

# Master in Innovation & Entrepreneurship

Have great ideas. Make them real.

Get ready to launch your own startup or drive innovation within an existing company. At Esade, you'll sharpen your creativity and develop a can-do, results-driven attitude, backed by solid business-management fundamentals.

You'll emerge ready to think differently and find brighter, better ways of doing business – in any company.

## What will you learn?

- How to find, launch, and manage new ventures with high-growth potential. Seek and evaluate new business opportunities.
- How to design and validate business models to build successful startups and prepare business plans.
- How to design, implement and manage a company's innovation strategy, network, or system.
- How to analyze and actively participate in any start-up funding process.

## Who is it for?

Active, creative thinkers and doers who want to be entrepreneurs, innovators, or intrapreneurs.

CLASS PROJECT



## PLACEMENT

91% Students employed  
after 3 months

50% Found a job outside their home country

## Placement by sector:



- 33% Consulting Services
- 33% Technology
- 10% Financial Services
- 5% Retail
- 5% FMCG
- 5% Energy
- 5% Healthcare
- 4% Other

## Placement by function:



Academic background

|       |                       |       |                        |
|-------|-----------------------|-------|------------------------|
| 62,5% | Business & Management | 11,6% | Economics              |
| 11,6% | Engineering           | 4,5%  | Science and Healthcare |
| 2,9%  | Social Sciences       | 2,9%  | Arts                   |
| 1,4%  | Law                   | 1,4%  | Technology             |

Placement by function:

|     |                         |
|-----|-------------------------|
| 24% | Consulting              |
| 19% | Marketing/Sales         |
| 19% | General Management      |
| 14% | Other                   |
| 14% | Business/Data Analytics |
| 5%  | Operations/Logistics    |
| 5%  | Finance                 |

# Esade Difference

## 1. First-hand Learning with Innovative Companies

By joining Esade, you become part of its rich innovative and entrepreneurial ecosystem. This gives you unparalleled opportunities to build your network as you find solutions to real-world challenges. Visit the co-founders and decision makers of startups, high-growth companies and venture capital firms in Silicon Valley and Berlin.

## 2. Internship Innovation Project (I2P)

You will work together with your teammates in order to find innovative solutions, leveraging AI and no-code tools to solve real business challenges.

## 3. Job Opportunities

The business world is changing fast. And you want to lead that change.

At Esade, we understand your drive to do things differently. That's why the MSc in Innovation and Entrepreneurship has been created as a defining step towards becoming a successful intrapreneur or entrepreneur. Whether you plan to lead innovation from inside an existing company or launch your own start-up, we'll help you to define your objectives, and assemble the tools and resources you need.

## 4. Rambla of Innovation: A New Learning Ecosystem

The Esade campus is built for business experimentation and creation. Its Rambla of Innovation features six unique spaces designed to help companies come to life: EGarage, for sharing ideas; EWorks, where ideas and projects become a reality; Fusion Point, where students from different disciplines can meet; Fab Lab, for manufacturing prototypes; Decision Lab, where the decision-making process is decoded and Finance Lab, an innovative space where you can master real-time market trading and analysis tools.

### PROGRAM OVERVIEW

#### SUMMER PERIOD BUSINESS INTEGRATION PATH

##### TERM 1

###### CORE COURSES

- Business in Society
- Creative Thinking
- Entrepreneurship
- Exploring the Opportunity
- Innovation management

Study Tours & Skills Seminars

##### TERM 2

###### SPECIALISED COURSES

- Advanced Strategy for Entrepreneurs and Innovators
- Finance for Entrepreneurs and Innovators
- Marketing for Entrepreneurs and Innovators
- Product Management for Entrepreneurs and Innovators

##### TERM 3

###### ELECTIVES

The wide range of electives offered during this term will allow you to tailor the program to your specific career goals.

2nd Year Options (not compulsory),  
CEMS or Double Degree



“ Asking the right questions is fundamental to effective learning and problem-solving. It's not just about seeking answers but about fostering a deeper understanding of the issue at hand ”

**Simon Urgan**

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Class of 2023