

ONLINE MASTER IN

Sustainability and Business Innovation

**The best
of online,
the best
of a Business
School**

EXECUTIVE
EDUCATION

**General Management
and Leadership**

e[®]

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EADA, ONE OF THE BESTS BUSINESS SCHOOLS IN THE WORLD

Where Business People Grow

EADA Business School bases its activity on **training managers and executives, applied research** and the **transfer of knowledge and talent to the business world**. Our mission is to have an impact on the personal and professional development of business leaders, improve excellence in companies and organisations as well as contribute to a fairer and more equal society.

Where?

Barcelona has a long-held tradition in business, industry, commerce and tourism. The **central location** of the EADA Business School and the global nature of the Spanish language both contribute to our position in the **international market**. EADA and the programmes we offer always aim to reflect the very best of Barcelona's cosmopolitan culture, history and openness to diversity, creativity and innovation.

Business

As an **independent non-profit** business school our aim is to train present and future managers and be a lever to a successful professional career. Our teachers are professionals **with managerial experience in the world of multinational corporations and have a high standard of academic training**. The aim of our applied research is to create a direct impact on both the design of new programmes and subjects as well as strengthen ties with other institutions and companies by helping them to grow and innovate.

People

Our training programmes are designed to give professionals a deeper understanding of their own skills and managerial competencies as well as the potential effects of their leadership when transforming the companies they work for into organisations which have a positive impact on society. The teachers and staff at EADA work towards helping companies to grow and their stakeholders to develop. **Our goal is to develop leadership by the people and for the people both within and outside of the organisation. For this reason, we support the UN "Principles for Responsible Management Education"**.

Grow

We focus on helping people and organisations to develop and transform at different phases of their professional career or existence. We look to attract participants who wish to make a change in their lives. The teachers and EADA programmes offer participants the combination of **employability, performance and leadership**, where each element can be adapted to the individual profile of each participant. At EADA, we use a pedagogical approach based on the principles of management training which focus on student participation and personalised learning in small groups.



EADA in numbers

Since 1957

Pioneers of management training in Spain

87

Student nationalities

+500

Companies recruit at EADA

+100

Corporate agreements

+30

International academic partners

+2,000

Job offers every year

3

Onsite campus 4,500 m² +
4,200 m² + 8,000 m² +
unique facilities in Europe set in
14 hectares of woodland

1

Virtual campus

+60

Events and activities

+120,000

EADA Alumni in 5 continents

Global Recognition

Accreditations, rankings and ratings

The rankings and accreditations awarded by independent international bodies and institutions are excellent tools to help you choose the business school you want to study at.

They provide you with objective criteria to evaluate the different schools and make the right decision.

In Spain, EADA Business School holds the EQUIS/AMBA double accreditation which is only held by three other schools.



EQUIS is awarded by the European Foundation for Management Development



AMBA is awarded by the Association of MBAs

The Financial Times compiles the most prestigious ranking based on entry requirement criteria that require all institutions to be EQUIS or AACSB accredited.

These are the latest positions for EADA Business School in the published rankings:



- > 27 European Business School
- > 25 worldwide for Executive Education programmes



- > 19 worldwide for Masters in Management
- > 56 worldwide for Full-Time MBA



awarded by The Positive Impact Rating Association

- > EADA is among the 29 Best Business Schools for the world. Level 4: Transforming Schools (out of 5 levels)

Degree title

Participants who complete the programme and fulfil the academic requirements will receive the **degree Master in Sustainability and Business Innovation.**

International Associations



EADA is a member of AACSB: EADA is a member of AACSB

International—The Association to Advance Collegiate Schools of Business.

Partners for Positive Impact and Sustainable Development

We are committed to a business world with purpose driven by organisations that go beyond profit, dedicated to creating value, leading responsibly and ethically and taking care of the well-being of society



Barcelona is a leading city in sustainability worldwide.

