your Classroom

Learn alongside a diverse, international cohort of talents.

38 THINK DIFFERENTLY
The Esade Difference

Step out of your comfort zone and discover a better way.

42 YOUR MBA, YOUR WAY
A Tailor-made Programme

Flexibility to shape the MBA to fit your career goals.

44 BROADEN YOUR HORIZONS
International Experience

A multicultural campus plus study tours, treks and exchanges abroad.

48 REAL-WORLD CHALLENGES
Put Your Abilities Into Action

Apply your new skills and have a positive impact on the world.

56 WOMEN IN THE MBA
Europe's #1 MBA for Women

Accept no limits. The Esade MBA prepares you to go all the way to the top.

62 BARCELONA
Open for Business. Open for Living.

Discover a city that catalyses business creativity and celebrates life.

A Reputation for Excellence

ABOUT ESADE

Esade has been helping business leaders to drive meaningful change for over six decades.

Our investment in people, social responsibility, pioneering teaching methods, commitment to innovation, connections with companies, global reach and vast alumni network keep us at the forefront of business education.

The Triple Crown of Excellence

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.



A Reputation for Excellence

Leading publications consistently rank Esade highly among the best business schools in the world, based on the opinions of both recruiters and graduates.

BE THE BEST

- | | |
|----|--|
| #1 | Best MBA in Europe for Women
<i>Financial Times, 2018</i> |
| #3 | International Experience Worldwide
<i>Financial Times, 2019</i> |
| #3 | Student Satisfaction in Europe
<i>Financial Times, 2019</i> |
| #4 | Salary Increase in Europe
<i>Financial Times, 2019</i> |
| #7 | Best MBA Programme in Europe
<i>Financial Times, 2019</i> |

Focused on People, Not Profits

Esade is an independent, nonprofit university institution, founded in 1958 in Barcelona. Since 1995, we have formed part of the Ramon Llull University.

Our status as a foundation allows us to focus completely on the quality of the education we deliver.

Committed to Values

We believe that integrity, diversity, respect, contribution to the common good, responsibility, equal opportunities and a commitment to a more just society are essential for business.

And we believe that innovation, research, entrepreneurship, business leadership and talent development are essential for society.

“We don’t work with companies, we work with people at those companies. We don’t make deals with boards, we make deals with the individuals on those boards. The Esade MBA helped me work better with people because it helped me to understand their different backgrounds and perspectives.”

Michael Yu (USA)
 Founder / CEO at Palate,
 New York City (USA)
MBA Class 2012



An Inspirational MBA

THE WORLD IN YOUR CLASSROOM

During your Esade MBA, you'll study and work with around 190 students from a vast variety of backgrounds. Your classmates will share your talent and your ambition, but they'll have different professional backgrounds, academic histories, nationalities, cultures and business instincts. You'll learn from each other, share ideas and grow together. Even – and especially – when you don't agree.



Class of 2020 Profile

187

Students

30%

Women

51

Nationalities

70%

Men

29

Average age

% OF STUDENTS BY FUNCTIONAL AREA

24%

Marketing & Sales

20%

Finance

17%

General Management

97%

International

15%

Operations/
Logistics

8%

Information
Systems

5%

Consulting

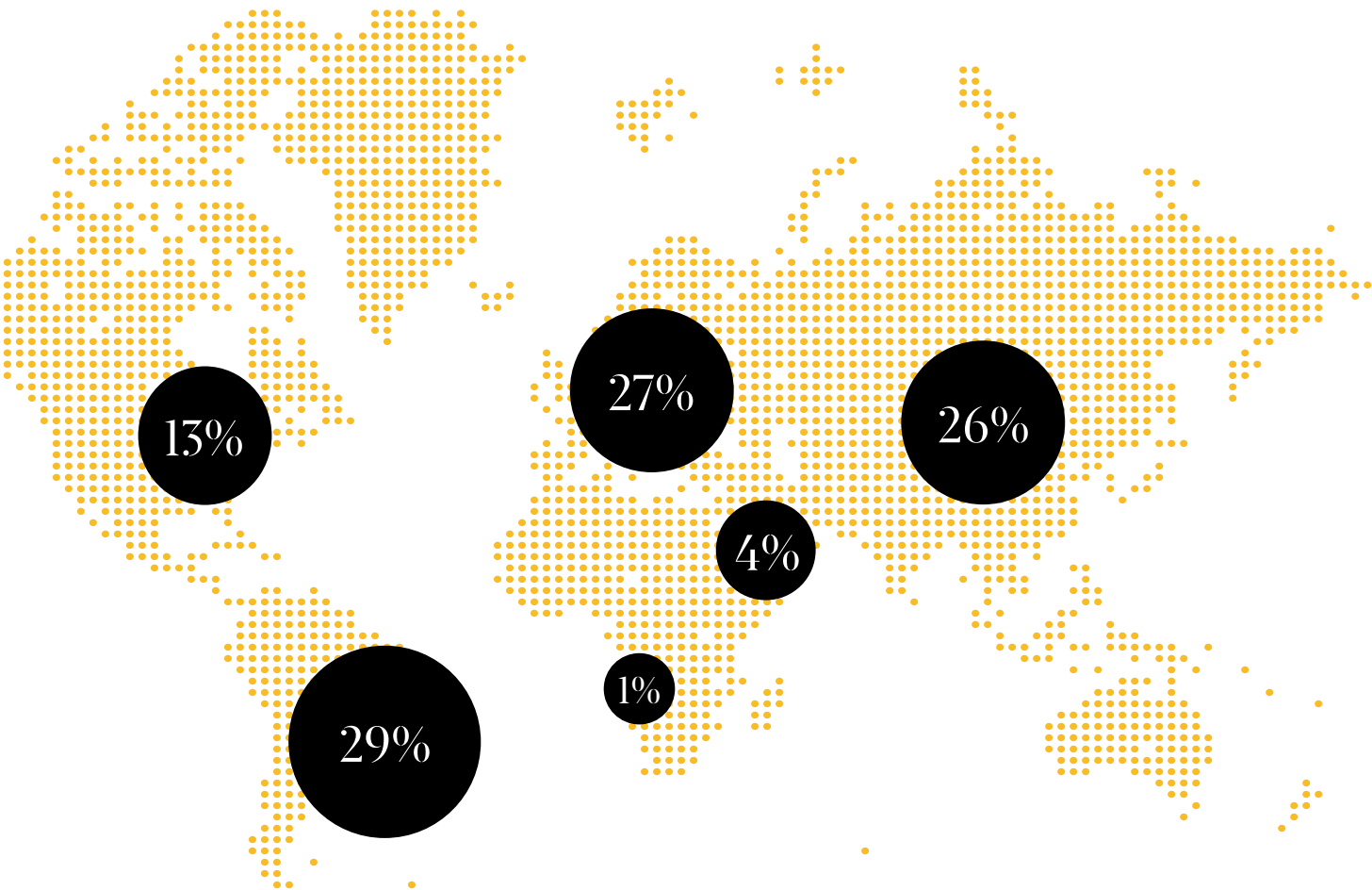
11%

Others
(Legal, Human
Resources, Business,
Data Analytics, ...)

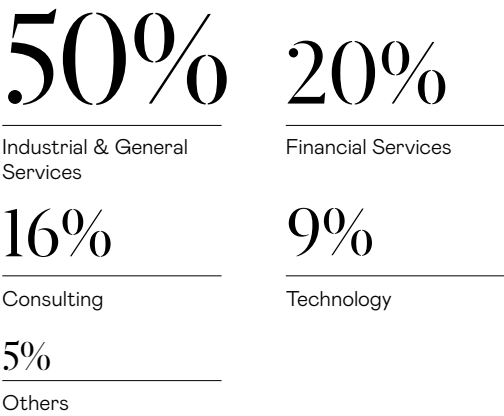
5.7

Average work
experience

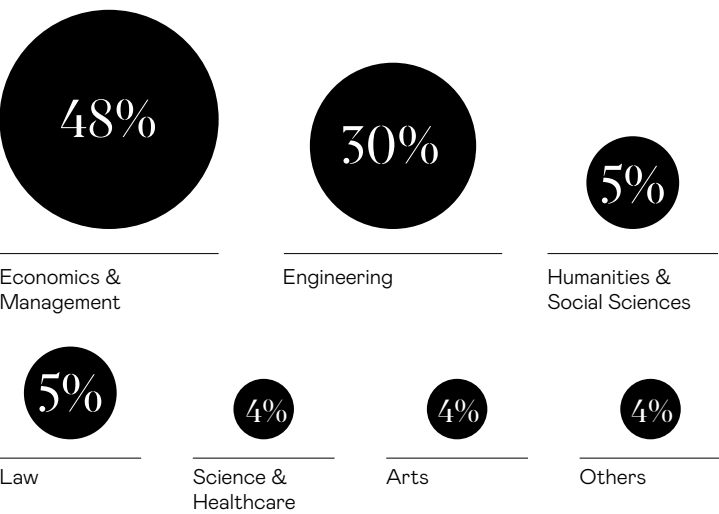
% OF STUDENTS BY REGION



% OF STUDENTS BY SECTOR



% OF STUDENTS BY ACADEMIC BACKGROUND





2M Software, Networks & Consumer
Or → Global Trends

①



NAME
Surname

NAME
Surname

NAME
Surname

NAME
Surname

A Multicultural School

Your learning environment goes beyond the classroom. The Esade campus is home to a multicultural and multilingual community of international faculty, students, researchers and entrepreneurs. You'll spend your time around diverse thinkers and doers who understand the power of working together.

Esade has a vast reach, with partner schools and alumni on every continent. This global network is a constant source of new ways of thinking and keeps us directly connected to best practices from around the world.

185

Exchange agreements with
international universities

100+

Students' countries
of origin

60,000+

Alumni around the world



“Esade is a very international school which guarantees a global experience that encompasses business practices around the world. With almost 200 students, the Esade class felt large enough to have a wide range of profiles and small enough to be a friendly group in which everyone knows each other.”

