

ESADE
Business School

Ramon Llull University

CUSTOM PROGRAMS

BUILD YOUR
INTERNATIONAL
WEEK AT ESADE

Barcelona

www.esade.edu/custom-programs



**Executive
Education**

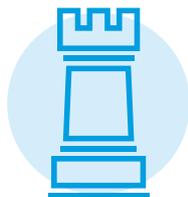
YOUR PARTNER
FOR GLOBAL
LEARNING

BUILD YOUR INTERNATIONAL WEEK AT ESADE BUSINESS SCHOOL

Business Schools around the world are developing management programs with a strong international component. Whether they are MBA programs for young and mid-career professionals, or C-level management programs for seasoned executives, most of them include international residency periods that will help participants to gain a better understanding of how to do business in an international context.

ESADE Business School creates a framework for Business Schools to provide this international insight in their programs. Our program will allow participants to:

BUILD A GLOBAL MINDSET
WITH A PROFOUND KNOWLEDGE
OF THE EUROPEAN REALITY



IMPROVE THEIR STRATEGIC THINKING
AND ABILITY TO DELIVER INNOVATIVE
SOLUTIONS IN AN INTERNATIONAL CONTEXT

LEARN FROM COMPANIES AND THEIR DIVERSE
EUROPEAN SCENARIOS APPLYING THESE
LEARNINGS INTO ACTIONABLE PRACTICES
AND INNOVATION IN THEIR COMPANIES



Prof. Gloria Batllori
Director
International Custom Programs

“Our international weeks provide global exposure for executives wanting to know first-hand what it means to do business in Europe.”

WHY ESADE AND BARCELONA?



INTERNATIONAL PRESTIGE

ESADE is ranked among the best business schools worldwide in Executive Education according to top rankings. It is also one of the most highly valued business schools by international institutions.



CULTURE & INNOVATION

Barcelona is a trendy, modern city with ancient roots and rich heritage. A true cultural magnet and a European metropolis.



COMMITMENT TO SOCIETY

ESADE is the second most highly ranked business school in the world for the corporate social approach and ethics of the MBA program. The Institute for Social Innovation is the cornerstone of our social commitment.



BUSINESS HUB

Innovative business centers attract an increasing amount of companies and make Barcelona a growing hub.



POWERFUL NETWORK

ESADE is the business school with the second largest alumni association in Europe (with more than 50,000 alumni).



TOP-NOTCH FACULTY WITH BUSINESS EXPERIENCE

ESADE has a widely recognized faculty that, on top of developing high-quality research, has also relevant business experience.

ESADE BUSINESS SCHOOL: YOUR PARTNER FOR GLOBAL LEARNING

ESADE Business School, since its inception, has managed to create and maintain a high value-added link between business and academia, ensuring that organizations and companies improve their management policies and become more and more competitive and socially responsible.

Today ESADE Business School offers companies an advanced learning model and effective solutions to their growing training needs, rigorous research in the pursuit of innovation and a meeting place for executives, professionals and entrepreneurs to exchange ideas, experiences and reflections.



BUSINESS SCHOOL IN EUROPE
Financial Times 2015



WORLDWIDE
América Economía 2014



EXECUTIVE EDUCATION WORLDWIDE
Financial Times 2015

GLOBAL INFLUENCE GLOBAL NETWORK

ESADE Business School has grown to become a world leader in Executive Education thanks to its unique way of creating and transmitting knowledge, being faculty the key to its success. As renowned experts in their respective fields, our faculty members are in close contact with the business world.

ESADE professors take a global approach towards shaping today's and tomorrow's management practices.

123 FULL-TIME
FACULTY

73% WITH PhD **27** NATIONALITIES



ESADE has developed strategic alliances and a network of the best business schools around the globe which constitute a distinguishing key feature in ESADE's global reach.

+50,000 ALUMNI

114 COUNTRIES **32** INTERNATIONAL
CHAPTERS

CONTENTS

THE EUROPEAN CONTEXT

- + European Economy Overview
- + Economics and Politics
- + Key Issues of Political Economy in Europe
- + Doing Business in Europe
- + Understanding Europe's Business Environment

DIGITALIZATION AND FINANCING GROWTH

- + Identifying Business Opportunities in the Digital Economy
- + Creating High Growth Ventures
- + How to Bring Innovations to Market



DESIGN THINKING & MANAGING INNOVATION AND CREATIVITY

- + Cracking the Creativity Code
- + Idea Generation: Design Thinking
- + Being Innovative: Foundations and Reflections
- + Retail Marketing Innovation

BUSINESS OPPORTUNITIES AND BUSINESS MODEL INNOVATION

- + Business Opportunities
- + Key Stages in the Entrepreneurial Process
- + Innovate or Die!
- + Game Changers

ACHIEVING AND SUSTAINING BUSINESS GROWTH

- + Leading in an European Context
- + Challenges of Expanding a Business in European Markets
- + The Growth of European Multinationals

MARKETING POSITIONING AND LEADING BUSINESSES

- + Marketing Strategies for Europe: Attracting your Customer
- + Create Shared Value
- + Managing Across Cultures
- + Leading Change



ESADE HAS BECOME AN IMPORTANT PARTNER FOR US

"It combines location, Barcelona, with its cosmopolitan nature, and the kind of business orientation that the region presents to participants."

SANKARSHAN BASU (INDIA)

Finance Professor

Indian Institute of Management Bangalore

COMPANY VISITS

A KEY ELEMENT IN THE SUCCESSFUL DELIVERY OF AN IMMERSION WEEK IS THE INTERACTIVE APPROACH OF THE EXPERIENCE. ESADE HAS A VAST NETWORK OF COMPANIES AND TOP-ENTREPRENEURS IN BARCELONA THAT ALLOW US TO ARRANGE VISITS TO A VARIETY OF COMPANIES DEPENDING ON THE OBJECTIVES OUR PARTNER SCHOOLS SET WHEN DESIGNING THE PROGRAM.



CODORNIU

Dezigual.



Freixenet


Port de Barcelona


IBERDROLA

MANGO

 **REPSOL**

Telefonica

vueling



BARCELONA

THE PERFECT SETTING FOR YOUR INTERNATIONAL RESIDENCY PERIOD

Barcelona is the gateway to southern Europe, the capital of the Mediterranean area, a bridge to the Maghreb and a platform to Latin America. The city concentrates, over 5 kilometers, one of the major ports in the Mediterranean, a high-speed train station, an international airport, motorways linked to the European network, the second biggest trade fair site in Europe and one of the biggest logistics activity zones in southern Europe.

Catalonia hosts more than 5,000 foreign companies, from newly created technological start-ups to major players in the industry, 90 % of which are based in Barcelona.

There are many social activities that could round up a perfect learning experience: sightseeing tours, including visits to Modernist buildings like Sagrada Família and Park Güell and cooking nights for team building events and dinners in well-known restaurants in Barcelona. There is a wide range of activities to choose from and to accommodate every kind of participants.



CONTACT US

WE WILL BE HAPPY TO ASSIST YOU IN PLANNING AND ORGANIZING YOUR INTERNATIONAL RESIDENCY PERIOD.



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