EVERYTHING YOU WANT FROM AN ONLINE MASTER AND THE LARGEST TRAINING CAMPUS IN EUROPE

Unique aspects of the programme



Personalisation

The programme uses small group methodology to encourage participation and interaction between the students and the professor, which makes the most of the synchronous teaching model. Students maintain contact with the professor and receive personalised feedback on all their work.



Ongoing support

The programme management team at EADA provides the participants with all the academic or technical support they need to counter any setbacks so that the students can focus on their training.



Executive Coaching

To support the holistic, personal and professional development process of each participant, we provide Executive Coaching sessions with a certified ICF (International Coaching Federation) coach. During the sessions, you will prepare a development plan focused on various areas of improvement and learn how to be more effective when interacting with your team. The sessions will enable you to reach the degree of self-awareness needed to focus your career on the areas where you can provide more value and, at the same time, align it with your personal goals.

The EADA pedagogical model is a benchmark. Our e-learning platform is simple, intuitive and practical.

1 module at the largest residential training campus in Europe (Blended option).

The residential module in Barcelona as part of the Master's programme will help you to fully integrate in the group of participants, as well as meet the faculty team in person. And it all takes place at the largest training campus in Europe, the EADA Collbató Residential Training Campus, which is an 8,000 m² educational facility set in 14 hectares. This unique complex is surrounded by nature, with 16 classrooms and 120 bedrooms, sports facilities and residency services.



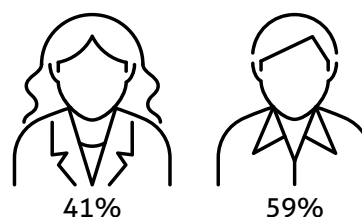
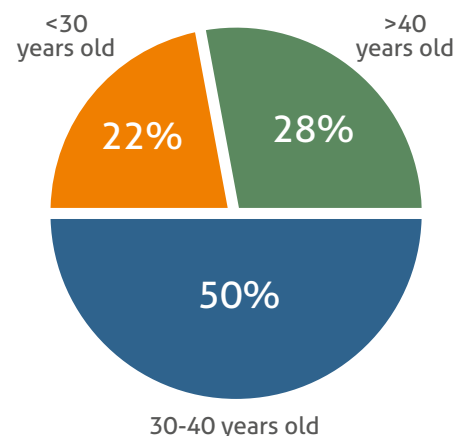
EXCLUSIVE METHODOLOGY ADAPTED TO YOUR PROFESSIONAL EXPERIENCE

Methodology

- **Learning by doing.** The learning by doing methodology is a practical way of learning using case study analysis, critical incident solutions, simulations and outdoor training. Teamwork and debate are essential resources for building self-confidence, embracing differences and encouraging in-depth reflection for management diagnostics and business decisions.
- **Immersive Learning.** At EADA Business School, we have always aimed to simulate the business reality in the classroom and our online platform reflects this purpose, by placing the participant at the centre of learning. Video-based learning, video cases and synchronous sessions will help you to discover in-depth business experiences, with support from technical notes and theoretical concepts that will improve your participation and teamwork. The level of support offered to each of our participants makes us unique which is why, at EADA Business School, you will never feel alone.
- **Face-to-face module to develop your management skills.** The face-to-face residential module that takes place at EADA's Collbató Residential Training Campus uses the most advanced methods of indoor and outdoor training. The experiential nature of this methodology is particularly suited to the development of management and psychosocial skills.
- **A challenge to guarantee learning.** The final project is part of the methodological mix and takes place during the programme. It allows the participant to integrate learning, evaluate the transfer of knowledge and ensure the consolidation of the programme's objectives. The project, which receives tutor supervision, consists of being able to defend a plan of action that responds to a real business situation, and aims to reproduce the same type of challenge that a steering committee may face. The final project defence takes place at the end of the programme during an intense day of debate and reflection for the group of professionals involved.