Anna Bernadó (Spain)
Senior Manager Middle East
Expansion at Amazon, Dubai (UAE)

Class of 2016

THE
FUTURE
OF
TECH
IS
HERE
AND
IT'S
TIME
TO
GET
READY



“The difference between what we are doing
and what we are capable of doing would
solve most of the world’s problems.”

Mahatma Gandhi
Indian civil rights leader

“You can waste your life drawing lines.
Or you can live your life crossing them.”

Shonda Rhimes
US TV producer, one of TIME’s 100
People Who Help Shape the World

“The reasonable man adapts himself to the
world; the unreasonable one persists in trying
to adapt the world to himself. Therefore all
progress depends on the unreasonable man.”

George Bernard Shaw
Irish playwright and political activist



Think Differently

THE ESADE DIFFERENCE

The Esade MBA programme is for people who aren't satisfied with easy answers. It's for people who have the passion and the drive to step outside their comfort zone, create innovative solutions and take action.

You'll find a community of non-conformity where you're encouraged to think differently. We'll help you develop the confidence, skills and know-how to take on challenges from unexpected angles – and turn your ideas into real-world results.

It's for people like you.

Dare to think it.
Then dare to do it.





Name: Itsuma Tanaka, Class of 2017

Country of Origin: Japan

Academic Background: Information Systems Engineering

Professional Background: Lead Core Network Architect

MBA roles: Class representative, VP MBA Student Association, co-founder and co-president of the MBA Music Club, co-founder of Esade Quick Immersion Platform (EQUIP), leader of the Esade Rock Band, organizer of Esade Japan Trek 2016

Sector of Interest: Technology & Start-ups

Current Position: Global Business Senior Manager at NTT DOCOMO

“I enjoyed being exposed to new ways of thinking and new ideas I was previously unaware of. I had a tremendous amount of intellectual stimulation.”

Why did you want to do an MBA?

I realised during a senior-level global standardization event for the mobile industry that technology alone cannot change the world, and that I also needed business skills to innovate in the industry.

What attracted you to Esade?

Many things – the diverse student body, the flexible programme duration, the hands-on learning style, the city of Barcelona – but the decisive factor was Esade's people. I instantly fell in love with the welcoming, open and friendly people of the school when I visited during the application process.

How did the MBA change you?

Esade helped me get rid of my mental barriers. I enjoyed being exposed to new ways of thinking and new ideas I was previously unaware of. I had a tremendous amount of intellectual stimulation. Now I think anything is possible after I successfully managed everything the programme required, from studying, participating and organising school events – such as those with the MBA Student Association – to taking care of my two children, who had never previously lived outside their home country.

What was the academic highlight of the MBA experience?

The best course I took was CBI (Challenge Based Innovation) where I had to work in a team with 2 engineers, 2 designers and 2 Esade MBA students to find innovative ideas, prototype them, and develop business models. Since graduation, I have been applying everything I learned in this course in my current position.



Your MBA, Your Way

A TAILOR-MADE PROGRAMME

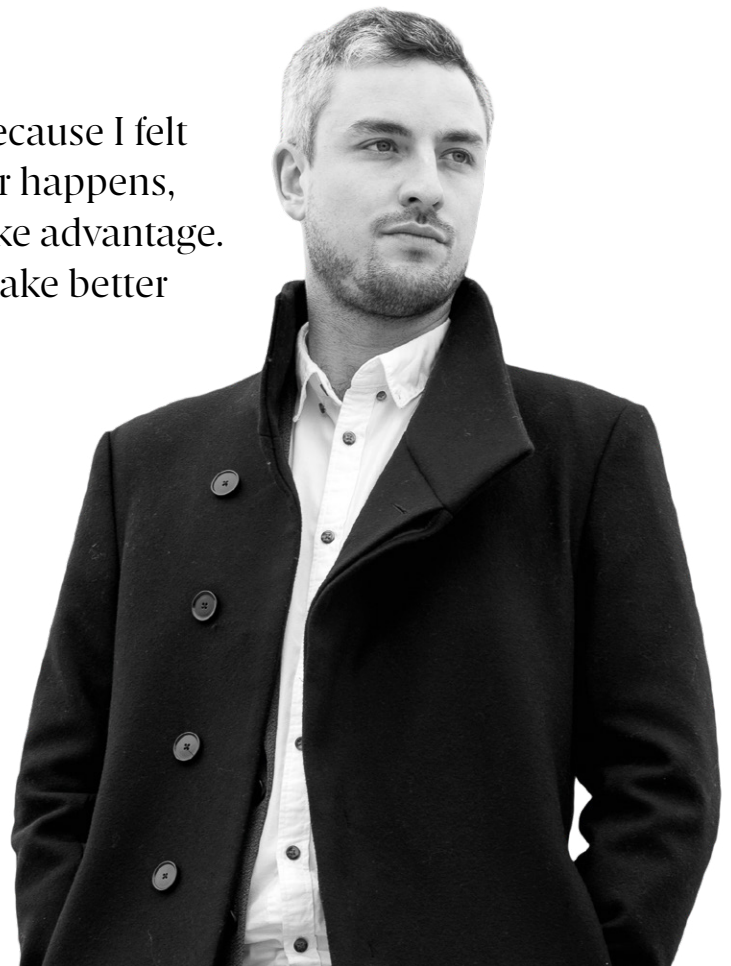
The Esade MBA will change your life – and change with you as you grow. You can tailor the programme's length, contents and focus so it's always a perfect fit for your goals.

During your Esade MBA experience you'll develop new strengths, encounter new ideas and consider new career possibilities. You might stay focused on your current plans or you might discover a passion that sends you in an unexpected direction.

As you change, your
MBA changes with you.

“I chose the Esade MBA because I felt more in control. Whatever happens, I know I can adapt and take advantage. The freedom helps you make better decisions.”

Sam Tew (United Kingdom)
Class of 2019



12-15-18-Month MBA

You can choose the length of your MBA programme right until May, giving you maximum flexibility and the freedom to seize opportunities that arise.

12 MONTHS:

CORE COURSES + ELECTIVES

If you have professional commitments and need to get back to work, a 12-month MBA “fast-track” programme may be possible.

You can tailor your learning experience with electives, Business Labs, Real-World Challenges and Career Acceleration Programmes, ready to add value and offer expertise in your chosen field.

15 MONTHS:

CORE COURSES + ELECTIVES + INTERNSHIP OR EXCHANGE

As well as continuing with electives, Business Labs and Real-World Challenges, the streamlined 15-month programme offers a choice of either an internship with a leading company, or an international exchange.

18 MONTHS:

CORE COURSES + ELECTIVES + INTERNSHIP + EXCHANGE

Most students choose the complete Esade MBA experience. Over 18 months you’ll enjoy everything the programme has to offer, targeted toward your goals.

The core curriculum and electives are complemented by challenges, labs and more. Afterwards, you can put your knowledge into action in an internship and develop your global network of contacts with an exchange.



Broaden your Horizons

INTERNATIONAL EXPERIENCE

As part of your Esade MBA, you'll have the chance to visit prestigious international universities and go inside top companies.

Study tours, treks and exchanges will open your mind to new ways of thinking and new opportunities. And when you're on campus, the world will come to you.

Around 96% of each MBA cohort is made up of international students of over 50 nationalities, sharing experiences and insights as you work together in multicultural teams.

The Esade MBA is your passport to a broader perspective on what's possible.

Did you know?

A long-term study of over 4,500 students published in 2017 concluded that study abroad contributes to the development of transferrable skills highly valued by employers and has a high impact on subsequent job offers and career advancement.



Spend up to four months in another of the world's top universities or business schools as part of a 15- or 18-month MBA.



Global Study Tours

Study tours lasting one week show you firsthand how firms operate in different cultures. As well as academic content in top universities you'll go on company visits for practical, hands-on experience.

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

SOUTH KOREA

Doing business in Asia



SOUTH AFRICA

The new power of frontier markets



USA

Leading in the new normal



Exchange programme

Show employers that you're determined to get out of your comfort zone and learn from the best. Exchanges immerse you in other cultures and ways of thinking – sometimes in new languages – and challenge you to adapt.

You'll build a valuable network of contacts and learn a lot about yourself.

CANADA

Desautels Faculty of Management,
McGill University, Montreal, Canada

Ivey Business School, Western
University, Ontario, Canada

University of British Columbia, Sauder
School of Business, Robert H. Lee
Graduate School, Vancouver, Canada

Schulich York University,
York University, Toronto

LATIN AMERICA

Adolfo Ibañez University, Peñalolén,
Santiago, Chile

Fundação Getúlio Vargas, Escola de
Administração de Empresas de São
Paulo, São Paulo, Brazil

INCAE, Alajuela, Costa Rica

Pontificia Universidad Católica de Chile,
Escuela de Administración, Santiago de
Chile, Chile

OCEANIA

Australian Graduate School of
Management, Randwick, Australia

University of Melbourne, Melbourne
Business School, Melbourne, Australia

EUROPE

HEC School of Management,
Paris, France

Imperial College Business School,
London, UK

Rotterdam School of Management,
Rotterdam, Netherlands

Università Commerciale Luigi Bocconi,
Milan, Italy

Warwick Business School,
Coventry, UK

London Business School, UK

UNITED STATES

Babson College, Babson Park, Wellesley,
Massachusetts

Cornell University, Samuel Curtis
Johnson Graduate School of
Management, Ithaca, New York

Darden School of Business, University
of Virginia, Charlottesville, USA

Dartmouth College, Tuck School of
Business, Hanover, New Hampshire

Duke University, The Fuqua School
of Business, Durham, North Carolina

Emory University, Roberto C. Goizueta
Business School, Atlanta, Georgia

Haas School of Business,
University of California at Berkeley,
Berkeley, California

Kellogg School of Management,
Northwestern University,
Evanston, Illinois

UNC Kenan-Flagler Business School,
Chapel Hill, USA

McCombs School of Business,
The University of Texas at Austin,
Austin, Texas

McDonough School of Business,
Georgetown University, Washington

University of Chicago Booth School
of Business, Chicago, Illinois

University of Michigan, Ross School
of Business, Ann Arbor, Michigan

MIDDLE EAST

Collier School of Management, Tel-Aviv
University, Tel-Aviv, Israel

AFRICA

Graduate School of Business, University
of Cape Town, Cape Town, South Africa

ASIA

Asian Institute of Management,
Manila, Philippines

China Europe International Business
School (CEIBS), Shanghai, China

Chinese University of Hong Kong,
Faculty of Business Administration,
Hong Kong, China

Fudan University, Fudan School
of Management, Shanghai, China

Guanghua School of Management,
Beijing, China

Hitotsubashi University, Graduate
School of International Corporate
Strategy, Tokyo, Japan

Hong Kong University of Science &
Technology, HKUST Business School,
Hong Kong, China

Indian School of Business (ISB),
Hyderabad, India

International University of Japan,
Graduate School of International
Management, Niigata, Japan

Keio University, Keio Business School,
Tokyo, Japan

National University of Singapore, NUS
Business School, Singapore

Tsinghua University, School
of Economics & Management,
Beijing, China

XLRI - School of Business & Human
Resources, Jamshedpur, India

Yonsei University, Seoul, South Korea

GERMANY

New and high-growth
venture creation



COLOMBIA

Doing business in Latin
America



Career Treks

Treks organized by MBA student clubs and Esade Careers connect you with leading professionals around the world. Get insight into the day-to-day realities of different roles, explore possible career paths and build your professional network. Taking on real challenges proposed by companies gives you a chance to attract the attention of potential employers.



