

Online Master in Sustainability and Business Innovation

ONLINE

GENERAL MANAGEMENT
AND LEADERSHIP

UCL
SCHOOL OF
MANAGEMENT
EXECUTIVE
EDUCATION

The master's participants
will receive a certification
in Sustainability Strategy
Design and Implementation
from UCL School of
Management - University
College London

Sure we can't
innovate in
a sustainable
way?

eada®
business school
barcelona

Leading
what
matters

Sustainability

Leadership

Innovation



POSITIVE IMPACT
RATING
FOR BUSINESS SCHOOLS

e[®]

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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

+60

Events and activities

+120,000

EADA Alumni in 5 continents

EADA, ONE OF THE BESTS BUSINESS SCHOOLS IN THE WORLD

Global Recognition

Accreditations, rankings and ratings

EADA Business School holds the double EQUIS and AMBA accreditation. Of the more than 12,000 business schools in the world, only 172 have these two exclusive and prestigious accreditations (only four in Spain).



EADA is present in the most recognized international academic rankings. These are the latest positions:



- **16th** Business School worldwide in Open Programmes (*Financial Times*, 2024)
- **46th** Business School worldwide in Custom Programmes (*Financial Times*, 2024)
- **94th** International MBA in the world (*Financial Times*, 2024)
- **41st** Master in Finance in the world (*Financial Times*, 2024)
- **36th** Master in Management in the world (*Financial Times*, 2024)
- **30th** Business School in Europe (*Financial Times*, 2023)

Degree title

Participants who successfully complete the program and meet the academic requirements will be awarded the **degree Master in Sustainability and Business Innovation**.

The master's participants will receive a certification in Sustainability Strategy Design and Implementation from UCL School of Management - University College London

University College London is an internationally renowned institution. It is ranked #8 in the world by the QS ranking and #22 in the world by the Times Higher Education ranking



awarded by *The Positive Impact Rating Association*

- EADA is one of the Best Business Schools FOR the world, in the category *Transforming Schools* (level 4)

Memberships



Academic Partners - Founders



Partners for Positive Social Impact and Sustainable Development



Sustainability at EADA and its multiplier effect

- Sustainability is one of the strategic pillars of EADA Business School, present in its values and alliances, in its research, training and communication.
- We count on the EADA Sustainability Hub, through which we create knowledge, translating sustainability research into real impact through training programmes and activities that generate a multiplier effect in our Community and its environment.
- In 2017, we began a firm commitment to sustainability, being pioneers in the creation of 100% sustainability-oriented programmes in the business world, academic research in sustainability and with alliances. Currently, we already have 5 specific programmes in this area, in which +300 participants.

We continue working to consolidate our role as a business school that accompanies professionals, from their incorporation into the labor market to their professional maturity, towards sustainable leadership that, in addition to enhancing professional skills and abilities, promotes values that are based on human sustainability, as well as socio-economic environments, ethics and equal opportunities.

EADA Global Campus

4 Campus EADA

2 campuses in the center of Barcelona (Campus 1 - Aragó and Campus 2 - Provença)

1 Residential campus in Collbató with unique 14-hectare outdoor facilities (Collbató Training Centre)

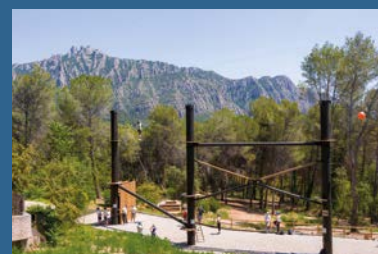
EADA Virtual Campus



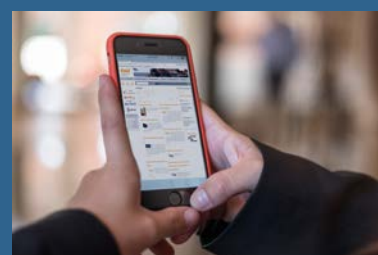
Campus 1 - Aragó



Campus 2 - Provença



Campus 3 - Collbató Training Centre



Virtual Campus

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.