Participant profile

Average age



Required experience

3+ years

Basic information about the programme



Fees

- € 17,500
blended option
- € 16,500
online option



Face-to-face sessions

- (Barcelona)
- Blended option
- Project tutoring sessions
- Executive coaching sessions



Language

English



Duration

12 months



Locations

- Barcelona (Spain)
- Virtual campus (Online)

ONLINE MASTER IN SUSTAINABILITY AND BUSINESS INNOVATION

The programme: Innovation is part of its structure and methodology



CONSCIOUS
CAPITALISM®
CENTRAL MARYLAND CHAPTER



ECONOMIA
DEL BIEN COMÚN
Un modelo de economía con futuro



Who is this programme for?

The programme has been designed for professionals who wish to focus their careers towards innovation and business sustainability, who are seeking to position themselves in this new corporate environment. It is also aimed at consultants and executive coaches who are looking for innovative tools to support organisations during their transition towards sustainability.

Programme workload

This online programme carries a workload of approximately 6 to 8 hours a week. An extra 2 hours should be added when working on the final project of the programme.

Strategic project

Completing a project is one of the key methodologies of the pedagogical model at EADA, as it enables the participant to transfer their learning to a business reality. The aim of the project is to align and apply SDGs to the strategy of an organisation or start-up.

The business world has already started to react proactively, reinventing the role of the private sector to provide solutions to the greatest challenges currently facing the planet and to contribute to the 2030 Agenda and the United Nations' Sustainable Development Goals (SDGs). This is what is known as the New Business Paradigm.

17 goals to transform our world

In 2015, the United Nations adopted the 2030 Agenda on Sustainable Development, an opportunity for countries to embark on a new path in order to improve the lives of everyone on the planet, leaving no-one behind. The Agenda includes 17 Sustainable Development Goals, that range from the eradication of poverty to combating climate change, education, gender equality, protecting the environment and the urban design of our cities.

The Sustainable Development Goals (SDGs) are a call to action to all countries to eradicate poverty and protect the planet as well as ensure peace and prosperity.

The mission of EADA Business School, as a signatory to the UN Global Compact, is to create an impact not only in the personal and professional development of business leaders but also in the excellence of companies and organisations and their contribution to a fairer, more sustainable and solidarity-based society.



Programme structure

Subjects		Sustainable Development Goals
	NEW BUSINESS PARADIGM: SHARED-VALUE STRATEGIES › Characteristics of the new business paradigm › Systemic thinking and applied complexity science › Multi-stakeholder shared-value strategies › Holistic management models for innovation and sustainability › Sustainable leadership	
	CIRCULAR ECONOMY › Conceptual framework: Megatrends and basic principles › The Butterfly Effect › The 3Rs model: reduce, reuse, recycle › Business models for a circular economy › The ecosystem of stakeholders › Circular supply chain	
	LIFE CYCLE ASSESSMENT (LCA) AND ENVIRONMENTAL IMPACT MEASUREMENT › Strategic Uses of Life-Cycle Analysis › Analysing, challenging, and communicating LCA results › Tools for Quantifying Environmental Externalities › Carbon and water footprint measurement	
	SUSTAINABILITY STRATEGY DESIGN AND IMPLEMENTATION › Bases of competitive strategy and the role of sustainability › The business case for sustainable transformation of business › Designing and implementing sustainability strategies › Case studies of firms that successfully integrated sustainability into competitive strategy	
	IMPACT MEASUREMENT › Bases and trends on impact measurement › Methods and tools for monitoring and evaluating impact › Design, development and management of impact systems › Measuring and indicator systems	
	LEADERSHIP MODULE › Personal and transformational leadership › Managing commitment and motivation › Negotiation and managing conflict	Residential Module in Barcelona
	FRAMING A RELIABLE ESG STRATEGY › Regulation › Reporting › Accounting for social and environmental value › Analysis of the future scenarios in ESG reporting	
	INNOVATION AND POSITIVE IMPACT: THE PURPOSE LAUNCHPAD FRAMEWORK › Purpose Launchpad principles, phases and implementation levels › Purpose Launchpad applications and tools (real cases) › Purpose Launchpad axes deep dive: Purpose, Customer and Abundance	
	DUAL FINANCE DEVELOPMENT › The impact of sustainable finance › The economics and risks of sustainable finance › ESG Metrics › How to invest in environmentally and financially sustainable projects › Measuring sustainability performance	
	SUSTAINABILITY CONSULTING › Competences to carry out consultancy processes in the field of social innovation and sustainability › Consultant's global vision to integrate consultancy in social innovation and sustainability in the companies' strategy › Partnerships & alliances	
STRATEGIC PLAN FOR SUSTAINABLE BUSINESS DEVELOPMENT		