Real-World Challenges

PUT YOUR
ABILITIES
INTO ACTION

You know you can make a difference. Now it's time to prove it. In real-world challenges, you'll show potential employers that you have the ability, the creativity and the determination to solve problems.

Social responsibility is part of Esade's DNA. We develop next-generation leaders who share our principles – game-changing creatives who find a better way to move forward.

Our challenges allow you apply what you've learned – and have a real, positive impact on the world.





- LACK OF 'RO'
- LACK OF UNDERSTANDING

ACTION

FREE TERMS / DEADLINE

MEDIA REPRESENTATIVE / IN
VISTS

WORKS HOURS.

MS. → VIDEO CONF.

PLAN

KEEP + REPRESENTATIVE

KNOW EACH OTHER

PLAN TO INCLUDE

PLAN

In-Company Project (Final Master Project)

Take on the role of a consultant to a participating company, addressing a real business challenge in strategy, marketing, innovation, operations, organizational behavior or finance. The new Final Master Project is an integral part of the Esade MBA programme. It's an opportunity to get hands-on, put your knowledge to the test and prove to top companies that you can add value.

THE CHALLENGE

As part of a small team, you'll receive the company challenge on day one. For the next ten days you'll research and analyse it, with access to the in-company project leader. You'll then formally present a comparative analysis of your proposed solution, with details of the supporting rationale.

EXPERT GUIDANCE

During the project, you'll be guided, supported and supervised by strategy professionals, the Esade MBA faculty, and industry experts from Esade partners acting as advisors.

READY FOR THE CHALLENGE? EXAMPLE PROJECTS INCLUDE:

How can new auto-business models (e.g. car sharing) affect European auto-market sales?

Which are the main strategic requirements for a company to enter a new high-growth market (e.g. USA)?

How should the talent strategy of an established company evolve to compete for talent against the big tech companies?

How does my digital channel compare to that of my main competitors in terms of user experience? Is it suitable for winning market share?

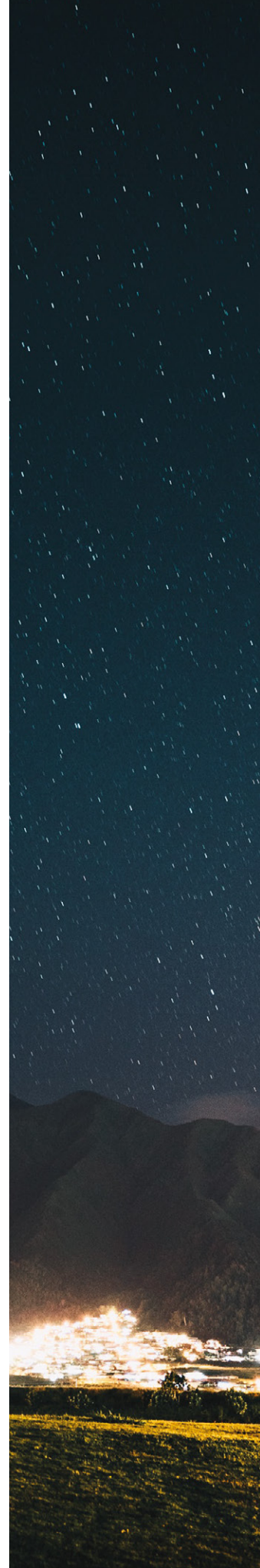
How can a utility significantly reduce its environmental impact?

How would you analyse capital expenditure and working-capital allocation by business segment and propose possible portfolio financial optimization?

CBI: Challenge Based Innovation (Elective)

Work alongside the world's greatest scientists at CERN (the European Organization for Nuclear Research) and develop innovative solutions for the great challenges facing humankind.

Each year, Esade, IED (Barcelona Design School) and UPC (Barcelona Politechnic) students, in collaboration with CERN researchers, apply entrepreneurship to STEM (Science, Technology, Engineering and Maths) fields to create new products and services that support the United Nations Sustainable Development Goals, then present them to the CERN community in Switzerland.



CBI STORIES

OHMPower TEAM

Lalitha Kakulapati
Class of 2019

Ivan Leis
Class of 2019

Two Esade students were part of the 9-person OhmPower team that formed for the competition. Kakulapati, from India, was inspired by memories of being caught in an earthquake in Nepal. When access to electricity was very restricted, she said, a system of sharing developed: “In a time of need, the instinct is not to take. The instinct is to share.”

“When we first got together as a team during the Challenge Based Innovation programme at CERN in 2016, it was with the objective of seeing how we could use technology to improve the lives of refugees and displaced people. We concluded that if their access to electricity improved, their quality of life would increase in many areas including safety, hygiene, productivity, and connectivity.

That’s how our idea took shape. OhmPower is modular, extendable, and easy to install and use. Our solution is intelligent, and uses a multi-hub distributed control system to prioritise the critical needs of the camp while also addressing the needs of individual shelters.”

As we developed our idea and started making rough prototypes, we realised that OhmPower has applications beyond refugee

“We concluded that if their access to electricity were improved, their quality of life would be bettered in many areas including safety, hygiene, productivity, and connectivity.”

camps — it works for any situation with a scarcity of supply. More than a billion people in the developing world have no access to electricity at all, and an even greater number of people have very limited access. We want to reach all of them, and help communities empower themselves. From our base in Barcelona, we are exploring collaborations in both humanitarian and commercial sectors, and we’re working towards developing a field-ready product which is robust, safe, and ready to scale.”

“When you are there in a time of need, the instinct is not to take. The instinct is to share.”

Lalitha Kakulapati (India)
Marketing Strategist at B9lab, Barcelona (Spain)
Class of 2019

OhmPower team



Case Competitions

As part of your MBA you'll have the chance to test yourself against the best of the best in challenges and case competitions, and be a part of Esade's enviable record of success. You'll also be able to develop solutions to real-world problems posed by leading companies who partner with Esade.

CAN YOU IMAGINE...

...pitching ideas to the world's most innovative chef, Ferran Adrià?

C4BI Challenge – Each year, Esade students in the C4BI Challenge develop and present proposals to apply Adrià's creativity method in business environments. The winners are judged by a board of Esade experts and Adrià himself.

...researching, pitching and negotiating backing for a startup?

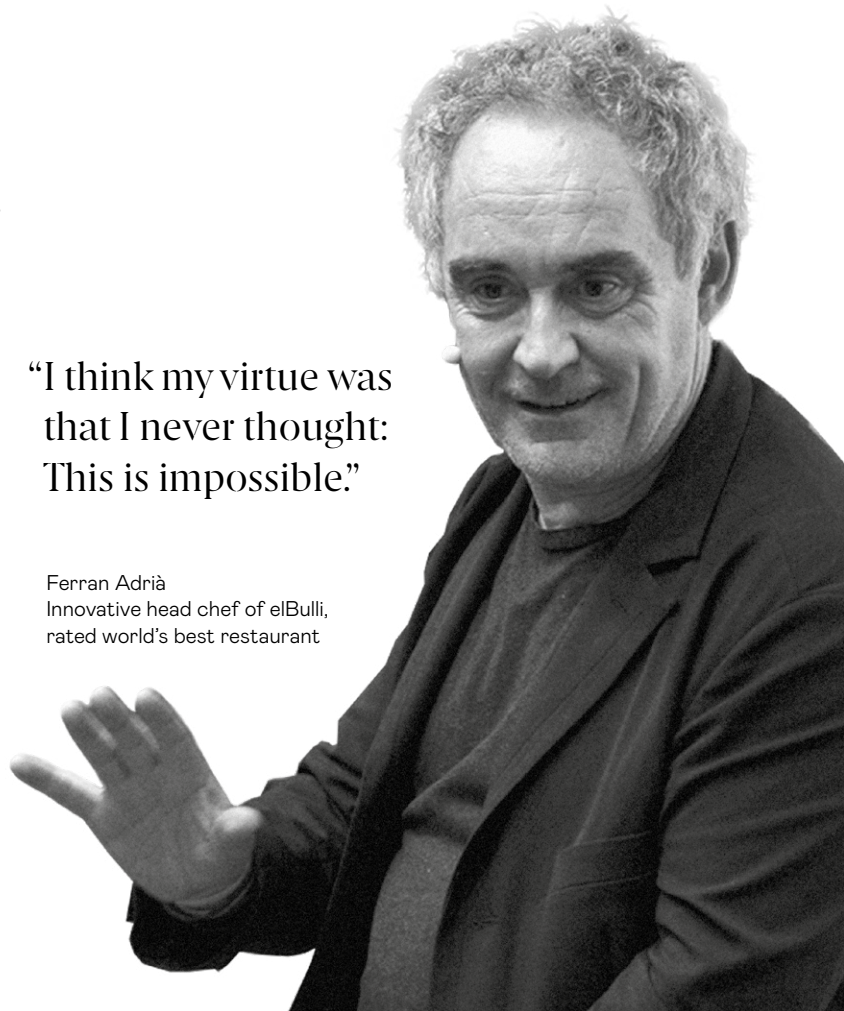
VCIC – In March 2018, the Esade team beat tough opponents to win the opportunity to represent southern Europe in the global finals of the VCIC (Venture Capital Investment Competition).

