

# Bachelor's Degree in Business Administration and Management (ADE)

+ Expert Degree in Exponential Business

## DEGREE IN BUSINESS ADMINISTRATION & MANAGEMENT

### What it means to study at EAE Business

<b>School</b>	<b>8</b>
We make it happen	8
9 reasons to study at EAE	10
Method	12
True Potential Experience	14
Professional Career Services	14
Partner Companies	16
Entrepreneurs	18
EAE Young Talent	20
International School	22
Rankings	24
Employability	26
About our students	30

### Degree in Administration & Business Direction

5 fields worth exploring & their career opportunities	36
Academic structure & subjects	38
Study Plan	40
Final Degree Project	44
Cristina made it happen	46

### The EAE Experience

Community	52
Alumni	54
Study in Madrid	56


### Be part of the EAE community

Admissions & degrees	58
----------------------	----

Our programs are constantly being updated and improved, so the information reflected in this brochure is subject to change by call.




KILIMANJARO - AFRICA

A woman with long dark hair, wearing a black top and blue shoes, is climbing a dark, textured rock face. She is seen from behind, with her arms and legs extended as she ascends. A thin red line traces her path across the rock, starting from the bottom left and ending at the top right. The lighting is dramatic, with some highlights on the rock and the climber's skin.

Dare to carve new  
routes in the map  
of the future,

To choose the path  
of the bold, using knowledge  
to break the mold...

... and creativity  
to find solutions in  
a changing world



Prepare for a  
transformational experience,  
a rewarding inner journey,

Strive to achieve  
your objective.

which will require  
determination and  
courage to overcome  
the obstacles.

We are your best companion  
on this adventure.

We make it happen

# We make it happen

At EAE we like to think that a professional career is an adventurous journey, an exploration where you have to face good and bad moments and measure your ability and courage to overcome all obstacles.

Studying, preparing you to face the challenges of a global world, is a demanding mission that requires the right tenacity, talent and training. At EAE we offer you the tools and knowledge that will make you self-sufficient in a constantly changing technological scenario, and we train you to face it and enjoy your professional adventure with freedom, in your own way. At EAE you will live a transforming experience that will make you grow as a person and will help you gain confidence in each new challenge. Let us help you draw your own route on your professional map. The decision to take the adventure is yours: the biggest risk you can take is not daring.

We make it happen.



## More than 60 years making it happen

EAE is an academic institution founded in 1958 specializing in management. Throughout these 6 decades we have been evolving at the rhythm of a fast-paced world, traveling at the forefront of knowledge and trying to anticipate the future.

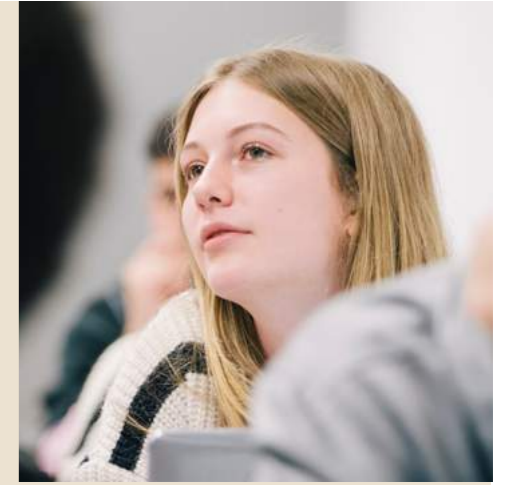
This concern to look beyond, to educate to face the trends that will govern tomorrow, has earned us the trust of people like you, who are looking for a pedagogical model based on creativity and innovation.

This has been understood by more than 81,000 directors and professionals from companies and institutions around the world who have passed through our classrooms.

Our mission is to train professionals capable of leading organizations in all areas in a sustainable way, combining business success and social welfare, through programs that combine content with a very practical approach, in contact with business reality, and services focused on the participant.

Therefore, we have created an ecosystem that favors the transfer of knowledge, where you are invited to act, to give free rein to your ideas and concerns, to develop your entrepreneurial spirit and to break the mold, where we accompany you on your journey if you have the enthusiasm and determination to want to change the world.

Currently, we have been recognized among the 29 best business schools in the world (Ranking "América Economía 2020"). Although our best way of introducing ourselves will always be the work performed by the



professionals who have been trained in our classrooms and the high level of satisfaction of our students. In our classrooms as well as the high level of satisfaction of our students.

**Welcome to the world of knowledge in the technological revolution and the education in the global era.**

**Welcome to EAE.**

### UNIE | THE INTERNATIONAL BUSINESS UNIVERSITY

EAE Business School is a collaborating center of UNIE University, the headquarters of a system of Faculties and Collaborating Centers that promotes multi-specialization. The business DNA of UNIE connects with EAE Business School in its practical vision, useful and committed to the reality of professional environments.

### PLANTEA | FORMATION & UNIVERSITIES

EAE is part of Planeta Formación y Universidades, one of the most important international networks of educational institutions worldwide and the main one in Spain and Latin America, a leader in the fields of culture, audiovisual and education.

Planeta Formación y Universidades has 12 educational centers and offers 300 masters and bachelor's degrees all over the world. Every year, more than 100,000 students are formed in Planeta's classrooms.

1 BUSINESS SCHOOL IN SPAIN TO OFFER OFFICIAL UNIVERSITY MASTER'S DEGREE PROGRAMS

26 ACADEMIC PARTNERS IN 26 COUNTRIES AND 4 CONTINENTS

+6.200 AGREEMENTS WITH COMPANIES NATIONAL AND INTERNATIONAL

80 AGREEMENTS WITH UNIVERSITIES AND BUSINESS SCHOOLS WORLDWIDE

+6.000 JOB OFFERS AND INTERNSHIPS PUBLISHED IN 2022

+15.000 m<sup>2</sup> OF FACILITIES CAMPUS IN MADRID

# 9 reasons to study at EAE Business School

Discover its keys

## True Potential Experience

An experience that combines our degree with a customized professional development plan, guided by a True Potential Advisor, who will help you find your true potential, focus it and develop it.

## Networking

You will benefit from all the advantages of studying at a Business School. You will be connected to the professional environment that you are most interested in through conferences, seminars, forums and annual events.

## The gateway to the best companies

You gain access to a professional take-off platform thanks to our partnership agreements with more than 5,300 companies on a global scale.

## Customized training

At EAE you will always have the support and advice you need. There is a tutorial action plan focused on your specific needs and the classes will never be overcrowded.

## Entrepreneurship

If you are a 4th year undergraduate student, you can take advantage of our EAE Lab business incubator to develop your entrepreneurial project, get advice and funding.

## Professional teachers

70% of our professors combine teaching with their professional activity. Their classes take the pulse of the most current business reality.

## Employability

Internships are guaranteed. 100% of our students do an internship.

## Case method

You will learn through practical exercises that replicate real business situations and you will be thoroughly trained to make decisions.

## Expert Degree in Exponential Business

You will add to your training this degree that certifies that you have acquired the knowledge and skills necessary to be the professional that every organization demands.

# A methodology to boost your talent

Education with a practical approach

**Pedagogical techniques, working strategies, focus, every detail of your program is relevant and has been designed to enhance your professional career to the maximum. Prepare to tackle the challenges of the globalized world successfully, benefiting from a flexible teaching method that enables you to combine learning with your professional and personal lives.**

## WITH EVERY CHALLENGE, YOU PROGRESS

At EAE, we firmly believe that the best way to learn is through practice, and that every new challenge that we set you will help you to be better prepared. With this in mind, we offer you the chance to immerse yourself in an educational setting that reproduces the situations and problems faced by professionals in the real world, where educational innovation is a catalyst for your talent.

### 1 • Competence development

You will take part in a number of sessions and workshops that enable you to get to know yourself better in order to help you grow professionally. You will develop personal skills that will help you boost your career and become the leader that companies need.