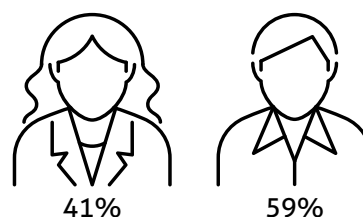
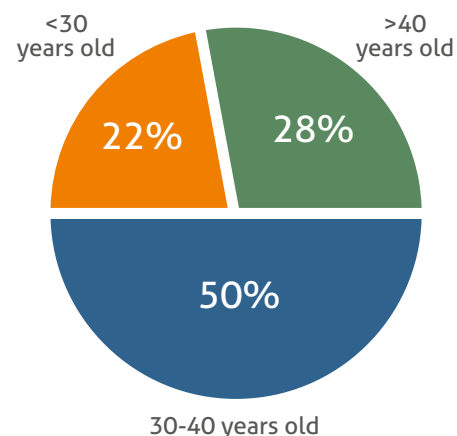
EXCLUSIVE METHODOLOGY ADAPTED TO YOUR PROFESSIONAL EXPERIENCE

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



Network Spain
WE SUPPORT

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	      
	BUSINESS AND HUMAN RIGHTS › Understand the history and evolution of BHR standards. Corporate responsibilities under international human rights frameworks. › Human Rights Due Diligence and Risk Management. Tools and methodologies for conducting human rights impact assessments (HRIAs) › Monitoring, Reporting and Remediation on Human Rights. › Sustainability Strategy and Emerging Trends in BHR	  
	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.

Informed by leaders in the sector

EADA's Online Master in Sustainability and Business Innovation Think Tank is made up of business leaders from a wide variety of sectors - this diversity ensures a **transversal understanding of responsible management** in today's organisations. It serves to bring you closer to **sustainability-oriented managers** who actively shape the curriculum of the programme.

The experts in the Think Tank inform every aspect of the Master in Sustainable Business & Innovation, so you are prepared to **meet the needs of leading organisations**, institutions and companies upon graduation. This feedback loop ensures that the **knowledge, skills and mindset** that you develop in class translate to competencies that are **valued by executives and recruiters** around the world.



SKILLS

LEADERSHIP SKILLS THE ABILITY TO PERSUADE AND INFLUENCE OTHERS

STAKEHOLDER MANAGEMENT A COMMITMENT TO BUILDING WIN-WIN RELATIONSHIPS ACROSS A DIVERSE SET OF ACTORS



KNOWLEDGE

BUSINESS ACUMEN THE EXPERTISE TO ANALYSE AND CREATE SOUND STRATEGIES FOR VALUE CHAIN MANAGEMENT

LEGAL FRAMEWORKS AN UNDERSTANDING OF GOVERNMENT AND REGULATORY BODIES IN DIVERSE SUSTAINABLE CONTEXTS

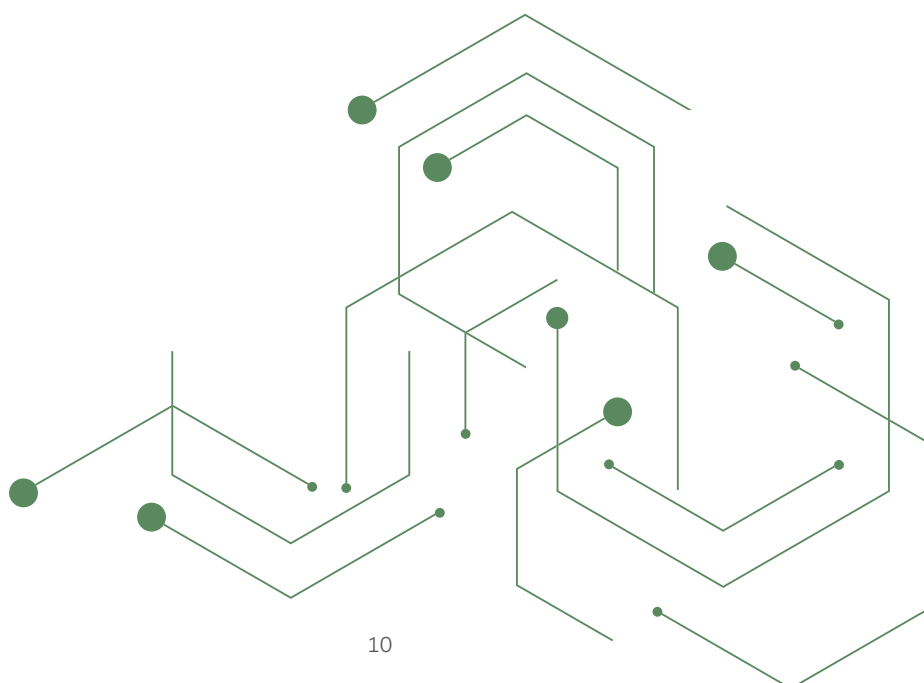


MINDSET

CRITICAL REASONING THE ABILITY TO MAKE THE CASE FOR SUSTAINABILITY AND ANSWER "WHY SUSTAINABILITY" IN ALL CONTEXTS, INCLUDING THOSE IN WHICH IT IS NOT YET A PRIORITY

PURPOSE A DRIVE TO CONNECT BUSINESS STRATEGY AND PURPOSE WITH TRANSPARENCY AND PASSION

Think Tank Companies



Pablo Sánchez

FORMER MANAGING DIRECTOR,
B LAB

"Imagine a company that has a clear social purpose in which every decision it makes and every action it takes has a positive impact on people and the planet. Now imagine millions of companies acting in the same way and we will understand the enormous transformative power."