...creating a market access strategy for the launch of a new drug?

Johnson&Johnson – In the global 2018 Johnson&Johnson Case Competition, Esade MBA students took 3rd place in a highly complex challenge that pushed their ability to work hard, research and brainstorm to the limits.

“I think my virtue was that I never thought: This is impossible.”

Ferran Adrià
Innovative head chef of elBulli,
rated world's best restaurant



#1 MBA in Europe for Women
Financial Times, 2018

This ranking is based on the opinion of women MBA graduates and the percentage of women in the programme, on the teaching staff and on the management team.



Women in the MBA

WOMEN IN THE MBA

Esade is about helping everyone realise their full potential. We believe that in business careers there should be no limits, no glass ceilings and no uncrossable lines.

We want more women in C-suite roles and on boards of directors. We want more women to create start-ups, innovate within companies and change the world.

That change starts here. At Esade you'll find the support, the positive environment and the experienced role models you need to accelerate your career. Take it as far as you want to go.

“As a mother of two children, the Esade MBA was challenging and rewarding for me. It broadened my horizons and empowered me to open the next door in front of me, to dive into a new venture.”

Scholarships for Women

We offer scholarships covering up to 50% of MBA tuition fees to ambitious and talented women students. These include the Women of the World Scholarship and the Forté Fellowship for Women.

Megumi Takemoto (Japan)
Forté Fellow
Class of 2020



Women in Business Club

A group of pioneering female Esade MBA students created this club which continues to go from strength to strength. It offers support, guidance and insight to women leaders of today and tomorrow.

Did you know?

Esade is a member of the Forté Foundation, a nonprofit consortium of leading companies and top business schools dedicated to empowering future women leaders. Esade offers Forté Fellowships to exceptional women enrolling in the MBA.

“Be confident in your decision to do the MBA. This will make a huge difference in your life. But also be confident in who you are and what you can bring to the MBA. We're going to be the future business leaders.”

Leah Heck (USA)
VP of Collaborations for Women
in Business Club and Forté Fellow
Class of 2020





Name: Lars Bastian, Class of 2018

Country of Origin: Germany

Academic Background: BSc Business Information Systems

Professional Background: Business Development Manager at SAP

MBA Clubs: Vice President Finance and Operations of the Esade MBA Consulting Club

Current position: Customer Officer Germany at SAP

“The MBA gave me a crucial awareness of different points of views and approaches to getting things done.”

What attracted you to Esade?

Esade stood out for its open approach towards career options. Many business schools focus heavily on consulting, investment banking or tech. However, with Esade, you can enter the MBA with an open mindset and explore different career paths during the programme. With its flexible length and modular structure, you can add an exchange or an internship during your journey depending on your own needs.

How did the MBA change you?

Even though I considered myself open-minded prior to my MBA, it transformed me into a truly global citizen. This gave me a crucial awareness of different points of views and approaches to getting things done. In the first term, my team consisted of an Indonesian banker, a Colombian logistics manager, a Peruvian economist, a US-American journalist, an Indian mechanical engineer and me. Working and learning in these groups was a huge part of the learning and personal development process of the Esade MBA.

Have any other Esade experiences inspired or helped you in your career?

I participated in the Career Acceleration Programme in Consulting and in a private equity case Competition, against teams from Yale and LBS. For me personally with no finance background, it was an inspiring experience to step into the shoes of professionals in another sector. Moreover, the case cracking with fellow students helped me develop a very structured and quick-thinking style for any kind of business problem, which is also of great use in non-consulting jobs.

How did you decide on the length of your MBA (12, 15 or 18 months)?

When I first researched MBAs, I was only looking for 12-month programmes. After joining Esade, I decided to add an exchange to the University of Chicago Booth School of Business and extend my MBA to 15 months. During my stay in Chicago, and having secured multiple job offers, I again added another 3 months to my MBA journey in order to get the most out of my by then on-going master project in London.





BARCELONA

OPEN FOR BUSINESS

Dynamic. Pioneering. Innovative.
A hardworking smart city that leads
the way in diverse fields.

OPEN FOR LIVING

Culture + climate + cuisine + creative
cosmopolitan energy = quality of life.



Barcelona: Open for Business

Barcelona has creativity in its blood. It is a natural home for leaders who do things differently – in tech, fashion, design, media, industry and sport.

Plug into the energy of one of Europe's most dynamic start-up hubs – an entrepreneurial ecosystem buzzing with innovation. You'll find a diverse business community ranging from multinational headquarters to local family firms. And you'll be welcomed by a multicultural port city with a mercantile tradition that lays the foundation for its high-tech future.

The Esade MBA helps you unlock limitless future opportunities in this global capital of innovation. Get the contacts, experience and support to launch the career you're dreaming of.

5th

Best city in the world

8th

Most innovative
city in Europe

Sources:

- Resonance
- Innovation Cities™ Index, 2thinknow

Did you know?

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.

Source: UNESCO

The entrepreneurial ecosystem of Barcelona:

22@ BARCELONA

This formerly industrial area is now a thriving innovation district, with knowledge support, business incubators and a growing international community of entrepreneurs.



PIER 01

The largest tech meeting point and ideas space in Europe is located in Barcelona's old port area.



Did you know?

The city of Barcelona ranks 7th in the world for association with sport.

Source: Ranking of Sports Cities 2018.
Around the Rings and TSE Consulting.

“Barcelona is for sure the best city to be when you are a student. Great climate, beaches, fantastic architecture and great night life – it’s a perfect mix.”

Arseny Arefiev (Russia)
Head of Business Intelligence at Arval
BNP Paribas Group, Madrid (Spain)
Class of 2011

World-class events:

GSMA MOBILE WORLD 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.



IOT SOLUTIONS WORLD CONGRESS

A fast-growing event that's already the world's biggest showcase for Internet Of Things (IoT), Blockchain and AI.



O80 BARCELONA FASHION

Creativity, innovation and design converge in this major fashion industry event.



SMART CITY EXPO WORLD CONGRESS

The world's leading event for cities, sharing smart solutions to improve innovation and sustainability.





Barcelona: Open for Living

“Barcelona is the whole world in one city. Just walking down the street here, you can hear more than five or six languages being spoken before you’ve gone one block. It’s a city that welcomes all nationalities and beliefs, and one where everyone can feel at home. Barcelona can offer you anything you may be looking for.”

Darío Altman (Argentina)
Marketing Manager at Amcor, Miami (USA)
Class of 2016



A global city on a human scale:

ART

The city that inspired Miró, Dalí and Picasso, home to hundreds of galleries.



MUSIC

Festivals – Sonar and Primavera Sound – and a vibrant scene of small venues to discover.



GASTRONOMY

24 Michelin-starred restaurants – and delicious everyday food on every corner.



CULTURE

From creative street theatre to prestigious museums and grand opera houses.



ARCHITECTURE

9 UNESCO World Heritage sites including masterpieces by Gaudí.



PEOPLE

A cosmopolitan community of people who value quality of life and live it to the full.



WATCHING SPORT

FC Barcelona, Spanish Formula 1 Gran Prix, Moto GP, Barcelona Open Tennis – world-class sport on your doorstep.



MEDITERRANEAN LIFESTYLE

Warm blue seas, miles of sandy beaches, and a year-round climate of sunshine.



DOING SPORT

Olympic-standard facilities in the city, PGA-standard golf courses, and just two hours from Pyrenees ski stations.



TRANSPORT

Easy to get to and easy to get around. World-class public transport and a city-wide network of cycle lanes.



“I love Barcelona – an admirable city, a city full of life, intense, a port open to the past and future.”

Le Corbusier, Swiss-French
Pioneer of modern architecture



WING



Career Fast Track

76 THE EXPERTS

Esade Careers Team

Experienced, specialised and dedicated to helping you succeed.

84 THE REWARD

Your Future Career

Invest the effort and enjoy the career rewards.

80 THE DEEP DIVE

Recruitment events & support

Build contacts, meet recruiters and boost your employability.

86 THE NETWORK

Esade Alumni

Lifelong, worldwide support from Europe's biggest alumni network.

82 THE ACTIVITIES

Companies Hiring Esade MBAs

Top companies who trust in Esade talent.



The Experts

ESADE CAREERS TEAM

Throughout your Esade MBA, you'll have the support of the Esade Careers team. We'll be there at the right time to help you prepare to take your next career step. Whichever sector you choose, we'll ensure you understand the realities of the job market: what recruiters are looking for, and what you need to do to reach your goal.

The Esade Careers team is divided into 5 main sectors. Each sector team will bring you expertise about their market as well as specific and detailed tips to perform in the very competitive recruitment processes MBA go through. With us you will prepare, practice and learn how to best connect with the corporate world.

Did you know?

Students consistently rate our career support as one of the most valuable parts of the MBA experience. You'll get specialist, individualised support from an advisor who knows you – and your goals.

“Esade was the perfect MBA programme for me. I worked abroad after completing my bachelor's degree and really wanted an academic experience that would give me broad international business exposure. As I'm now heading off to intern with Amazon in Munich, I definitely achieved that.”

Nathaniel McGee (USA)
Class of 2020

Meet some of the experts

CONSULTANCY

Bruno Sampaio



Associate Director, Sector Lead in Consulting.

Bruno has 15+ years' experience working in consultancy and business roles. He has helped to grow businesses in a wide variety of sectors, including banking, healthcare, utilities, fashion retail and the public sector, within several functional areas, across both Europe and the Middle East.

