

Annual Report

Fundación Privada Universitaria EADA



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business school
barcelona

THE WORLD IS IN BARCELONA THE WORLD IS AT EADA

eada[®]

business school
barcelona

**Sustainability
Leadership
Innovation**

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A LETTER FROM THE PRESIDENT

A YEAR OF RECOGNITION, PURPOSE AND EXPONENTIALITY AT EADA

In 2023, EADA continued to consolidate its position on the global stage. Here I would like to focus on three key aspects that sum up 2022-3: recognition, purpose and exponentiality.

Firstly, **recognition** for EADA in the most prestigious international rankings where the business school's success speaks for itself: 16 in the Financial Times combined global ranking of the best business schools and 1st position in the Corporate Knights ranking for the best International MBA in Spain. EADA has also repeated its success in the Positive Impact Rating as one of the best business schools FOR the world, in a ranking that measures how business schools help to resolve societal challenges. These achievements reiterate the educational excellence EADA has consolidated over the years. This recognition not only celebrates past achievements but also highlights the vital role EADA plays in the business world.

Secondly, we view **purpose** in terms of training and accompanying business professionals to generate a positive impact through their organisations and companies. The current state of the planet is forcing the business community to abandon outdated objectives aimed at mitigating negative impact and move towards generating positive impact as well as profitability, a challenge that has been widely demonstrated and in numerous cases has led to great success. We also seek to provide the workforce with the training they need to readapt to the context of constant change.

And thirdly **exponentiality**; with the launch of two bachelor degree programmes in 2021, EADA has fully embraced continuous training for students from 18 to 65+. The Global BBA and Double Degree in Global BBA and Artificial Intelligence for Business has positioned EADA as a reference point for young people to adapt to the current context. In the future, they will be required to know how technology is used in the decision-making process in business and understand that management, technology and sustainability go hand in hand.

EADA is already a reference point for training in ethical and responsible leadership with 5 sustainability-focused programmes and tracks in sustainable business in the majority of our programme portfolio.



Koke Pursals
*President of
the Board
of Trustees,
EADA
Foundation*

Another relevant aspect of 2022-3 is the work carried out in the field of **research** with a large number of reports and studies published by members of our faculty. This recognition has increased with the launch of the new Executive DBA, a doctoral degree specifically designed for professionals who wish to carry out research in a particular field and receive recognition. The institution has also seen top academics and practitioners join its ranks in response to the growing demand, which reflects its clear commitment to excellence and the current context.

This year we have also listened to the ambassadors of our **Alumni Community**: over 600 members took part in a study to highlight the areas in which we can improve and support Alumni community initiatives. The results of the survey have been used to create a new exponential and dynamic Community model.

In addition, we have continued to work in partnership to achieve shared goals. EADA became a founding partner of **Youth Talks** and provided support for the **largest youth consultation carried out worldwide** in the 15-29 age group. This global survey collected over 45,000 responses from young people who voiced their interests, concerns and hopes in a future in which we are all called on to play a role. In terms of institutional relations, the Ipsera event brought together more than 200 academics which has strengthened our collaboration networks and knowledge sharing.

We must also take into account the city of **Barcelona**, which continues to act as the backdrop to all our activities. We are convinced of its growth potential as a **strong cluster for training and business**. Our collaborations with the three top business schools in the city, as seen on MBA Day, an annual event organised by Barcelona Global, has helped to boost its global recognition as one of the top centres for business education.

Finally, the 2022-3 academic year has witnessed the continual rise of EADA in the world of business education. From its achievements in the global rankings to its commitment to academic excellence and innovative programmes, EADA has consolidated its position as one of the top business schools in the world, focused on training leaders for a future in constant evolution.

67 YEARS OF HISTORY

A PIONEERING INSTITUTION IN CONSTANT EVOLUTION

1957

In a small office in Barcelona, Irene Vázquez and Arturo Alsina set up an independent training institution, that would later become EADA, and that today still preserves the values of tolerance, critical spirit, effort and commitment that characterised its creation.

1970s

EADA starts to grow into a large business school, coinciding with the creation of its first language department, the launch of the first Executive MBA in 1979 and the introduction of custom programmes.

1990s

EADA enters the international arena and extends its portfolio to include new training programmes focused on market requirements: specialised master's programmes (1993) and full-time MBA programmes (1994). The institution is awarded the EQUIS international accreditation for the first time in 1999; the most prestigious global accreditation that ensures quality standards in training programmes.

2010
2020

Now competing in the premier league of business schools, this is the decade in which EADA consolidates its position among the top business schools in the world. The school improves its position in the major international rankings and sets up new strategic alliances with partner institutions all over the world.

1960s

EADA introduces the 'learning by doing' methodology and contacts multinational companies, which would later set up offices in Barcelona in the 70s, to present them with innovative teaching methods and expertise. It implements the famous Case Study Method, first used by Harvard in 1929, which moved the focus from the professor to the student for the first time.

1980s

In 1981, EADA becomes a structured business school in line with other international schools while maintaining the values that characterised its foundation: 'the place where business people grow'.

2000
2010

EADA is awarded the AMBA accreditation from the Association of MBAs, and in 2006, the Financial Times includes EADA in its ranking of the top 50 European business schools. During this time, the Global MBA is launched and the current EADA logo is created; an agreement between EADA and the UOC is also signed to launch the best online MBA in Spanish and finally, EADA inaugurates the new Barcelona campus following 3 years of refurbishment.

2020

EADA accelerates its digitalisation process and fully implements its Immersive Learning training model. Around the same time, it expands its programme portfolio with the launch of the first Bachelor in Business Administration degree (Global BBA) and double bachelor programme in Business and Artificial Intelligence, reinforcing its commitment to sustainability with new programmes and earning global recognition in the Positive Impact Rating (PIR) of the best business schools FOR the world. After 67 years, EADA maintains its position as one of the best business schools in Europe.

OUR REASON FOR BEING: THE PLACE WHERE BUSINESS PEOPLE GROW

Where: Barcelona has a long-standing tradition of business, industry, commerce and tourism. The privileged location of its two urban campuses (Aragó and Provença), as well as its residential training centre in Collbató, ensure that our programmes incorporate and reflect the best of the cosmopolitan culture and history of the city, its surrounding area and its receptive attitude towards diversity, creativity and innovation.

Business: We develop applied and up-to-date research to produce an impact on our programmes and strengthen our relationships with the institutions and companies we help to grow.

People: Our goal is to train and support managers to strengthen and improve their professional skills and competencies, as well as become aware of their potential multiplier effect when it comes to transforming companies into organisations which have a positive impact on society. Promoting responsible leadership is a key element of our training.

Grow: We focus on helping and facilitating the development and transformation of people and organisations in the different phases of their growth or professional life.

LINES OF ACTION



SUSTAINABILITY

Companies, leaders, employees and the entire organisational ecosystem cannot ignore their responsibility to the world as a result of their activity and the impact it generates. It is time to train leaders and teams in ethics, responsibility and action towards change as well as an alternative way to carry out their activity with a sustainable impact.



LEADERSHIP

Awaken, develop and empower solid leaders who are capable of generating change, developing soft skills (additional competencies and abilities for their specific professions) and an acute awareness of upskilling and reskilling for themselves and their teams so they are ready to face a world in constant change.



INNOVATION

We understand innovation as the capacity, not only to innovate but also to adapt our organisation and our teams to new and unexpected circumstances. A focus on innovation must be stimulated, supported and informed. Our programmes foster innovation and adaptation to generate or manage change.

OUR VALUES

Since its foundation, EADA has based itself on the following values:

Independence: We are an independent and non-profit foundation that defends the freedom of thought and expression of its participants, faculty members and other stakeholders.

Diversity: In our programmes and activities, we incorporate, develop and promote the best of the people and cultures around us. We also reflect the cosmopolitan nature of Barcelona: its diversity and creativity, as well as its long-standing tradition of entrepreneurship, commercial activity and hospitality.

Proximity: We work hand-in-hand with organisations and companies, and we train professionals to perform effectively and make progress in their professional field.

Quality: Our training is based on nationally and internationally accredited excellence and on research focused on the business world.

Respect: We believe in people, in equity, and in the plurality of perspectives as the central axis of organisations.

Integrity: We instil integrity in our participants during training to ensure the sustainable future of business and society.

Innovation: We are continuously creating innovative content and formats in our activities to help provide sustainable tools to address the changes in our environment.

Collaboration: The EADA team carries out its mission by sharing, communicating and developing the values of the institution.

Sustainability: The transversal axis that unites EADA's values with its purpose and the strategic plan of the institution.

GOVERNING BODY



READ MORE:
EADA BOARD
OF TRUSTEES



THE BOARD OF
TRUSTEES OF THE
EADA FOUNDATION



KOKE PURSALS (2)

President of the Board
Executive Chairman,
Intermas Group

IMMACULADA AMAT (4)

Chairperson, Amat Immobiliaris

MARGARET CHEN (11)

Honorary President, China Club Spain

PILAR CONESA (5)

CEO, Anteverti

MARC GÓMEZ (8)

CEO / Board member / Leadership /
Digitalization / Renewable Energy /
Sustainability

AINHOA GRANDES (16)

President of the MACBA Foundation
and the Ship2B Foundation

CARLES GRAU (12)

Advisory Board and Board Member,
Technology and Innovation

THÉRÈSE JAMAA (17)

Counselor and business advisor and VP
of the Spanish Red Cross Foundation

TOBIÁS MARTÍNEZ (15)

CEO / Board member / Leadership /
Telecommunications

JOSEP MARIA MARTORELL (14)

Associate Director, Barcelona
Supercomputing Center

CÉSAR MOLINS (1)

CEO Ames Group Sintering

CARME MUR (6)

Founder Mur & Partners

ALBERTO OJINAGA (7)

General Director, Desigual

LUIS PARDO CÉSPEDES (3)

CEO / Board member / NED *
Leadership / Digitalization /
Sustainability ESG

MARTA REYNAL-QUEROL (9)

Research Professor ICREA

JOHN RIGAU (19)

VP and General Counsel of PepsiCo
Western Europe

GUAYENTE SANMARTÍN (10)

General Manager, Global Head of
Commercial Systems & Displays
Solutions of HP

PERE VALLÈS (18)

CEO Exoticca

SUSANA BLEIER (13)

Secretary of the Board of Trustees of
Fundació Privada Universitària EADA.
Lawyer



COMMITMENT

SUSTAINABLE LEADERSHIP MODEL AT EADA



4. QUALITY EDUCATION

Ensure inclusive, equitable and quality education while promoting lifelong learning opportunities.

