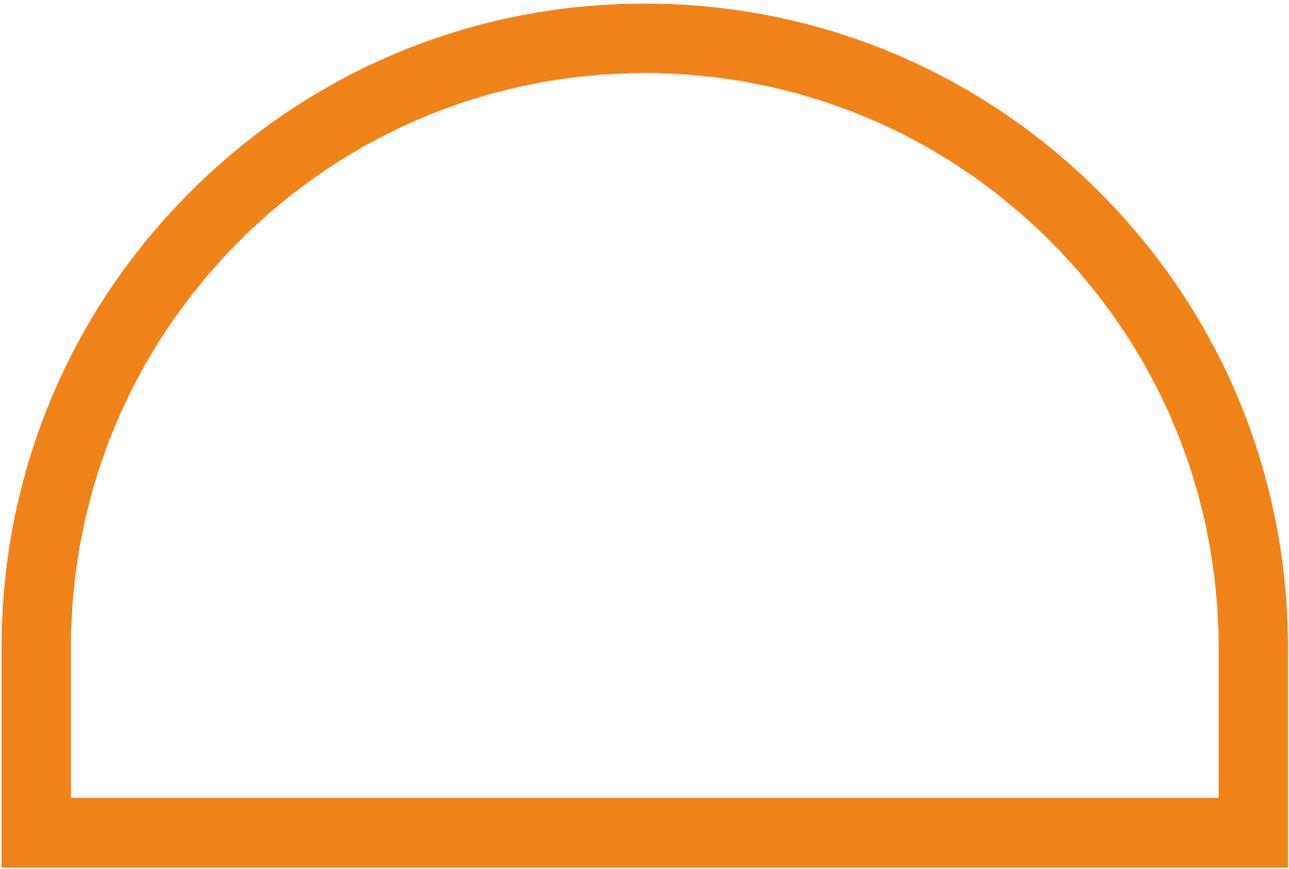


Annual Report
Fundación Privada
Universitaria EADA

2023
/2024



Barcelona

District 4.0

Where we anticipate
what.

Where we reinvent
how.



A place for technological innovation where more than 300 companies develop industry 4.0 and generate opportunities by promoting talent and progress in the metropolitan area of Barcelona.

ZF | CONSORCI
barcelona
ZONA FRANCA

DFACTORY
BARCELONA

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LETTER FROM THE PRESIDENT

Leading What Matters: a year of positive impact, recognition and progress



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

"We are EADA. Leading What Matters". This statement has guided our actions throughout 2024: an important year in which we reaffirmed our position as an institution for positive impact, as a collaborator with other entities and stakeholders, as well as an institution dedicated to sustainability, one of our defining pillars.

2024 was a year in which EADA gained wider international recognition, with an improvement in its global ranking positions. We were also recognised for our efforts in business sustainability as well as the professional standards of EADA graduates.

This recognition of our growing prestige includes the Financial Times European ranking position at #27, our International MBA at #94 and our Master in Finance and Master in Management at #41 and #35 worldwide. EADA has also been ranked #16 in Executive Education for open programmes and #46 for custom programmes.

In the area of sustainability, Corporate Knights has ranked EADA #1 in Spain and among the top 25 business schools in the world. Our International MBA is also featured in a new LinkedIn ranking as one of the best schools for professional growth.

At EADA, we also believe in the importance of lifelong education, which aims to accompany our students throughout their professional careers. This concept is reflected in programmes such as the Executive DBA programme

and the launch of a new undergraduate degree in sustainability for business, which responds to the current demands of the market.

To face all these challenges, our institution must be robust at all levels. In 2024, EADA strengthened its leadership structure with the addition of new members to the Board of Trustees, a move which aims to reinforce our mission and drive the future growth of EADA.

2024 has been an important year for signing new partnerships to support digital transformation and business growth. This includes the agreement signed with the Universitat de Vic, which aims to boost the digitalisation of SMEs in Catalonia, and the *35ème Congrès Annuel de l'Association Francophone de Gestion des Ressources Humaines* which was attended by more than 230 top human resources professionals as well as the French former Employment Minister, Muriel Pénicaud.

Our faculty has also received a boost this year with the addition of eight new professors from international backgrounds and experience which will strengthen our academic team in key areas such as sustainability, marketing and finance.

It is clear that sustainability remained the central pillar of our activities throughout 2024. This is highlighted with examples such as the launch of CSO Day in February 2025 and the Eduquem+B campaign, which evaluates the competence of young people in

Barcelona in sustainability. This year we have also created the position of Chief Sustainability Officer (CSO) to strengthen leadership in this area. Federica Massa Saluzzo PhD, who is a long-standing member of our faculty team, will join our steering committee in this role.

Our Alumni community has also taken a step forward with the launch of a new app that has already connected more than 1,000 graduates. It is a space designed to promote continuous learning, mentorship and networking which defines the Alumni community as a living, circular network that creates value for its members.

However, there are still many challenges ahead. One such challenge is the gender imbalance in senior management, which is still present in the business world, and the negative impact of inflation on salaries; issues which due to their social relevance will become the basis of our research initiatives. In addition, teleworking and young people's concerns about their immediate future is an area where EADA, as an institution adapted to the times, feels it can contribute innovative solutions.

2024 has been a year of consolidation but also of growth and our academic achievements and partnerships demonstrate that we are focusing on what really matters as we move towards a more promising future by preparing our community for a world in constant change.

We are EADA. Leading What Matters.

“Leading What Matters”: our new manifesto

IN A WORLD IN THE MIDST OF A POLYCRISIS, WITH A FUTURE UNDER THREAT FROM CLIMATE CHANGE, GLOBAL INEQUALITY AND TECHNOLOGICAL DISRUPTION, EADA BUSINESS SCHOOL HAS DECIDED TO LAUNCH ITS NEW MANIFESTO. 'LEADING WHAT MATTERS' PROPELS EADA TO THE FOREFRONT OF BUSINESS EDUCATION AND RESPONDS TO THE CLIMATE CRISIS, WHICH NEEDS FUTURE LEADERS TO BE PREPARED TO FACE THE GROWING CHALLENGES WITH PURPOSE AND RESPONSIBILITY.





In September 2024, EADA launched its manifesto as a clearly defined positioning of our Foundation and its mission. This manifesto is based on the knowledge and research EADA has carried out in business sustainability and people transformation and creates an impact as a result of the multiplier effect of students, Alumni, faculty members, partners and other stakeholders.

Focus on what really matters

Jordi Díaz, Dean at EADA highlights that this new manifesto marks a before and after in the evolution of the business school. "With 'Leading what matters', we want to focus on what really matters, knowing that this may mean different things to different people". According to the Dean, the role of business schools is to "facilitate debate about current issues, although it may not always give us a clear answer". He adds that, "doing good is the best type of business for companies in the long term" and concludes that, "we must try to leave things not only as they are, but better than when we found them".



EADA: Walk the talk

This manifesto puts the spotlight on what really matters: training business professionals to manage companies and become agents of change. 'Leading what matters' aims to instill a new mindset in business leaders. According to Federica Massa-Saluzzo, professor of Strategic Management at EADA, "while many business schools were still trapped in the pursuit of profit maximisation, EADA shifted its focus to the importance of purpose over profit". The launch of this campaign is timely: one of EADA's studies reveals that 3 out of every 4 people worldwide (73%) believe that brands should take action to benefit society and the planet. Consumers are going to demand that brands behave responsibly: Four out of every five consumers (79%) believe that brands should be transparent about their commitments and promises.



Can business schools help create a positive business impact?

According to Academic director, Ramon Noguera, it is time for "all institutions, including business schools" to be clear about "their role and communicate it clearly to their students and the outside world" and highlight "the major challenges facing society and businesses and our plan to tackle them".