### 2 • Case method

You will have to face real situations and cases where you will have to make decisions, which will be the best training when the time comes to face conflicts and evaluate their possible solutions. You will be working in groups led and energized by a mentor to allow the exchange of experiences and knowledge among participants. The study of real cases will develop your critical thinking and your ability to anticipate and react to solve problems in changing environments.

### 3 • Project-oriented learning

During the program you will remain active at all times and will have to develop several projects designed to consolidate the knowledge you will acquire. You will learn by working and enjoy a new opportunity to take advantage of interdisciplinary teamwork.

### 4 • Interdisciplinarity

The projects carried out encourage interdisciplinarity and teamwork, integrating knowledge towards the achievement of consolidated, first-person learning, which is a contribution to the area of knowledge in which they are being trained

## The power of the EAE ecosystem

- 1 • Activities  
• Research  
• Services  
• Campus  
• Resources
- 2 • Projects  
• People  
• Problem resolution  
• Experience  
• Competences  
• Case Study method

### RESOURCES WITHIN YOUR REACH

As an EAE student, you can also benefit from extremely useful resources to make the most of your program:

Themed presentations by lecturers and experts

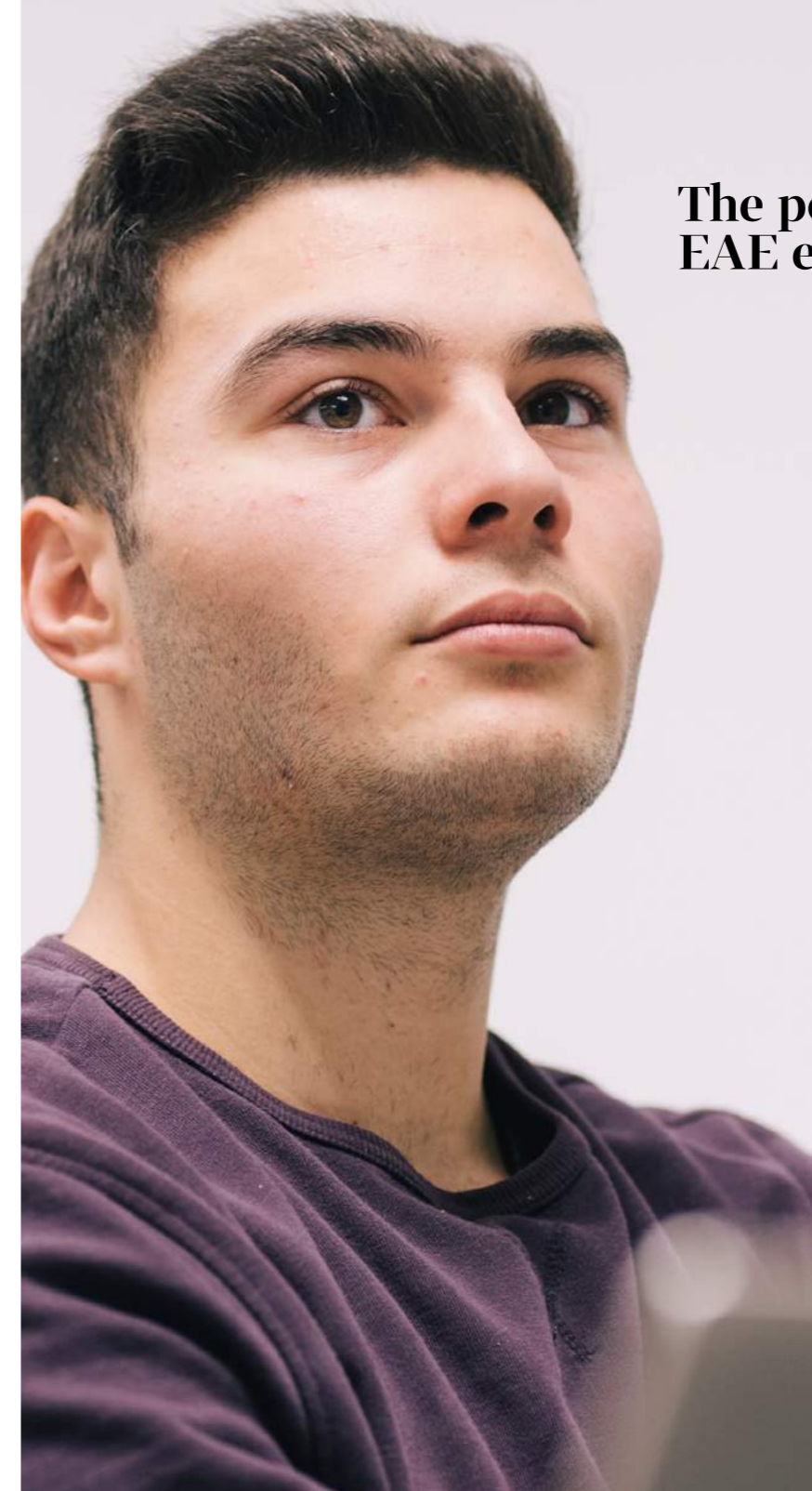
Real business success stories

Microeconomic analyses from the Strategic Research Center

Access to databases of business content

Access to the digital library collection

Virtual Campus (for smartphones, tablets or laptops) where you can access your class materials, the digital library, notes, sources of information and other resources at any time.



# Professional Career Services

## TRUE POTENTIAL EXPERIENCE

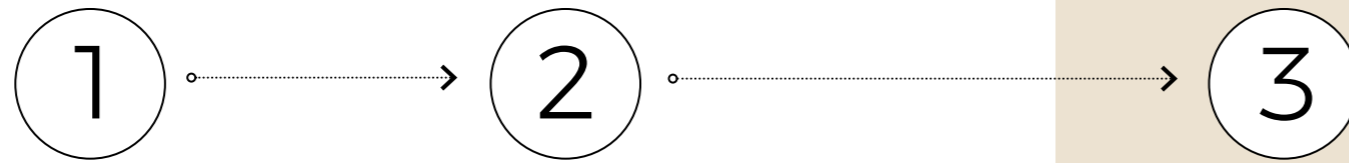
Get ready to choose your path

At EAE Madrid we know that we are all born with a what. Something that, if discovered and empowered in time, can make a difference in your professional career.

But not everyone is lucky enough to discover their what.

That's why at EAE Madrid we offer you True Potential Experience. With it you will discover your true potential and draw a customized career plan that will allow you to achieve your goals.

We will accompany you on this journey through 3 stages:



### EXPLORE

This stage aims to lay the foundations for the student's professional development based on his or her competency profile as the key to any process of seeking new opportunities. It is about understanding competencies, values and purpose.

It is essential to understand what motivates us on a day-to-day basis, what values and competencies will accompany our motivators.

**Objective:** to understand each other in order to be able to offer your best value.

Self-knowledge and soft skills program

+ Access to extracurricular internships



### GROW

Once we have a clear purpose, we must start working on specific objectives and the appropriate strategy, evolving an idea into a real action plan. For this, you will have the support through trainings and workshops so that we can work on your professional profile, make it attractive and create together your differentiating personal brand.

**Objective:** to work on the Career Development Path according to the chosen professional objective.

Alumni Mentoring Program

Employability/Entrepreneurship Workshops

Kitchen EAE Entrepreneurship

+ Access to extracurricular internships



### MATCH

It is time to be sure of what we want and for this it is essential to connect with the business ecosystem. We will provide you with a wide range of opportunities where you can enhance your networking and make yourself known to potential recruiters.

**Objective:** to build relationships and create alliances/ partnerships in order to express your value and talent.

Future Leaders Program

Company meetings

Job Datings

Talent EAE

Ideation & Deep Dive EAE Entrepreneurship

Panel of business sector experts

+ Access to extracurricular internships



Companies where Graduate Programme students have been recruited.

JOBTEASER + CAREER ADVISOR COUNSELING



# Partner companies

## TRUE POTENTIAL EXPERIENCE

Professional Career Service

When you study at EAE, you join a network in which education and the business world are inextricably linked. Our partners help us to focus our programs on the reality of the business scene and actively participate in a wide range of activities.

