

Do Good.
Do Better.

esade

RAMON LLULL UNIVERSITY

esade.edu/emdbie

NEW PROGRAM

Executive Master in Digital Business, Innovation, & Entrepreneurship

Leading in the AI Age

2026-27

Barcelona | Madrid

Executive Master in Digital Business, Innovation, & Entrepreneurship

This program is designed to drive and support the transformation of today's executives, giving you the knowledge and skills you need to lead with innovation and digitalization while staying focused on business impact. Our aim is to help you strengthen your areas of responsibility, lead strategic initiatives, and, whenever possible, spark the creation of new ventures.

Who is this program for?

This program is aimed at experienced professionals who want to lead digital transformation and innovation within their organizations. It is ideal for executives working in innovation, strategy, data & AI, digital transformation, entrepreneurship, and consulting who seek to strengthen their strategic vision, understand emerging technologies, and drive real business impact.

This master's program is especially designed to prepare future Chief Innovation Officers, Chief AI Officers, Business Development Directors, and CEOs of companies operating in innovative and technology-driven sectors.



Why Choose EMDBIE?

- 1 Integrate Innovation, Strategy, & AI:** A unique program combining business vision, technology, creativity, and leadership to create real impact in organizations.
- 2 Executive-Friendly Format:** Blended learning with intensive on-campus sessions and online modules designed to fit demanding professional schedules, with classes one long weekend per month (Thursday afternoon, all day Friday, and Saturday morning) plus two online class afternoons each month.
- 3 Master Innovation as a Strategic Process:** Learn to structure innovation from ideation to execution using advanced methodologies like design thinking, lean innovation, and venture building.
- 4 Strategic Perspective on AI:** Understand how artificial intelligence transforms business models, processes, and decision-making—without needing technical expertise.
- 5 High-Level Networking:** Join Esade's globally recognized network and faculty, and connect with influential leaders across industries in a collaborative, transformative environment.
- 6 Immediate Impact & Experiential Learning:** Apply tools and insights directly to your role while engaging with real innovation ecosystems and entrepreneurial hubs.

Our Rankings

Esade is consistently recognized among the world's top business schools

#3

Entrepreneurship
in Europe

Poets & Quants 2025

#5

Best Executive
Education Worldwide

Financial Times 2025

#7

Best MBA
Worldwide

Financial Times 2026

These rankings reflect our commitment to academic excellence, cutting-edge research, and a transformative learning experience

Academics

This program is structured around a progressive learning journey that begins with a **solid foundation in General Management**, advances into a **Specialization phase built on five strategic pillars**—Digital Strategy, Customer Centricity, Strategic Innovation, Exponential Technologies, and AI for Business—and concludes with a **customizable portfolio of electives**. Together, these phases equip executives to lead transformation, drive innovation, and create real business impact in the digital and AI-powered economy.



Program Structure

	Barcelona Campus	Madrid Campus
PROGRAM START	October	February
GENERAL MANAGEMENT	Oct/Dec	Feb/Apr
SPECIALIZATION	Jan/Jun	May/Dec
INTERNATIONAL IMMERSION WEEK	July	July
GENERAL MANAGEMENT II & ELECTIVES	Sept/Dec	Jan/Apr



*If you are interested in enrolling only in the Specialization phase, you can apply for the Executive Certificate. Please note that you will need to speak with the Admissions team to confirm your eligibility. Keep in mind that this option does not include the Master's thesis nor the International Experience.

Master Thesis/ Business Project

As part of the program, you will develop an individual executive project designed to apply your learning to real-world challenges.

You can choose from four modalities:

- **Entrepreneurial Project:** Create a comprehensive business plan for a new venture.
- **Consulting or Business Transformation Project:** Drive strategic change within an organization.
- **Research Project:** Explore and analyze a topic of strategic relevance.
- **Self-Leadership Project:** Focus on personal growth and leadership development.

Electives | Customize Your Master’s to Fit Your Goals

Participants will have access to a wide catalogue of electives and may choose electives from their own program as well as electives from other Master programs.

Those who complete three electives within the same area will **earn a ‘minor’ or Executive Certificate in AI for Business, Strategic Management, Business Leadership, or Technology Management.**



International Immersion Week: “Immersion in Global Innovation Ecosystems”

The program includes an exclusive international study trip to one of the world’s most advanced innovation ecosystems, selected from the U.S. or Asia—with preferred destinations such as Silicon Valley–Boston or Japan.

Participants will explore first-hand how these ecosystems operate:

- Silicon Valley and Massachusetts, key drivers of American innovation and entrepreneurship
- Japan, a global benchmark and the cradle of Asian management practices

Through company visits, expert sessions, and cultural immersion, participants will deepen their global business perspective and gain an understanding of how innovation, leadership, and management models differ across regions.