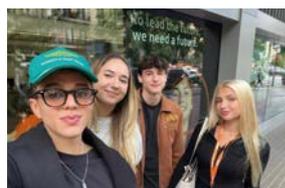
READ OUR
MANIFESTO





COMMUNICATION STRATEGY: MULTIPLIER IMPACT ACROSS ALL COMMUNICATION CHANNELS

Our communication strategy is also based on achieving a multiplier effect. To do this, we adapt our creative output to a range of formats and channels. This includes designing images for magazine covers or our homepage, outdoor advertising or images for the façade of campus buildings as well as social media posts to ensure a coherent presence that creates an impact across all channels.



**We are EADA.
LEADING WHAT
MATTERS**

Lines of action



Companies, leaders, employees and the entire organisational ecosystem must accept their responsibility with regards to their activity and the impact it generates. It is time to train leaders and teams in ethics, responsibility, and action towards change and an alternative way of carrying out their activity to create sustainable impact.



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



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

MULTIPLIER EFFECT

Pillars of our brand



Why EADA? Why do we exist?

To accompany, prepare and provide up-to-date training to leaders from the business world who, through our programmes and research, can generate a multiplier effect in their organisations to create a positive impact in the economy, the planet and society.



Our mission and role What do we do?

We offer training to business professionals to provide them with the hard and soft skills they need to generate a positive impact in the world and in society through their companies and organisations.



What do we aspire to be? Our immediate and future goal

To be a leading educational institution in the field of sustainable business development and generate a positive impact.

Our values



EADA is based 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.



Quality:

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



Proximity:

We work hand-in-hand with organisations and companies, and we train professionals to improve their performance and progress in their work environment.



Integrity:

We instil integrity in our participants to ensure the sustainable future of their companies as well as society.



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.



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.



Respect:

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



Innovation:

We continue to create innovative content and formats in our activities to provide sustainable ways of addressing the changes in our environment.

Governing body



FIND OUT
MORE: EADA
BOARD OF
TRUSTEES



The Board of Trustees of the EADA Foundation

KOKE PURSALS (2)

*President of the Board of Trustees
of the EADA Foundation
Independent board member*

IMMACULADA AMAT (4)

*President of Amat Immobiliaris
Member of the Executive Committee,
EADA Foundation*

MARGARET CHEN (11)

*Honorary President of China Club Spain
Founder of Optimus Horizon
Member of the Alumni & Fundraising
Committee, EADA Foundation*

PILAR CONESA (5)

*CEO, Anteverti
Member of the Academic Committee,
EADA Foundation*

MARC GÓMEZ (8)

*CEO, Salto Wecosystem Group
President of the Alumni & Fundraising
Committee, EADA Foundation*

AINHOA GRANDES (16)

*President of the MACBA Foundation
President of the Committee for Impact,
EADA Foundation*

CARLES GRAU (12)

*CEO & Founder of Grau Innovation
Consulting
Member of the Committee for Impact,
EADA Foundation*

TOBÍAS MARTÍNEZ (15)

*CEO / Board member / Leadership /
Telecommunications
Member of the Executive Committee,
EADA Foundation*

JOSEP MARIA MARTORELL (14)

*Associate Director, Barcelona
Supercomputing Center
Member of the Academic Committee,
EADA Foundation*

CÉSAR MOLINS (1)

*CEO, Ames Group Sintering
Member of the Alumni & Fundraising
Committee, EADA Foundation*

CARME MUR (6)

*Founder, Mur & Partners
Member of the Alumni & Fundraising
Committee, EADA Foundation*

ALBERTO OJINAGA (7)

*General Director, Desigual
Member of the Executive Committee,
EADA Foundation*

LUIS PARDO CÉSPEDES (3)

*CEO / Board member / NED * Leadership
/ Digitalization / ESG Sustainability
Member of the Academic Committee,
EADA Foundation*

MARTA REYNAL-QUEROL (9)

*Research professor, ICREA
Professor of Economics, UPF
Member of the Academic Committee,
EADA Foundation*

JOHN RIGAU (19)

*Vicepresident and General Counsel of
PepsiCo Western Europe
Member of the Executive Committee,
EADA Foundation*

MARIO ROVIROSA (17)

NEW BOARD MEMBER
*CEO, Ferrer
Member of the Committee for Impact,
EADA Foundation*

GUAYENTE SANMARTÍN (10)

*Senior Vicepresident and Division Head
for Commercial Systems and Display
Solutions at HP
Member of the Committee for Impact,
EADA Foundation*

PERE VALLÈS (18)

*CEO, Exoticca
Member of the Executive Committee,
EADA Foundation*

SUSANA BLEIER (13)

*Lawyer
Secretary of the Board of Trustees,
EADA Foundation*



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 other 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 some members of the Steering 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 some members of the Steering Committee.

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

In the area of fundraising, the committee works to design 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".

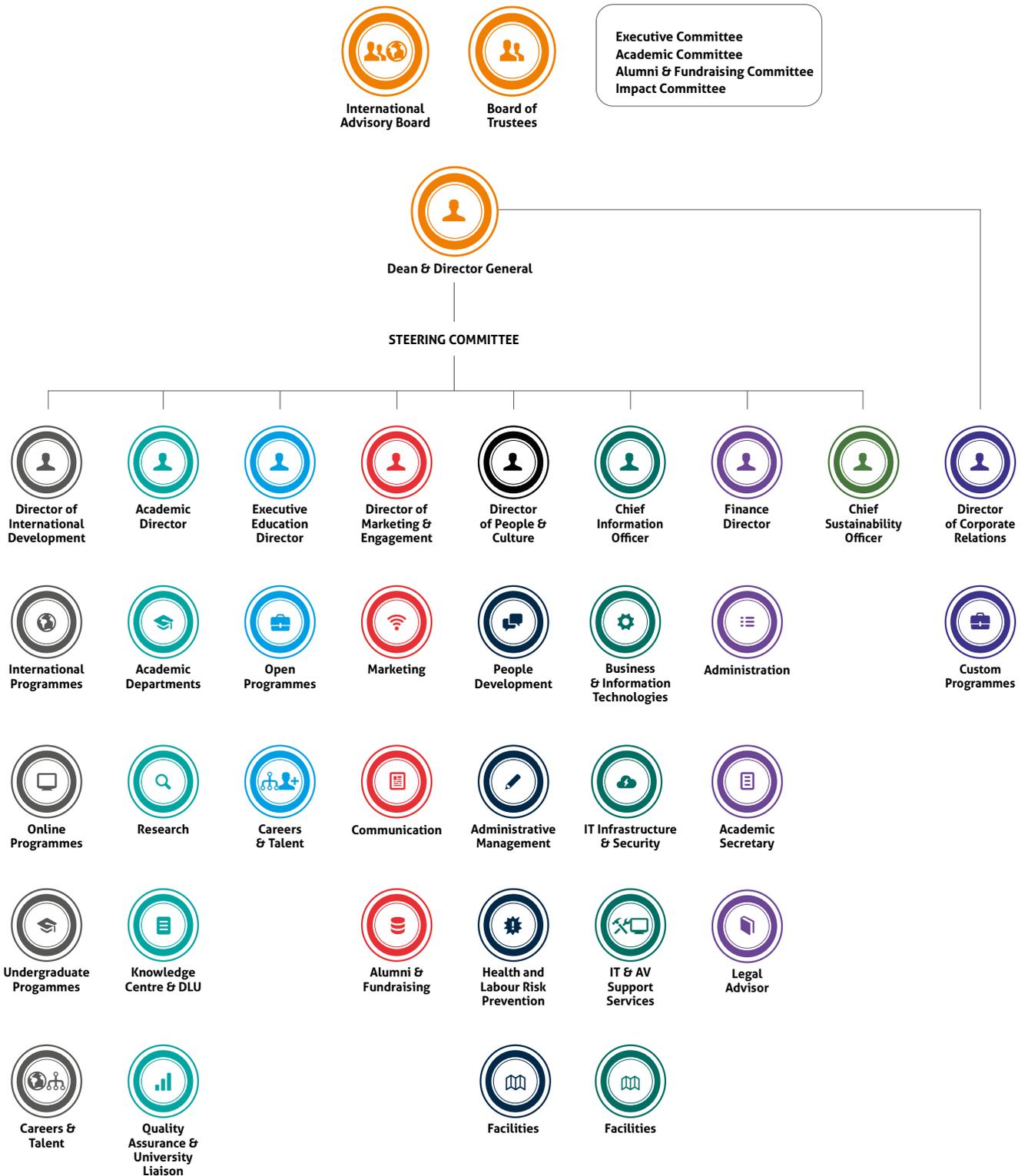
COMMITTEE FOR IMPACT

The Committee for Impact 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 some members of the Steering 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 in general, through strategic alliances, corporate social responsibility programmes, or initiatives that promote ethical and sustainable business practices.



The EADA Team



STAFF & FACULTY

STAFF DISTRIBUTION

GENERAL STAFF	75%
FACULTY	25%
FACULTY STAFF	42
MEN	27
WOMEN	15
GENERAL STAFF	120
MEN	44
WOMEN	76
NATIONAL EMPLOYEES	127
INTERNATIONAL EMPLOYEES	35
CAMPUS STAFF BARCELONA	162
EMPLOYEES WITH A FIXED CONTRACT	159
EMPLOYEES WITH A TEMPORARY CONTRACT	3
ABSENCE RATE	0,51%



TOTAL STAFF & FACULTY

162



56%
WOMEN



44%
MEN

AGE GROUP	WOMEN	MEN
21-29	4	14
30-45	34	19
46 +	52	39



13

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

7

FACULTY MEMBERS IN THE ACADEMIC DEPARTMENT OF FINANCE AND MANAGEMENT CONTROL

12

FACULTY MEMBERS IN THE ACADEMIC DEPARTMENT OF MARKETING, OPERATIONS AND SUPPLY

32

TOTAL NUMBER OF FACULTY MEMBERS

12

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

Our 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 addressing 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.