Bruno has now been with Esade for 3 years. He manages and develops key consulting company accounts that hire Esade students and puts his cross-functional and cross-industry expertise at the service of Esade MBA students, providing them with powerful insights and relevant careers advice for the consulting industry.

TECHNOLOGY, MEDIA AND TELECOMS (TMT)

Adam Smart



Associate Director, Sector Lead in TMT.

Adam has 15+ years' experience working in talent recruitment for business schools and recruitment agencies. In the past he was CEO of a Barcelona-based technology company and head of marketing for a start-up. Adam has been with Esade for 4 years, sharing his vast knowledge of the TMT sector with students, as well as managing and developing key accounts of technology, media and telecoms companies that hire Esade graduates.

INDUSTRY

Puri Cabezas**Associate Director, Sector Lead in Industry.**

Puri has 20+ years' experience working as a career expert in different environments. She now specialises in developing Esade's network with talent-acquisition directors of national and international organizations. Her experience identifying the talent requirements of top recruiters helps her provide up-to-date information and relevant careers advice to MBA students.

For the last 8 years she has worked to help Esade students and companies around the world from the retail, luxury, FMCG, energy, healthcare and industrial sectors.

FINANCIAL SERVICES

Xenia Jarque**Associate Director, Sector Lead in Financial Services.**

Xenia has 15+ years' professional experience in education, ranging from admissions to senior roles in careers.

She has been a part of the Esade Careers team for 13 years. In the last 6 years, she has focused on liaising with recruiters from financial services companies to help them identify talent, and on providing advice to Esade students interested in this sector.

The Deep Dive

CAREER ACCELERATION PROGRAMMES

The Career Acceleration Programmes (CAPs) help you develop the knowledge, market insights and tools you need for a successful career in a specific industry. You'll benefit from hands-on experience, case competitions, valuation challenges and on-campus connections with top companies.

CAP in Financial Services

Learn how financial services companies are embracing innovation and technology to lead their transformation. Develop a deep understanding of emerging trends, develop the skills to succeed in a variety of areas, and explore the changing requirements of both new and traditional parts of the sector.

CAP in Consulting

Develop the tools, connections and insights to boost your employability in the consulting industry. You'll attend practical sessions and connect directly with companies on campus, and you'll take part in powerful master classes delivered by experienced consultants.

CAP in the Future of Healthcare

Gain the skills and knowledge you need for a successful career in the world's largest industry. This new CAP will help you prepare for the recruitment process and provide networking opportunities in areas including medtech, medical devices, hospitals, pharmaceuticals and life sciences.

CAP in Technological Disruption

This CAP comprises a series of talks from professionals plus practical sessions on the impact of technologies such as Artificial Intelligence, blockchain, big data, fintech, edutech, healthtech and the Internet Of Things (IOT). You'll learn how they can both disrupt the business world and create new opportunities.

The insights you gain will give you a head start in industries that are experiencing rapid change.

Experts with backgrounds in the following top companies have shared their insights as CAP guest speakers:

CAP IN CONSULTING

Accenture, A.T. Kearney, Austing BFO, Bain & Co., BCG, KPMG, McKinsey, Roland Berger.

CAP IN TECHNOLOGICAL DISRUPTION

Amazon, Fintonic, Fujitsu, Hewlett Packard, Inflight VR, Telefonica, TripAdvisor.

CAP IN FINANCIAL SERVICES

Admiral, Caixa Bank, Citi, Credit Suisse, Fintonic.

CAP IN THE FUTURE OF HEALTHCARE

Almirall, Bayer, Boehringer, Eli Lilly, Johnson & Johnson, Novartis, Roche, Werfen, Sanofi.

“I wanted to change my career but I didn’t have any healthcare background. During the CAP we had a lot of company visits and mock interviews with professionals and recruiters, which helped me find an internship in the healthcare industry.”

Helena Khoury (Brazil)
Class of 2020



The Activities & Tools

COMPANIES
HIRING
ESADE MBAS

Planning, preparation and opportunity.

We provide everything you need to land your ideal job, helping you make the most of your network, knowledge and unique capabilities. From plotting your perfect career path to pursuing your goals, we're by your side every step of the way.

Our comprehensive careers tool kit ensures you're always fully informed, up-to-date and prepared for interviews. When we connect you with top international recruiters at our activities, you'll be confident, practised and ready to impress.

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 ACTIVITIES

At Esade, recruiters will come to you – and we'll help you go to them. Show companies seeking talent exactly what you have to offer at on-campus events including:

- Twice-annual recruitment fairs
- One-to-one interviews
- Simulations
- Company presentations
- Workshops
- Sector-specific Student Club activities



Top 10 global employers of the Esade Class of 2018:

AMAZON

ALLIANZ

AB INBEV

WAYFAIR

WERFEN

NIKE

HP

UBER

DELOITTE

JOHNSON & JOHNSON

Companies with accepted summer internships or full time offers:

4flow AG	Massimo Dutti
AB Inbev	Media Markt Saturn
Accel Partners	Mediapro
Aecon Utilities	Microsoft
Alicorp S.A	Minsait
Allianz	Munich RE
Alpha Consulting	Nestle
Alphabet	Netquest
Amadeus	NFT Ventures
Amazon	Nielsen
Applus+	Nike
ARAYA Inc.	Novartis
AT Kearney	Novo Nordisk
Babbel	Pag
Bain & Co	Passion.io
Banco de Crédito del Perú	Paua Ventures
Barceloning	Peak Reinsurance Company Limited
Bavaria	Pepsico
BCG	Petropix Energia
Berytech Fund II	PGL
Biotechpromed / ISM	Potentialpark
Traumatology	Prismapar
Borg Warner	Procter & Gamble
Borges International Group	Prodigy Finance
Bragi	Prosegur
BTS	Puma Energy
Caroobi GmbH	Puratos
Citi	Qunomedical
Clasen Quality Chocolate	RAISIN GMBH
Consensys	Rakuten, Inc.
Continental	RBI
Credit Suisse	Redstone Digital
Daraz (Alibaba Group)	Restaurant Brand International
DAS Consultores	Roche Diagnostics
Deloitte	Royal Sundaram
Delta Partners Group	Ruby Hotels
Deutsche Bank	S&P Global Ratings
DHL Consulting	Sanofi Aventis Peru
DiaSorin	SAP
DSK Bank	Sarens NV
EatWith	ScottMadden
Ebay	Seat
eGovernments Foundation	Senbiosys
Eli Lilly	SGG Group
fonYou	Siemens Servicios SA de CV
Gartner UK Ltd.	Signaturit
Gas Natural Fenosa	Smartmonkey
GLI Advisors	Solaris
Global Savings Group (Rocket Internet)	Somerton SC
Globalpraxis	Spotify
Google	Stern Stewart & Co
Greenbird Technology SAS	Strategy&
Grupo Monge	SumUp
GTC Group	Swiss Re
Hasbro	Telemedicine Clinic
Hazel Technologies	Tennium
Heinemann Americas	The Hackett Group
HelloFresh	TIFERMED CBDO
Henkel	Tjoapack
Hilti	Tommy Hilfiger
HP	Trackener
ICIQ	Trust Group
IFVR	Uber
Indie Homefin Private Limited	Uber eats
Inflight VR	Unbabel
Infosys	Universal Materials Incubator Co., LTD
InnoEnergy	Urna Bios
Inter-American Development Bank	Veloxint Corporation
Interbrand	Virtuagym
Johnson & Johnson	Volvo Car Corporation
Kishrey Mashkihim	Warp Drive Technologies
KPMG	WayFair
LactApp	Werfen
LegalNature	WeWork
Mandiri Capital	Yeshi Group
	Zalando



The Reward

YOUR FUTURE CAREER

The Esade is a challenging programme. You'll work hard and push yourself. The reward for your investment of time and effort? A world-class career.

CLASS OF 2018

116%

Salary increase after 3 years
#4 in Europe according to *Financial Times*, 2019

93%

Of students employed within 3 months
of graduation

93%

Changed either country,
industry or function

28%

Made the "triple change":
country, industry & function

€148,060

Average salary after 3 years
Source: *Financial Times Global MBA Ranking*, 2019

"The MBA helped me to iterate ideas effectively and quickly. Due to that, I quickly managed to verify my aspiration to join a top consulting firm. The programme enabled me to get the right level of exposure to top firms and ramp up my skillset to become a serious contender for mastering the application process."

Stephan Droste (Germany)
Consultant at The Boston Consulting
Group (BCG), Dubai (UAE)
MBA Class of 2017



The Network

ESADE ALUMNI

Join the biggest alumni community in Europe, and one of the biggest in the world.

Esade Alumni connects you with over 70,000 professionals in 118 countries. It's a professional family with members in every sector, helping 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.

Learning without limits

Esade Alumni's refresher programmes, online sessions, e-conferences and publications will help you update your skills or push your career forward. If it's time to launch your own business, our entrepreneurship activities, services and resources are on hand to make your start up a success.



72

International chapters

20

Functional and
sector-specific clubs

18,000

Members around the world

3,000

Alumni attend annual reunion



Name: Alicia Dominguez, Class of 2018

Country of Origin: Switzerland

Academic Background: Bachelor of Business Administration

Professional Background: Private Banking

MBA Clubs: VP of Finance club; member of Consulting, Marketing and Salsa clubs

Exchange: HKUST Business School in Hong Kong

Study Tour: Cape Town

Career Treks: Finance Trek to Zurich, Consulting Trek to Dubai

“The MBA gave me the confidence to be able to discuss business topics with high-level management.”

What makes Esade different?

The most important factor is the positive environment of the school and its people. All the people I met, students and Esade staff, were very open and friendly. I instantly connected with the values of the school.

How did the school's diversity affect your MBA experience?

Esade is known for having a very collaborative and inclusive environment. This is absolutely true. Teamwork, diversity, and knowledge-sharing are encouraged. It is an invaluable learning opportunity to be in a class of 190 students comprising 60 different nationalities and a wide range of professional backgrounds. I made friends for life, not only valuable business connections.

Did you enjoy living in Barcelona?