* Both content and structure are subject to change.

Letter from the Programme Director

Design your future, design your world

The Master in Sustainability and Business Innovation is a pioneering master's programme that offers you the unique opportunity to learn how business, sustainability and innovation interact.

Our curriculum is aligned with the United Nations Sustainable Development Goals and addresses the latest trends in responsible and technological innovation, sustainable business models and new market infrastructures.

At EADA, you will be surrounded by classmates from diverse backgrounds and, although each participant's growth will be unique, you are united in the shared commitment to find solutions to the current and future environmental, economic and social challenges.

This Master's programme will prepare you for new challenges, strategic problem solving from a global perspective and leadership skills to succeed.

At organisational level, you will analyse the best practices to manage high-performance teams and transform corporate culture. At community level, you will learn how to maximise the economic and social resources of an organisation, its environmental impact and how to measure its performance.

The Master in Sustainability and Business Innovation is designed to provide you with the tools and technical know-how to not only embrace change, but also promote it as a future business leader.

Federica Massa

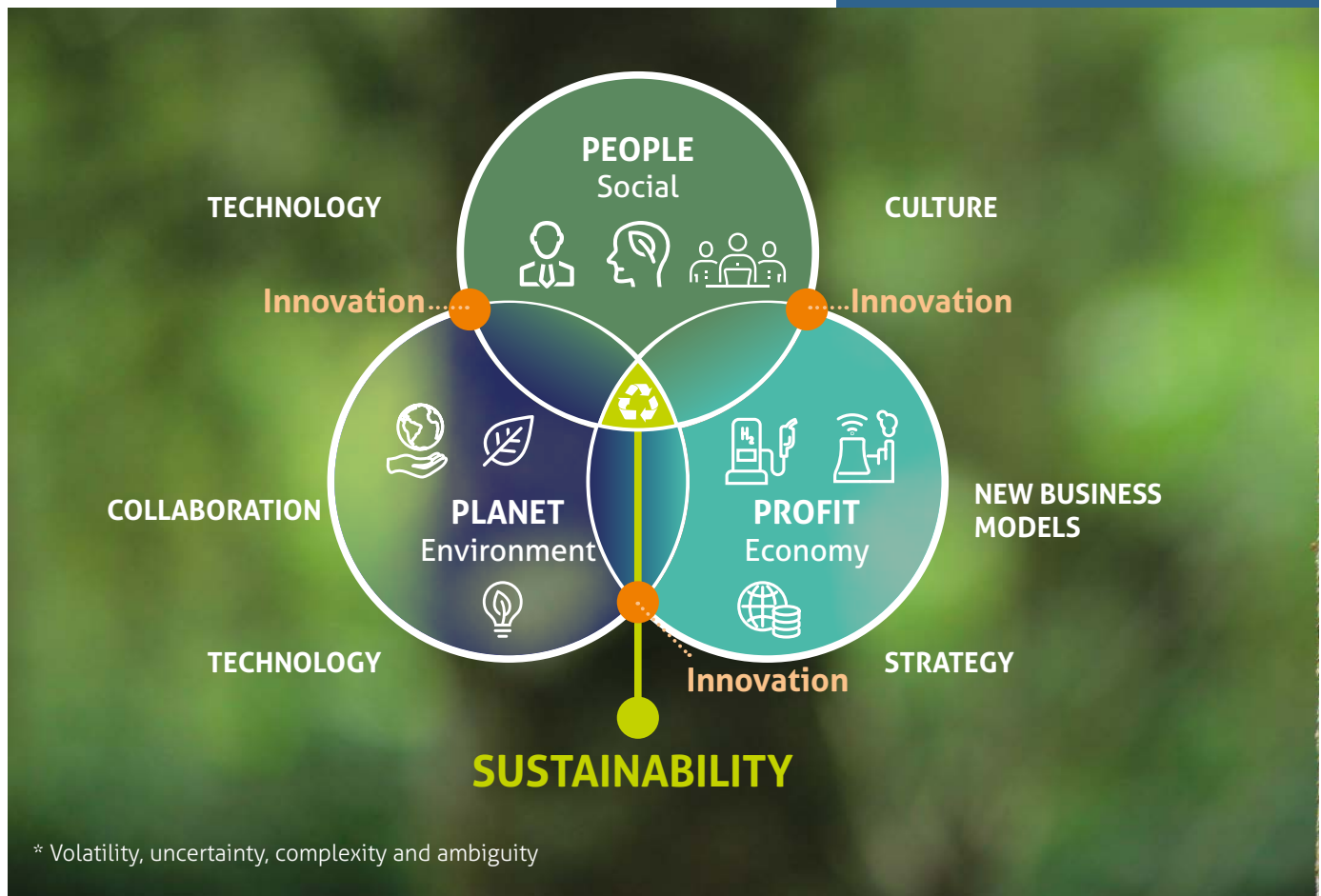
Programme Director

Federica Massa Saluzzo received her bachelor in Business Administration from Bocconi University, her Ph.D in Strategic Management from IESE Business School, and her post-doc from the University of Bologna. She joined EADA in 2016 where she is a professor of strategic management. Before entering academia, she worked as a strategy consultant. Her research examines how social value is created among stakeholders operating in the same ecosystem and has been published in top journals. Her research interests also include sustainable fashion and social innovation.

A photograph of a person walking away from the camera on a paved path that stretches towards a bright, hazy horizon. The person is wearing a blue jacket and dark pants. The scene is bathed in warm, golden light, suggesting sunrise or sunset. The path is flanked by green fields.