8. DECENT WORK AND ECONOMIC GROWTH

An increase in job losses has put many people at risk of losing their livelihoods.

17. PARTNERSHIPS TO ACHIEVE THE GOALS

For a development agenda to be successful, inclusive partnerships based on principles, values and objectives need to be established.

9. INDUSTRY, INNOVATION AND INFRASTRUCTURE

Innovation and technological progress are key to address economic and environmental challenges.

11. SUSTAINABLE CITIES AND COMMUNITIES

Rapid urbanisation has led to increased air pollution and uncontrolled urban growth.

5. GENDER EQUALITY

Discriminatory social norms continue to be widespread. This goal aims for gender equality and the empowerment of women and girls.

12. RESPONSIBLE CONSUMPTION AND PRODUCTION

Decoupling economic growth from environmental degradation and promoting sustainable resources and lifestyles.

10. REDUCED INEQUALITIES

Refugees, migrants, indigenous populations, the elderly and people with disabilities are at risk of exclusion. This goal aims to reduce these inequalities.



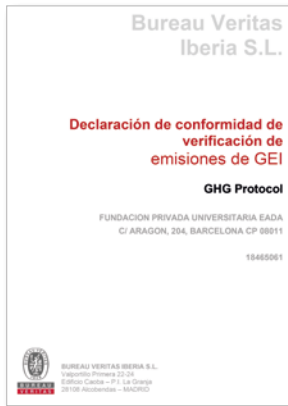
EADA's commitment to Corporate Responsibility initiatives are reflected in two main areas: the training it provides and the role it plays in society as an institution that adheres to the six Principles for Responsible Management Education. To ensure compliance, EADA commits to communicating its progress with its stakeholders and exchange best practices based on these principles with other academic institutions.



United Nations
Global Compact

As a signatory to the Global Compact network in Spain, EADA also wishes to express its continuous support for the Global Compact and renews its commitment to the initiative and its principles for the next two years. This is demonstrated by the publication of the corresponding biannual commitment report.

OUR COMMITMENT TO THE ENVIRONMENT



Within the framework of EADA's commitment to sustainability and transparency, the institution has been awarded certifications from external bodies that support and validate its efforts to reduce its environmental footprint and manage resources responsibly. These certifications demonstrate EADA's commitment to best practices and internationally recognised standards.

The business school has obtained energy efficiency rating A, the highest in the energy performance category, which recognises the energy efficiency of our facilities by the relevant authority. It represents EADA's commitment to energy efficiency and the implementation of sustainable technology to manage our different campuses. The Spanish National Markets and Competition Commission (CNMC) has accredited that all the energy used by EADA comes from 100% renewable sources.

With regard to carbon footprint management, the methodology used to study the Corporate Carbon Footprint has been developed by the World Resources Institute and the World Business Council for Sustainable Development, in conjunction with companies, government entities and global environmental organisations. It identifies the amount of greenhouse gas (GHG) emissions are released into the atmosphere as a result of an organisation's activity and has become the most widely used international tool for calculating emissions, with proven effectiveness and accessibility. The Greenhouse Gas Protocol (GHG Protocol, 2005) and ISO 14064 (ISO, 2018) from the Spanish standardisation body, UNE are among the most widely used and standardised methods.

In 2022, as part of its environmental strategy, EADA set up a programme to monitor and reduce greenhouse gases by calculating emissions for Scope 1 (direct emissions from owned/controlled operations) and Scope 2 (indirect emissions from using electricity, steam, heating and cooling). EADA is committed to continuing this process in the future by expanding the quantification of emissions and implementing a carbon reduction plan. In the future, the school also aims to publish the target year(s) for achieving net zero emissions for the business school and the university, and, if applicable, whether this target includes Scope 3 emissions (other indirect emissions).

OUR ENVIRONMENTAL COMMITMENT



ENERGY EFFICIENCY RATING CAMPUS 1
A



SHEETS PRINTED IN B/W
130,570
SHEETS PRINTED IN COLOUR
95,292



WATER CONSUMPTION CAMPUS BARCELONA
1,568M³



TOTAL NO. OF SHEETS
182,498



LITRES OF OIL
320KG



TOTAL NUMBER OF PRINTED PAGES
225,862



RECYCLING OF SPECIAL WASTE
608UNITS



ELECTRICITY CONSUMPTION IN LIGHTBULB HOURS
145,116H



I.T. EQUIPMENT
32KG

CAMPUS 1
452,724KWH

CAMPUS 2
109,509KWH



RECYCLED PAPER
937KG

ACCREDITATIONS, RANKINGS & RATINGS

In 2022-23, EADA Business School has consolidated strong positions in some of the most rigorous international academic rankings.

We have improved our position in the Financial Times Executive Education Ranking 2023, moving up from 25 to 16 for Open Programmes and 55 to 47 for Custom Programmes. In the European Business Schools Ranking 2022, we strengthened our position as one of the top 30 business schools in Europe.

In the International Masters category, we have achieved strong positions in the latest FT rankings, reaching 33 worldwide for the International Master in Finance,

44 for the International Master in Management and 100 for the International MBA.

During this same period, we have renewed our AMBA accreditation for another 5 years, which is the most prestigious accreditation awarded for MBA programmes. The AMBA, which EADA first received in 2003, is awarded for training excellence and places EADA in a select group of internationally recognised business schools.

This success in the rankings is the result of EADA's commitment to leadership, innovation and sustainability, based on our history, corporate culture and a joint effort from the whole EADA team.

RANKINGS



EUROPEAN BUSINESS SCHOOLS RANKING - DECEMBER 2023

Ranked among the top 30 business schools in Europe.

MASTER IN MANAGEMENT - SEPTEMBER 2023

#44 Master's in Management

MASTER IN FINANCE PRE-EXPERIENCE - JUNE 2023

#33 worldwide

97% employability after 3 months

EXECUTIVE EDUCATION - OPEN AND CUSTOM PROGRAMMES - MAY 2023

#25 worldwide in combined ranking

#16 worldwide in Open Programmes

#47 worldwide in Custom Programmes



MBA - FEBRUARY 2024

#94 worldwide

#24 in career progress

#17 in ESG Teaching

97% international students

RANKINGS

**MBA - JUNE 2022**

#56 worldwide
#12 in Europe

MASTER IN MANAGEMENT - SEPTEMBER 2021

#19 worldwide
#6 worldwide for quality of faculty
#7 worldwide for percentage of graduates finding employment 3 months after completing the programme

**CORPORATE KNIGHTS - Better World MBA Ranking****MBA - NOVEMBER 2023**

#18 worldwide
#1 in Spain
EADA ranked among the best MBA programmes based on the parameters of sustainability, gender and ethnic diversity of its faculty.

RATINGS

**POSITIVE IMPACT RATING FOR BUSINESS SCHOOLS - JUNE 2023**

EADA is ranked among the Best Business Schools FOR the world in the category of Transforming Schools (level 4).

FROM BEING THE BEST IN THE WORLD TO BEING THE BEST FOR THE WORLD

The Positive Impact Rating measures how business schools contribute to solving societal challenges by dynamizing the school and its culture, training responsible leaders and being an exemplary institution.

ACCREDITATIONS



The European Foundation for Management Development (EFMD) awards the EQUIS accreditation. It is a recognised global accreditation body which aims to raise the quality standards in executive education around the world.



The Association of Chartered Certified Accountants (ACCA) has awarded an accreditation for 5 years to the EADA International Master in Accounting and Finance.



The Association of MBAs (AMBA) is the impartial authority on postgraduate management education worldwide. It aims to raise the quality standards of executive education and accredit MBA programmes in the United Kingdom and Europe.



The Agency for the Quality of the University System in Catalonia (AQU Catalunya) is the main body that promotes and evaluates the quality of Catalan universities. AQU Catalunya evaluates, accredits and certifies the quality of universities and higher education centres in Catalonia (programmes, faculty, centres and services).

EADA COMMITTEES

EXECUTIVE COMMITTEE

The Executive Committee of the Board of Trustees of the EADA Foundation is composed of the President of the Board, the Dean (Director General) and various board members who propose and supervise strategic projects for the institution which are later approved by the Board.

This committee fulfils a strategic role by taking key executive decisions and ensuring the effective implementation of the vision and mission of the EADA Foundation.

Its responsibilities include strategic planning, supervision of projects and programmes, as well as the efficient management of financial and human resources. The Executive Committee works closely with general management and other leadership teams to ensure coherence between the strategic objectives and the daily activities of the Foundation.

ACADEMIC COMMITTEE

The Academic Committee at EADA Business School is composed of members of the Board of Trustees of the EADA Foundation, the Dean (Director General) and various members of the Management Committee.

This committee oversees the academic quality of the training programmes on offer and guarantees compliance with the established academic standards and criteria. It ensures that the training programmes meet the highest levels of excellence and are aligned with the demands and trends of the business world.

ALUMNI & FUNDRAISING COMMITTEE

The Alumni and Fundraising Committee of the Board of Trustees of the EADA Foundation is composed of members of the Board of Trustees of the EADA Foundation, the Dean (Director General) and various members of the Management Committee.

This committee plays a key role in strengthening ties within the EADA Alumni Community. It aims to maintain a solid and lasting connection with EADA graduates by promoting collaborations, networking and experience sharing among former students.

In the area of fundraising, the committee designs strategies to raise funds through donations, sponsorship or other forms of financial support, to support the institution's initiatives and to expand the scholarship programme "The EADA Fund for Positive Impact".

IMPACT COMMITTEE

The Impact Committee of the Board of Trustees of the EADA Foundation is composed of members of the Board of Trustees of the EADA Foundation, the Dean (Director General) and various members of the Management Committee. It plays a crucial role in assessing and maximising the social and business impact of the institution's activities and programmes.