Barcelona is a very vibrant city. It's one of Europe's top cities in the startup scene. The Financial Times ranks Barcelona as the top destination for business activities in Southern Europe and events like the Mobile World Congress have created a big ecosystem of tech companies. And of course it also has an undeniable quality of life. I miss it every day!

What would you say to someone interested in coming to Esade?

Start early with the preparation, visit the school, and talk to current and former students. In this way, you will gain the best insights about the culture and values of Esade, to see whether you are the right fit, and highlight the right aspects in your essays.

How did the MBA change you?

The MBA gave me the confidence to be able to discuss business topics with high-level management as well as to consider an entrepreneurial path myself.

ALUMNI

ESADEALUMNI



ESADEALUMNI

PRINCIPI DE UNIVERSITAT DE GATOLUNA

Start something. Together.



Your MBA Life

94 JOIN THE CLUB
Free-time Focus, Free-time Fun

Enhance your Esade experience
with MBA clubs.

96 A CAMPUS FOR CREATIVISTS
State-of-the-art campus

A world-class learning environment
with a heart of innovation.

JOHN





“This has been the toughest year of my life – and the best.”

Sara Vigil (Mexico)
Class of 2017

“It is not an everyday experience to work with a banker from New York, a Latin American marketer, a German consultant and a Japanese accountant. But that is almost every day during this course.”

Subhadip Banerjee (India)
Class of 2020

“There are people in my class I’ll be friends with for the rest of my life.”

Sara López (Spain)
Class of 2017

“The Esade MBA was really a life-changing experience. It boosted all my skills and created new ones I had never imagined. It was a journey full of surprises at all levels, and I could not be more grateful to have taken the decision to be part of this big collaborative family!”

Lourenço Reynolds de Sousa (Portugal)
Head of Market Intelligence at Volkswagen
Group, Barcelona (Spain)
Class of 2019



Join the Club

FREE-TIME FOCUS.
FREE-TIME FUN.

MBA Student Association clubs enhance your Esade experience. Develop your professional skills. Pursue your personal interests. Whatever you want to do, you'll find a club to help you.

Most clubs focus on business but some are dedicated to sport and socialising. All clubs are run by students and coordinated by the MBA Student Association (MBASA).

Belonging to a club unlocks opportunities for networking, career treks and company visits. It shows prospective employers that you're a team player with the drive to follow your passion. And it makes you part of a community that will support you during – and after – your MBA.

ASIA BUSINESS

CONSULTING CLUB

DACH BUSINESS

DESIGN &
INNOVATION

ENERGY &
ENVIRONMENT

ENTREPRENEURSHIP

FAMILY BUSINESS

FINANCE

HEALTHCARE

LATIN AMERICAN
BUSINESS

LGBTQ+

LUXURY, FASHION
& RETAIL

MARKETING CLUB

NET IMPACT

OPERATIONS &
SUPPLY CHAIN
MANAGEMENT

ORGANISATION &
HUMAN CAPITAL

POLITICAL &
PUBLIC AFFAIRS

Did you know?

The MBA Student Association is led by an elected board of 9 students. It promotes, supports and empowers students in their projects and ideas.

Each club works closely with an associate director from Esade Careers, as club events are the perfect platform for companies looking to recruit or gain on-campus exposure.

SALES & BUSINESS
DEVELOPMENT

SPORTS BUSINESS

TECH & MEDIA

WOMEN IN BUSINESS

A Campus for Creactivists

STATE-OF-THE-ART CAMPUS

The Esade Sant Cugat campus is one of Europe's foremost learning and innovation spaces.

The Facilities

You'll study in a pioneering space specifically designed to promote learning and creativity. Natural elements encourage relaxation and contemplation while social areas and workshops are hothouses for networking and entrepreneurship. On-campus facilities include a 6,000m² gymnasium, modern restaurants and services including shops and banks.

The Atmosphere

The campus is alive with innovation. It's multicultural, international and buzzing with entrepreneurial 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.

20_{min}

From Barcelona city center

1,500

Students from all over the world

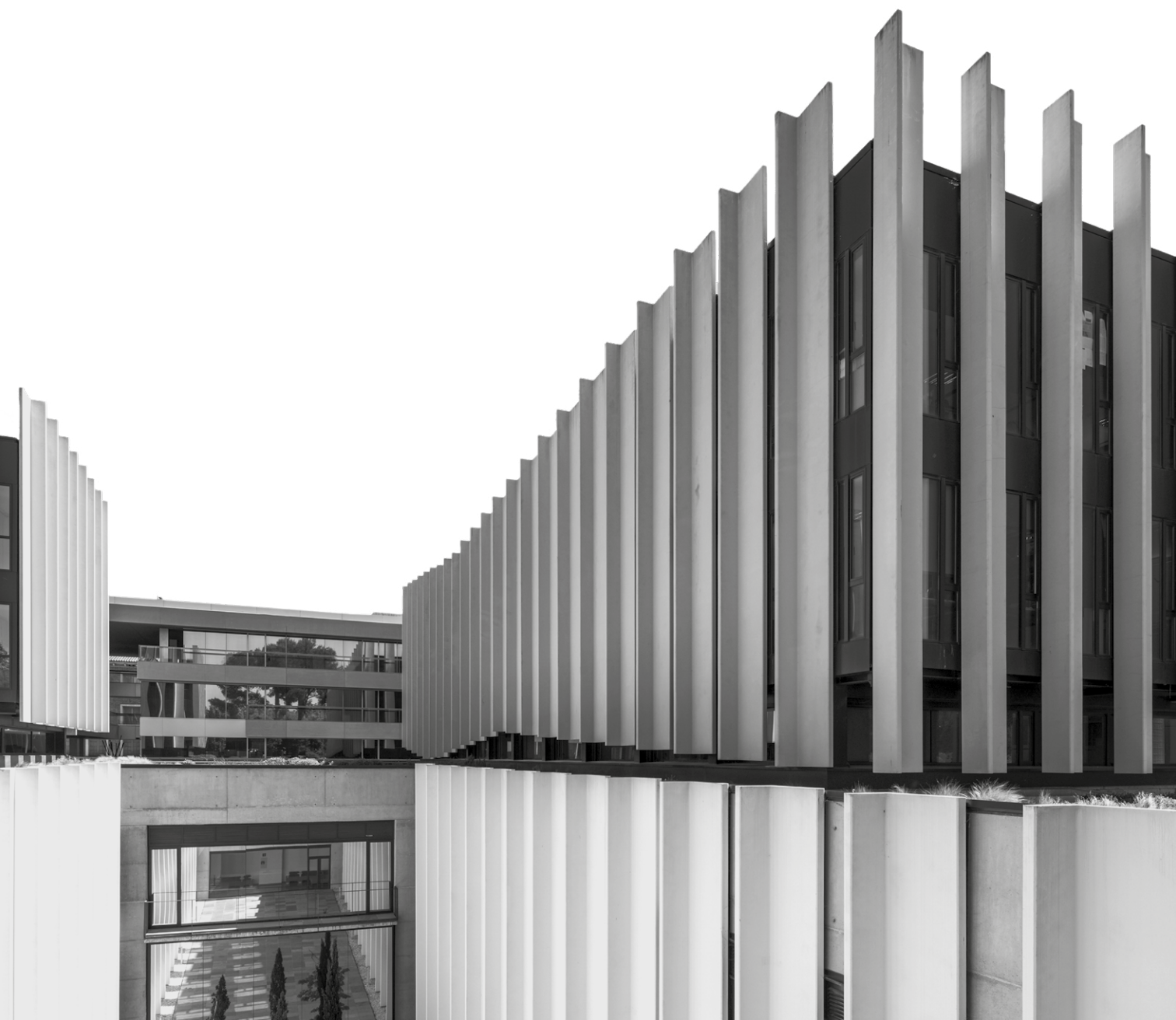
36,000_{m²}

Get together and have fun



“While you are here take chances, take risks, because it’s a very friendly environment. You have nothing to lose by trying new things or by going for that thing that you didn’t really think that you could do. So be confident, be yourself and don’t be afraid – because you do belong here.”

Helene Nordgreen (Norway)
Supply Chain Specialist at Wayfair, Berlin (Germany)
Class of 2018





Name: Sanja Ancic, Class of 2017

Country of Origin: Croatia

Academic background: Pharmacy & Biochemistry

Professional Background: Professional Tennis Career
& Healthcare

MBA Clubs: President of Healthcare Club

Current Position: Consultant at McKinsey & Company

“I learned how to communicate, present myself, and build relations with company representatives who came to the campus.”

You started as a tennis player but transitioned to a business career. Why?

I was focused on being the best tennis player in the world and I became world junior champion. Back then, if somebody had asked me "Where do you see yourself in 2017?" it wouldn't have been on an MBA programme! But life is unpredictable. I had to retire because of a severe back injury. Nevertheless, a career in sport really prepares you for a career in business. In sport, as in business, if you want to be successful you need to be dedicated and committed, and you need to have a passion for what you're doing."

Why did you decide to study for an MBA?

I first studied corporate finance at Harvard then gained an undergraduate degree in Croatia. I worked in pharma there before deciding that needed to broaden my horizons and strengthen my business acumen in an international environment, which meant an MBA.

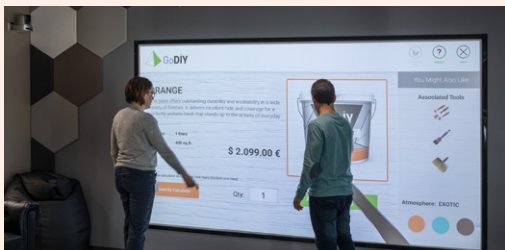
Why did you choose Esade?

Esade is one of the best-ranked business schools in Europe. But its collaborative environment was most important to me. I didn't just want to be a number in a large business school. The relatively small class size at Esade means you really have the chance to build relations with your colleagues.

How did the Esade MBA help your career?

My Esade experience helped me get my current role at McKinsey. I owe a lot to the school in terms of preparation for the interviews. We did a lot of case studies with colleagues and all the major consulting companies came to the campus. I learned how to communicate, present myself, and build relations with company representatives.