Operate from purpose

Conceptual framework- VUCA* World



*Innovation for Sustainability, a comprehensive vision.
Harmonizing the 3 sources of abundance: the triple line
of benefits (Saavitz, 2006)*

Faculty

There are two profiles of faculty staff on this programme: the first includes specialists and professionals with extensive professional experience in their field of expertise who come from the areas of consulting, business ownership and management. The second includes full-time professors at EADA who contribute their research to the programme. They also provide feedback on the latest know-how from the companies which participate in our corporate programmes.

For both types of profile, the EADA academic department ensures good teaching methods and skills by using a rigorous selection process, training and assessment to guarantee dynamic sessions and knowledge mobilisation.

The purpose of this programme is to help professionals to develop their leadership career in companies and organisations to create shared value and solve the sustainability challenges in the areas of environment, economy, society and welfare.

COLLBATÓ RESIDENTIAL TRAINING CAMPUS, EUROPE'S LARGEST TRAINING CAMPUS FOR LEADERSHIP SKILLS

Intensive training and leadership development

The Collbató Residential Training Campus at EADA Business School, located 40 km from the city of Barcelona, is the largest campus in Europe designed specifically for the development of leadership skills.

In Spain, EADA has pioneered the use of 'outdoor training' to enhance the development of leadership skills. The experiential nature of this methodology is recommended for the development of management skills since it recreates the work environment and combines the physical and emotional dimensions needed to make day-to-day business decisions in companies and organisations.

The centre has two types of facilities for Outdoor training exercises: the high ropes and low ropes. The differences between the two depend on the critical knowledge areas to be worked on and the skills and situations the participants are required to address. The objective is to simulate situations faced by organisations in the most realistic way possible.