This committee focuses on measuring and improving the tangible and quantifiable results of the Foundation's initiatives, ensuring that they contribute effectively to sustainable development, social responsibility and societal progress. It also works to identify opportunities to generate a positive impact in the local community, in the business environment and in society, through strategic alliances, corporate social responsibility programmes, and initiatives that promote ethical and sustainable business practices.



RESKILL TO REGENERATE

SUSTAINABILITY AND CONTINUOUS LEARNING FOR BUSINESSES TO CREATE A POSITIVE IMPACT

The current climate of heightened uncertainty, resulting from the financial crises, the technological revolution, climate change, increased social inequality and mass migration, highlight the role of companies and their responsibility to become the drivers of change to regenerate the ecosystem. The latest challenges of the 21st century require companies to rethink their commercial and production models so they can make a positive impact in society and their environment. The challenge no longer lies in minimising their negative impact, but rather maximising their positive impact. Clearly, the time has come to act and adopt a proactive approach to restoring and revitalising ecosystems.

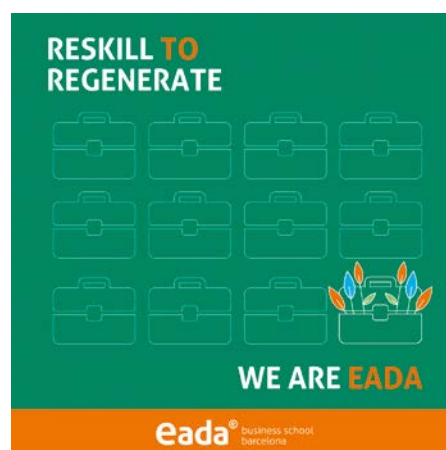
RESKILL AND NAVIGATE THE CHANGING LABOUR MARKET

Reskill to regenerate is a key factor when it comes to addressing environmental, social and economic challenges. Firstly, it responds to the urgent need to adapt a workforce's competencies and skills to the changing labour market. Secondly and more importantly, it requires leadership teams, directors and founders to **go beyond merely minimising their negative impact** and place the criteria of sustainability, ethics and leadership at the core of their business activity and profitability with the shared goal of **making a positive impact in the world**.

The concept of **reskilling** can be defined as the training, updating and adaptation of skills a professional undertakes to reposition themselves in the labour market in a different area of expertise to their current skill set. The labour market is undergoing unprecedented change. Traditional careers are disappearing and professions that were once considered stable are now being redefined. In such a fast-moving context, the value of successful companies and professionals are increasingly measured by what they can do rather than past experience. Leading recruitment organisations are leaving job descriptions behind in favour of creating and managing talent maps that adapt to future strategy and needs. These organisations have evolved the concept of 'product-market fit' to 'product/people-market fit', putting **people** at the centre of their approach.



FIND OUT
MORE:
RESKILL TO
REGENERATE 



HIGHLIGHTS 2022-2023

The EADA Master in Management in the Top 33 according to the Financial Times

<https://www.eada.edu/en/now/news/2022/09/eadas-master-management-ranks-top-33-worldwide>



MBA participants at EADA at the 4th MBA Day

<https://www.eada.edu/en/now/news/2022/10/eadas-mba-participants-enjoy-4th-edition-mba-day>



Recognition for EADA's MBA for its focus on sustainability

<https://www.eada.edu/en/now/news/2022/11/recognition-eadas-mba-its-sustainability-approach>

EADA, 65 years of success

<https://www.eada.edu/en/now/news/2022/11/eada-celebrates-65-years-success>

New Double degree: Global BBA and Bachelor in Artificial Intelligence for Business

<https://www.eada.edu/en/now/news/2022/11/new-eada-skema-global-bba-bachelor-ai-business>

SEPTEMBER
2022

OCTOBER
2022

NOVEMBER
2022

DECEMBER
2022

First cohort of the EADA-SKEMA Global BBA, the first Bachelor degree programme at EADA with participants from 30 nationalities

<https://www.eada.edu/en/now/news/2022/10/first-edition-eada-skema-global-bba-starts-barcelona>



EADA is among the best business schools in Europe 2022 (#27 in Europe)

<https://www.eada.edu/en/now/news/2022/12/eada-ranked-among-top-business-schools-europe>

Agreement with

Livensa Living to award accommodation grants to EADA students

<https://www.eada.edu/en/now/news/2022/12/agreement-livensa-living-award-accommodation-grants-eada-students>

'Teaching case study' about regenerative agriculture with participation from EADA

<https://www.eada.edu/en/now/news/2022/12/teaching-case-study-regenerative-agriculture-participation-eada>



Impulsa Scholarships at EADA to promote talent in Latin America (2023 edition)

<https://www.eada.edu/en/now/news/2023/01/eadas-impulsa-scholarships-promote-talent-latin-america-2023-edition>

EADA participates in the worldwide consultation 'Youth Talks'

<https://www.eada.edu/en/now/news/2023/01/eada-joins-worldwide-consultation-youth-talks>



EADA awards the Irene Vázquez 2023 Scholarship to cultural entrepreneur Elisabet Parés

<https://www.eada.edu/en/now/news/2023/03/eada-awards-irene-vazquez-2023-scholarship-cultural-entrepreneur-elisabet-pares>

16th Wage growth report 2007-2022 by EADA and ICSA Grupo

<https://www.eada.edu/en/now/news/2023/03/16th-wage-growth-report-2007-2022-eada-and-icsa-grupo>

JANUARY
2023

FEBRUARY
2023

MARCH
2023

APRIL
2023

The MBA at EADA Business School in the global Top 100

<https://www.eada.edu/en/now/news/2023/02/mba-eada-business-school-global-top-100>



EADA hosts a global academic conference on supply chain

<https://www.eada.edu/en/now/news/2023/04/eada-hosts-global-academic-conference-supply-chain>

HIGHLIGHTS 2022-2023

EADA helps SMEs to manage their digital transformation with the new fully subsidised Postgraduate degree in Digital Transformation for SME managers

<https://www.eada.edu/en/now/news/2023/06/eada-helps-smes-manage-their-digital-transformation>

EADA maintains its privileged position for training in finance (#33 worldwide for EADA's International Master in Finance)

<https://www.eada.edu/en/now/news/2023/06/eada-maintains-its-privileged-position-training-finance>



MAY
2023

JUNE
2023

JULY
2023

The gender pay gap and female presence in management 2023

<https://www.eada.edu/en/now/news/2023/05/gender-pay-gap-and-female-presence-management-2023>

EADA consolidates its excellence in executive education

(#16 worldwide for Open Programmes and #47 worldwide for Custom Programmes)
<https://www.eada.edu/en/now/news/2023/05/eada-consolidates-its-excellence-executive-education>

EADA Sustainability Week 2023

<https://www.eada.edu/en/now/news/2023/05/eada-sustainability-week-2023>

EADA renews its AMBA accreditation for another 5 years

<https://www.eada.edu/en/now/news/2023/07/eada-renews-amba-accreditation-another-5-years>

EADA and Ashoka analyse the impact of social entrepreneurship in cities

<https://www.eada.edu/en/now/news/2023/07/eada-and-ashoka-analyse-impact-social-entrepreneurship-cities>

Elite Sports Scholarship at EADA

<https://www.eada.edu/en/now/news/2023/07/elite-sport-scholarship-eada>

EADA Business School and the Federació Catalana de Natació to jointly support high-performance sports

<https://www.eada.edu/en/now/news/2023/07/eada-federacio-catalana-de-natacio-jointly-support-high-performance-sports>



PROGRAMME PORTFOLIO 2023-2024

International Masters & MBA

- > Global Executive MBA Leadtech | EADA - École des Ponts
- > International MBA (English) and Bilingual (Spanish/English)
- > Master in Management
- > Master in Sustainable Business & Innovation
- > Master in Finance
- > Master in Marketing
- > Master in Pharmaceutical & Biotechnology Management
- > Master in Tourism & Hospitality Management
- > Master in Fintech & Business Analytics

Bachelor degrees

- > Bachelor degree in Business Administration | BBA | Global BBA - EADA-SKEMA
- > Double Degree Global BBA and Bachelor in Artificial Intelligence for Business

Executive Education

- > Executive MBA
- > Senior Management Programme – PDG
- > Master in Leadership
- > Postgraduate in Data Analytics **I**
- > Bootcamp in Creativity and Innovation
- > Senior Management Programme in Sustainability **R**
- > Master in Marketing and Commercial Management
- > Master in Pharmaceutical Marketing
- > Postgraduate in Digital Marketing Management **N R I**
- > Postgraduate in Marketing-Product Manager **I**
- > Commercial and Sales Management
- > Market Access **R**
- > Master in Human Resources Management
- > Postgraduate in Human Resources Management **R I**
- > Postgraduate in Human Resources **I**
- > HR Analytics **R I**
- > HR Business Partner **I**
- > Agile HR **R I**
- > Master in Financial Management
- > Postgraduate in Finance specialising in Financial Markets and Business Controller **R**
- > Management Control and Reporting **R**
- > Finance for Non-Financial Directors **R**
- > ESG Investment Programme **R**
- > Master in Operations and Supply Chain Management
- > Postgraduate in Project Management

Executive DBA **N**

Postgraduate degree in Digital Transformation for SME managers (subsidised) **N R**

Online Programmes

- > EADA-UOC Online MBA
- > Online Master in Analytics, Big Data and Artificial Intelligence
- > Online Master in Innovation and Sustainable Business
- > Online Master in Sustainability and Business Innovation (English)
- > Online Master in Logistics, Operations and Supply Chain Management
- > Online Master in Human Resources Management
- > Online Master in Marketing and Commercial Management
- > Online Master in Project and Change Management
- > Online Master in Financial Management
- > Online Master in Innovation and Exponential Organisations
- > Online Master in Management and Digital Transformation
- > Online Master in FinTech
- > Online Master in Communication Management

EADAX

- > Portfolio Management
- > Purchasing and Procurement Management
- > PNL: 3 letters to achieve magic in communication
- > Leadership for Project Teams
- > Agile Methodologies for Projects, Teams and Business
- > People Analytics
- > Circular Economy
- > Exponential Innovator Certification Course
- > High Impact Leadership
- > From Director to Leader-Coach
- > Leadership for Project Teams **N**
- > Artificial Intelligence as a Strategic Tool **N**

Summer School

- > Sustainability and Innovation
- > Leadership

Custom Programmes

- > Our custom training programmes strengthen the processes of development and transformation. They also improve and promote creativity and innovation in organisations.