EGARAGE



EWORKS



FUSION POINT



FAB LAB



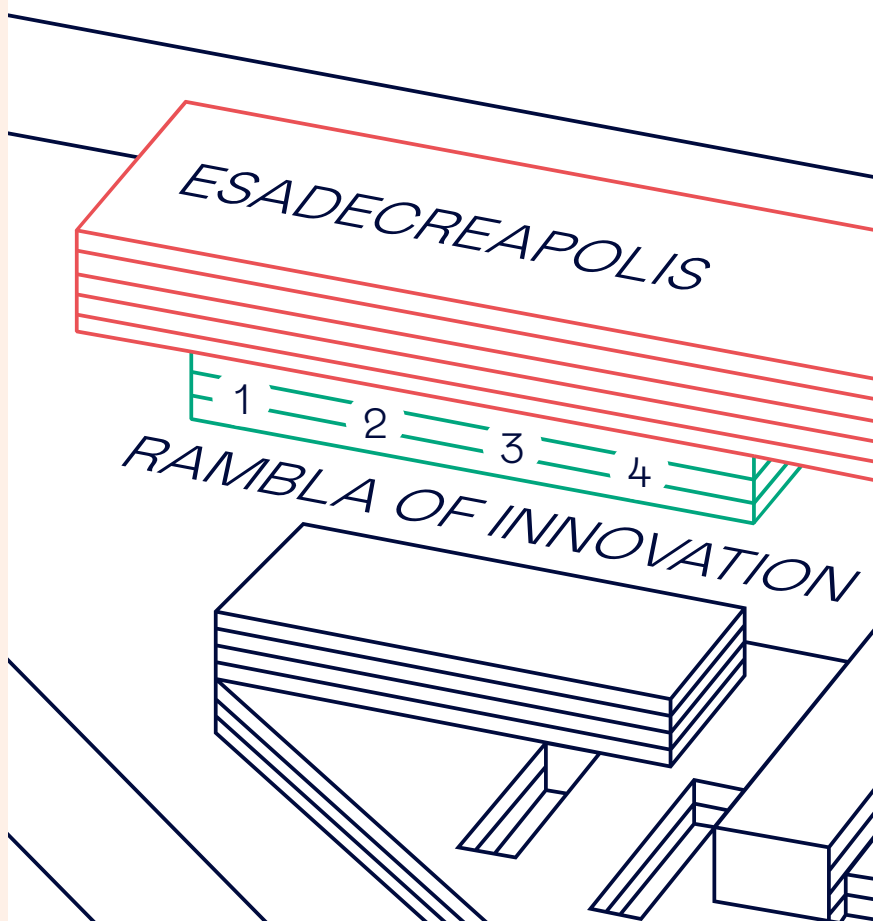
FINANCE LAB



Creapolis and Innovation Park

Creapolis is an on-campus home to more than 60 startups.

This thriving entrepreneurial ecosystem includes a business incubator where you can experience the challenges and rewards of bringing a new company to life. Discover the everyday inspiration of interacting with creactivist entrepreneurs and seeing Esade research in action.



Rambla of Innovation

This artery runs through the centre of the campus, with five unique spaces in which to inspire and be inspired.

1. DECISION LAB

Where faculty and researchers explore the decision-making process. Its three rooms allow controlled observation and analysis.

2. EGARAGE

Share ideas about new business opportunities, access a wide range of entrepreneurship resources and plan your next step.

3. EWORKS

Where ideas and projects become a reality. This is a hands-on area for entrepreneurs to get to work.

4. FUSION POINT

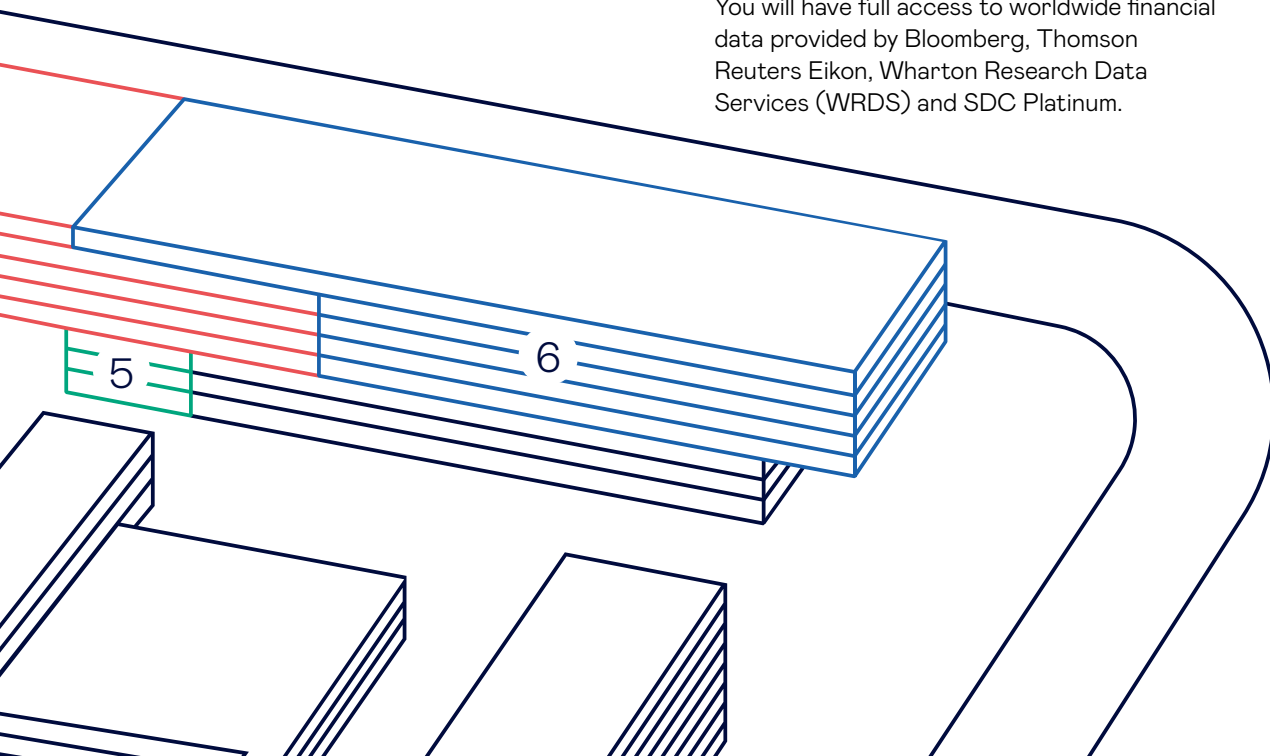
A cross-disciplinary thinking space where curious minds meet: business students from Esade, engineering students from the Polytechnic University of Catalonia (UPC) and design students from the European Design Institute (IED).

5. FAB LAB

Manufacture prototypes and test new products. Experiment and transform your ideas into tangible reality using tech including 3D printers and laser cutters.

6. FINANCE LAB

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





Show off your country's traditional dishes and dances at Gastrofest.



UNFORGETTABLE MOMENTS.

Compete against other business schools in the MBAT sports event organised by HEC.



The reward for all the hard work!
Full Time MBA graduation, *Class of 2016*.



Life's about balance. When it's time to relax, hit the beach.

Meet new people and make new friends during Welcome Week.



LIFELONG FRIENDS.



Students of all faiths and none come together for Diwali, the Hindu festival of lights.



"A journey of a thousand miles
begins with a single step."

Laozi



Your Next Step

108 YOUR ESADE MBA: MAKE IT HAPPEN

When and How To Apply

Take charge of your future career and join the Esade MBA.

110 INVESTING IN YOUR FUTURE

MBA Tuition Fees and Expenses:

What – and when – you'll need to invest in the Esade MBA.

112 SUPPORTING TALENT

Financial Aid

Esade Scholarships and student loans to help you pursue your MBA goals.

Your Esade MBA: Make It Happen

WHEN AND HOW
TO APPLY

What you need to apply

- 1

A Bachelor's degree or equivalent.
- 2

Fluency in English.

TOEFL: +100 (Esade's code is 0884)
IELTS: 7.0 Academic test
Certificate in Advanced English: B+
Certificate of Proficiency in English: C+
Academic Pearson: +68

If you are a native English speaker or if you have completed your Bachelor's degree in English, you may be exempt from the English requirement.

If your Bachelor's degree was taught entirely in English (+ 120ECTS), please send us a certificate from your university (e.g., diploma supplement) stating the language of instruction.
- 3

A minimum of 2 years' full-time professional experience post-graduation.
- 4

A high score in the GMAT or GRE exam.

Upload the unofficial scores into the student portal and ask the GMAT/GRE organization to send your official scores to Esade, using the following codes:

GMAT: 93M-3K-60 and GRE: 5761
- 5

Supporting Documents:

— CV

— Photograph

— ID / Passport

— Bachelor Degree Transcript

— Bachelor Degree Diploma

— 2 Letters of Recommendation

— Motivational Essays
- 6

Application Fee.

How to apply

STEP 1	STEP 2	STEP 3	STEP 4
Submit the application form online	Upload the required documents	Official interview	Admissions Committee

When to apply

Places are limited. The sooner you apply, the better your chances of success.

Deadlines	Application Package Complete	Feedback Given By
1st Round	1 Oct. 2019	19 Nov. 2019
2nd Round	26 Nov. 2019	21 Jan. 2020
3rd Round	14 Jan. 2020	25 Feb. 2020
4th Round	11 Feb. 2020	24 Mar. 2020
5th Round	10 Mar. 2020	21 Apr. 2020
6th Round	21 Apr. 2020	26 May. 2020
7th Round	19 May. 2020	16 Jun. 2020

“The Admissions team truly represented the Esade spirit and it became clear to me that I would apply. They helped and guided me through the process. It included a lot of paperwork and, of course, the GMAT preparation, but it was all worth it.”

Manuela Leppert (Germany)
Business Development and Sales
Manager at eBay, Berlin (Germany)
Class of 2018



Investing in Your Future

MBA TUITION FEES AND EXPENSES:

Total compulsory MBA tuition fees and expenses:

The fees for the Esade Full Time MBA cover tuition, course materials, on-campus IT services, library services and more.