PRME
Principles for Responsible
Management Education

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 ENVIRONMENTAL COMMITMENT



ENERGY EFFICIENCY RATING
CAMPUS 1

A



WATER CONSUMPTION CAMPUS 1

2,513M³



ELECTRICITY CONSUMPTION
IN 20W LED LIGHTBULB
HOURS

22,003,450H

CAMPUS 1
440,069KWH

CAMPUS 2
5,291KWH



TOTAL NUMBER OF
PRINTED PAGES

139,226



SHEETS PRINTED IN B/W

80,945

SHEETS PRINTED IN COLOUR

58,281



TOTAL NO. OF SHEETS

110,142



CO₂ PRODUCED FROM
PRINTING

1,399KG

Commitment to sustainability and transparency

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

These include the A rating for energy efficiency which recognises the optimum energy performance of our facilities by the authorities and represents EADA's commitment to energy efficiency and the implementation of sustainable technology. The Spanish National Markets and Competition Commission (CNMC) has also certified that all the energy used by EADA is supplied by renewable sources.

EADA has also made advances in carbon footprint management, which is key to measuring the amount of greenhouse gas (GHG) emissions are released into the atmosphere as a result of our activity. We follow global standards such as the Greenhouse Gas Protocol and UNE ISO 14064, which are widely recognised for their accuracy and effectiveness.

As part of its environmental strategy, EADA set up a programme in 2022 to monitor and reduce greenhouse gases by calculating emissions for Scope 1 (direct emissions from owned/controlled operations) and Scope 2 (indirect emissions from acquired energy). This decisive step marked a move towards expanding the quantification process of emissions and a focused carbon reduction plan.

Looking ahead, EADA commits to strengthening this process by including the analysis of Scope 3 emissions (other indirect emissions) and setting up clear goals to achieve net zero emissions. This commitment relates to the business school and the university and we plan to release periodical information about our achievements and targets for reaching our climate goals.

EADA Business School aims to lead by example with the integration of sustainability as the strategic axis of its activity and inspire the academic and business community to take steps toward a more sustainable future.



Accreditations, Rankings & Ratings

EADA Business School has strengthened its position as one of the leading business schools in its sector by appearing in the top academic rankings of 2024. In the Financial Times Executive Education Ranking, our Open Programmes are ranked 16 in the world and our Custom Programmes have moved up to 46. In the European Business Schools Ranking 2024, EADA is among the top European business schools at 27, which reflects its commitment to academic excellence and innovation.

In the category of Master's programmes, the International Master in Management has reached 36 worldwide, while the International Master in Finance is ranked at 41. The International MBA has also improved its position at 94 and the Executive MBA has joined the worldwide ranking at 99. The MBA at EADA has also been recognised by the Corporate Knights Better World MBA Ranking 2024 as one of the 25 best MBAs in the world. It is currently ranked as number 1 in Spain and 23 worldwide as a result of its focus on sustainability and inclusivity.

Backed by the international accreditations that attest to the quality of its programmes, these achievements consolidate EADA's position as one of the best business schools in the world and highlight its commitment to training responsible leaders and creating a positive impact in global business.

RANKINGS



FINANCIAL
TIMES

EUROPEAN BUSINESS SCHOOLS RANKING - DECEMBER 2024

#27 Best European Business Schools

EXECUTIVE MBA OCTOBER 2024

#99 worldwide
#36 in the world for number of female participants
#42 worldwide for ESG

MASTERS IN MANAGEMENT SEPTEMBER 2024

#36 in the world for Best Masters in Management
98% employability after 3 months

MASTERS IN FINANCE PRE-EXPERIENCE JUNE 2024

#41 worldwide
96% international students

EXECUTIVE EDUCATION - OPEN AND CUSTOM PROGRAMMES MAY 2024

#16 worldwide for Open Programmes
#46 worldwide for Custom Programmes

MBA - FEBRUARY 2025

#100 worldwide
#32 in Europe
#8 worldwide in ESG and Net Zero teaching



CORPORATE KNIGHTS - Better World MBA Ranking MBA - NOVEMBER 2024

#23 worldwide
#1 in Spain
EADA ranked among the best MBA programmes for sustainability and the gender and ethnic diversity of its faculty.



EUROPEAN B-SCHOOLS RANKING SEPTEMBER 2024

#16 Best Full-Time European MBA
#7 for Learning

RATINGS



POSITIVE IMPACT RATING FOR BUSINESS SCHOOLS - JUNE 2024

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 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).

Programme portfolio 2024-2025

UNDERGRADUATE DEGREES

- › Bachelor in Business Administration | Global BBA EADA-SKEMA
- › Double Degree Global BBA and Bachelor in Artificial Intelligence for Business
- › The Double Degree Global BBA and Bachelor in Sustainability for Business **N**

INTERNATIONAL MASTERS & MBA

- › International MBA
- › Global Executive MBA EADA École des Ponts
- › Master in Management
- › Master in Finance
- › Master in Sustainable Business & Innovation
- › Master in Marketing
- › Master in Pharmaceutical & Biotechnology Management
- › Master in Tourism & Hospitality Management
- › Master in Fintech & Business Analytics
- › Master in Artificial Intelligence for Business **N**

EXECUTIVE EDUCATION

General Management and Leadership

- › Executive MBA
- › Senior Management Programme – PDG
- › Programme in Executive Leadership
- › Senior Management Programme in Sustainability **R**
- › Postgraduate in Data Analytics
- › Master in Data Analytics and Project Management **I**

Marketing

- › Master in Marketing and Commercial Management
- › Master in Pharmaceutical Marketing **R**
- › Postgraduate in Marketing - Product Manager
- › Postgraduate in Digital Marketing Management **R**
- › Programme in Commercial Management and Sales **R**
- › Market Access **R**
- › AI applied to Marketing **N**
- › Master in Product Manager and Digital Marketing **I**

Human Resources

- › Master in Human Resources Management
- › Postgraduate in Human Resources
- › Postgraduate in Human Resources Management
- › Advanced Programme in HR Business Partner
- › Agile HR
- › HR Analytics **R**
- › AI and Digital Transformation in Human Resources **N R**
- › Postgraduate in Innovation in Human Resources **I**
- › Master in Innovation and Management of Human Resources **I**

Finance

- › Master in Financial Management
- › Postgraduate in Finance: Financial Markets and Business Controller **R**
- › Management Control & Reporting **R**
- › Finance for Non-Finance Executives **R**

Operations

- › Master in Operations and Supply Chain Management
- › Postgraduate in Project Management

EXECUTIVE DBA

SUBSIDISED PROGRAMME: DIGITAL TRANSFORMATION FOR SME MANAGERS **R**

ONLINE PROGRAMMES

- › Online MBA EADA-UOC
- › Online Master in Management
- › Online Master in Sustainability and Business Innovation
- › Online Master in Marketing and Commercial Management
- › Online Master in Logistics, Operations and Supply Chain Management
- › Online Master in Financial Management
- › Online Master in Business Analytics and Artificial Intelligence
- › Online Master in Project and Change Management
- › Online Master in Management and Digital Transformation of Companies

- › Online Master in Fintech and Innovation in Finance
- › Online Master in Innovation and Exponential Organisations
- › Online Master in Sustainability and Business Innovation
- › Online Master in Communication and Marketing Management
- › Online Postgraduate in Sustainability and Business Innovation
- › Online Postgraduate in Fintech
- › Online in Corporate Communication
- › Online Postgraduate in Digital Transformation of Companies

EADAX

- › High Impact Leadership
- › Leadership for Project Teams
- › Brand Building and Growing your Business in the Digital Era **N**
- › Agile Methodologies for Projects, Teams and Businesses
- › Purchasing and Procurement Management
- › Artificial Intelligence as a Strategic Tool
- › Portfolio Management
- › Circular Economy
- › People Analytics
- › PNL: 3 Letters to Achieve Magic in Communication
- › Generative AI in the Business Environment: Applications, Impact and Future

Summer School

- › AI & Sports Management **N**
- › Entrepreneurship & Design **N**
- › Sustainability & Innovation **N**

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 2025-26 academic year

During this academic year, EADA has opened new programmes which focus on the areas of greatest relevance in today's business world.

NEW PROGRAMMES IN ARTIFICIAL INTELLIGENCE

EADA continues to commit to innovation in education with the implementation of new programmes focused on artificial intelligence applied to different areas and for a range of professional profiles.

In the category of **full-time International Master's programmes**, EADA will launch the new International Master in Artificial Intelligence for Business **during the current academic year**; a programme designed to train young professionals to use AI to optimise operations and boost innovation in business.

For more experienced professionals, EADA will add two specialised programmes to its Executive Education portfolio which address the applications of AI in key sectors:

The two **programmes AI and Digital Transformation in Human Resources** and **AI applied to Marketing** are aimed at maximising the benefits of artificial intelligence in the HR and Marketing sectors. Both programmes are due to start during the current 24-25 academic year.



International Master in
Artificial Intelligence for
Business



AI and Digital
Transformation in
Human Resources



AI applied
to Marketing



SUMMER SCHOOL

In July 2025, EADA will initiate three new **Summer Programmes** for international students who would like to participate in a unique educational experience in Barcelona during the summer: **AI and Sports Management, Entrepreneurship & Design and Sustainability and Innovation**

These one-week intensive programmes are taught in English and combine business-focused classes with practical activities aimed at enriching the learning experience. These activities include visits to leading companies, talks by experts, team work challenges, as well as project work applied to one area of the programme.