NEW PROGRAMMES FOR THE 2023-2024 ACADEMIC YEAR

During this academic year, EADA has introduced new programmes to its portfolio in the areas of greatest relevance to the current business context. These programmes are due to begin in the 2023-2024 academic year.



DOUBLE DEGREE: GLOBAL BBA AND BACHELOR IN ARTIFICIAL INTELLIGENCE FOR BUSINESS

Following the success of the EADA-SKEMA Global BBA, the first Bachelor degree programme at EADA with participants from 44 nationalities, EADA has increased its undergraduate degree offer with a **double degree in BBA and Artificial Intelligence for Business**.

This four-year degree course (300 ECTS) is designed for new generations of professionals to be able to exploit the opportunities of current and future technological change in business.

It adopts a 100% international and customised approach. Participants spend up to one academic year on one of SKEMA's international campuses and can choose from a range of 10 specialisations.



EXECUTIVE DBA

Another new programme is the Executive Doctorate in Business Administration, **the first doctoral degree at EADA**, which has been created as a result of our collaboration with **Le CNAM** (*Conservatoire National des Arts et Métiers*), an accredited French higher education institution with a 200-year history.

Aimed at experienced professionals, this degree focuses on providing the knowledge and scientific research skills for participants to be able to solve complex business challenges and make decisions based on scientific evidence.

The first edition of the Executive DBA at EADA will start in April 2024 and will combine online sessions with 8 residential modules in Barcelona and Paris.





ONLINE MASTER IN SUSTAINABILITY AND INNOVATION

In the category of Online Programmes, EADA has added its first online programme in English: **Online Master in Sustainability and Innovation**. The aims of this course are for participants to find out how business, sustainability and innovation are interconnected.

EADA's seventh Master's programme focused on sustainability in business is designed for professionals who wish to accompany their organisations during the transition process towards a more sustainable business model.



OTHER NEW PROGRAMMES

During this academic year, EADA has also designed other new programmes in various knowledge areas for a range of professional profiles, thereby reaffirming its commitment to providing education for lifelong learning.

These include the **Postgraduate degree in Digital Marketing Management** and the **Master in Product Manager and Digital Marketing** in the category of Executive Education; new online Postgraduate courses in Sustainability, Fintech, Digital Transformation and Communication; **Artificial Intelligence as a Strategic Tool** and **Leadership for Project Teams** in the EADAX category of short training courses.



POSTGRADUATE DEGREE IN DIGITAL TRANSFORMATION FOR SME MANAGERS (SUBSIDISED)

The **Postgraduate degree in Digital Transformation for SMEs** aims to help small and medium-sized companies during their digital transformation process. It adopts a 100% practical and active approach to training and mentoring leadership teams and area managers from small and medium-sized companies to acquire the knowledge and skills they need to boost the digital transformation of their companies.

Financed by the EU's Next Generation fund and part of the "Generation D" initiative from the Ministry of Digital Transformation, this digital management programme is fully subsidised. To be eligible for this programme, the applicant must be a manager or area manager of an SME of between 10 and 249 employees based in Catalonia.

During the 2023-2024 academic year, various editions of this programme will be held. The 150-hour course combines online learning (75%) with in-person sessions (25%) which will take place in Barcelona and various cities in Catalonia.



OUR CAMPUSES

CAMPUS 1 ARAGÓ, BARCELONA



Campus Aragó - Campus 1 is the main EADA campus in Barcelona where programmes, training activities, events and meetings take place.

Fully refurbished in 2019, it is a smart, 4,500 m² state-of-the-art building distributed over 8 floors in which functionality, technological transformation and energy efficiency signal the key elements of its refurbishment. The classrooms, meeting rooms and auditorium are equipped with innovative technology and digital tools to ensure a high-quality training experience on all in-person, online and hybrid channels.

In the heart of the city, the Campus Aragó - Campus 1 is the main EADA campus in Barcelona where programmes, training activities, events and meetings take place.

CAMPUS 2 PROVENÇA

The refurbished building has eight floors and is located on calle Provença 216, in the heart of the city.

EADA has expanded its campus offer to include Barcelona Provença - Campus 2, which is located on calle Provença 216 and only a 5-minute walk from the main Campus 1 building on Calle Aragó. Its privileged location in the centre of Barcelona in close proximity to services and a range of public transport options means participants will enjoy a fully immersive experience of the city.

The campus building, which also shares architectural similarities with the building on calle Aragó, has eight floors. It is fully refurbished and has been awarded the LEED certification, which is a globally recognised symbol of sustainability for environmentally friendly buildings.

Inside the building, the lighting, air renewal and air conditioning systems are constantly monitored; the terraces and interior courtyard have a green area with automatic irrigation and all parking spaces have electric chargers to promote the use of non-polluting vehicles.



CAMPUS 3 COLLBATÓ



Our Collbató campus is a **residential training centre** located 40km from Barcelona in the town of Collbató. Located in a natural landscape with views of Montserrat mountain, space and time take on a different dimension which creates the perfect setting for intensive training and the development of management skills in this hotel complex with 113 rooms and restaurant service.

The Collbató Residential Training campus is designed for company and group meetings, conventions, team building and those looking for a break from the stress of daily life.

The hotel has 113 rooms, a restaurant, meeting rooms, rest areas, an outdoor zone located in 15 hectares of woodland as well as an outdoor swimming pool and gym facilities.

Outdoor training is the chosen methodology for developing skills due to its experiential nature and by recreating the work environment.

EADA VIRTUAL CAMPUS

Participants have access to a virtual environment with a selection of specialised resources (videos, technical notes, articles, ebooks, etc.) as well as activities and tests to consolidate concepts and prepare for in-person sessions.

In the Virtual Classroom, the faculty team opens up debate in asynchronous format, in which critical thinking and shared experiences are encouraged. This process facilitates the knowledge-sharing process among participants and helps them to respond to the challenges facing companies today.

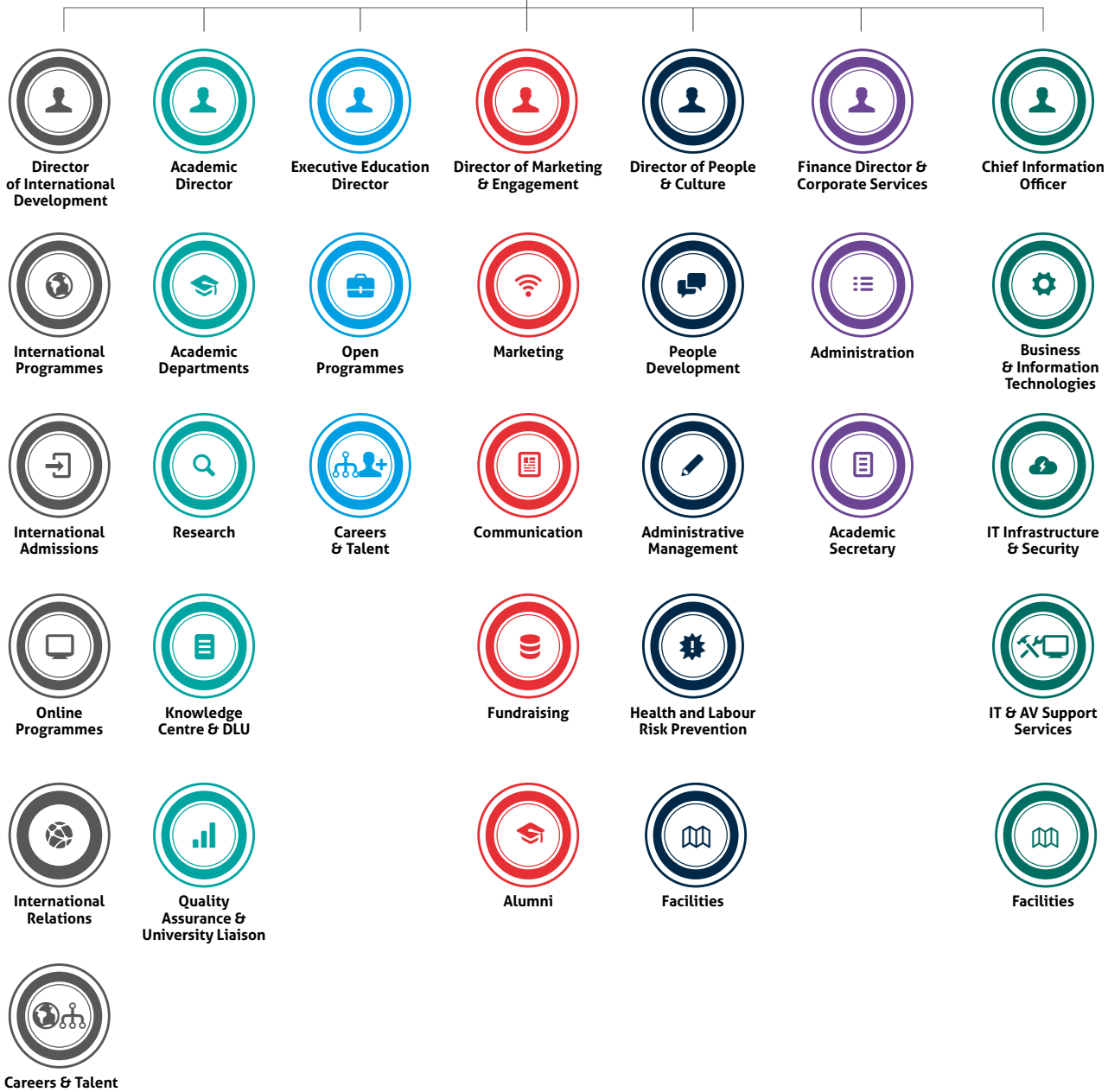
There are also collaborative virtual tools for teamwork and the development of digital competencies which can be applied to their professional lives.