### RECRUITMENT

Our partners place their trust in us when they find business leaders from EAE all over the world.

### NETWORKING

The conferences, webinars, colloquiums, congresses and EAE Talent are some of the meeting points that bring together participants on the programs and companies.

### RESEARCH AND ACADEMIC PARTNERSHIP

We promote interaction between the academic and business worlds, between executives, professionals and lecturers, between guest presenters and conference speakers. We create research platforms that facilitate the exchange of knowledge.

### LIFELONG LEARNING

We develop comprehensive and flexible in-house training solutions, made-to-measure for each organization.

### VISIBILITY

We strive to offer our partners the maximum corporate visibility through events such as the Annual Conference of the Company Club, presence on the website, on the various pieces of corporate communication and the EAE Alumni magazine.

"We have been collaborating with EAE Business School for years for the recruitment of talent in our company. Since then they have helped us to identify profiles with potential to develop within the company, which has contributed to the affinity of the students with the training project and therefore to their development during their internship experience. I consider EAE to be an excellent source of talent".

**ANDREA PAZ**  
EARLY TALENT ACQUISITION PARTNER  
Johnson & Johnson

*Johnson & Johnson*



## EAE TOP RECRUITERS

### 2021

We currently have partnership agreements in place with more than 6,000 companies and institutions. EAE Business School's Top Recruiters in 2021 were:

Abbott Laboratories	Health
Adecco	Consultancy
Allianz	Banking / Finance
Amazon	Distribution / e-Commerce
Avon	Consumer Goods / Fashion
Banco Santander	Banking / Finance
Bankinter	Banking / Finance
BBVA	Banking / Finance
Beiersdorf AG	Health
Burson Cohn & Wolfe	Communication
Camaloon	Communication
Cargill	Consumer Goods / Fashion
Carrefour	Distribution / Retail
CHEP	Transport & Logistics
Colgate	Consumer Goods / Fashion
Correos	Transport & Logistics
Coty	Consumer Goods / Fashion
Deutsche Bank	Banking / Finance
DHL	Transport & Logistics
Emagister	Communication
Engel & Völkers	Real Estate / Properties
ETNOLABS	Health
FCA Fiat Chrysler Automobiles	Industrial
Factorial	Startups
Ferrovial	Real Estate / Properties
Ferrer	Industrial
Glovo	Technology
Grupo Danone	Consumer Goods
Grupo Freixenet	Leisure & Tourism
Grupo Larrumba	Leisure & Tourism
Grupo Planeta	Leisure & Tourism
Havas Media Group	Communication
Henkel	Consumer Goods / Fashion
HP	Technology
ID Logistics	Transport & Logistics

Ikea	Distribution / e-Commerce
Kantar	Communication
Keysight Technologies	Technology
KPMG	Consultancy
Lee Hecht Harrison Llc	Consultancy
Loewe	Consumer Goods / Fashion
L'Oréal	Consumer Goods / Fashion
LVMH	Consumer Goods / Fashion
Media Markt	Distribution / Retail
Merck Group	Industrial
Nestlé	Consumer Goods / Fashion
NH Group	Leisure & Tourism
Nielsen	Communication
PayFit España	Banking / Finance
Pepe Jeans	Consumer Goods / Fashion
Pierre Fabre	Health
Primark	Distribution / Retail
Publicis Group	Communication
Randstad	Consultancy
Robert Walters	Consultancy
Sanofi	Industrial
Schneider Electric	Real Estate / Properties
Seat	Industrial
Selectra	Real Estate / Properties
Signify	Industrial
Sodexo	Leisure & Tourism
Tech Data	Technology
T-Systems	Technology
Trioteca	Startups
Trucksters	Transport & Logistics
Unilever	Consumer Goods / Fashion
VMware	Transport & Logistics
Wallbox	Startups
Webhelp	Distribution / e-Commerce
Zurich	Banking / Finance

# An entrepreneurial spirit

**TRUE POTENTIAL EXPERIENCE**  
Professional Career Service

As entrepreneurs need support to make their projects a reality, we have created EAE Entrepreneur, an ecosystem that combines the training, financing and accompaniment that you are looking for to drive your ideas forward.

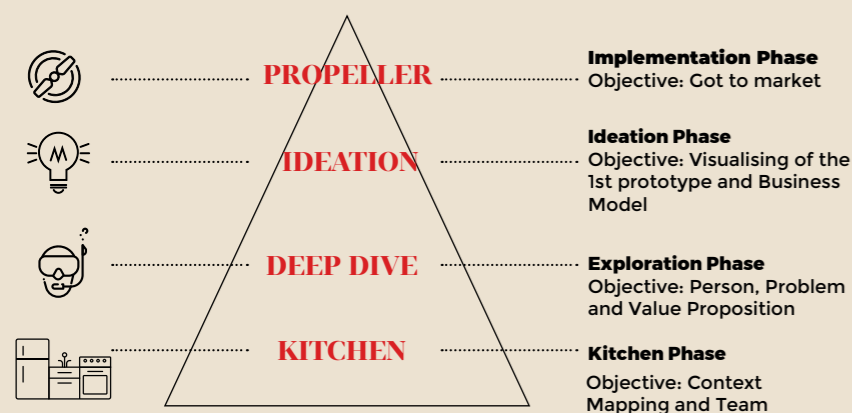
## EAE ENTREPRENEUR

### EAE PROPELLER PYRAMID

On this ten-month program, you have the opportunity to design your own business model over the course of four phases that you must complete in succession: Kitchen, Exploration, Ideation and Propeller. Only the best ten projects will make it to the final phase to be incubated in the EAE PROPELLER for 5 months.

### ENTREPRENEUR CLUB

The meeting point for current and former students interested in entrepreneurship. A forum that schedules monthly sessions to share insight into the most innovative ideas and bring together entrepreneurs, investors and advisors.



“We share the same objectives with EAE PROPELLER: enabling startups to grow and turn their dreams into reality. We help them with various specialized banking services and we invest in the most attractive projects”.

**ELENA GARCÍA**  
RESPONSABLE DE BSTARTUP  
Banco Sabadell

If you are a fourth year student, you can participate in the EAE LAB Pyramid in one of the following Paths:

### PATH PRESEED

The Preseed profile is formed by students who want to become entrepreneurs, but do not yet have a business idea. In the Kitchen phase we work on self-knowledge to identify internal and external resources to start a business.

In the Deep Dive phase we explore the ecosystem where the business is to be developed through problem identification and validation techniques. Then, in the Ideation phase we support students in the process of developing a solution to the identified problem to be materialized in a product or service.

### PATH SEED

Students who already have a business idea, but have not yet started to develop it, compose the Seed profile. In the Kitchen phase we help the entrepreneur to check that he/she has all the internal and external resources to start developing his/her business idea.

In the Exploration phase we support students to validate if their business idea is based on a real problem in the market through problem identification and validation techniques. In the Ideation phase, in turn, we support entrepreneurs to concretize their business concept and identify the best strategy to start developing their business.

If your project meets the requirements, you can participate in the Semidemo of the EAE Emprende Pyramid where you will compete for one of the available slots to enjoy the EAE Propeller incubator.



## EAE INVESTOR

EAE investor is an open investment platform that offers entrepreneurs the assistance and contacts they need. It is open to both current and former EAE students, as well as experienced Business Angels and investors interested in entrepreneurship.

### The projects that we are looking for

We strive to find innovative and multidisciplinary projects related to cutting-edge technologies and sectors in Spain and Latin America.

### Our added value

Over 20 years' hands-on experience and entrepreneurship, with direct links with sector experts, legal and transaction support for each investment and specialization in company growth and consolidation make all the difference. Make the most of our sessions for investors and entrepreneurs to discover how to finance your projects and keep up-to-date with the latest investment trends.