Participants can join us for one or more of the programmes depending on their area of academic and professional interest.



AVAILABLE
SUMMER
2025

AI & Sports Management



Entrepreneurship & Design



Sustainability & Innovation



DOUBLE DEGREE GLOBAL BBA AND BACHELOR IN SUSTAINABILITY FOR BUSINESS

Following the success of the Bachelor in Business Administration Global BBA EADA-SKEMA and the Double Degree in Global BBA and Artificial Intelligence for Business, EADA is expanding its undergraduate portfolio with the **Double Degree Global BBA and Bachelor in Sustainability for Business**.

This 4-year double degree (300 ECTS) offers a unique combination of management and sustainability that prepares students for the 'new normal' of the business world: being more sustainable.

It offers participants a 100% international and tailored approach. The students spend 1 year studying on one of the 8 SKEMA campuses located on five continents around the world and can choose from 12 specialisations.

With the addition of this double degree to its portfolio, EADA now offers 6 programmes which have a specific focus on business sustainability.

The first edition of this new undergraduate degree will start in September 2025.



Double Degree Global BBA and Bachelor in Sustainability for Business



EADA shows its commitment to innovation with new programmes in artificial intelligence, sustainability and entrepreneurship. It has also added programmes to its Summer School aimed at forward-looking international students who wish to receive training in the business world.

Our Campuses

CAMPUS 1 ARAGÓ



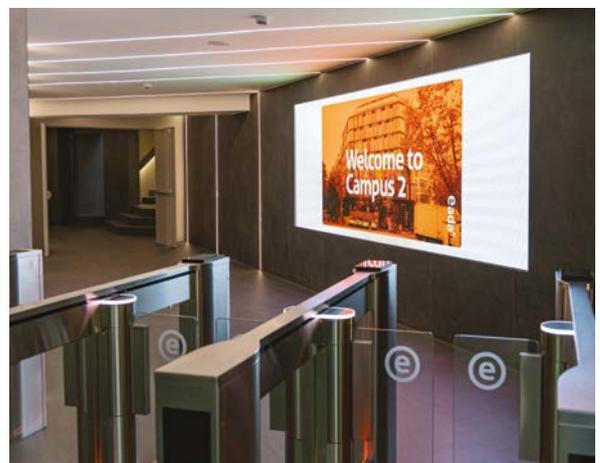
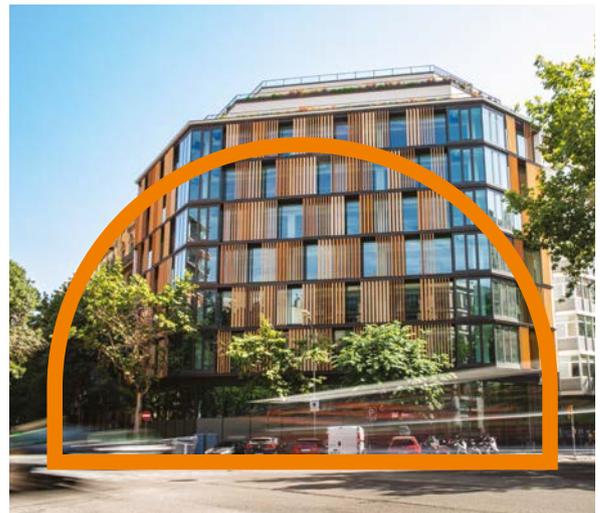
Located in Barcelona, Campus Aragó - Campus 1 is the main centre of EADA operations in the city. Academic programmes, training activities, events and meetups take place in this modern and dynamic space to enrich the participants' experience.

Fully refurbished in 2019, this state-of-the-art building covers 4,500 m² and 8 floors to combine advanced technology and sustainability. Its smart infrastructure includes classrooms, meeting rooms and an auditorium equipped with the latest digital tools to ensure a learning experience that adapts to in-person, online and hybrid formats.

CAMPUS 2 PROVENÇA

Campus 2 – Provença, located only a 5-minute walk from Campus 1, increases EADA's campus presence in Barcelona. Its privileged location in the heart of the city is easily accessible by public transport and close to all services which gives participants a fully immersive experience of urban life.

The new campus building shares architectural similarities with the building on calle Aragó. Its eight floors have recently been refurbished and the building has been awarded the LEED certification, which recognises commitment to sustainability. The building has efficient lighting and air conditioning systems, terraces with automatic irrigation and electric chargers in all parking spaces to promote environmentally-friendly modes of transport.



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 the impressive Montserrat mountain, this unique setting offers the perfect environment for intensive learning and management development surrounded by nature and away from the stress of urban life.

The hotel complex has 113 rooms, a restaurant, meeting rooms, rest areas, and a large 15-hectare outdoor area which includes an outdoor swimming pool and gym facilities. It is the perfect place for company meetings, conventions, team building and residential training programmes.

EADA VIRTUAL CAMPUS

The Virtual Campus offers participants access to a digital environment designed to complement their training. Participants can use this platform to access a wide range of specialised resources such as videos, articles, ebooks, technical notes and interactive activities that help participants to prepare for the in-person sessions.

The Virtual Campus promote collaborative learning via debate forums in asynchronous learning via debate forums in asynchronous format which stimulate critical thinking and the sharing of experiences. In addition, the use of tools in collaborative activities helps participants to develop essential digital skills to help them to respond to the current business environment.



Sustainability HUB

Set up in 2022, the **Sustainability Hub** is EADA's research centre for sustainability. It is made up of 11 PhD holders, researchers and professors who specialise in areas such as circular economy, corporate social responsibility and climate change and whose purpose is to generate an impact in the business world.

To maximise its impact, EADA believes in the multiplier effect of its community which includes faculty and staff, Alumni, partners and the joint actions and initiatives it shares with organisations of systemic change such as Ashoka, B Lab and Barcelona+B (new initiatives in 2023: Treballem +B and Eduquem+B), among others.



Desirée Knoppen PhD
DIRECTOR OF THE SUSTAINABILITY HUB



Federica Massa Saluzzo PhD
RESEARCHER



Davide Luzzini PhD
RESEARCH DIRECTOR



Julia Wolny PhD
DIRECTOR OF IMPACT



Verónica Devenin Vera PhD
RESEARCHER



Yan Bai PhD
RESEARCHER



Josep Maria Coll PhD
RESEARCHER



Melissa Demartini PhD
RESEARCHER



Alice Mascena PhD
RESEARCHER



Aline D. Masuda PhD
RESEARCHER



Giorgia Miotto PhD
RESEARCHER



PROGRAMMES AND TRAINING

Number of open programmes specialising in sustainability:

5 programmes: BI, MOISE, BE, PAD, and Bureau Veritas

Number of specialisation tracks focused on social or environmental sustainability in EADA programmes:

2
TRACKS

Number of Master's degree final projects with a focus on environmental or social sustainability:

26
PROJECTS

Number of B-Impact Assessment Team projects:

03

B-IMPACT CONSULTANCY PROJECTS

17

PARTICIPANTS IN THE B-IMPACT CONSULTANCY

42

PARTICIPANTS CERTIFIED BY B-LAB IN B-IMPACT ASSESSMENT

COMMUNITY AND COMMUNICATION

Student sustainability clubs

4
CHAMPIONS

12
MEMBERS

Number of appearances in the media by members of the Sustainability Hub:

4
APPEARANCES

ACADEMIC EXPERTS AND RESEARCH

Number of academic experts invited to conferences or courses on sustainability, responsibility and impact:

Domenico Dentoni
Yinyin Tang

Number of articles published about sustainability:

11
ARTICLES

Number of special editions focused on sustainability:

2
SPECIAL EDITIONS

COLLABORATIONS AND NETWORK

Number of active collaborations:

BLab España:

Including Bcn+B projects such as Board 2030, Eduquem+B and Treballem+B.

Ship2B:

Member of the Advisory Board of the Impact Forum.

ACCIO':

Member of the jury panel for Company Day.

CREAF:

Active collaboration.

Retree:

Project in development phase.

The Social Hub:

Residence for students in Barcelona (creation phase).



EVENTS AND RANKING

Number of organised events on sustainability (conferences, seminars, etc.):

1
EVENT

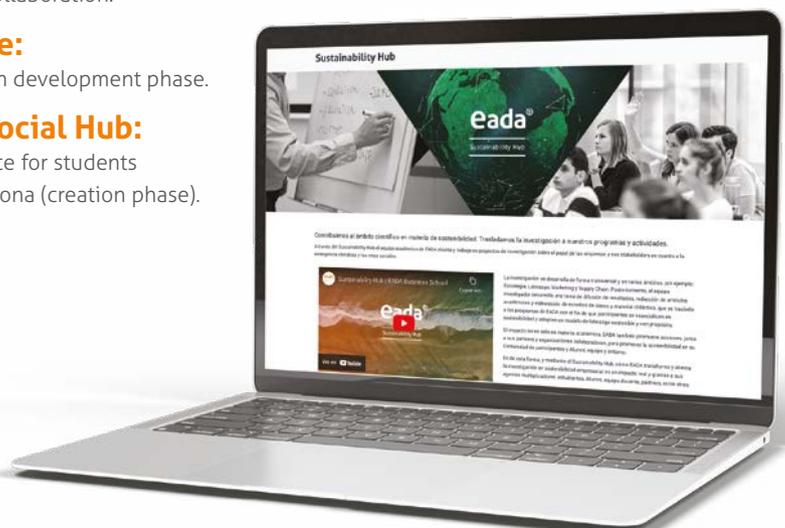
Positive impact ranking:

Position in the category of Transforming Schools with 4/5 points

FUNDING

Funds obtained:

€187,450





Research

We firmly believe in rigorous and high-quality **academic research** which must also generate a positive and tangible impact in society. We are therefore committed to developing research applied to the business world, with the aim of transforming the knowledge generated by our faculty into a valuable and accessible resource for the whole community.