EADA TEAM



Executive Committee: Corporate
Academic Committee: Faculty & Programas
Alumni Committee : Alumni & Fundraising





STAFF & FACULTY

DISTRIBUTION OF EMPLOYEES

GENERAL STAFF	79%
FACULTY	21%
FACULTY STAFF	33
MEN	23
WOMEN	13
GENERAL STAFF	118
MEN	44
WOMEN	71
NATIONAL EMPLOYEES	124
INTERNATIONAL EMPLOYEES	27
CAMPUS STAFF BARCELONA	147
CAMPUS STAFF COLLBATÓ	4
EMPLOYEES WITH A FIXED CONTRACT	98%
ABSENCE RATE	0.48%



AGE GROUP	WOMEN	MEN
21-29	4	12
30-45	27	17
46 +	52	39

TOTAL WORKFORCE

151

26

PROFESSORS
HOLD A PHD

15

INTERNATIONAL
PROFESSORS

9

FEMALE
PROFESSORS

7

NATIONALITIES

285

ASSOCIATE
PROFESSORS

6

VISITING
PROFESSORS

4.48/5

OVERALL RATING OF
ALL DEPARTMENTS

13

FACULTY MEMBERS
IN THE ACADEMIC
DEPARTMENT OF
STRATEGY, LEADERSHIP
AND PEOPLE

7

FACULTY MEMBERS
IN THE ACADEMIC
DEPARTMENT OF
FINANCE AND
MANAGEMENT CONTROL

10

FACULTY MEMBERS IN THE
ACADEMIC DEPARTMENT OF
MARKETING, OPERATIONS
AND INFORMATION
SYSTEMS

30

TOTAL NUMBER OF
FACULTY MEMBERS IN
ALL DEPARTMENTS

12

ARTICLES PUBLISHED
IN INTERNATIONAL
JOURNALS AND INDEXED
IN THE ACADEMIC
JOURNAL GUIDE

RESEARCH

Academic research must generate a positive impact in society. For this reason, EADA considers it essential to produce research applied to business and share this knowledge with society.

Research is an essential element in innovation for our participants and main stakeholders as well as for our positioning in a very competitive market. Each academic department contributes to intellectual production at

EADA and our commitment to the corporate world creates an impetus for our research centres to take up the institutional challenge of researching the topics which are of most interest to the business world.

Here are some of the articles that have generated the greatest impact. They have been published in international journals and are indexed in the Academic Journal Guide:

ARTÍCULOS PUBLICADOS 2022-2023

COHANIER, B., BAKER, C. R. (2023) PATERNALISM AS A LONG-TERM STRATEGY OF A MANAGEMENT CONTROL SYSTEM. ACCOUNTING, AUDITING & ACCOUNTABILITY JOURNAL, 36 (5), 1249-1273. <https://doi.org/10.1108/aaaj-02-2020-4446>

COLL MORELL, J. M. (2022) A BIOMETRIC SYSTEMS METHOD TO ORGANIZATIONAL SUSTAINABLE DEVELOPMENT AND HARMONY: THE ZEN BUSINESS MODEL. SYSTEMS RESEARCH & BEHAVIORAL SCIENCE, 39 (2), 1-12. <https://doi.org/10.1002/sres.2916>

DIAZ MARTIN, J. (2022) INNOVATIVE EXECUTIVE EDUCATION PROGRAMS FOR IN-HOUSE EMPLOYEE RESKILLING/UPSKILLING: THE CASE OF THE BAYER ACTIVE LEADERSHIP PROGRAM IN PARTNERSHIP WITH EADA BUSINESS SCHOOL. INTERNATIONAL JOURNAL OF TEACHING AND CASE STUDIES, 13 (3), 259-280. <https://doi.org/10.1504/ijtc.2022.129956>

DIFRANCESCO, R. M., MEENA, P., KUMAR, G. (2022) HOW BLOCKCHAIN TECHNOLOGY IMPROVES SUSTAINABLE SUPPLY CHAIN PROCESSES: A PRACTICAL GUIDE. OPERATIONS MANAGEMENT RESEARCH, 16, 620-641. <https://doi.org/10.1007/s12063-022-00343-y>

EVANGELIDIS, I., GUNADI, M. (2023) HOW ELICITATION PROCEDURE SHAPES BELIEFS ABOUT OTHERS' AFFECTIVE RESPONSES TO ACTION AND INACTION. TO APPEAR IN PERSONALITY AND SOCIAL PSYCHOLOGY BULLETIN. <https://doi.org/10.1177/01461672231175958>

GUNADI, M., EVANGELIDIS, I. (2023) HOW PRICE CHANGES INFLUENCE CONSUMERS' BUYING DECISIONS. HARVARD BUSINESS REVIEW. <https://hbr.org/2023/01/research-how-price-changes-influence-consumers-buying-decisions>

DEVENIN, V., & BIANCHI, C. (2023). TRAJECTORIES TOWARDS A VOLUNTARY SIMPLICITY LIFESTYLE AND INNER GROWTH. JOURNAL OF CONSUMER CULTURE, 23(3), 497-516. <https://doi.org/10.1177/14695405221122065>

FORTE, S., LOVRETA, L. (2023) CREDIT DEFAULT SWAPS, THE LEVERAGE EFFECT, AND CROSS-SECTIONAL PREDICTABILITY OF EQUITY AND FIRM ASSET VOLATILITY. JOURNAL OF CORPORATE FINANCE, 79. <https://doi.org/10.1016/j.jcorpfin.2022.102347>

PATRUCCO, A.S., LUZZINI, D., KRAUSE, D. AND MORETTO, A.M. (2023) WHAT IS THE RIGHT PURCHASING STRATEGY FOR YOUR COMPANY? THE FIT BETWEEN STRATEGIC INTENT, STRATEGIC PURCHASING AND PERCEIVED ENVIRONMENTAL UNCERTAINTY, INTERNATIONAL JOURNAL OF PHYSICAL DISTRIBUTION & LOGISTICS MANAGEMENT, VOL. 53, (9), 1043-1072. <https://doi.org/10.1108/IJPDLM-07-2021-0286>

MANGANELLI, A. G. (2023) PAY-FOR-DELAY SETTLEMENTS AND PATENT EXPANSION PRACTICES. INFORMATION ECONOMICS AND POLICY, 64. <https://doi.org/10.1016/j.infoecopol.2023.101044>

MASUDA, A. D., SORTHEIX, F. M., HOLTSCHLAG, C., & MORALES, C. (2024). WHEN GENDER IS MORE LIKELY TO PREDICT PAY VIA SELF-ENHANCEMENT VALUES AND WORKING HOURS: THE ROLE OF COUNTRY'S LEVEL OF GENDER INEQUALITY. APPLIED PSYCHOLOGY, 73(1), 135-156. <https://doi.org/10.1111/apps.12467>

SALES PARDO, X. (2023) LA TARIFICACIÓN INTERNA DEL CARBONO, UNA INICIATIVA PARA LA SOSTENIBILIDAD. (INTERNAL CARBON PRICING, A SUSTAINABILITY INITIATIVE) HARVARD DEUSTO BUSINESS REVIEW (333), 20-28. https://www.harvard-deusto.com/la-tarificacion-interna-del-carbono-una-iniciativa-para-la-sostenibilidad?utm_source=linkedin&utm_medium=social_media_organic

REPORTS AND STUDIES

Under the leadership of the academic team and in coordination with different departments at EADA Business School, every year we produce a series of informative and topical studies, considered of interest to the relevant stakeholders. This year a total of 3 studies and reports have been compiled or presented:



WAGE REPORT 2007-2022

This study analyses the evolution of salary data since the beginning of the financial crisis in 2007. The report, which was produced by ICSA Grupo® in collaboration with **EADA Business School**, is compiled from the analysis of 80,000 pieces of wage data collected in 2022. It analyses the variations in average salaries in the 3 main categories of senior management, middle management and employees and how these changes relate to the cost of living and the rise in GDP. The data from this report was updated in August 2022 and is included in the **Observatorio Salarial**, a benchmarking tool used by ICSA Grupo®, and the **Informe de Remuneraciones 2022 (Salary Report 2022)**.

<https://www.eada.edu/es/actualidad/prensa/informes/eada-evolucion-salarial-2007-2022>

Video <https://youtube/9bMXDCZBdol?si=P8WwOt1N-n7moxdW7>

DOWNLOAD THE REPORT AND VIDEO 

HOW DOES SOCIAL ENTREPRENEURSHIP TRANSFORM CITIES? EADA - ASHOKA

This report reveals the need to **integrate innovative social entrepreneurship solutions in the municipal agenda** in order to successfully address the social challenges facing cities today. The study also aims to demonstrate the advantages that social entrepreneurship can bring to public policies and city development plans. The other main goal of the study is to **inspire transformative change**, promoting collaboration between different sectors and creating innovation ecosystems within a community. It does this by showcasing four success stories from the Ashoka network: four social entrepreneurs who have paved the way for cities to become truly inclusive and sustainable places and in the process have become key allies of local government.



<https://www.eada.edu/es/actualidad/noticias/2023/07/eada-y-ashoka-analizan-el-impacto-del-emprendimiento-social-en-las-ciudades>

Video https://youtu.be/Tu1yHGd_deA?si=QdnCVAYQ2FdZCTzu

DOWNLOAD THE REPORT AND VIDEO 



GENDER PAY GAP AND THE QUOTA OF FEMALE PRESENCE IN MANAGEMENT POSITIONS IN SPAIN 2023

The 17th edition of our annual report analyses the gender pay gap and the quota of female presence in management positions in Spain. As well as focusing on the current status (updated as of February 2023), it examines its evolution over recent years. The study focuses on the evolution of these differences in three major professional categories: senior management, middle management and employees. Female salaries are used as the basis of the analysis and the percentage points refer to the difference between male and female salaries. The report, which was produced by **ICSA Grupo®** in collaboration with **EADA Business School**, is compiled from the analysis of 80,000 pieces of wage data, which are statistically validated as of February 2023.