## Business Angels Academy

Everything to do with investment in startups, from the latest trends to the most ideal types for each project. This session gives you the opportunity to swap experiences with the other participants.

### Financing

Round tables with expert investors explaining different forms of financing to entrepreneurs: bank loans, public, private (venture capital, business angels, etc.), crowdfunding, and innovation grants, among others.

## EAE LAB

The The business incubator that searches for innovative projects and helps entrepreneurs to transform their ideas into viable ventures.

EAE Propeller provides support to the best 10 projects, which are incubated for 5 months.

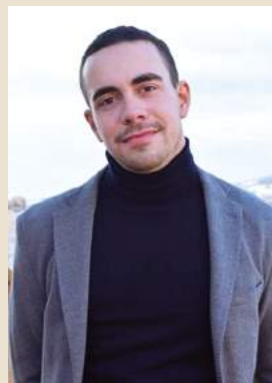
Services:

- Use of technological tools.
- Legal and employment advice from the renowned firm Uría Menéndez.
- Financial, administrative and accounting advice.
- Training in Lean and Design
- Thinking methodologies, as well as in areas such as general sales, marketing, legal, and finance, in various formats:
  - Masterclass
  - Sesiones individualizadas
- Monthly sessions of:
  - Coaching
- Mentoring with the mentor for the entire program, who will accompany the team throughout the months of incubation.
- Experts in the specific areas in which the companies need help based on the monthly challenges set, which may include experts in your specific sector (dance, theatre, audiovisual, etc.), investment round experts, digital product experts, etc.
- Networking and contact with strategic external collaborators for the projects in the accelerator.
- Organization of conferences, project presentations and meetings with entrepreneurs, companies, institutions and investors.
- Regular meetings with successful entrepreneurs, investors and other strategic players in the industry.
- Physical spaces and equipment.

# From the idea to the reality

EAE Young Talent

Roger Gibert combined his studies with the position of Director of Operations at Clean Tracker Box, a technological startup in the sector of cleaning companies that uses Big Data and Data Analytics to allow the user to evaluate the quality of the service.



## Tell us about Clean Tracker Box.

CTB is a technological-industrial innovation startup that operates in the cleaning companies sector. We have created a device that links the degree of satisfaction of users of public toilets and the NFC system used by cleaning employees to record each service performed. This device allows the user to rate the cleaning service and, at the same time, associates each rating to an operator by the time it was clocked in, so that the service manager has access to an accurate information about the service, so that the service manager has an accurate information about the cleaning service.

## What were your professional challenges at CTB?

I joined Clean Tracker Box as operations manager when it was still in standby, in its initial phase and without a product on the market, and I took charge of establishing a planning and sales system for the companies, and the development of the product, which was in beta phase. From there, my main objective was to introduce the product in the FM sector and in all types of cleaning companies. Our service responds to a need of the sector and its problems of lack of information.

## Why is Data the present and the future for companies?

Nowadays, with the variety of communication channels that exist, the customer is no longer just right, he also has the power of decision, and his opinion spread through the networks will decide whether a business can work or not. Public-facing businesses depend on it, and that is noticeable with this surge in demand for customer information and feedback that we are seeing in all kinds of B2C companies.

## What are your expectations?

We now have a product developed up and running that we can adapt to the different needs of each company.

We have great expectations from our recent collaboration with a multinational company in the sector, we hope that it can open the way for us in Spain and other countries if we can make CTB scalable.

## Where do you see yourself five years from now?

I like being an entrepreneur because it gives you freedom of decision and because you depend on yourself to grow professionally, but I do not mind the idea of working in a big company if it would allow me to grow and feel fulfilled as a professional.

You've been working as an entrepreneur since the age of 15 with projects such as Spotsimport, Acanvi and Planomi.

These three have been the most relevant. With greater or lesser diffusion, they have been the three with which I have learned the most.

*Sportsimport* was my first business venture. It was a simple business of buying and selling sportswear, which I imported from other countries. It allowed me to start with little money and increase the volume of business relatively quickly.

It helped me to learn a lot, and to meet various expenses, such as college and the costs of subsequent business projects.

*Acanvi* was a startup that I launched with two computer engineers about currency exchange in the Fintech sector.

It did not take off due to economic and diffusion difficulties.



Finally *Planomi* has been the one that has had more visibility thanks to our entry into the Conector accelerator. It is a marketplace for the sale of leisure in the tourism sector, with a very innovative business model that benefits both the user and the company. I have had other less relevant projects that did not work out, but that I want to start again later on.

## Are entrepreneurs born or made?

I started without really knowing what it was to be an entrepreneur, without being aware that my project was a "serious" company.

You simply have to be willing to carry out your idea without taking into account the "labels". Entrepreneurship is "trendy", so to speak, many people are attracted to the idea and want to jump on the bandwagon. That's great to move investments towards startups, but being an entrepreneur with few resources is hard, it requires work without schedules, and an effort that, apparently, will only be rewarded if your business succeeds.

**“The good thing about being an entrepreneur is that you make your own decisions. You lead the company to wherever you want it to go. Do it and you’ll see that it is worth it. It might be a failure but you will learn from and enjoy the process”.**

**JONAS KJELLBERG**  
COFUNDADOR DE SKYPE  
Keynote Speaker at the Annual Alumni Reunion 2018

# An international Business School

We have an international spirit and vocation that pervades throughout all our masters, our teaching methodology and the learning experience you will have on campus. This spirit extends to the partnership agreements we have in place with more than 90 universities and business schools in 29 countries and companies all over the world.



EAE FORMS PART OF:

#### ACADEMIC RELATIONS



#### INSTITUTIONAL PARTNERS

##### NATIONAL



##### INTERNATIONAL



#### KNOWLEDGE PARTNERS



#### Argentina

- Universidad Siglo XXI
- Universidad Nacional de Quilmes
- Universidad de Buenos Aires

#### Germany

- University of Bamberg
- HTW Berlin
- Landshut University
- Munich Business School
- Ludwig-Maximilians-Universität München LMU

#### Belgium

- ICHEC Business School
- VIVES University of Applied Sciences

#### Canada

- Université du Québec à Montréal

#### Chile

- Universidad Diego Portales
- Universidad de Valparaíso
- Universidad del Desarrollo
- Universidad Mayor
- Universidad Viña del Mar
- Universidad Andrés Bello

#### Colombia

- Pontificia Universidad Javeriana
- Universidad Nuestra Señora del Rosario
- Colegio de Estudios Superiores de Administración - CESA
- Universidad del Norte
- Politécnico Gran Colombiano
- Universidad Santo Tomás
- Universidad EAFIT
- Universidad Pontificia Bolivariana - UPB
- Universidad ICESI
- Universidad San Buenaventura
- UNAB Bucaramanga
- Universidad del Valle

#### China

- Shanghai University
- Southwestern University of Finance and Economics

#### South Korea

- Woosong University

#### Denmark

- Copenhagen Business Academy

#### Ecuador

- Universidad San Francisco de Quito
- UIDE Universidad Internacional del Ecuador
- ESPE Universidad de las Fuerzas Armadas - Pacífico
- EDES Business School
- Pontificia Universidad Católica del Ecuador
- Universidad de las Américas

#### USA

- George Mason
- Kean University
- Pace University - Lubin School of Business
- USIL Miami
- Babson College
- UC Berkeley

#### El Salvador

- Universidad de Oriente - UNIVO

#### Slovenia

- University of Ljubiana

#### Finland

- Laurea University of Applied Sciences
- Tampere University of Applied Sciences

#### France

- ESSCA École de management
- École de Management d'Strasbourg
- Montpellier Business School
- ISG International Business School
- INSEEC Business School
- IPAG Business School
- École de Commerce IDRAC
- École Supérieure du Commerce Extérieur - ESCE
- IMEA École de Commerce
- EDC Paris Business School

#### The Netherlands

- Amsterdam University of Applied Sciences
- Hanzeh UAS

#### Hungary

- International Business School

#### Italy

- Università Cattolica del Sacro Cuore
- Facoltà di Economia della Università di Pisa
- Rome Business School
- Università di Torino