Research is a fundamental pillar of EADA's mission. It not only fosters innovation between our participants and principal stakeholders, but also strengthens our positioning in a highly competitive global market. All

academic departments play an active role in intellectual production at EADA by contributing ideas, studies and approaches that enrich our academic and practical activities.

Our commitment to the corporate world is a constant source of inspiration for our research centres. Working closely with companies allows us to identify the most relevant and urgent challenges facing business leaders and our researchers take up the challenge of addressing these issues with academic rigour to offer practical solutions which are aligned with the real needs of the market.

In this way, EADA reinforces its role as a bridge between academic knowledge and the business world by consolidating a value proposition that transforms our participants and contributes to the sustainable progress of society as a whole.

Here are some of the articles that have generated the greatest impact in 2023-24. They are published in international journals and indexed in the Academic Journal Guide:

PUBLISHED ARTICLES 2023-2024

- GRAU, M., ASSENS SERRA, J., MOREIRAS, E., BOADA GRAU, J., SERRANO-FERNÁNDEZ, M.J. (2023)**
PERSONALITY, SELF-EFFICACY AND SELF-ESTEEM AS PREDICTORS OF PSYCHOLOGICAL WELL-BEING OF WORKERS: THE FLOURISHING SCALE (5-F5). *International Journal of Business Environment*, 1 (1). <https://doi.org/10.1504/IJBE.2023.10058910>
- DEMARTINI, M., FERRARI, M, GOVINDAN, K, TONELLI, F (2023)**
THE TRANSITION TO ELECTRIC VEHICLES AND A NET ZERO ECONOMY: A MODEL BASED ON CIRCULAR ECONOMY, STAKEHOLDER THEORY, AND SYSTEM THINKING APPROACH. *Journal of Cleaner Production*, 410. <https://doi.org/10.1016/j.jclepro.2023.137031>
- GOVINDAN, K, DEMARTINI, M, FORMENTINI, M, TATICCHI, P, TONELLI, F (2024)**
UNRAVELLING AND MAPPING THE THEORETICAL FOUNDATIONS OF SUSTAINABLE SUPPLY CHAINS: A LITERATURE REVIEW AND RESEARCH AGENDA. *Transportation Research Part E: Logistics and Transportation Review*, 189. <https://doi.org/10.1016/j.tre.2024.103685>
- DIAZ, J., HALKIAS, D (2024)**
EENA, INC.: A TEACHING CASE STUDY ON DISRUPTIVE INNOVATION IN THE WINE INDUSTRY. *International Journal of Competitiveness*. <https://doi.org/10.1504/IJC.2024.10064881>
- HAVERLAND, S., HALKIAS, D., DIAZ, J. (2023)**
CRITICAL SUCCESS FACTORS FOR RESKILLING AND UPSKILLING ENGINEER LEADERS IN CUSTOMIZED EXECUTIVE EDUCATION PROGRAMMES: AN INTEGRATIVE LITERATURE REVIEW. <http://dx.doi.org/10.2139/SSRN.4434273>
- ETAYO, C., LOPES, N., NICHOLS, E. E. (2023)**
WHAT AFFECTS PERCEIVED QUALITY? AN EXAMINATION OF TELEVISION FICTION SERIES. *Profesional De La información*, 32(6). <https://doi.org/10.3145/epi.2023.nov.15>
- SELVIARIDIS, K., LUZZINI, D., MENA, C. (2023)**
HOW STRATEGIC PUBLIC PROCUREMENT CREATES SOCIAL VALUE: EVIDENCE FROM UK ANCHOR INSTITUTIONS. *Public Management Review*, 1–29. <https://doi.org/10.1080/14719037.2023.2277814>
- LONGONI, A., LUZZINI, D., PULLMAN, M., SEURING, S., VAN DONK, D. P. (2024)**
SOCIAL ENTERPRISES IN SUPPLY CHAINS: DRIVING SYSTEMIC CHANGE THROUGH SOCIAL IMPACT. To appear in *International Journal of Operations & Production Management*. <https://doi.org/10.1108/IJOPM-10-2023-0835>
- LUZZINI, D., LONGONI, A., DIFRANCESCO, R. M., SAVAGET, P. (2024)**
DRIVING SYSTEMIC CHANGE RESEARCH WITHIN THE PSM COMMUNITY. *Journal of Purchasing and Supply Chain Management*, 30(2). <https://doi.org/10.1016/j.pursup.2024.100923>
- AKIN ATEŞ, M., LUZZINI, D. (2024)**
UNTYING THE GORDIAN KNOT: A SYSTEMATIC REVIEW AND INTEGRATIVE FRAMEWORK OF SUPPLY NETWORK COMPLEXITY. To appear in *Journal of Business Logistics*, 45(1). <https://doi.org/10.1111/jbl.12365>
- WEGENER, F., LEE, J. Y., MASCENA BARBOSA, A., SHARMA, G., BANSAL, P. (2024)**
FROM IMPACT TO IMPACTING: A PRAGMATIST PERSPECTIVE ON TACKLING GRAND CHALLENGES. *STRATEGIC ORGANIZATION*, 0(0). <https://doi.org/10.1177/14761270241238915>
- BANSAL, P., LEE, J. Y., MASCENA BARBOSA, A., MILLER, E., RUEGGER, S. (2024)**
DESIRABLE FUTURES IN SUSTAINABILITY. To appear in *Journal of Business Research*.
- ROMAN COY, D., PLA-GARCIA, C., SERRADELL-LOPEZ, E. (2024)**
BLENDED LEARNING: IS FACE-TO-FACE IN ONLINE TRAINING PROGRAMMES IMPORTANT? *CAMPUS VIRTUALES*, 13(1), 16. <https://doi.org/10.54988/cv.2024.1.1442>
- GRUMBACH, C., REURIK, F. N., SEGURA SALINAS, J., FRANCO, D., HILKER, F. M. (2023)**
THE EFFECT OF DISPERSAL ON ASYMPTOTIC TOTAL POPULATION SIZE IN DISCRETE- AND CONTINUOUS-TIME TWO-PATCH MODELS. *JOURNAL OF MATHEMATICAL BIOLOGY*, 87(60), 1–35. <https://doi.org/10.1007/s00285-023-01984-8>
- SEGURA SALINAS, J., FRANCO, D. (2024)**
ONE WAY OR ANOTHER: COMBINED EFFECT OF DISPERSAL AND ASYMMETRY ON TOTAL REALIZED ASYMPTOTIC POPULATION ABUNDANCE. *MATHEMATICAL BIOSCIENCES*, 373. <https://doi.org/10.1016/j.mbs.2024.109206>
SISMANIDOU, A., TARRADELLAS, J. R.,
- SUAU-SANCHEZ, P., O'CONNOR, K. (2024)**
BREAKING BARRIERS: AN ASSESSMENT OF THE FEASIBILITY OF LONG-HAUL ELECTRIC FLIGHTS. *JOURNAL OF TRANSPORT GEOGRAPHY*, VOLUME 115, FEBRUARY 2024. <https://doi.org/10.1016/j.jtrangeo.2024.103797>
- RUEFF-LOPES, R., VELASCO MORENO, F., SAYERAS, J., JUNÇA-SILVA, A. (2024)**
UNDERSTANDING TURNOVER OF GENERATION Y EARLY-CAREER WORKERS: THE INFLUENCE OF VALUES AND EDUCATION. *Personnel Review*. <https://doi.org/10.1108/PR-10-2023-0918>

Reports & Studies

WAGE REPORT 2007-2023



This study, produced by ICSA Grupo® in collaboration with EADA Business School, analysed salary data of over 80,000 employees from the beginning of the financial crisis in 2007 to August 2023. It charts the evolution of average salaries in the three main categories of senior management, middle management and employees in relation to the cost of living and GDP and compares them according to sector, autonomous community and company size.



GENDER PAY GAP AND THE QUOTA OF FEMALE PRESENCE IN MANAGEMENT POSITIONS IN SPAIN 2024

This annual study analyses the evolution of the gender pay gap and the percentage of women in management positions. With up-to-date figures from February 2024 and salary data from over 80,000 respondents, the report compares female salaries across the three categories (senior managers, middle managers and employees) with those of their male counterparts and highlights the gender pay gap.



FROM VALUES-BASED LEADERSHIP TO HOLISTIC IMPACT

The shift in the business paradigm boosts models such as conscious capitalism, B-Corp and sustainability. These promote ethical and sustainable companies that value human and environmental development over profits, positioning them as agents of positive change in society.

THE REALITY OF TELEWORKING IN 2024



Four years after the pandemic, 88% of professionals positively rate teleworking with 1-2 days a week being the most popular hybrid model. Although more than half of respondents believe that there are no barriers to teleworking, a third of companies are showing resistance to this practice while young people and women would consider looking for a new job if they could not work from home.

TRENDS IN PROPERTY MANAGEMENT OVER THE NEXT 5 YEARS

This study analyses the transformation of the property management sector over the next five years. It identifies innovations, disruptions and market demands as well as the expectations and challenges for property management companies and the entities they interact with.