<https://www.eada.edu/es/actualidad/prensa/informes/brecha-salarial-y-presencia-de-la-mujer-en-puestos-directivos-en-espana-2023>

Video <https://youtu.be/nlBp65hM0ZU?si=MHke7VxqbcCruyov>

DOWNLOAD THE REPORT AND VIDEO 

Find out more: reports and studies www.eada.edu/en/now/press/reports

SUSTAINABILITY HUB

EADA's centre for sustainability research focuses on circular economy, corporate social responsibility and climate change.

The EADA **Sustainability Hub** brings together all the educational, research, and dissemination activities that EADA carries out, or promotes in collaboration with its partners, with the aim of generating sustainability in the business environment.

To maximise its impact even further, EADA believes in the multiplier effect of its community: academic team,

Alumni, partners and the joint actions it shares with organisations of systemic change such as Ashoka, B Lab and Barcelona+B.

MEMBERS OF THE SUSTAINABILITY HUB

At the EADA Sustainability Hub, an academic team of researchers and faculty members, all sustainability experts from different fields, identify and analyse the specific challenges facing companies and organisations.

The current academic team at EADA includes:

Desirée Knoppen
DIRECTOR OF THE SUSTAINABILITY HUB
Desirée holds a PhD in Management Science (ESADE, Barcelona). Her research focuses on organisational capacities for learning and innovation in the context of value creation networks.



Davide Luzzini
RESEARCH DIRECTOR
Davide holds a PhD in Management, Economics and Industrial Engineering. His research focuses on food and innovation networks and buyer-supplier relationships.



Julia Wolny
DIRECTOR OF IMPACT
Julia holds a PhD in the Personalisation of the Digital Customer Experience from Salford University (UK). Her research focuses on digital transformation in industry.



Federica Massa Saluzzo
RESEARCHER
Federica holds a PhD in Strategic Management from IESE and a Bachelor's degree in Business Administration from Bocconi University (Italy). Her research focuses on creating social value, sustainable fashion and innovation.



Verónica Devenin Vera
RESEARCHER
Verónica is a sociologist, and holds a PhD in Environmental Sciences and Technologies from the University of Barcelona. Her research focuses on sustainable and regenerative businesses.



Yan Bai
RESEARCHER
Yan holds a PhD in Management from IESE and comes to EADA from the Esade Center for Social Impact. Her work will focus on sustainability and social responsibility.



Josep Maria Coll
RESEARCHER
Dr Josep M. Coll is a professor of Strategy, Sustainability and Innovation at EADA Business School. He advises organisations and focuses his research on sustainable transformation.



Bruno Cohanier
RESEARCHER
Bruno holds a PhD in Accounting from Aston Business School (UK). He is a professor in the Finance Department and Director of the Global BBA programme at EADA.



Melissa Demartini
RESEARCHER

Melissa holds a PhD in Management and Industrial Engineering from the University of Genoa (Italy). Her research focuses on sustainable supply chain management.

**Rita Maria Difrancesco**
RESEARCHER

Rita holds a PhD in Supply Chain Management from WHU-Otto Beisheim School of Management (Germany). She carries out research in omni-channel retailing and product returns management.

**Aline D. Masuda**
RESEARCHER

Aline holds a PhD and Master's degree in Industrial Organisational Psychology. Her research includes work on human capital, motivation and leadership.

Jatinder J. Singh
RESEARCHER

Jatinder holds a PhD in Marketing from the University of Mississippi (USA). His research mainly focuses on consumer ethics, management and company vs. brand.



**FIND OUT MORE:
SUSTAINABILITY
HUB**

**SUSTAINABILITY INDICATORS****eada**[®]**Sustainability Hub****38**

FINAL PROJECTS RELATED TO AREAS OF SUSTAINABILITY

7

ALLIANCES BETWEEN EADA AND ITS PARTNERS FROM THE FIELD OF SUSTAINABILITY

29

RESEARCH PROJECTS IN SUSTAINABILITY PROMOTED BY EADA

90

FULL OR PARTIAL SCHOLARSHIPS AWARDED BY THE EADA FUND FOR POSITIVE IMPACT

5

SPECIFIC PROGRAMMES ON SUSTAINABILITY

130

WOMEN WHO HAVE RECEIVED TRAINING IN SUSTAINABILITY

2

INTERNAL INITIATIVES ORGANISED BY EADA TO PROMOTE SUSTAINABILITY

+300

PARTICIPANTS IN OPEN PROGRAMMES FOCUSED ON SUSTAINABILITY

6

INITIATIVES ORGANISED BY EADA, ITS PARTNERS OR LED BY STUDENTS TO PROMOTE SUSTAINABILITY

CORPORATE

At EADA we respond to the multiple and varied needs of the corporate world: open Executive Education programmes, custom programmes, coaching and mentoring processes, research applied to business, professional accreditations and consulting. We also help companies with their internal talent development policies and in the selection of the best professionals. We offer companies the opportunity to develop employer branding with the best talent.

Our custom programmes strengthen development, transformation and improvement processes, and promote creativity and innovation in organisations.

We consider the 4 factors of listen, analyse, study and value to be key in order to ensure quality and continuous training that can be adapted to corporate teams.



LISTEN + ANALYSE + STUDY + VALUE



SOME OF THE COMPANIES THAT HAVE PUT THEIR TRUST IN EADA OVER THE LAST FEW YEARS



INTERNATIONAL PARTNERS

EADA continues to enter into new partnerships with major universities around the world:

Argentina

- > Universidad del CEMA (UCEMA). Buenos Aires

Brazil

- > ESPM Escola Superior de Propaganda e Marketing. Sao Paulo

China

- > Tongji University School of Economics and Management. Shanghai
- > SKEMA Business School. Suzhou
- > National Chengchi University College of Commerce. Taipei

Egypt

- > The American University in Cairo (AUC). Cairo

France

- > Audencia Nantes School of Management. Nantes
- > EDHEC Business School. Nice & Lille
- > IAE Aix-Marseille Graduate School of Management. Aix-en-Provence
- > SKEMA Business School. Sophia, Paris, Lille

Germany

- > European Business School (EBS). Östlich-Winkel
- > Frankfurt School of Finance & Management. Frankfurt
- > Handelshochschule Leipzig Graduate School of Management (HHL). Leipzig
- > Mannheim Business School. Mannheim

India

- > Indian Institute of Management Bangalore (IIMB). Bangalore
- > Indian Institute of Management IIM Shillong

Italy

- > MIP Politecnico di Milano - School of Management. Milan

Japan

- > The NUCB Graduate School (NGS). Nagoya

Mexico

- > Instituto Tecnológico y de Estudios Superiores de Monterrey -ITESM-EGADE. Mexico City
- > Universidad Anáhuac México Norte. Mexico D.F.
- > Instituto Tecnológico Autónomo de México (ITAM). Mexico City

Norway

- > BI Norwegian Business School. Oslo

Peru

- > CENTRUM Católica, Pontificia Universidad Católica del Perú. Lima

South Africa

- > University of Stellenbosch Business School. Cape Town

Sweden

- > Linköping Universitet. Linköping

Thailand

- > Asian Institute of Technology School of Management (AIT). Pathumthan

The Netherlands

- > Rotterdam School of Management Erasmus University. Rotterdam

Turkey

- > Sabanci Universtiy. Istanbul

United Kingdom

- > Aston Business School. Birmingham
- > The University of Edinburgh Business School. Edinburgh

United States

- > Warrington College of Business University of Florida (UF). Florida
- > SKEMA Business School. Raleigh,
- > The School of Business Administration, University of San Diego. San Diego
- > The Graziadio School of Business & Management at Pepperdine University. Malibu
- > The International Business School of Brandeis University. Bosto

EXCHANGE PROGRAMMES

31

NUMBER OF PARTNER INSTITUTIONS FOR EXCHANGE PROGRAMMES

20

NUMBER OF EADA GRADUATES WHO CHOSE AN EXCHANGE PROGRAMME AT PARTNER INSTITUTIONS

13

NUMBER OF EXCHANGE PARTICIPANTS AT EADA DURING THE ACADEMIC YEAR

10

NUMBER OF PARTNER INSTITUTIONS WHICH SENT THEIR PARTICIPANTS TO EADA DURING THE ACADEMIC YEAR

% PERCENTAGE OF EXCHANGE STUDENTS

62.5% EUROPE,

12.5% LATIN AMERICA,

12.5% ASIA,

12.5% USA



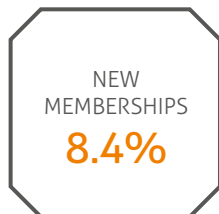
EADA ALUMNI SUPPORTING YOUR CAREER DEVELOPMENT



The main aim of our Alumni Community is to help our former students develop their professional careers and build up their own network of contacts through activities, workshops, training and events, among others.

Over 120,000 Alumni from 87 nationalities are active in our community. In today's world, it is essential to listen to diverse opinions and find common ground for progress.

EADA Alumni currently promotes a range of initiatives for professional development, the exchange of ideas and the creation of business networks. These initiatives receive the support and collaboration from Alumni members and are open to all former and current students of EADA programmes.



183,536
TOTAL NUMBER OF ALUMNI
(DATED TO THIS ANNUAL
REPORT)



89
COUNTRIES REPRESENTED BY
EADA ALUMNI (DATED TO THIS
ANNUAL REPORT)



13
ACTIVITIES DESIGNED
FOR ALUMNI



NUMBER OF ALUMNI WHO
RECEIVE A SPANISH OR
INTERNATIONAL EDITION OF
OUR NEWSLETTER

NATIONAL
5,383
INTERNATIONAL
6,869



FIND OUT ABOUT
THE MEMBERSHIP
BENEFITS FOR EADA
ALUMNI IN THIS
VIDEO

INTERNATIONAL MEET UPS

Alumni meetup events in cities around the world are designed for alumni members to meet up and network.