The hotel complex has over 100 rooms, a restaurant, meeting rooms, rest areas, an outdoor zone located in 15 hectares of woodland as well as sports facilities.

**RAD (Direct Action
Challenges) Activity Centre
for Outdoor High Ropes
activities on high steel poles.**



Overcoming challenges and action simulations

Physical and emotional challenges to become a true leader

During these activities, participants learn by overcoming challenges and action simulations, which encourage personal and collective values. They face their fears and psychological limitations with the support of an onsite team designed for this purpose. These challenges can be physical and emotional and are tackled in accordance with the capacities of each participant.

The low ropes activities focus on teamwork, strategy building, improved communication and establishment of trust. They also require creativity, leadership, planning, communication and the optimisation of team resources.

This method facilitates inner growth by overcoming the participant's fear and being able to recognise one's abilities and limitations. The participant's experience facilitates an emotional state of predisposition to learning and the assimilation of concepts. The expert trainers then work to bring out the best in the participants.

These challenges aim to deliver a training method that takes the participant out of their 'comfort zone' and pushes them to go further, exceeding their expectations of their ability to complete a challenge.

The high ropes course includes high impact training activities which are followed by an anchoring session including a video recording of the activity for later analysis by the participants.

High ropes course

These facilities are used for the high ropes exercises and range from 5 to 8 metres in height. The participants carry out these activities while connected to safety ropes which are supervised at all times by expert staff.

Safety

The proposed outdoor activities are optional. Each participant decides whether to take part in the activity, in what way and up to which level. We provide full guarantees and certifications to perform the activity in the maximum safety conditions.

Low ropes course

Another type of outdoor activity that takes place is on the low ropes course at the Collbató Residential Training Campus. During these physical activities, the participants are required to implement a plan and use problem-solving.

A variety of challenges

This module provides participants with the opportunity to carry out 12 different challenges adapted to various levels of difficulty and heights.



Collbató Residential Training Campus in numbers

113

Rooms

15

Hectares of woodland area

1

Outdoor swimming pool

1

Gym

13

Different sized meeting rooms with natural light and equipped with the latest technology