DOWNLOAD THE FULL REPORTS

To find out more about these studies or to access all EADA reports, scan this QR code



or visit our webpage:
<https://www.eada.edu/en/now/press/reports>



International Partners

EADA has set up 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). Östrich-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 Universitiy. 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. Boston

EXCHANGE PROGRAMMES

31

NUMBER OF PARTNER INSTITUTIONS FOR EXCHANGE PROGRAMMES

20

NUMBER OF EADA GRADUATES WHO CHOSE EXCHANGE PROGRAMMES WITH PARTNER INSTITUTIONS

17

EXCHANGE STUDENTS WHO STUDIED AT EADA DURING ACADEMIC YEAR

13

EXCHANGE STUDENTS FROM PARTNER INSTITUTIONS WHO STUDIED AT EADA DURING ACADEMIC YEAR

% OF EXCHANGE STUDENTS

64.71%

EUROPE

5.88%

LATIN AMERICA

5.88%

ASIA

23.53%

USA

Corporate

At EADA Business School, we meet the demands of the diverse and changing needs of the corporate world. Our approach includes **open and customised Executive Education programmes, coaching and mentoring processes, applied research, professional accreditations and strategic consulting**. All of our initiatives aim to deliver a tangible and sustainable value to organisations by consolidating their competitiveness in a changing global market. In addition to high quality training, EADA helps companies to design and carry out

effective policies for the development of internal talent by identifying and selecting top professionals. We also provide companies with employer branding strategies which connect organisations with the best talent and strengthen their positioning as a leading employer.

The customised training programmes we offer at EADA have become a key tool for boosting the processes of **development, transformation and improvement to organisational structure**. They also promote creativity and innovation which

are vital to maintaining competitiveness and relevance in a such a dynamic and demanding business environment.

Our commitment to excellence is based on four fundamental pillars: **listen, analyse, study and value**. This approach gives us a deeper understanding of the needs and specific challenges facing each organisation and ensures that EADA can deliver a training proposal that complies with the highest standards in quality and offers continuing solutions that adapt to the specific context of each business team.

LISTEN + ANALYSE + STUDY + VALUE

2,770

HOURS OF TRAINING

1,957

PARTICIPANTS

30

PARTICIPATING COMPANIES FROM PREVIOUS CONTACTS

39

PARTICIPATING COMPANIES FROM NEW CONTACTS

4.48

OVERALL SATISFACTION RATING

SOME OF THE COMPANIES THAT ENTRUST EADA WITH THEIR TRAINING



EADA BOOSTS THE DIGITAL TRANSFORMATION OF SMEs WITH A FULLY SUBSIDISED POSTGRADUATE PROGRAMME

Within the framework of the 'Generation D' programmes organised by the Spanish Ministry for Digital Transformation and Civil Service, EADA has organised 32 successful editions of its digital transformation programme for managers, which is subsidised with NextGeneration EU funds.

Designed for senior and area managers from SMEs of between 10 and 249 employees who live in Catalonia, this programme has been designed to support companies as they respond to the challenge of digital transformation. To date, it has already provided digital skills training to over 700 managers from a diverse range of sectors including the food and automotive industries, construction, agriculture, distribution, logistics, retail, industry and sports organisations, among others.

This professional training programme has generated a lot of interest among EADA Alumni and SME managers thanks to its personalised format which adapts to the specific needs of the business sector. This effective approach to digitalisation ensures a real and sustainable impact in the participating organisations.

In-person editions of this course are now offered in the majority of cities in Catalonia such as Barcelona, Girona, Terrassa, Granollers, Igualada, Vic, Manresa, Lleida, Sabadell and Tarragona (La Sénia). During the programme, participants learn how to design and execute a digital transformation plan and also benefit from networking opportunities which allow them to share experiences and learn from successful case studies in other sectors of production.

The course reflects EADA's training philosophy from a practical perspective and includes a tutored project in which each participant develops a digital transformation plan tailored to their company. This methodology ensures that the knowledge acquired during the course translates into tangible actions and measurable results.

EADA's support and recognition as one of the 30 best business schools in Europe reinforces the prestige and effectiveness of this programme. Its practical and results-oriented approach makes it an excellent programme for small and medium enterprises seeking to increase their productivity and explore new opportunities for international growth and consolidation in an increasingly competitive digital environment.



POSTGRADUATE DEGREE IN DIGITAL TRANSFORMATION FOR SME MANAGERS

32
EDITIONS OF THIS COURSE INITIATED

18
EDITIONS COMPLETED

656
REGISTERED PARTICIPANTS

1,266
HOURS OF IN PERSON TRAINING

1,997
HOURS OF ONLINE TRAINING

266
BUSINESS PLANS CREATED



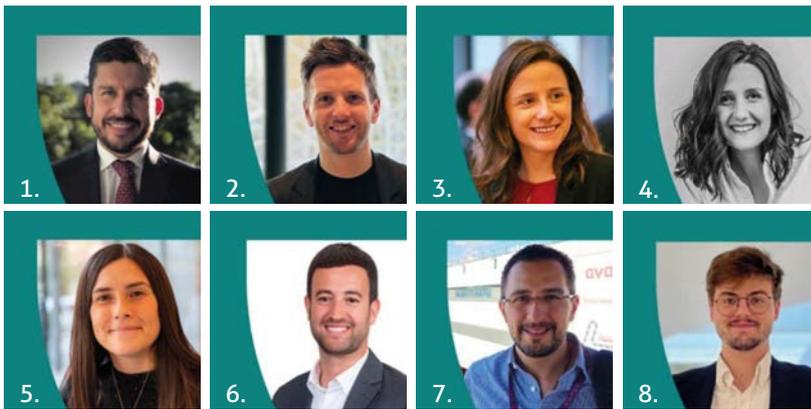
EADA Alumni Circular Community



In 2024, we launched EADA Alumni Circular Community, a new platform designed to connect EADA graduates with companies and organisations that enrich the activity of the community. This new format offers a wide range of services: training courses, challenges, mission trips, reports, exclusive content, directory, networking, international ambassadors, events and much more. Designed to strengthen Alumni ties, it can be easily accessed via the EADA Alumni Circular Community app or website.

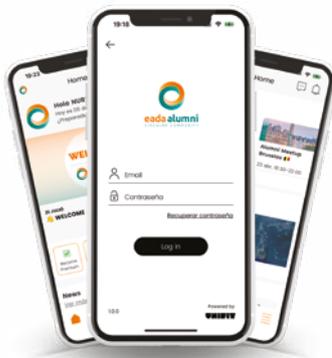
ALUMNI AMBASSADORS

Our Alumni Ambassadors are former EADA students with a track record of success who dedicate their time and effort to promoting the Alumni community in their respective countries. This commitment enables them to establish close links with other Alumni through a range of organised events and activities.



1. Andres Rubiano. Colombia. International MBA. EKI Germany. Master in Management.
2. Christoph Stamm. Germany. Master in Management. BILD **3. Inês Marques.** Portugal. Master in Management. Business Development & Partner Enablement **4. Silvia Uzuriaga.** Spain. Master in Human Resources. MABXIENCE **5. Stephanie Hoyle.** Peru. International MBA. LABORATORIA **6. Remigio Allegrozi.** Italy. Master in Management. PUIG **7. Santiago Alanis.** Mexico. International MBA. MOBILITY ADO **8. Bram Eraerts.** Belgium. Master in Pharmaceutical & Biotechnology Management. CLOUDS OF CARE

SIGN UP AND CONNECT WITH OVER 1,200 ALUMNI!



Download the **APP** and access a range of membership benefits when you join the **EADA Alumni Circular Community**



Data 2023-2024

MEET-UPS

EADA has organised or collaborated with its team of ambassadors in meet ups and networking events in 13 countries. **Our meet ups have attracted over 250 Alumni members in cities all over the world.**

- > Milan 16/10/2023
- > Bogotá 16/11/2023
- > Zurich 16/01/2023
- > Amsterdam 08/02/2024
- > India - Feb 2024
- > El Salvador 28/02/2024
- > Guatemala 06/03/2024
- > Miami 06/03/2024
- > Lisbon 18/03/2024
- > Madrid 05/04/2024
- > Brussels 23/04/2024



Milan



Asunción



Lisbon



Hamburg



Lima



DISCOVER ALL THE BENEFITS OF THE EADA ALUMNI COMMUNITY IN THIS VIDEO

AFTERWORK EVENTS

The EADA Alumni Afterworks are meet ups focused on current issues related to professional growth. They are designed to promote networking and idea sharing among former students. These events give Alumni a relaxed space in which to connect with other professionals, share their experiences and strengthen the EADA community in an informal and engaging atmosphere.

Topics:

- > Reskill to Regenerate
- > Data Literacy
- > Artificial Intelligence
- > Creativity



Afterwork: The New EADA presented by our Dean



EADA ANNUAL MEETING 2024

The EADA Annual Meeting 2024 was held on 12 April 2024 in the Palau de Congressos in Barcelona. It was an event that reflected upon the role of the business world when it comes to generating a positive impact in society and the environment. Under the banner of "Reskill to Regenerate", over a thousand attendees participated in debates, talks and activities designed to inspire a sustainable change at all levels of society.



Media Partner



Special partner



Collaborators



189.534

TOTAL NUMBER OF ALUMNI DATED TO ANNUAL REPORT 23-24



90

NUMBER OF ALUMNI NATIONALITIES DATED TO ANNUAL REPORT 23-24



19

ACTIVITIES FOR ALUMNI



NUMBER OF ALUMNI WHO RECEIVE OUR NATIONAL AND INTERNATIONAL NEWSLETTER

NATIONAL

10,793

INTERNATIONAL

3,567

The EADA Fund for Positive Impact

The EADA Fund for Positive Impact is the annual initiative from the EADA Foundation to provide scholarships to talented professionals in the area of entrepreneurship and business. Recipients receive scholarships to cover their tuition fees and access opportunities for professional growth with the aim of leading impact-generating projects in their countries.