#### India

- SDM Institute for Management Development

#### Mexico

- Tecnológico de Monterrey
- Universidad Anáhuac del Mayab
- Universidad Anáhuac México
- Universidad Anáhuac Querétaro
- Universidad de las Américas Puebla - UDLAP
- Escuela Bancaria y Comercial - EBC
- Universidad de Guadalajara
- Universidad de Monterrey
- Universidad Iberoamericana de Torreón
- Universidad Madero
- Instituto Tecnológico Superior de Alamo Temapache

#### Paraguay

- USIL Paraguay

#### Peru

- Universidad de Lima
- Universidad de Ciencias Aplicadas - UPC
- Universidad ESAN
- Universidad San Ignacio de Loyola - USIL
- Universidad Católica de Santa María Arequipa

#### Poland

- Kozminski University
- Cracow University of Economics

#### Portugal

- ISCTE - Instituto Universitario de Lisboa

#### United Kingdom

- Nottingham Trent University
- London Metropolitan University
- Cardiff Metropolitan University

#### Dominican Republic

- Pontificia Universidad Madre Maestra - PUCMM

#### Russia

- St. Petersburg State Electrotechnical University "LETI"
- Moscow International Higher Business School

# EAE in the rankings

TOP **20**

EAE BUSINESS SCHOOL RANKED AMONG THE TOP 20 EUROPEAN BUSINESS SCHOOLS TO TAKE AN MBA

Ranking Bloomberg Businessweek's 2020-21



TOP **35**

SUPPLY CHAIN AMONG THE BEST IN THE WORLD

Qs Global Masters 2021



TOP **25**

FULL-TIME MBA, AMONG THE BEST IN THE WORLD

Ranking CNN Expansión 2021



TOP **61**

EAE'S MBA RANKED AMONG THE TOP 50 IN EUROPE

QS Global MBA 2021



TOP **51**

THE MASTERS IN BIG DATA AND MARKETING MANAGEMENT AMONG THE BEST IN THE WORLD

Qs Global Masters 2021



TOP **31**

EAE, RANKED AMONG THE TOP 31 BUSINESS SCHOOLS IN THE WORLD

Ranking América Economía 2022



TOP **32**

EAE'S MASTER EXECUTIVE MBA AMONG THE TOP MBA'S IN THE WORLD

QS Global MBA 2022



TOP **100**

THE MASTER IN STOCK AND FINANCIAL MARKETS, AMONG THE BEST IN THE WORLD

Qs Global Masters 2021



TOP **55**

RANKED AMONG THE TOP 55 BUSINESS SCHOOLS IN EUROPE TO STUDY A MBA

The Top International MBA Programs of 2019-2020 Poet & Quants



TOP **11**

EAE MASTERS RANKED AMONG THE BEST IN THE WORLD IN THEIR FIELDS

Eduuniversal Best Masters Ranking Worldwide 2022

**Full-Time MBA**  
ranked among the top 35 in Europe

**Master in Corporate Communication Management**  
ranked among the top 30 in Europe

**Master in Human Resources Management**  
ranked among the top 40 in Europe

**Master in Project Management**  
ranked among the top 35 in Europe

**Master in Big Data and Analytics**  
ranked among the top 30 in the world

**Master in Stock and Financial Markets**  
ranked among the top 75 in the world

**Master in Supply Chain Management & Logistics**  
ranked among the top 80 in the world

**Master in Financial Management**  
ranked among the top 45 in the world

**Master in Marketing and Commercial Management**  
ranked among the top 45 in the world

**Master of International Business**  
ranked among the top 60 in the world

**Global Executive MBA**  
ranked among the top 60 in the world



TOP **6** **4<sup>th</sup>**

EAE MASTERS, RANKED AMONG THE BEST IN SPAIN

El Mundo's 250 Best Masters 2019-2020 Ranking

**Master in Corporate Communication Management**  
the best Communication Master run in Spain

**Master in Financial Management**  
third best Master in Spain in the Finance section

**Master in Marketing Management**  
the second best Master in the field of Marketing in Spain

**Master in Supply Chain Management & Logistics**  
the second best Master in the field of Operations and Logistics in Spain

**Master in Commercial and Sales Management**  
the second best Master in the field of Sales in Spain

**Master in Human Resources Management**  
fourth best program in the field of People Management in Spain



MOST REPUTABLE BUSINESS SCHOOL IN SPAIN

Merco Company Ranking 2022

GENERAL ACCREDITATIONS

**Ministry of Education**

In 2006, EAE Business School became the first business school to run official university master programs adapted to the EHEA.

AFFILIATIONS

- PRME, Principles for Responsible Management Education
- Global Compact Network Spain

# EMPLOYABILITY

We provide you with the knowledge and skills to reach the best companies and together we will build the path that leads you to their doors.

EAE is a true nexus of connection where the interests of our students and more than 5,300 collaborating companies operating in all economic sectors come together.

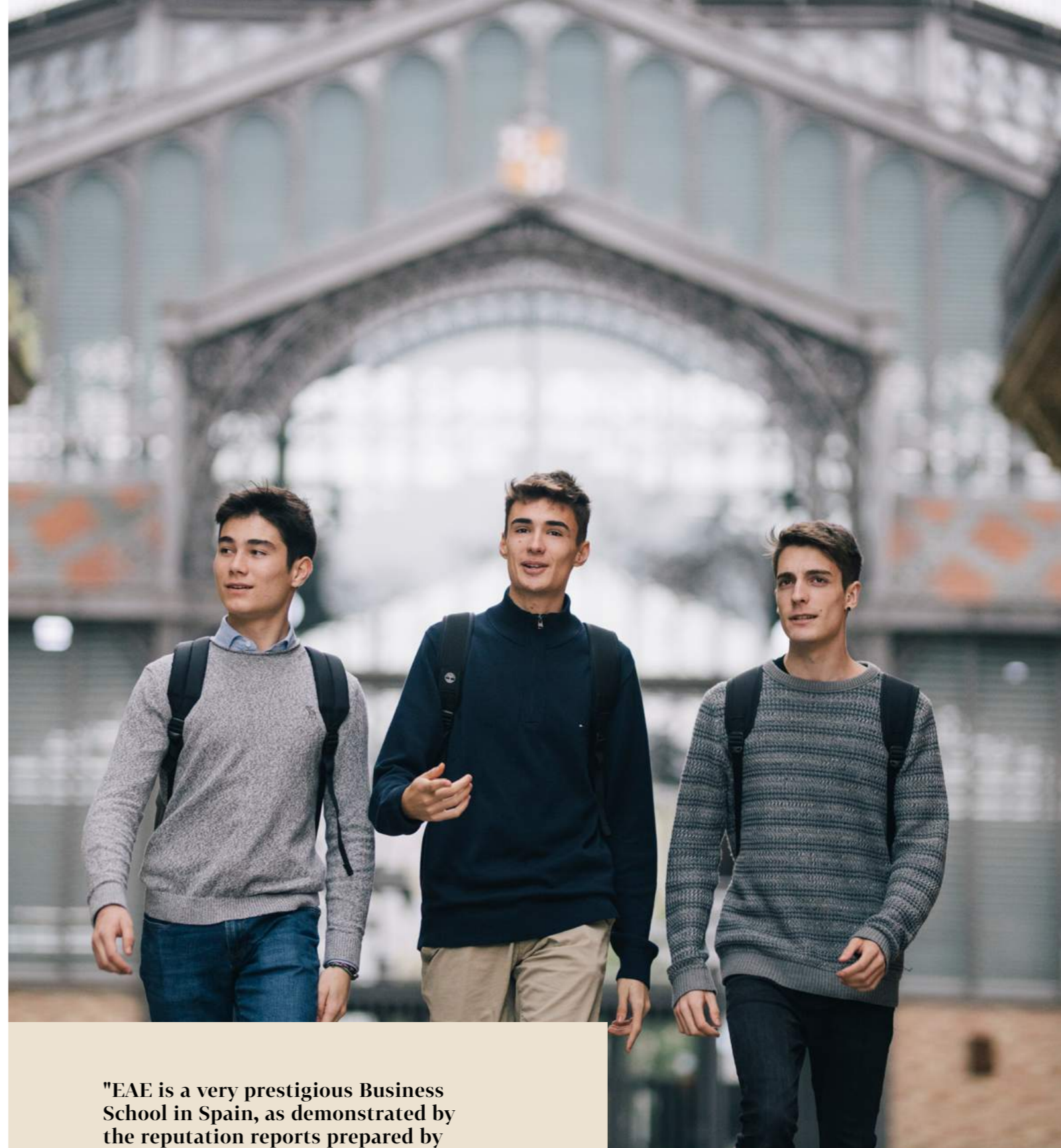
Have no doubt: you will find the destination you are looking for.