2

Auditoriums of 230 m² can hold a capacity of 20-150 people

110m²

Other rooms are 110m² and can hold a capacity of 8-35 people

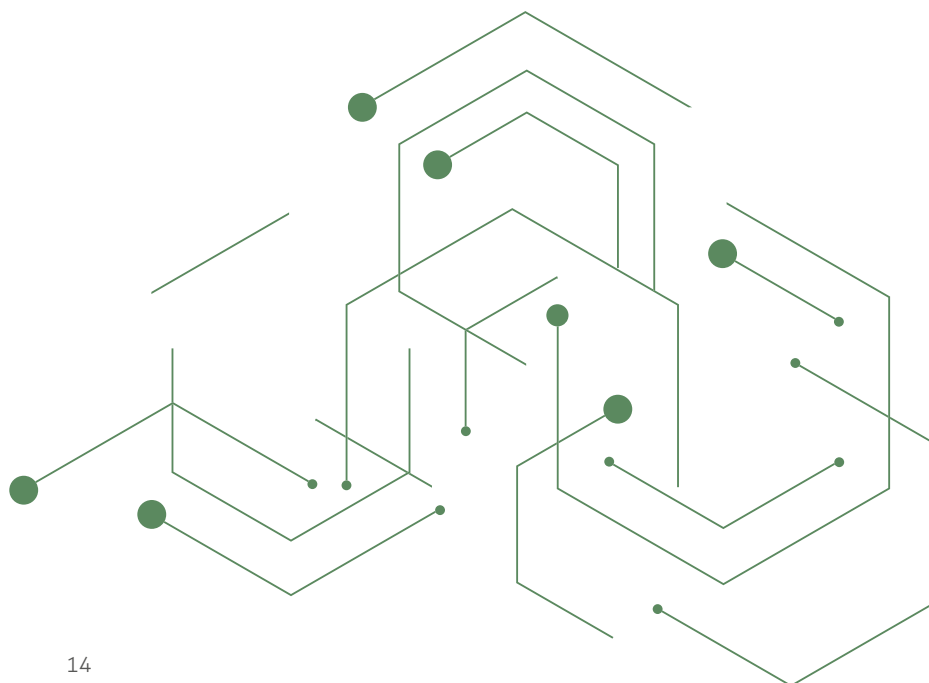
Accommodation

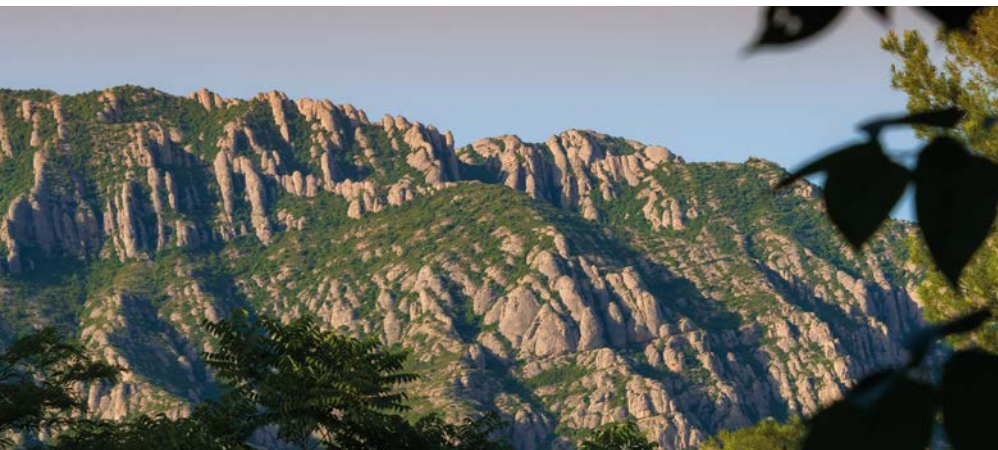
The Campus has 99 comfortable and functional rooms, equipped with:

- > Full bathroom
- > Large study table
- > Telephone
- > Satellite TV
- > WIFI and laptop connection
- > Heating

There is also:

- > A printing service
- > A computer room
- > A library
- > Business facilities





Our facilities in Collbató, which are located in a natural landscape, enhance the intensive training of participants in our management development programmes. The space is designed for group activities and workshops, making the most of our know-how.





EADA ALUMNI, YOUR EXCLUSIVE NETWORK OF BUSINESS CONTACTS

EADAX

With discounts for Alumni members, these short-format courses enable you to tackle current business challenges by keeping your competencies, skills and knowledge up-to-date.

Networking sessions & events

You will benefit from various sessions and workshops related to your 'lifelong learning' where you will be able to foster your networking skills.

EADA Alumni clubs

Alumni has various professional clubs which promote professional development, debate and networking between Alumni and companies.

Alumni Mentorship

Participants can contact with Alumni on the Mentorship platform to ask for professional advice. If you are an Alumni member, you can support other members and share your know-how.

Benefits of being part of the Alumni Community

You will enjoy a wide range of discounts and special offers around the EADA Barcelona campuses, as well as other benefits for being a member.

Knowledge & Information Centre

As an Alumni member, you will have access to all the information resources at the KIC.



EADA CAREERS

Personalised assessment

This is one of the most valued resources by our participants and consists of the following:

1



We will help you to define your professional goals so that you become the architect of your own strategic job **search plan**.

2



You will receive **personalised support** during the job search process.

3



An **expert recruiter** will help you to prepare for interviews and the selection processes you participate in.

Companies that have collaborated with EADA in the last three years:



Knowledge & Information Centre



Your direct and personalised access to information from the business world.

The Knowledge & Information Centre welcomes you to a knowledge environment that aims to provide support to the learning and research activities at EADA, offering a fully personalised service and access to resources to satisfy any request for information in the business field.