SCHOLARSHIPS AWARDED 2019 - CURRENT ACADEMIC YEAR (2024-25)

THE EADA FUND FOR POSITIVE IMPACT: TOTAL NUMBER OF SCHOLARSHIPS

17 talent scholarships - €370,800 = €297,800 + €73,000 (Scholarships 24-25)

- > 7 Dr. Martin Rahe scholarships (MiM, MSBI, MSTPA)*
- > 3 Irene Vázquez scholarships (PDG)
- > 3 Larson-Torras scholarships (MSBI or MiM)*. Livensa Partner
- > 4 Women for Africa scholarships (Sustainability online). MxA partner

68 employability scholarships - €40,800

- > 45 scholarships I edition
- > 23 scholarships II edition
- > No edition 23_24

14 other scholarships- €340,850

- > 4 Highflyer scholarships
- > 2 Hero scholarships
- > 1 scholarship: Female talent in Latin America
- > 7 Re-start scholarships
- > No further editions

**24_25 wider range of programmes available*

TOTAL
SCHOLARSHIPS

99

ECONOMIC VALUE
(RP)*

€752,450

ANNUAL PMD

€135,000

MEET OUR SCHOLARSHIP RECIPIENTS AND THEIR IMPACT-GENERATING PROJECTS

DR MARTIN RAHE SCHOLARSHIP 2023-2024

Peace Edu Eyam

Nigeria - Master in Sustainable Business & Innovation

Project:

Pleroma: a platform to improve children's literacy skills in Nigeria using bootcamps, multimedia content and reading programmes.



Khushnaaz Kerawala

India - Master in Management

Project:

GirlUp: a consultancy aimed at supporting female entrepreneurship projects in India.





LARSON-TORRAS SCHOLARSHIP 23-24

Kutlo Michelle Oduetse

Botswana - Master in Sustainable Business & Innovation.

Project:

Bio Carbon Africa: a company aimed at providing clean water to communities that currently have no access.



WOMEN FOR AFRICA SCHOLARSHIPS (LEARN AFRICA)

Hanane Kauane

Algeria - Online Master in Sustainability & Business Innovation

Project:

Head of Experimentation (Accelerator Lab), United Nations.



IRENE VÁZQUEZ SCHOLARSHIP 23-24

Patricia de No

Barcelona – General Management Programme

Project:

Anima Clásica: a project aimed at renewing interest in classical music performances and making them more accessible to the public.

ACKNOWLEDGEMENTS

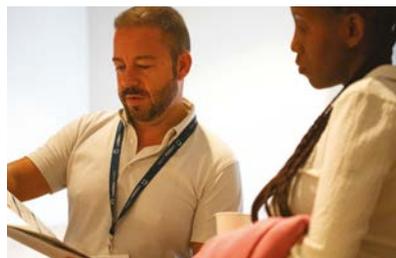
The EADA Fund for Positive Impact exists thanks to the generosity of the EADA Foundation, but also the companies and individuals who have made donations which enable us to make a greater impact. We would like to extend our thanks to:

Corporate donors



Thank you to Livensa Living for supporting the recipient of the Larson-Torrás Scholarship, Kutlo Michelle (Botswana), while she was studying the Master in Sustainable Business & Innovation.

Representatives: Lidia González, B2B Sales Coordinator Spain, and Marc Sancho, Barcelona Cluster Manager, Livensa Living.



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 study at EADA.



 **READ MORE ABOUT OUR SCHOLARSHIPS AND HELP US TO BOOST TALENT!** 

Careers & Talent



EADA continues with its commitment to developing and coaching the careers of its participants by offering a wide range of services that promote employability and professional growth.

CAREER COACHING SESSIONS

During the 2023/2024 academic year, **210** career coaching sessions were held in person or online to prepare EADA participants to find success in the labour market. We also organised **350** international one-on-one sessions to provide a personalised accompaniment to each professional profile.

TRAINING ACTIVITIES AND EXCLUSIVE EVENTS

During the same period, we organised **59** training activities focused on developing employability skills and strategies. The average feedback score for these activities was **4.86/5.00**, which reflects our participants' high level of satisfaction. In addition, **59** exclusive events were held for our community members to create networking opportunities.

JOBSITE: 44,355 JOBS

EADA's jobsite has published **44,355** jobs from companies in a diverse range of sectors, which shows our commitment to connecting participants with quality job opportunities in multinational companies, SMEs and startups.

WORKSHOP SATISFACTION RATING

Our organised workshops also received a high satisfaction rating of **9.4/10**. These workshops are designed to provide participants with practical tools and essential knowledge to be able to tackle the current challenges of the labour market.

EADA continues to work with over **500** companies and recruitment consultancies which entrust the school to propose candidates for functional area jobs in Marketing, Finance, Human Resources and Sales, among others. With the participation of sector experts and professionals, EADA continues at the forefront as a training and professional development provider for the leaders of tomorrow.



210

CAREER COACHING SESSIONS
FOR EXECUTIVE EDUCATION



350

ONE-ON-ONE CAREER COACHING
SESSIONS FOR INTERNATIONAL
PROGRAMMES



59

NUMBER OF ORGANISED
ACTIVITIES



4.86/5

AVERAGE FEEDBACK
RATING



59

EXCLUSIVE EVENTS FOR EADA



44,355

NUMBER OF JOBS ADVERTISED



9.4/10

AVERAGE SATISFACTION RATING
FOR WORKSHOPS

Knowledge & Information Centre

The **Knowledge & Information Centre (KIC) at EADA** remains a fundamental pillar of access to specialist knowledge and support for the whole EADA community. During the 2023/2024 academic year, the KIC dedicated **3,025 hours** of personalised service to users and resolved **625 queries**.

The KIC provides access to a wide variety of academic resources and specialist knowledge, with **35 areas for reading and consulting documentation**, which are located in strategic positions at EADA. In addition, **7,760 eBook** loans were carried out during the academic year which provided participants, alumni and faculty members with up-to-date information that was relevant to their studies or research.

The KIC also received a high feedback rating for query searches with an **average score of 9.59**, which reflects the effectiveness of the centre in supporting learning and resolving information queries from the academic

community. It also received an **average satisfaction score of 8.98** from participants for their general satisfaction with the KIC during the academic year and 8.94 at the end of the programme.

In terms of training, the KIC carried out **245 hours of training** with participants during the academic year, supporting their academic development and skills in the use of information resources. The centre also organised **84 one-to-one training sessions** with professors to ensure that faculty staff have the tools they need to maximise the impact of their classes.

The KIC has also provided **2,173 new sets of training materials** in addition to the **24,268 sets of material currently available in the Virtual Classrooms**. The centre also created **1,598 Virtual Classrooms** to facilitate digital learning and access to academic content. The **SourceHub**, a free access database repository and statistics

portal, continues to be an essential resource for the EADA community, providing access to detailed and up-to-date information related to the business world. The use of digitalised services has meant that **3 out of every 4 queries** were resolved remotely, which improved the speed of service and allowed the query sessions to be recorded for later reference.

The KIC is a leading centre for knowledge access and support which contributes to the academic and professional development of the EADA community by aligning itself with the demands of the digital environment and today's business world.

3,028

HOURS DEDICATED TO USERS

35

AREAS FOR READING AND CONSULTING DOCUMENTATION

625

QUERIES RESOLVED BY THE KIC

245

HOURS OF TRAINING PROVIDED TO PARTICIPANTS

TYPE OF USER

75%

PARTICIPANTS

7,760

TOTAL VOLUME OF EBOOK LOANS

9.59

AVERAGE SATISFACTION RATING: QUERY SEARCHES

8.94

AVERAGE SATISFACTION RATING: END OF PROGRAMME (KIC)

8.98

AVERAGE SATISFACTION RATING: DURING THE ACADEMIC YEAR

5%

ALUMNI

20%

FACULTY

84

ONE-TO-ONE TRAINING SESSIONS FOR FACULTY MEMBERS

2,173

NEW TRAINING MATERIAL OFFERED TO PARTICIPANTS

24,268

TOTAL AMOUNT OF TRAINING MATERIAL THAT APPEARS IN VIRTUAL CLASSROOMS

1,598

TOTAL NUMBER OF VIRTUAL CLASSROOMS CREATED

#Top 2024 EADA

WE CLOSED 2024
WITH A DIGITAL
COMMUNITY OF
+135,480
USERS



TOP NEWS ARTICLES

- › **Teleworking is a reality in the work environment in Spain** (19/03/2024)
<https://www.eada.edu/en/now/news/2024/03/teleworking-reality-work-environment-spain>
- › **The EADA Business School MBA consolidates itself within the world's TOP 100** (12/02/2024)
<https://www.eada.edu/en/now/news/2024/02/eada-business-school-mba-consolidates-itself-within-worlds-top-100>
- › **EADA Business School consolidates its position in the top 20 worldwide in executive education according to the Financial Times** (20/05/2024)
<https://www.eada.edu/en/now/news/2024/05/eada-business-school-consolidates-its-position-top-20-worldwide-executive-education>