+ 3.500

COLLABORATING  
COMPANIES

100  
%

OF THE STUDENTS  
DO AN  
INTERNSHIP



"EAE is a very prestigious Business School in Spain, as demonstrated by the reputation reports prepared by Merco. All the professors have extensive experience in the corporate world.

In addition, in all the classes we were a small group of people, which enabled me to make the most of all my knowledge".

**RAÚL DOUTÓN**  
BUSINESS GROWTH ACCOUNTS | DIGITAL  
TRANSFORMATION PROJECTS, APPLE  
Former EAE graduate student

**"I'm more  
afraid of two  
kids in a garage  
than the  
competition I  
know."**

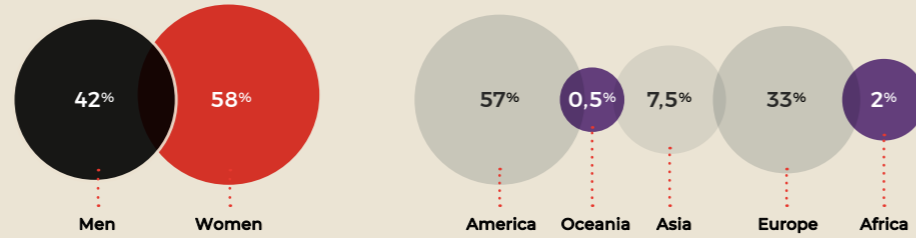
**JEFF BEZOS**  
CEO  
AMAZON



# What our students look like

Travel further,  
look higher

## Student profile within the EAE school



**72**  
%

STUDENTS WITH PROFESSIONAL EXPERIENCE

**71**  
%

INTERNATIONAL STUDENTS IN 2022

**67**

DIFFERENT NATIONALITIES IN 2022

**5**

AVERAGE YEARS OF PROFESSIONAL EXPERIENCE

**28**

AVERAGE AGE OF THE STUDENT



### Proactive people

Our students are bold by nature, passionate about exploring creative solutions, open to the world and to other individuals.

### Full of energy

They are dynamic, they have the determination to always seek progress, the energy to explore new paths that always look to the future.

### Charismatics

They are positive and optimistic, with a spirit of dialogue and collaboration to share knowledge. At EAE we form a community where we travel in the same boat.

### The value identifies them

Your classmates will break with the status quo, and so will you. They manage to overcome barriers with reality-based knowledge.



From now on...



...we will be by your side as  
far as you want.

# Bachelor's Degree in Business Administration and Management (ADE) + Expert Title in Exponential Business

The Degree in Business Administration and Management at the Madrid campus is an official degree of the UNIE-Universidad Internacional de la Empresa, taught in collaboration with EAE Business School.

This degree creates a proposal adapted to the needs of the 21st century, in a highly changing, volatile, uncertain and ambiguous environment. To this end, a comprehensive curriculum is proposed, with a special focus on adapting to change and sustainability, understanding that a company is an entity that operates in a socio-economic context in which it wants to have a positive impact, and generate profits in a sustainable manner.

In addition, it meets the need for training in the business and economic field, which requires teachings that provide a joint business vision that includes the main areas of the organization, but also contains innovative aspects that guide students towards certain ways of doing business that are so necessary in our days, such as entrepreneurship, sustainability and technological innovation in organizations.

Students of the Bachelor's Degree in Business Administration at the Madrid Campus will extensively develop their administration and management skills, placing special emphasis on new technologies, digital environments, and how these tools can contribute to improving efficiency and sustainability.

Moreover, you will have the advantage of obtaining the title of Expert in Exponential Business. A program that will equip you with all the knowledge and skills necessary to do business in a world of constant change. It will also train you to master the ecosystem and the digital transformation of organizations.

"We accompany our student on a wonderful learning path, where we share the experience and skills of great business professionals along with the knowledge of the most prestigious academics."

GIUSEPPE EMANUELE ADAMO. AREA DIRECTOR

Director of Marketing, Communication and Sales at EAE Business School Madrid and Director of the Expert Degree in f T

# 5 territories to conquer

The perfect combination to achieve your goals

# 5

The Bachelor's Degree in Business Administration and Management is designed to:



## Talent and innovation

Managing talent and innovation in today's organizations and business structures.

## Analysis of the economic situation

Evaluate the situation and evolution of a company.

## Sustainability and social commitment

To understand the functioning of economic and social institutions, to know the impact of the organization on society and to apply the necessary actions to ensure the company's long-term sustainability.

## Decision making

Make decisions that allow the company to achieve the proposed objectives, whether in a local, national or international environment.

## Entrepreneurship and new businesses

Undertake and lead entrepreneurial and business initiatives.

# Professional Prospects

The access to the labor market and the subsequent realization of a professional career are two crucial aspects when it comes to choosing a training program. Our programs are constantly updated to respond to the real needs of companies, and we have a faculty of teachers who are also working professionals, and who are therefore in a position to offer the best possible training.



Due to its multidisciplinary approach, this degree will allow you to occupy a position in areas such as General Management, Marketing and Sales, Human Resources, Accounting and Finance, and Logistics and Operations in companies of any sector, developing the necessary skills in the following professional profiles:

General management (strategic, operative and management planning tasks)

Production

Human Resources

Finance

Marketing

Administration or accounting

Banking and financial institutions

Consulting and advisory services

Public Administration

Official agencies

International economic organizations

Teaching at universities and training centers

Own business entrepreneurship

# Program structure

It responds to the guidelines of the European Higher Education Area (EHEA). It has a total of 240 credits (ECTS) distributed in 4 courses of 60 credits each. The program includes basic, mandatory and elective subjects, internships in companies and a Final Degree Project.

# 240 ECTS

## Basic subjects

They include basic theoretical and instrumental or support knowledge that students must acquire in the first years of studies.

Basic Training (BT)  
**60 ECTS**

## Mandatory subjects

Correspond to theoretical and specialized knowledge.

Mandatory (ob)  
**150 ECTS**

## Optional subjects

Specialized subjects chosen by the students, which are developed mainly at the end of their studies.

Optional (OP)  
**12 ECTS**

## Internships in companies

Students must complete internships in companies in order to obtain professional training.