"Building this transformative vision comes from the very people who make up an organisation. EADA students are champions of this vision, demonstrating how it is possible to thrive by creating purpose-driven companies. Today, more than ever, business schools and companies have the opportunity to co-create this vision by forming leaders who will ambitiously promote a new business paradigm."



Dr Julia Wolny

PROGRAMME DIRECTOR

Dr Julia Wolny is a professor (EADA, prev. Southampton University, Goldsmith University London), researcher and consultant in Digital and Responsible Marketing Strategy. With a PhD on the topic of a Mass customisation as a sustainability strategy (Management Institute, Salford University, UK) and formative years in the design and fashion sector in London, she brings together the commercial and creative elements of innovation and sustainability. She holds a Postgraduate qualification in Education, Online Tutoring Diploma from Oxford Brookes University and graduate in Fashion Management from University of Arts London.

During her time as Director of Fashion Business Studio at London College of Fashion Dr Wolny had an opportunity to work on responsible projects in retail and education (UK, Dubai, Sri Lanka, Italy). Her publications focus on the impact of technology on consumer behaviour, she published on the topics such as wearables and quantification, ethical luxury and eWOM, in top journals (e.g Journal of Marketing Management) and books (e.g. Routledge Handbook of Consumer Behaviour, Sage Handbook of Digital Marketing).



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.

As a participant in the program, you will be part of a global community of positive impact multipliers trained by EADA.



Key Facts



Global Perspective on Sustainable Transformation



Business and Human Rights



ESG Metrics and Dual Finance



Impact Measurement and Life Cycle Assessment



Systems Thinking



Alignment with UN Sustainability Goals



Leadership at Individual, Organizational, and Community Levels

The Triple Bottom Line



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

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.

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.

Dr Josep M. Coll Morell
PROFESSOR AND FOUNDER
OF THE MASTER'S IN
SUSTAINABILITY.

Focus areas include conscious entrepreneurship, holistic management and sustainable innovation

"My objective as a professor is to guide managers to address complexity and condemn opportunism, taking the action needed to convert firms into tools for social development."

Dr Josep M. Coll Morell has a Ph.D. in International Economics and a master's degree in European Economics. His interests include conscious entrepreneurship, holistic management and sustainable innovation, and he has worked as a consultant for a wide range of public and private organisations including the European Commission and the United Nations. He has experience in innovation, internationalisation and organisational transformation in Europe, America and Asia, and he authored the book *Zen Business* (Profit editorial) and co-authored the book *Economía de la Felicidad* (The Economy of Happiness, Plataforma editorial).



WHERE WILL I LEARN LEADERSHIP SKILLS?

EADA-residential TRAINING CAMPUS

OUTDOOR TRAINING, ROLE PLAYS AND TEAM-BUILDING ACTIVITIES IN THE
MONTSERRAT MOUNTAINS



IDENTIFY YOUR LEADERSHIP STYLE



EADA has its own campus dedicated to the development of leadership skills. The campus provides high impact, lasting learning by pushing you **out of your comfort zone**. You develop an **action plan** that is your guide for personal and professional development throughout the year and beyond. This **experiential learning** is combined with **professor-led workshops** focused on team and leadership theory, ensuring that you effectively transfer what you have learned to the workplace.