TOP PODCASTS

- › **Sustainability in Business and Education: the key pillar of the future** (11/06/2024)
<https://creators.spotify.com/pod/show/eada-business-school/episodes/Sustainability-in-Business-and-Education-the-key-pillar-of-the-future---Part-1-e2kor7i/a-abbmjhu>
- › **Which positions are really important for companies today?** (28/10/2024)
https://www.ivoox.com/que-posiciones-son-realmente-importantes-hoy-para-las-audios-mp3_rf_135304891_1.html
- › **Sustainable leadership: Beyond the numbers** (26/02/2024)
https://www.ivoox.com/liderazgo-sostenible-mas-alla-numeros-audios-mp3_rf_124876834_1.html





TOP POSTS ON SOCIAL NETWORKS

- Thank you to all the people and collaborators who joined our EADA Annual Meeting! (12/04/2024)
<https://www.linkedin.com/feed/update/urn:li:ugcPost:7184632244538359808/>
- Congrats to our International Masters graduates! (21/06/2024)
https://www.instagram.com/p/C8eFM_wNdIL/?img_index=1
- Yesterday, our Dean Dr. Jordi Diaz and Corporate Managers Luisa Bonilla and Marc Voltas represented EADA Business School at the Top Employers event in Madrid (09/02/2024)
<https://www.facebook.com/486374363525482/posts/788485843314331>

TOP VIDEOS

- From IIM Shillong to EADA: Advanced Management Programme Experience in Barcelona (03/10/2024)
<https://www.youtube.com/watch?v=844B3rmWNss>
- Master in Pharma & Biotechnology Management - The experience of Sofía | EADA Business School (30/04/2024)
<https://www.youtube.com/watch?v=CkCvjJ7GNKE>
- CFA Research Challenge 2024 | International Master in Finance | EADA Business School (09/04/2024)
<https://www.youtube.com/watch?v=mNbD4YvUz1I>



TOP REPORTS

- EADA | Wage report 2007-2023 (24/01/24)
<https://www.eada.edu/es/actualidad/prensa/informes/eada-evolucion-salarial-2007-2023>
- The reality of teleworking in 2024 (19/03/24)
<https://www.eada.edu/es/actualidad/prensa/informes/teletrabajo-una-realidad-tras-la-pandemia-2024>
- Gender pay gap report 2024 (7/05/24)
<https://www.eada.edu/es/actualidad/prensa/informes/brecha-salarial-y-presencia-de-la-mujer-en-puestos-directivos-en-espana-2024>



Visibility



EMAIL CAMPAIGNS
403



PEOPLE REQUESTED
PROGRAMME
INFORMATION
22,233



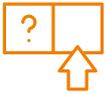
WEBSITE VISITS
546,673



WEBSITE USERS
253,571



VIDEOS PRODUCED
171



QUIZ DOWNLOADS
125



YOUTUBE VIDEO
VIEWS
93,755



PODCASTS
16



POSTS ON
NATIONAL BLOG
18



POSTS ON
INTERNATIONAL BLOG
32



POSTS ON SOCIAL
NETWORKS
1,734



NEWS UPDATES PUBLISHED
ON THE WEBSITE
29



N° OF NEWSLETTERS
(national and
international Alumni)
10



FOLLOWERS ON
SOCIAL MEDIA
122,364



DOWNLOADS OF
GROWTH MAGAZINE
216



EVENTS
ORGANISED
130



WEBINARS
32



REGISTRATIONS FOR EVENTS
(webinars, information
sessions, others)
2,123



EMAIL
IMPACTS
1,182,360



REPORTS
DOWNLOADED
1,108

FOLLOWERS ON SOCIAL NETWORKS



3
Profiles
17,401
Followers



3
Profiles
10,376
Followers



1
Profile
78,946
Members



Alumni
6,542
Members



Alumni
International
2,030
Members



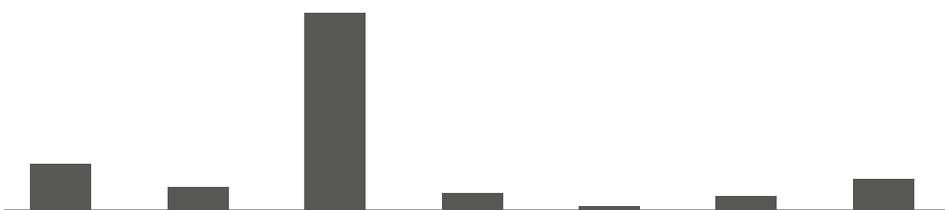
1
Channel
6,084
Members



3
Profiles
13,763
Members



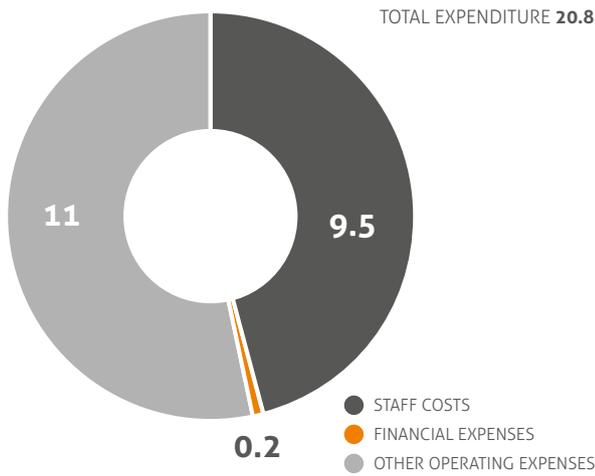
1
Profiles
338
Members



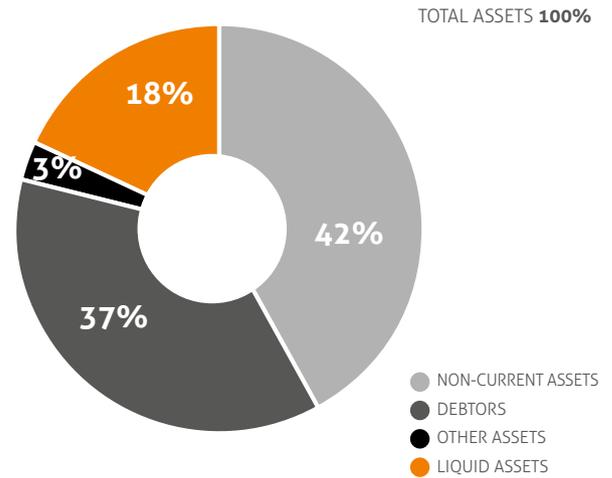
UNIVERSE
135,480
Followers

Financial data

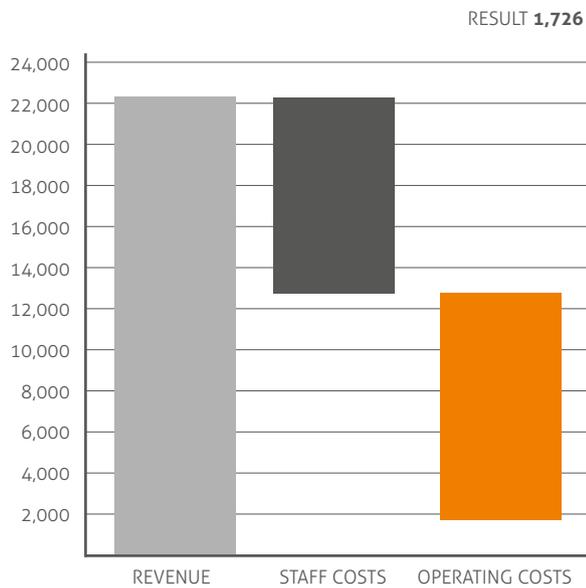
BREAKDOWN OF EXPENDITURE (€ MILLIONS)



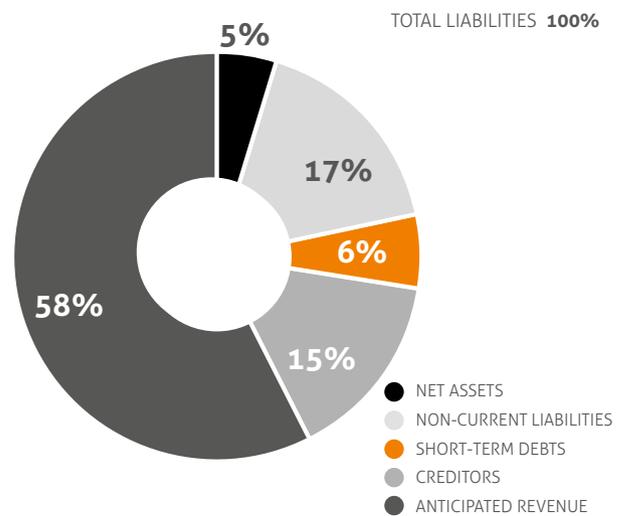
ASSETS



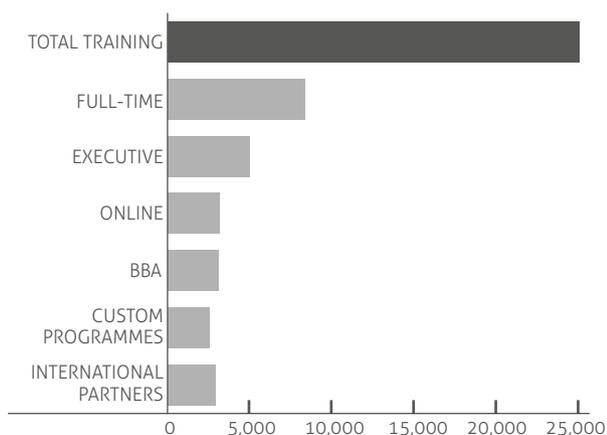
OPERATING RESULT (€ THOUSANDS)



LIABILITIES



BREAKDOWN OF GROSS TRAINING REVENUE (€ THOUSANDS)



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