€72,000€

Additional expenditure:

Application fee to cover all administrative processes for the Full Time MBA: €135
MBA Student Association Fee: €100

1

RESERVATION FEE

Once admitted to the Esade MBA, you have 2 to 4 weeks to secure your place. A non-refundable payment of €7,500 will be required to confirm it.

3

1ST INSTALMENT

You will be required to pay 50% of the total fees by September 2020.

2

COMMITMENT FEE (NON-REFUNDABLE)

When the beginning of the programme approaches, you will have to commit to joining the MBA by paying €7,500 by 15 June, 2020.

4

2ND INSTALMENT

Approximately halfway through the MBA programme, by March 2021, you will be required to pay the remainder.

Did you know?

You can complete your online application without submitting all documents at once. If you have not yet the GMAT/GRE/ English exam result, simply include the date you plan to sit your test.

Living Expenses

Rent and other living expenses vary considerably depending on your housing choices and financial situation.

The majority of single MBA students share accommodation and use public transport during their studies. All expenses below are averages based on current student feedback:

Students living with their partners should increase all costs by approximately 30%.

These approximate expenses are provided for guidance only.

Estimated monthly living expenses

Housing:	€400 - €1000
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Utilities:	€100 - €200
------------	-------------

Food:	€250 - €500
-------	-------------

Transportation:	€50 - €70
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Miscellaneous:	€250 - €450
----------------	-------------

Sports:	€50 - €80
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Total:	€1,100 - €2,300
--------	-----------------





Supporting Talent

FINANCIAL AID

If you've got the talent and the drive, we'll help you pursue your MBA goals.

Esade is committed to developing future business leaders from diverse backgrounds. We support students through scholarships, partnership scholarships and student loans.

TALENT AND NEED-BASED SCHOLARSHIPS

Esade scholarships cover up to 50% of your tuition fees:

- 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.

PARTNERSHIP SCHOLARSHIPS

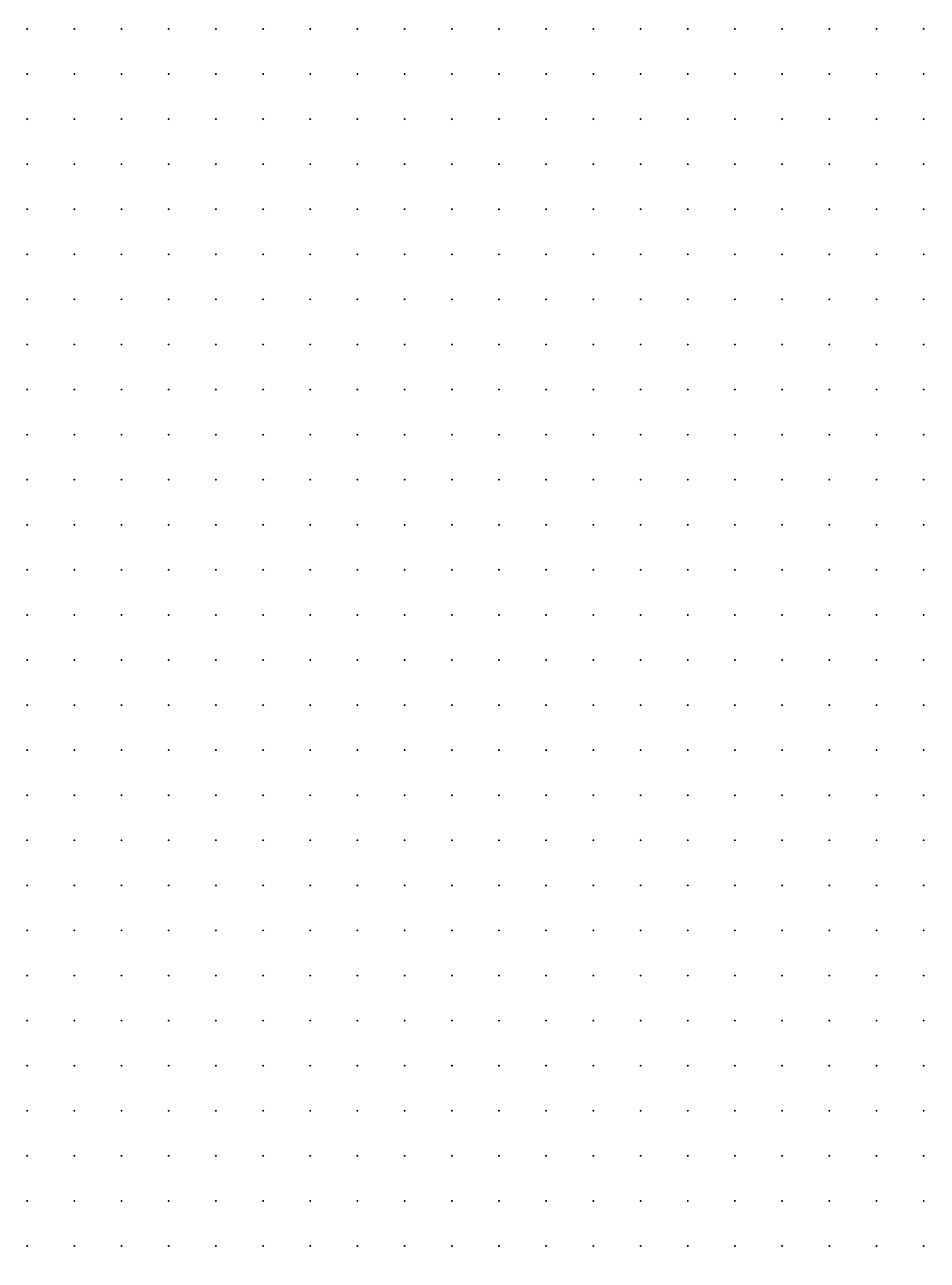
We hold agreements with leading institutions to increase programme access for talented MBA students.

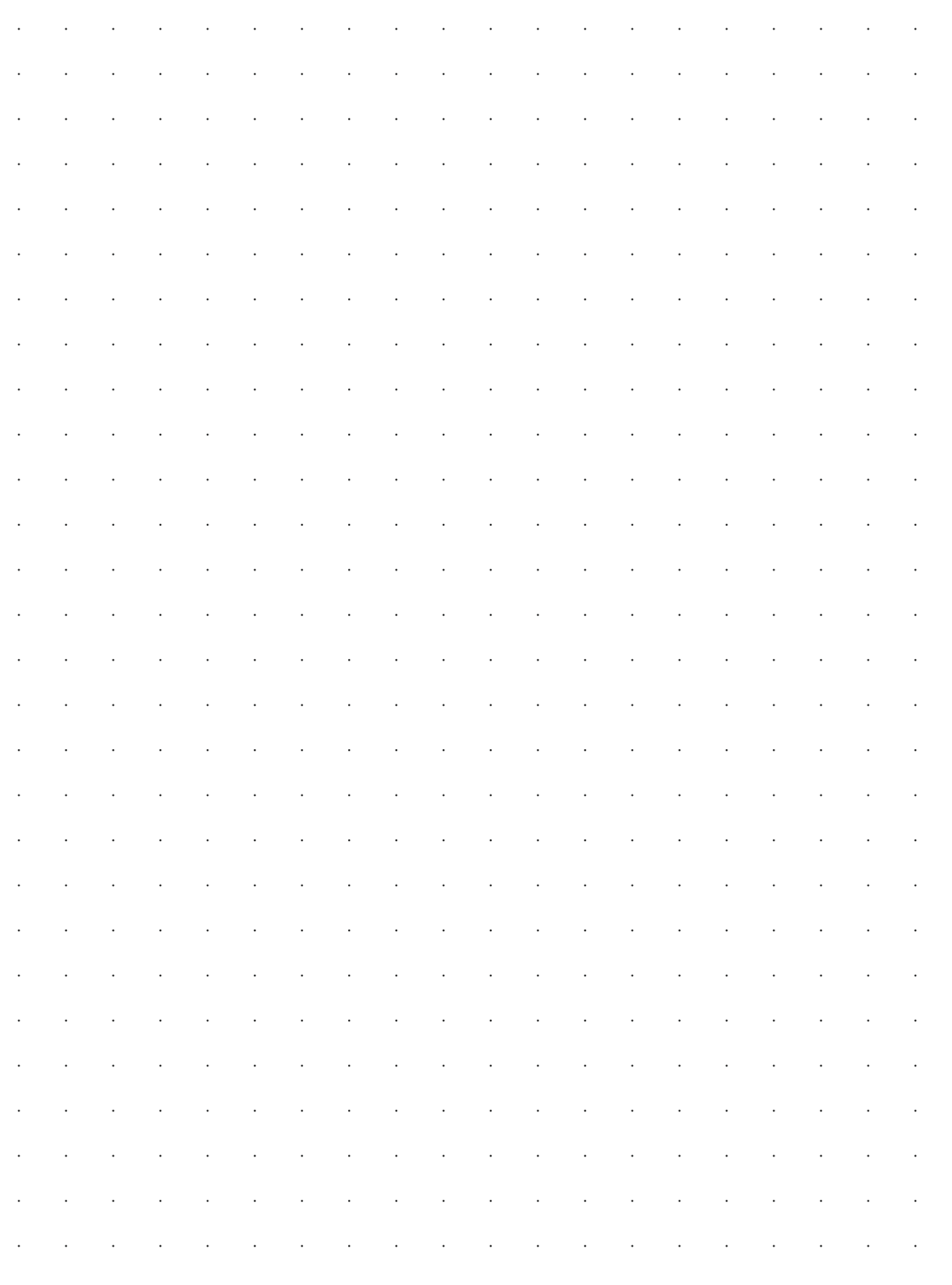
STUDY LOANS

Loans from our partner financial institutions – Banc Sabadell and Prodigy Finance – cover up to 100% of your tuition fees.

START WRITING

YOUR FUTURE.





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.

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Barcelona (Spain)
Tel. +34 93 495 20 88

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www.esade.edu/ftmba

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July 2019