**6 ECTS**

## Final Degree Project

**12 ECTS**

**TOTAL CREDITS**  
**240 ECTS**

# Subjects

Optional courses and internships

# 12 ECTS

## Optional subjects

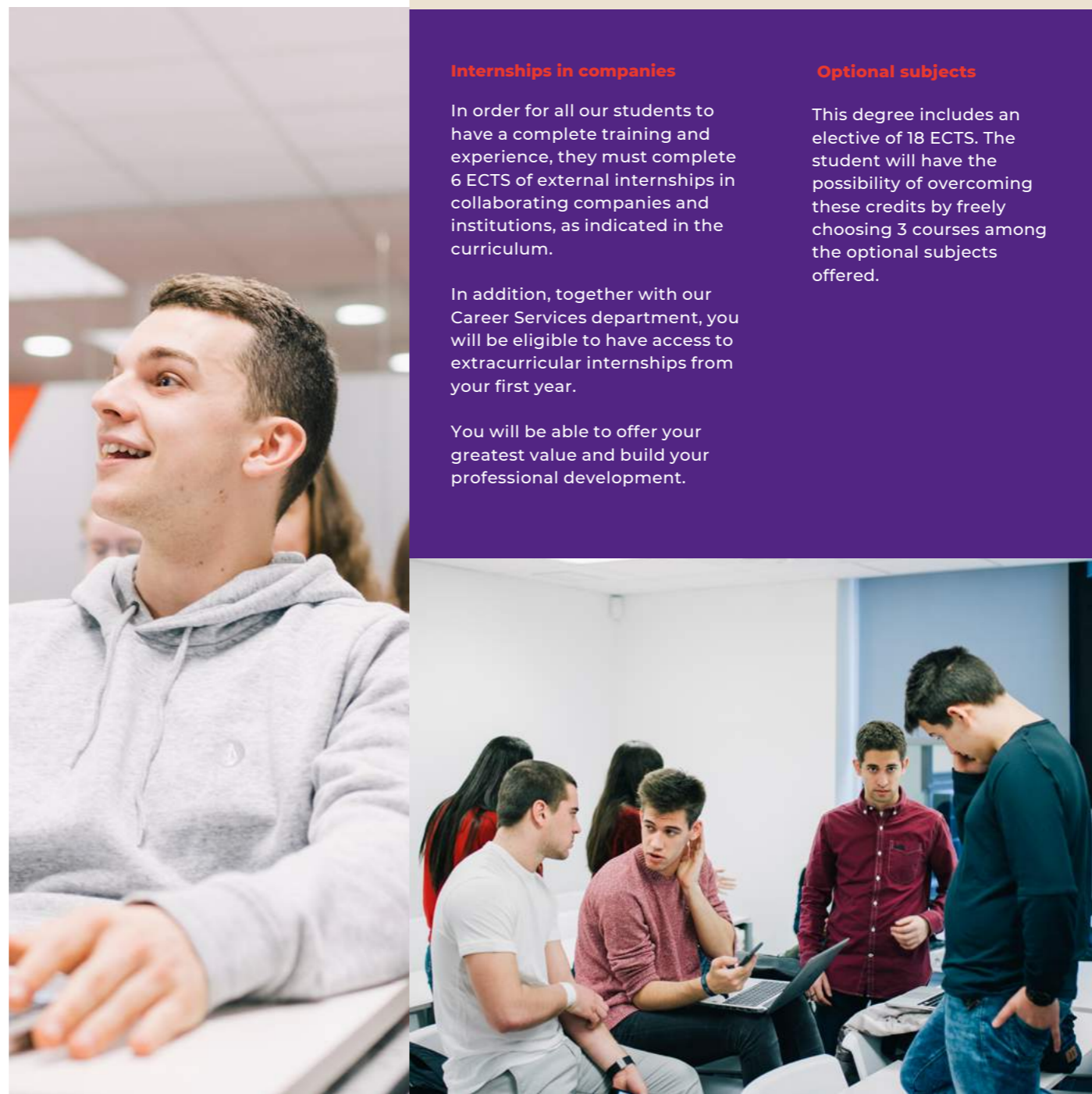
Quantitative research  
**6 ECTS**

Quantitative research  
**6 ECTS**

Digital companies and startups  
**6 ECTS**

Entrepreneurship and new business models  
**6 ECTS**

Business excellence  
**6 ECTS**



## Internships in companies

In order for all our students to have a complete training and experience, they must complete 6 ECTS of external internships in collaborating companies and institutions, as indicated in the curriculum.

In addition, together with our Career Services department, you will be eligible to have access to extracurricular internships from your first year.

You will be able to offer your greatest value and build your professional development.

## Optional subjects

This degree includes an elective of 18 ECTS. The student will have the possibility of overcoming these credits by freely choosing 3 courses among the optional subjects offered.

# Curriculum

## Subjects

### Bachelor's Degree in Business Administration and Management (ADE)

The degree has been designed considering two parallel and complementary lines of action:



1. The degree itself, which is made up of 4 courses with 2 four-month periods each.

2. At the same time, the student will be able to access a set of services outside the classroom designed to make his or her learning experience more complete, such as the Career Services, or the Business and Social Networking services, among others.

#### OFFICIAL TITLE

The Bachelor's Degree in Business Administration and Management is an official degree of UNIE- Universidad Internacional de la Empresa, taught in collaboration with EAE Business School. This degree has been favorably evaluated by the Fundación para el Conocimiento Madrid, verified by the Council of Universities and registered in the Registry of Universities, Centers and Degrees (RUCT) of the Ministry of Universities. This official degree is valid in the countries of the European Higher Education Area (EHEA).