This international experience brings together participants from across Esade’s Executive Master programs, fostering cross-industry learning and significantly enhancing networking and peer exchange at a global level.



The Executive Master in Digital Business has allowed me to complement my previous digital experience with key management and leadership skills. Acquiring these skills in the classroom has been fundamental to my development, especially thanks to the high caliber of the faculty, comprised of experts with extensive experience in their respective fields.

Lucia Quijano

Executive Master in Digital Business, Innovation, and Entrepreneurship. Class of 2023.

Co-founder of Impulse Lean Publishing

Program Director



Marc Cortés  [← /marccortes/](#)

Professor at Esade specializing in digital transformation and innovation. MBA and executive educator with extensive experience helping organizations scale digital strategy and technology driven change.

Faculty



Oriol Alcoba  [← /oriol-alcoba/](#)

Entrepreneurship and innovation professor at Esade. Experienced founder and advisor, specializing in venture creation, startup acceleration, and entrepreneurial leadership. Engineering Degree, Master in Environmental Engineering, and MBA.estece



Esteve Almirall  [← /estevealmirall/](#)

Internationally recognized researcher in innovation, smart cities, and digital public services. Extensive experience collaborating with governments, institutions, and global organizations on innovation and urban transformation. Degree in Computing Engineering, MBA, PhD in Management Sciences, and Master in Artificial Intelligence.



Xavier Ferràs  [← /xavierferras/](#)

Associate Dean of Executive Master Programs at Esade. Former senior executive and public sector advisor, with extensive experience bridging industry, policy, and academia. Telecommunications Engineer, MBA and PhD in Economy and Business Administration.



Nanita Ferrone  [← /nanitaFerrone/](#)

Director of Fusion Point at Esade and a Teaching Fellow specializing in innovation and design thinking. She is also Founder of Fakawee and has led innovation and strategy projects worldwide for public and private organizations. Degree in Business Science and MBA.



Pep Martorell  [← /pep-martorell/](#)

Partner at InvivoAI and former Associate Director of the Barcelona Supercomputing Center. Expert in innovation ecosystems, corporate transformation, and executive education. Degree in Physics, Master's Degree in Eletronic Engineering and Optics and PhD in Computer Science.



Aida Martínez  [← /aidamartinezprieto/](#)

Senior leader at Google, where she leads global education, AI, and digital skills initiatives with a strong focus on social impact. She brings extensive experience at the intersection of technology, innovation, and large-scale transformation, having led international programs across multiple markets. Degree in Business Administration from Esade and a CEMS Master in International Management.



Carles Torrecilla  [← /carlestorrecilla/](#)

Entrepreneur and board member across hospitality, retail, and tourism ventures. PhD in Marketing and Market Research, with a Bachelor's and Master's Degree in Business Administration.



Marc Torrens  [← /marctorrens/](#)

Experienced consultant and executive educator supporting organizations in growth, transformation, and strategic decision making. Degree in Computer Science and PhD in Artificial Intelligence.



Class Profile

Networking

Alumni

12

Nationalities

35

Average Age

10

Average work experience

50%

Women

43%

International

Academic profile

15%

Social Sciences

5%

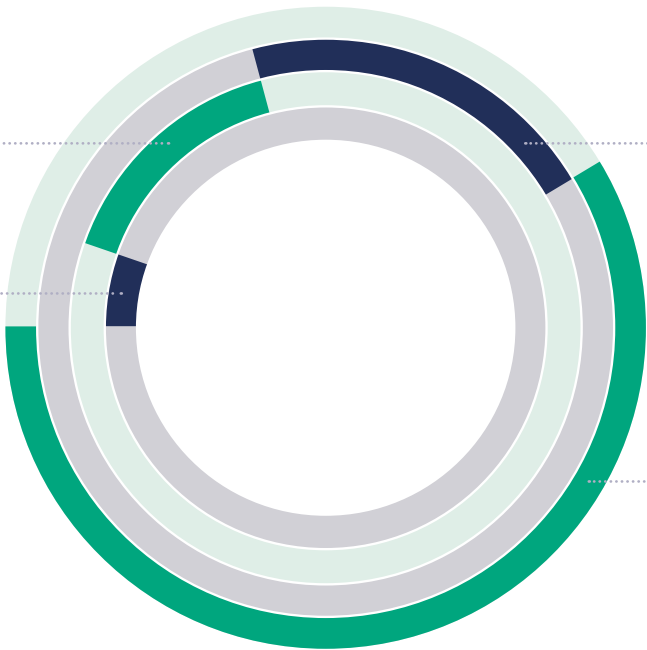
Others

23%

BBA/Finance

57%

Engineering



Esade Community

As an Esade student, you'll become part of a vibrant, international network of responsible leaders committed to driving positive change.