A team of experts will offer you advice when it comes to finding and analysing the information you need. A selection of the best information resources in the business world are also available on the Virtual Campus:

- B2B / B2C sector information, market reports, forecasts, profiles and news
- Global economic and financial information (SABI, Dun & Bradstreet)
- Access to financial market data (EIKON, Factiva, Financial Times)
- More than 5,500 business plans and projects
- Thousands of academic and electronic journals (Proquest, WARC, etc.)
- More than 25,000 specialised eBooks



Personalised advice
from our admissions
team

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online-programmes@eada.edu

International representatives

> Silvana Doti

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Paraguay, Uruguay
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Switzerland & Austria
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> Eduardo Salinas

Representative in México
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ADMISSIONS CONTACT US AND LET'S TALK ABOUT YOUR FUTURE

Admission process

The Admissions Committee performs a global assessment of each candidate and takes into account both professional and academic experience as well as everything that defines the candidate as a person.

Successful candidates tend to possess the following qualities: emotional intelligence, the ability to work well in teams, leadership skills, communication skills and a high level of motivation.

The minimum requirements to start the admissions process are:

- > A minimum of 3 years professional experience
- > Previous university education.

The admissions process is divided into 3 stages:

1



Complete the admissions form according to your specialisation and upload the required documents.

2



- Letter of motivation.
- Copy of your passport
- Copy of university degree certificate (if you do not have a university degree, please consult validation process).
- 1 Reference

3



Complete an interview with the Programme Director (online or face-to-face)

Financing your programme

We help you to improve your future

The EADA Online Master's programmes want to attract the best talent. We know that financing your business school education can be a real challenge. The decision to study a Master's degree represents an important investment and we hope to make it more affordable through different scholarships and funding opportunities with organisations from all over the world. For more information on scholarships and the different dates for application, please consult our website.

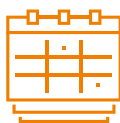
EVERYTHING YOU WANT FROM YOUR ONLINE MASTER'S DEGREE WITH THE GREATEST FLEXIBILITY IN YOUR DEVELOPMENT DURING THE PROGRAMME

Key Facts



BOOST YOUR CAREER

Discover the latest trends in the business world to help you enhance your skills and knowledge to become a future leader. Make your CV stand out with this Master's degree for top managers.



FLEXIBILITY IN YOUR LEARNING

You decide how and when to work on the content of the programme with access to knowledge just a click away. A programme adapted to the business world: available anywhere and at any time.



EXECUTIVE PROFILE

Join a top group of professionals with extensive experience and responsibility. Managers that work for large multinationals will provide you with a complete learning experience.



LEADERSHIP DEVELOPMENT

Complement your Online Master's programme with a residential module at Collbató Residential Training Campus. EADA is a leader in the development of management skills that will enable you to make a difference.



GLOBAL EXPERIENCE

Experience and learn different ways of seeing the world as a result of the international diversity in our classrooms. Use this global vision to tackle new challenges in today's world.



INTERNATIONAL NETWORKING

International professionals who are working all over the world. Expand your network of contacts with the EADA community and find your future partners and clients.



Testimonials

"This format is convenient because it allows you to combine your personal and professional life with the classes. The best part is the course planning: from the beginning we knew exactly how the modules of the course would develop and how we would progress in the group projects. I also found the synchronous classes really useful."

Natividad Baza
Head of Planning at Reserva de la Tierra S.L.



Testimonials

"It is a programme that is adapted to the business world: accessible from anywhere and at any time. With subjects that I have been able to apply in practice, as well as management skills to know how to connect with my team."

Maxim Kozlovski
CFO at Koss

eada[®]

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[eadabarcelona](https://www.instagram.com/eadabarcelona)



With the use of this type of paper, EADA promotes the environmentally appropriate, socially beneficial, and economically viable management of the world's forests.

EADA will pursue civil and criminal action against those who, for the purpose of obtaining economic benefit, plagiarize this program or the design of the communication materials used by EADA for its dissemination.