TRANSFER
YOUR LEARNING
TO THE
WORKPLACE

GET OUT OF YOUR
COMFORT ZONE

BUILD AN
ACTION PLAN



SOFT SKILLS
ARE WHAT
MAKE YOUR
HARD SKILLS
SHINE

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

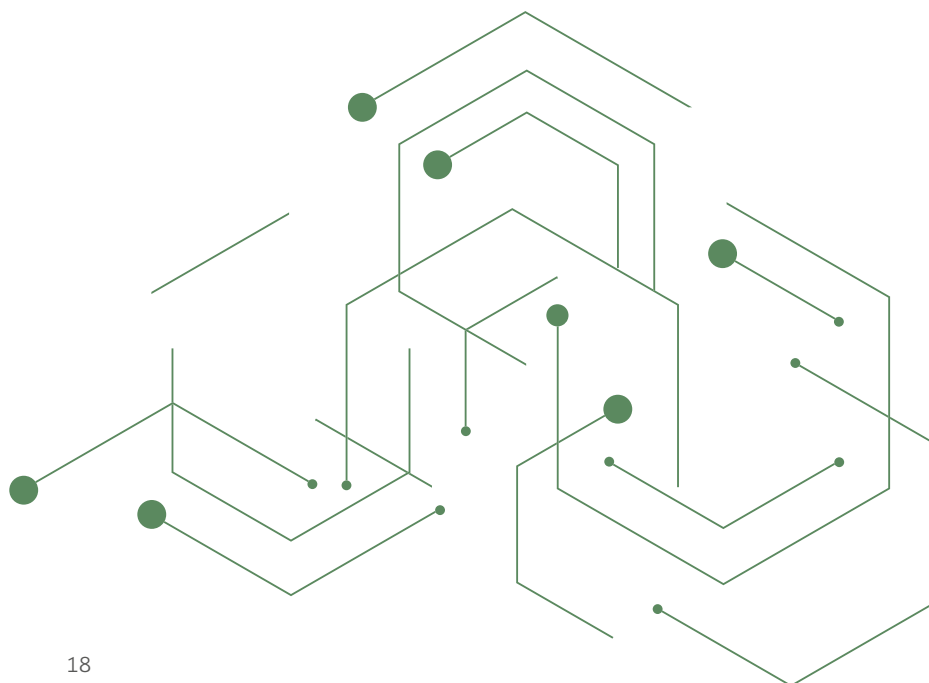
Accommodation

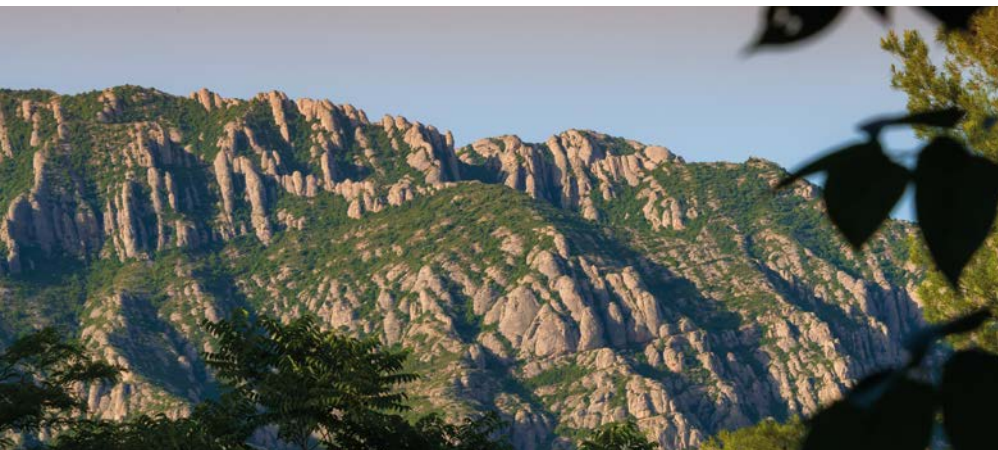
The Campus has 99 comfortable and functional rooms, equipped with:

- › 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

+34 934 520 844
online-programmes@eada.edu

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.

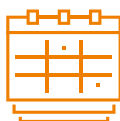
EVERYTHING YOU WANT FROM YOUR ONLINE MASTER'S DEGREE WITH THE GREATEST FLEXIBILITY IN YOUR DEVELOPMENT DURING THE PROGRAMME

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.



"Besides being among the best business schools in Europe, EADA also offered me the leadership development I needed. Each subject is taught by a different expert who brings the latest trends and a pulse on what is currently happening."

Fernanda Pérez
Communications Manager en
Youtube, Canada



"Everything we have been doing in the program, I have been replicating in my company, and it has been wonderful to see the entire process."

Andrea Hernández
Enterprise Account Executive en
Salesforce



"Since it's an online master's, it makes it much easier to follow and combine with your work schedule. The synchronous sessions and the in-person week also provide personal contact and networking with the rest of the participants."

Silvia del Rincón Casal
Head of QHSE and Regulations at
Comindex S.A.

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Leading what matters

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-  **@EADABusiness**
-  **EADABusinessSchool**
-  **linkedin.com/company/eada**
-  **blogs.eada.edu**
-  **eadabarcelona**



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.



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