AMSTERDAM



BERLIN



LIMA



NEW YORK

A MESSAGE FROM OUR DEAN TO THE ALUMNI COMMUNITY

Over the past year, we have attained goals and overcome challenges that, as an institution dedicated to excellence in education, has led to the consolidation of our position as one of the best business schools in the world, which is an achievement resulting from the hard work of the entire EADA community.

Our commitment to academic excellence, innovation and strategic collaboration has allowed us to progress and continue setting the standard in business education. It is also important to highlight the high level of determination and perseverance of our participants in their search for knowledge or when incorporating innovation, sustainability and leadership to their professional careers.

The academic and personal achievements of our Alumni Community are truly inspiring and fill us with institutional pride. Today, EADA has a long list of entrepreneurs, disruptors and professionals among its Alumni community who are all prepared to tackle the **business challenges of the future**.

Reskill to regenerate becomes a key factor when addressing these environmental, social and economic challenges. Firstly, it responds to the need to adapt the competencies and skills of our workforce to the changing labour market. Secondly and more importantly, it requires leadership teams, directors and founders to **move beyond minimising their negative impact** and place the criteria of sustainability, ethics and leadership at the core of their activity and profitability to work towards the common goal of **creating a positive impact in the world**.

EADA's purpose is to support and train our professionals to become fully aware of the need for change and the ethical business responsibility they will have in any decision-making role. Our institution firmly believes in the **multiplier effect** professionals can have in organisations and on those around them: the opportunity to become involved and play a transformational role in helping create a fairer and more sustainable world. EADA assumes this responsibility to train future leaders in the skills and competencies they need to bring about change and regeneration. The time has come to **update skills, adapt and retrain**. It is time to rethink processes and production and consumption patterns. It is time to change business strategies and move towards a **fairer and more sustainable future**. It is time to act!

Finally, I would like to highlight the importance of placing our Alumni in this new and unsettling but at the same time challenging professional context and of our duty, as one of the top business schools in the world for training and supporting professionals, to listen and respond to the needs of our Alumni Community. And it is this process of listening to our Alumni that has intensified over the past year to produce results which we will unveil shortly: information about a new Community model that is active, agile and useful but above all, a Community that is *yours*.

Stay tuned!

Dr. Jordi Díaz
Dean & Director General
EADA Business School



CAREER SERVICES

As an EADA participant, you will gain access to recruiters, job offers and professional career guidance.

Jobsite: +2,000 job offers

Our participants and Alumni have exclusive access to our Jobsite page. Over 2,000 job offers a year are posted here from a wide range of large multinationals, SMEs and startups to fill positions in functional areas such as Marketing, Finance, Operations, Human Resources, Sales and Management. In addition, international recruiting companies and headhunters regularly publish offers as they search for new talent for their clients.

Companies: +500 companies have recruited at EADA this year.

Career guidance workshops

Career guidance workshops (2Grow), +70 training activities, +30 online

EADA offers training workshops to help you define your strategy as you search for employment, compile a CV that stands out from the rest or prepare for a job interview. We will also share knowledge from various experts on a range of contexts for senior executives: using social networks to find employment, pursuing a career change, successful salary negotiations, creating a networking plan, among others.

Career coaching

You will work with your career coach to define your objectives, develop a comprehensive search strategy, boost your professional brand and improve your competencies and skills to fit the current demands of the labour market. We will provide you with the tools to make decisions, evaluate career options and assess risks with the end goal of communicating your value proposition more clearly.

Professional development, career transition and labour market workshops

We offer dynamic and participative workshops which focus on employability. During these workshops, we provide participants with up-to-date information and the tools they need to build a positioning strategy in the labour market that will lead to new opportunities and the achievement of professional goals. We also invite experts (HR directors, headhunters and recruiters) to share their vision of the current labour market and give recommendations on how to face a range of situations.

Some of the major recruiting firms that collaborate with EADA include: Michael Page, Hays, Bros Group, Catenon, ICSA, Headway Executive Search, Winid, Randstad.



180

CAREER GUIDANCE
SESSIONS FOR EXECUTIVE
EDUCATION



343

INDIVIDUAL CAREER GUIDANCE
SESSIONS FOR INTERNATIONAL
PROGRAMMES



53

EXCLUSIVE EVENTS
FOR EADA



35,063

JOB OFFERS



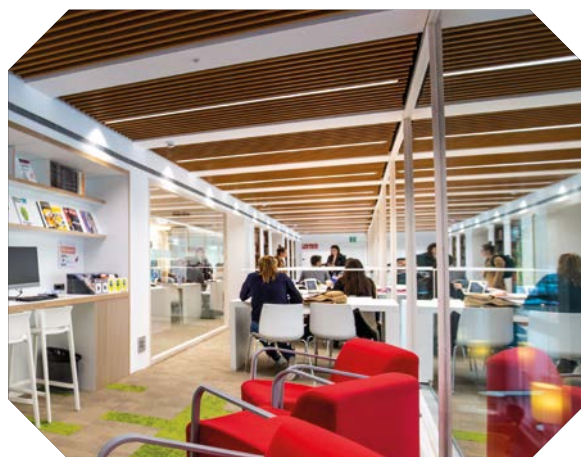
9.22/10

AVERAGE SATISFACTION
RATING FOR WORKSHOPS

KNOWLEDGE & INFORMATION CENTRE

The Knowledge & Information Centre (KIC) offers access to specialised business knowledge to all members of the EADA Community, especially faculty members and participants, using rigorous and up-to-date information.

The centre has access to academic resources such as eBooks, regular publications and articles as well as its unique collection of over 6,000 final projects carried out by EADA participants. At the KIC, students and faculty members can access database platforms that contain a wealth of data and reports about the business environment which range from market analyses to companies, consumers and the competitive business environment.



In addition to these subscription databases, the KIC team is building its own Internet database repository and statistics portal which is free to access. This repository is called SourceHub and it is available to the whole EADA community.

As a result of the increase in virtual services, the KIC resolved 3 out of every 4 queries online in 2022-3, which has led to quicker response times, the use of technology to record meetings (allowing for post-visualisation of searches) and instruction videos (for email responses).



DISCOVER OUR KIC: <https://library.eada.edu/>

SCHOLARSHIPS TO PROMOTE TALENT, ACCESS, DIVERSITY AND EQUALITY

In 2019, we launched the EADA Fund For Positive Impact with the clear objective of making fundraising part of the institution so we could provide access to management training programmes at EADA and promote the talent of disadvantaged women around the world. In 2022, we decided to extend the scope of our scholarships and purpose by collecting funds to generate a positive impact in projects linked to the activity of the Foundation and the Alumni Community.

During the pandemic, we activated a package of scholarships and grants for a range of collectives who were directly affected by the health crisis including those in the culture sector, health care services, NGOs and self-employed workers, among others.

In 2022, we decided to expand our support to achieve positive impact through annual donations from our Alumni Community, individuals, corporations, companies and organisations.

Our fundraising efforts are based on three main objectives:

1

Scholarships to **Boost TALENT** in senior management training in order to promote projects that create impact and generate training opportunities for professionals and the unemployed.

2

Corporate Support for Foundation projects in their growth stage which will later benefit the wider EADA Community.

3

Partnerships for the **Alumni Community**.

COLLABORATION TAKES PLACE ACCORDING TO THE FOLLOWING CRITERIA:

CORPORATE PARTNER

- › Funding for projects linked to the Foundation's activity. These include:
- › Campus 2 partner: personalised actions (campus spaces, initiatives and *ad hoc* options for partners).
- › Research: co-create studies and reports of interest to the partner and the business world with EADA's academic guarantee.

ALUMNI COMMUNITY PARTNER

- › Alumni Community Partner: exclusive partner in business activity.
- › Research Partner: produce research initiatives (tests, studies and reports) with participation from the Alumni community
- › Community Advantages Programme for Corporate Alumni: access to 30 benefits from the Community for the company.

TALENT PARTNERS

- › EADA Talent: support talent by providing access to **senior management training** (scholarships, internships and general scholarship fund).
- › Residence partner: support talent by providing access to EADA training programmes by helping with **accommodation costs**.
- › Insurance partner: support talent by providing access to EADA training programmes by helping with **medical insurance**.
- › Day partner: support talent by providing access to EADA training programmes by helping with **living costs**.
- › Travel partner: support talent by providing access to EADA training programmes with **one travel grant** to come and study at the business school.



SCHOLARSHIPS

TOTAL SCHOLARSHIPS

27

100,000€

€ VALUE (RP)*

135,000€

ANNUAL AVERAGE

SUBSIDISED SCHOLARSHIPS

TOTAL SCHOLARSHIPS

146

720,000€

€ VALUE (RP)*

650,000€

ANNUAL AVERAGE

785,000€

TOTAL ANNUAL AVERAGE
GLOBAL SCHOLARSHIPS

WOULD YOU
LIKE TO
DONATE?



<https://giving.eada.edu/>

SUPPORTING TALENT

Our aim is to help with professional equity so that all professionals can access quality training through our scholarship programmes and fundraising actions for disadvantaged groups. Our scholarships are based on the following lines of action: promoting talent, creating further training opportunities and facilitating access to employment to those who most need it.

GENERAL SCHOLARSHIP FUND - THE EADA FUND FOR POSITIVE IMPACT

All donations received are used to fund the scholarships of The EADA Fund for Positive Impact.

IRENE VÁZQUEZ SCHOLARSHIP FOR A FEMALE ENTREPRENEUR FROM THE SPANISH CULTURE SECTOR (launched in 21-22)

Scholarship in honour of one of the co-founders of EADA in 1957 and Honorary President of the Board of Trustees of the EADA Foundation until her death in 2021. This scholarship aims to boost the career of a local female entrepreneur in the culture sector.

DR. MARTIN RAHE SCHOLARSHIP

This full scholarship aims to boost the talent of young female entrepreneurs from India who generate a social impact in their community.

LARSON – TORRAS SCHOLARSHIP (launched in 21-22)

This package of scholarships aims to transform female entrepreneurs from Sub-Saharan Africa into leaders and agents of change in their own country, by promoting entrepreneurial initiatives and sustainable development as a result of their EADA training and experience.