Our Esade Alumni association connects over **83,000 professionals across five continents, fostering collaboration** and lifelong learning. **With 74 international chapters and 12 regional clubs**, the community offers countless opportunities for networking, mentorship, and career growth.

More than 4,000 alumni have contributed to pro-bono consulting projects, and our entrepreneurial network has invested €2.8M in innovative ventures —a testament to the impact and reach of Esade worldwide.



Companies participating in the latest editions

- Accenture
- Barcelona SuperComputing Centre
- Cabify
- CaixaBank
- Cuatrecasas
- Deloitte Digital

- Edelman
- Ernst & Young
- Falabella.com
- Ficoso International
- Glovo
- Grupo AXO

- Idilia Foods
- Mitsubishi Electric
- Repsol
- Rocket Lab
- TD Synnex Europe
- Yamaha Motor

This program was a turning point in my career: I transitioned from a technical, data oriented role to a corporate position and now contribute to shaping our international business strategy.

Raquel Moreno

Chief Data Officer of International Business at Redeia

Career Impact after the Master

This program is designed to create immediate and lasting **career impact for you**.

You strengthen your strategic vision, build cutting-edge digital capabilities and accelerate your professional growth — whether your goal is to advance within your current organisation, move into new roles, or lead digital transformation initiatives.

Real Career Progression. Measurable Results.

75%

of graduates change company within two years, opening new professional opportunities and career paths

40%

are promoted within their company during the Master or in the year after completing it, reflecting the immediate impact of the program on professional growth

At Esade, I found what I was looking for, without even knowing I was looking for it. Attitude, transformation, leadership, and self-confidence.

Hayyan Ahmad

Executive Master in Digital Business, Innovation, and Entrepreneurship.
Class of 2026.

HR Business Partner and Project Manager at Ribé Salat Madrid



The EMDBIE equips you to move faster, aim higher, and lead with confidence in a digital world



How to Apply and Financial Aid

Admission Requirements

- A university degree or equivalent
- A minimum of 3 years of full-time professional experience is required; however, candidates with more extensive experience will be highly valued
- Fluency in English
- Full-time job

How to Apply

- Submit the online application form
- Upload the required documentation
- Official interview
- Admissions Committee

Financial Aid

Pursuing a Master is a significant investment of both time and resources. That's why the return on that investment is key to accelerating your professional growth.

At Esade, we make it as easy as possible for talented candidates to access our program by offering a wide range of scholarships and student loans that help cover tuition fees.

Visit our website to explore all the financial support options available in detail.

Key Facts

Hybrid program

Classes one long weekend every month: Thursday afternoon, Friday all day and Saturday morning + 2 afternoons a month of online classes

Upcoming intakes

Barcelona Campus: October
Madrid Campus: February

Language

The program is taught in English

Duration

15 months

Contact us or visit us in person. You can visit our campuses, attend one of our events, or simply send us an email. Our admissions team will answer all your questions and help you make the decision that will advance your professional career.

Recruitment & Admissions Team
executivemasters@esade.edu

Barcelona Campus
+34.934.952.088

Madrid Campus
+34.913.597.714



Executive Master in Digital Business, Innovation & Entrepreneurship

October 2026 – December 2027

EMBDIE | BARCELONA EDITION

- Common Module
- Specialization Module
- Electives / Common Module
- Online Session
- Graduation ceremony
- International week

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SCHEDULE

Tuesday (Online) - from 4 pm to 8 pm

Thursday - from 4 pm to 9 pm

Friday - from 9 am to 8 pm

Saturday - from 9 am to 2 pm

Graduation Ceremony
from 12 pm to 2 pm

Executive Master in Digital Business, Innovation & Entrepreneurship

February 2027 – April 2028

EMBDIE | MADRID EDITION

- Common Module
- Specialization Module
- Electives / Common Module
- Online Session
- Graduation ceremony
- International week

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SCHEDULE

Tuesday (online) - from 4 pm to 8 pm

Thursday - from 4 pm to 9 pm

Friday - from 9 am to 8 pm

Saturday - from 9 am to 2 pm

Graduation Ceremony
from 12 pm to 2 pm



Our Campuses

Both campuses are designed to foster collaboration, creativity, and global perspectives—giving you the best of Southern Europe’s business and cultural experience.

Barcelona | Pedralbes

Located in one of Europe’s most vibrant cities, our Barcelona campus offers a dynamic environment for innovation and networking. Surrounded by leading companies and startups, it’s the perfect setting to connect with the digital business ecosystem

Madrid

Opened in January 2025, Esade’s Madrid campus is located in the Mirasierra district. The four-story building spans more than 4,800 m² and features cutting-edge technology and innovative architectural design that enhance the educational experience and foster disruptive learning.

Barcelona – Pedralbes Campus

Building 3

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