CORPORATE TALENT SCHOLARSHIPS (launched in 21-22)

This includes a range of scholarships sponsored by companies who are committed to training young people with talent in the different training areas on offer at EADA.

EMPLOYABILITY SCHOLARSHIPS

A package of scholarships aimed at unemployed professionals over the age of 45 who lost their jobs as a result of the pandemic. This programme aims to provide them with training to improve their employability so they can return to the labour market.

ACKNOWLEDGEMENTS

The EADA Fund for Positive Impact exists thanks to the generosity of the EADA Foundation, but also the companies and individuals who have made donations which enable us to make a greater impact. We would like to extend our thanks to:

Corporate donors



Thank you to **Livensa Living** for supporting the recipient of the Larson-Torras Scholarship, Maureen Mkhulisi from Namibia during her Master in Management programme.

Thank you to **Fundació Caixa d'Enginyers** for collaborating and facilitating the Career Development and Professional Transition Programme.



Private donors

Thank you to all the individuals connected to the Foundation: professors, students and staff who firmly believe in our values. With your help, we can give talented women the opportunity to come and study at EADA.

#TOP 22-23 EADA

WE CLOSED 2023 WITH A DIGITAL COMMUNITY OF **+127,410** USERS



TOP NEWS ARTICLES

- **The gender pay gap and female presence in management 2023 (03/05/2023)**
<https://www.eada.edu/en/now/news/2023/05/gender-pay-gap-and-female-presence-management-2023>
- **EADA ranked among the Top business schools in Europe (05/12/2022)**
<https://www.eada.edu/en/now/news/2022/12/eada-ranked-among-top-business-schools-europe>
- **16th Wage growth report 2007-2022 by EADA and ICSA Grupo (29/03/2023)**
<https://www.eada.edu/en/now/news/2023/03/16th-wage-growth-report-2007-2022-eada-and-icsa-grupo>

TOP PODCASTS

- **Keys to Becoming a Sustainable Company - Part 1 (06/10/2022) - Spanish:**
https://www.ivoox.com/claves-para-ser-empresa-sostenible-audios-mp3_rf_93688583_1.html
- **Responses to the Future of Sustainable Energy - Part 1 (27/10/2022) - Spanish:**
https://www.ivoox.com/respuestas-al-futuro-energia-sostenible-audios-mp3_rf_95338687_1.html
- **Innovation in Artificial Intelligence: From the Lab to the Business - Part 1 (28/02/2023) - Spanish:**
https://www.ivoox.com/innovacion-inteligencia-artificial-del-laboratorio-a-la-audios-mp3_rf_104119393_1.html



#TOP 2023 EADA

BLOG GROWTH

01

The Commercial Sales Leadership Today
(29/05/2023)

EADA's Executive MBA: The Experience of Aina Oto
(26/06/2023)

02

MOST READ ARTICLES ON THE GROWTH BLOG

Discover

TOP BLOG ARTICLES

- **Commercial Sales Leadership Today (29/03/2023) - Spanish:**
<https://blogs.eada.edu/2023/05/29/la-direccion-comercial-de-ventas-hoy/>
- **EADA's Executive MBA: The Experience of Aina Oto (26/06/2023) - Spanish:**
<https://blogs.eada.edu/2023/06/26/executive-mba-de-eada-la-experiencia-de-aina-oto/>
- **Management Control and Reporting: Keys to an Efficient Management Model (01/06/2023) - Spanish:**
<https://blogs.eada.edu/2023/06/01/control-de-gestion-y-reporting-claves-para-un-modelo-de-gestion-eficiente/>

TOP POSTS ON SOCIAL NETWORKS

- **EADA improves its position among the top business schools in the world. (23/05/2023)**
<https://www.linkedin.com/feed/update/urn:li:share:7066730245717946368>
- **Congratulations to all the international master's participants who graduated this afternoon in the EADA's Closing Ceremony that we celebrated in Collbató. (22/06/2023)**
<https://www.linkedin.com/feed/update/urn:li:ugcPost:7077763499090694144>
- **A warm welcome to the International Master class of 2022-23 with participants from more than 60 nationalities. (10/10/2022)**
<https://www.instagram.com/reel/Cji8WQpovoS/>

#TOP 2023 EADA

VIDEOS YOUTUBE

01

Master in Marketing - The experience of Carolina Marques Campos | EADA Business School
(17/11/2022)

TOP 3 VIDEOS YOUTUBE

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TOP VIDEOS

- **Master in Marketing - The experience of Carolina Marques Campos | EADA Business School (17/11/2022)**
<https://www.youtube.com/watch?v=x5XD70GQkvY>
- **Post Graduate Program for Executives - Opinion of IIM Shillong (Learning experience) | EADA (05/10/2022)**
https://www.youtube.com/watch?v=_UWh5183Y50
- **Opening Day - Global BBA 2022-2026 | EADA Business School - SKEMA (20/09/2022)**
<https://www.youtube.com/watch?v=Fqs74SXWVlk8>

#TOP 2023 EADA

SOCIALS NETWORKS

01

We continue celebrating the results of the 'Executive Education Ranking 2023' published by the Financial Times. EADA improves its position among the top business schools in the world. (23/05/2023)

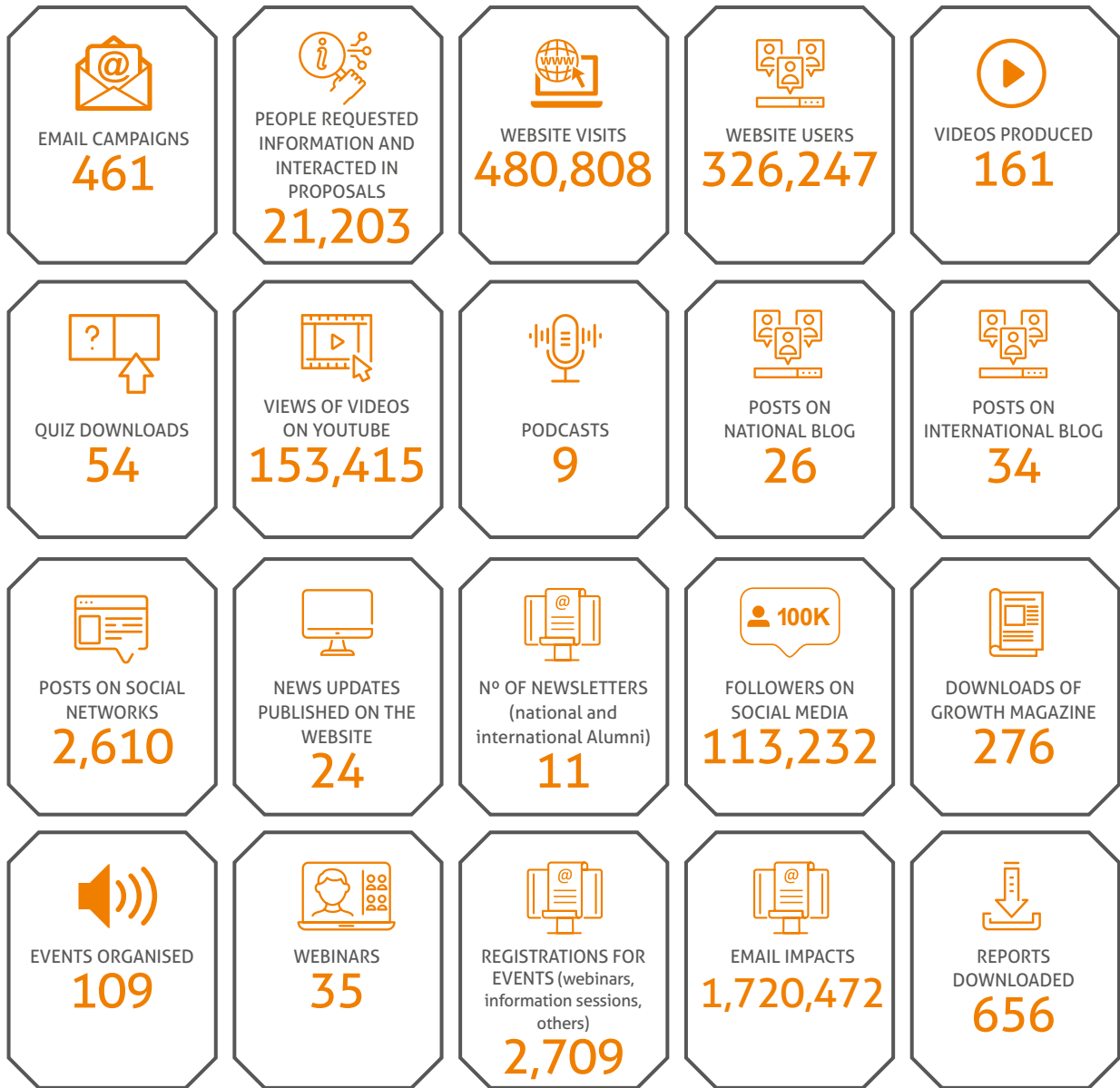
#16 IN THE WORLD
OPEN PROGRAMMES

TOP 3 POSTS ON SOCIAL NETWORKS

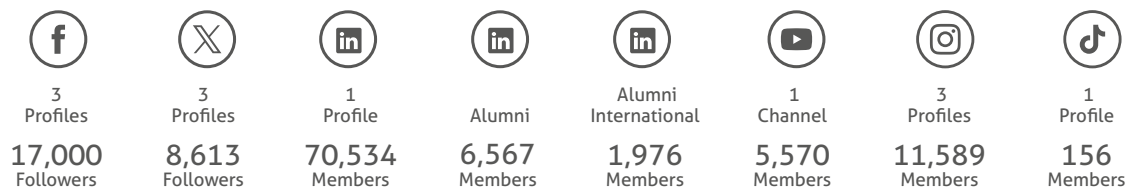
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EXECUTIVE EDUCATION 2023 RANKING

VISIBILITY



FOLLOWERS ON SOCIAL NETWORKS



UNIVERSE
127,410
Followers

eada[®]

business school
barcelona

Sustainability
Leadership
Innovation



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where business people grow

www.eada.edu



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