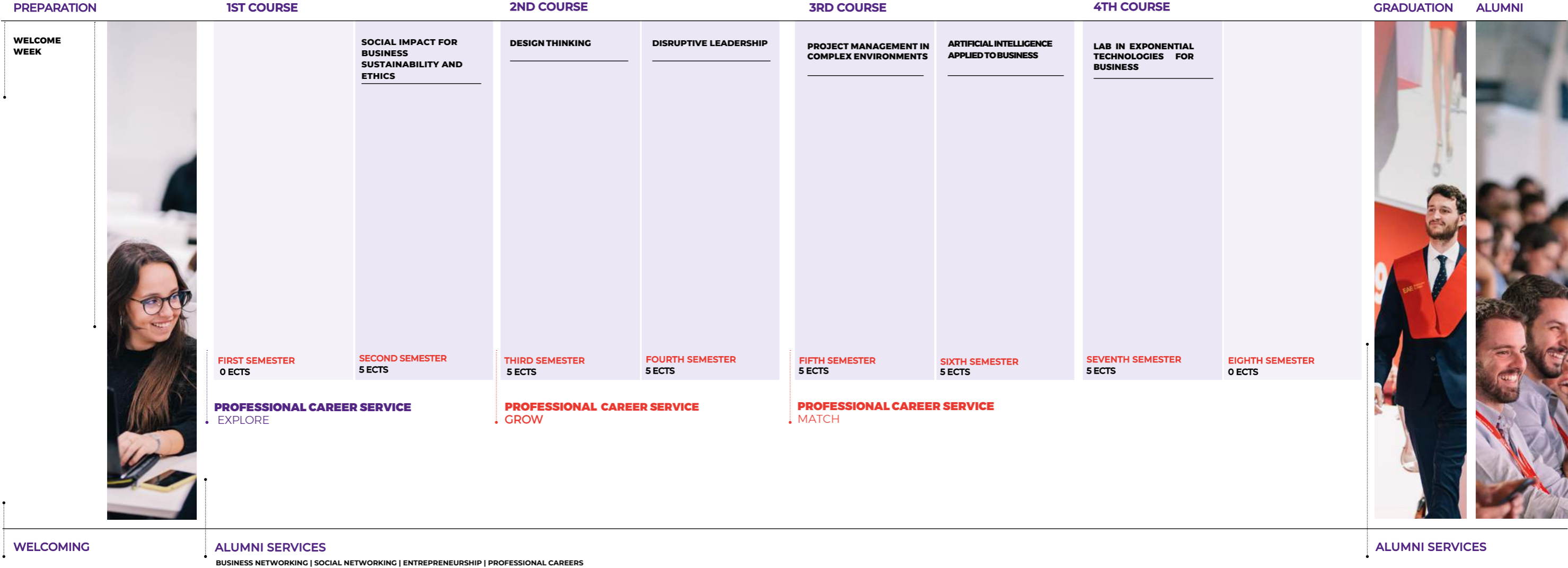
PREPARATION	1ST COURSE		2ND COURSE		3RD COURSE		4TH COURSE		GRADUATION	ALUMNI
<p><b>WELCOME WEEK</b></p> 	<p><b>ADE Fundamentals</b> 6 ECTS - BT TYPE</p> <p><b>Business environment and negotiation</b> 6 ECTS - OB TYPE</p> <p><b>Business mathematics</b> 6 ECTS - BT TYPE</p> <p><b>Marketing Basics</b> 6 ECTS - OB TYPE</p> <p><b>Introduction to economics</b> 6 ECTS - BT TYPE</p> <p><b>FIRST SEMESTER</b> 30 ECTS</p>	<p><b>Microeconomics</b> 6 ECTS - BT TYPE</p> <p><b>Consumer behavior</b> 6 ECTS - OB TYPE</p> <p><b>Financial Accounting I</b> 6 ECTS - BT TYPE</p> <p><b>Creativity and innovation in new environments</b> 6 ECTS - OB TYPE</p> <p><b>Introduction to Law</b> 6 ECTS - BT TYPE</p> <p><b>SECOND SEMESTER</b> 30 ECTS</p>	<p><b>Organization and internal management</b> 6 ECTS - OB TYPE</p> <p><b>Statistics</b> 6 ECTS - BT TYPE</p> <p><b>Communication skills in business</b> 6 ECTS - OB TYPE</p> <p><b>Financial Accounting II</b> 6 ECTS - BT TYPE</p> <p><b>Market Research</b> 6 ECTS - OB TYPE</p> <p><b>THIRD SEMESTER</b> 30 ECTS</p>	<p><b>Business English</b> 6 ECTS - OB TYPE</p> <p><b>Economic and Business Forecasting</b> 6 ECTS - OB TYPE</p> <p><b>Company Law</b> 6 ECTS - BT TYPE</p> <p><b>Innovation Management</b> 6 ECTS - OB TYPE</p> <p><b>Macroeconomics</b> 6 ECTS - BT TYPE</p> <p><b>FOURTH SEMESTER</b> 30 ECTS</p>	<p><b>Methods and techniques of analysis and use of information</b> 6 ECTS - OB TYPE</p> <p><b>Setting up and managing a company</b> 6 ECTS - OB TYPE</p> <p><b>Commercial management and Sales</b> 6 ECTS - OB TYPE</p> <p><b>Human Resources Management</b> 6 ECTS - OB TYPE</p> <p><b>Financial Management</b> 6 ECTS - OB TYPE</p> <p><b>FIFTH SEMESTER</b> 30 ECTS</p>	<p><b>Sustainability Management and Business Resilience</b> 6 ECTS - OB TYPE</p> <p><b>Business taxation</b> 6 ECTS - OB TYPE</p> <p><b>Logistics and business operations</b> 6 ECTS - OB TYPE</p> <p><b>Management Skills</b> 6 ECTS - OB TYPE</p> <p><b>Business Intelligence</b> 6 ECTS - OB TYPE</p> <p><b>SIXTH SEMESTER</b> 30 ECTS</p>	<p><b>Corporate responsibility and gender perspective</b> 6 ECTS - OB TYPE</p> <p><b>International business management</b> 6 ECTS - OB TYPE</p> <p><b>Digital communication</b> 6 ECTS - OB TYPE</p> <p><b>Strategic management</b> 6 ECTS - OB TYPE</p> <p><b>Entrepreneurship and new business models</b> 6 ECTS - OP TYPE</p> <p><b>SEVENTH SEMESTER</b> 30 ECTS</p>	<p><b>Digital business and startups</b> 6 ECTS - OP TYPE</p> <p><b>Corporate Excellence</b> 6 ECTS - OP TYPE</p> <p><b>External internships</b> 6 ECTS</p> <p><b>Final Degree Project</b> 12 ECTS</p> <p><b>EIGHTH SEMESTER</b> 30 ECTS</p> 		
<b>WELCOMING</b>	<b>PROFESSIONAL CAREER SERVICE EXPLORE</b>		<b>PROFESSIONAL CAREER SERVICE GROW</b>		<b>PROFESSIONAL CAREER SERVICE MATCH</b>				<b>ALUMNI SERVICES</b>	
	<b>ALUMNI SERVICES</b> BUSINESS NETWORKING   SOCIAL NETWORKING   ENTREPRENEURSHIP   PROFESSIONAL CAREERS								<b>ALUMNI SERVICES</b>	

\* Regarding the offer of optional subjects, a minimum number of students enrolled in each subject will be required for it to be given.

# Curriculum

## Subjects

### Expert Title in Exponential Business



\* Some subjects of the syllabus may undergo modifications.  
 \* The students who take the Degree in Business Administration and Management (ADE) by UNIE - Universidad Internacional de la Empresa, may obtain the Expert Title in Exponential Business by EAE Business School Madrid, taking 30 additional credits to those already taken in the Official Degree.

# The fulfillment of a job

Final Degree Project

# FDP

**The FDP is a research project required to obtain the degree. But it is also an opportunity to investigate, to dig deeper, to demonstrate all that you have learned, to develop your best creative skills and to work in a team with your teammates.**

It allows you to integrate the knowledge and skills acquired during the 4 courses that make up the degree. It is the central core of the degree and has the status of a subject with its own identity. It must be taken individually and under the supervision of a tutor.

THE FDP CAN BE IN EITHER ONE OF THESE TWO FORMATS:

#### **Business application project**

These are works focused on exploring in depth a specific area of action in business related to the degree that has been taken. Students will develop a business plan on the area of the degree in which they have developed the degree in which all the concepts and knowledge acquired during the program can be applied. The plan can be developed on a business (existing or fictitious) or to improve the plans of an existing company with variations that add value and a differential advantage over existing ones. However, the suggestion is to develop a plan that could be launched in the market today.

#### **Research project**

These projects are focused on delving into a specific area of action in subjects of the course attended, always from the innovative contribution, beyond the traditional approach of the subject. Research projects will allow the student to analyze a subject in depth, being able to apply the different concepts and knowledge acquired during the program. In the research project the problem or issue must be addressed and analyzed under a theoretical framework that must be clear and robust.

Regardless of the approach, the realization and presentation of the final project of the Degree pursues different objectives that are essential for the proper functioning of the program and the correct learning and development of the participants. The realization of the FDP allows to analyze and apply a work methodology similar to that found in a professional, so it is especially valued as an element that enhances learning and skills.

Either of the two approaches will be contrasted before the start of the project by the project tutor in the first session of the project proposal.



# Cristina made it happen

Dare to take the professional leap you are looking for.

**Cristina finished high school and had many doubts about where she could study. She wanted to study in a center that gave importance to the student and to have a good foundation to enter the labor market. After being part of the purchasing department of Mango, she currently holds the position of Product Manager in this multinational company.**

I was looking for a center to study the degree where students were not a simple number. A friend recommended EAE because of the high qualification and interest of the professors, the methodology and the small number of students in the classes.

The professors are one of the highlights of EAE. They gave me a lot. In addition, it is an added value that most of them are working in companies and can pass on their experience. I still remember many interesting classes. I learned a lot. But they also gave us tools that are very useful for me today at work.

At EAE I met great people. It is very important to have a good relationship with your colleagues on a day-to-day basis. In fact, I still have a good friendship with some of them and we meet regularly. From time to time we reminisce about the years we spent in class.

My degree at EAE helped me to enter the job market. We live in a very competitive world and it is very important to be able to differentiate yourself from others. Recruiters value very positively the fact that we studied at EAE.

First I spent a year as an intern in the purchasing department of a company in the hotel sector where I learned a lot. This experience helped me to find my first job at the Mango offices. After that I was able to progress and now I hold the position of Product Manager, which I am very happy with!

At EAE I was also able to grow as a person. They taught me to be rigorous and humble on a daily basis. I think this is a very important lesson that is highly valued in the job market.

Studying at EAE was an unforgettable experience in every way. From there I take with me the knowledge I acquired, my professors, my classmates and everything I experienced.

If you have any doubts about where to study, do not hesitate, it is worth choosing EAE.

\* Success story of the Barcelona Campus.



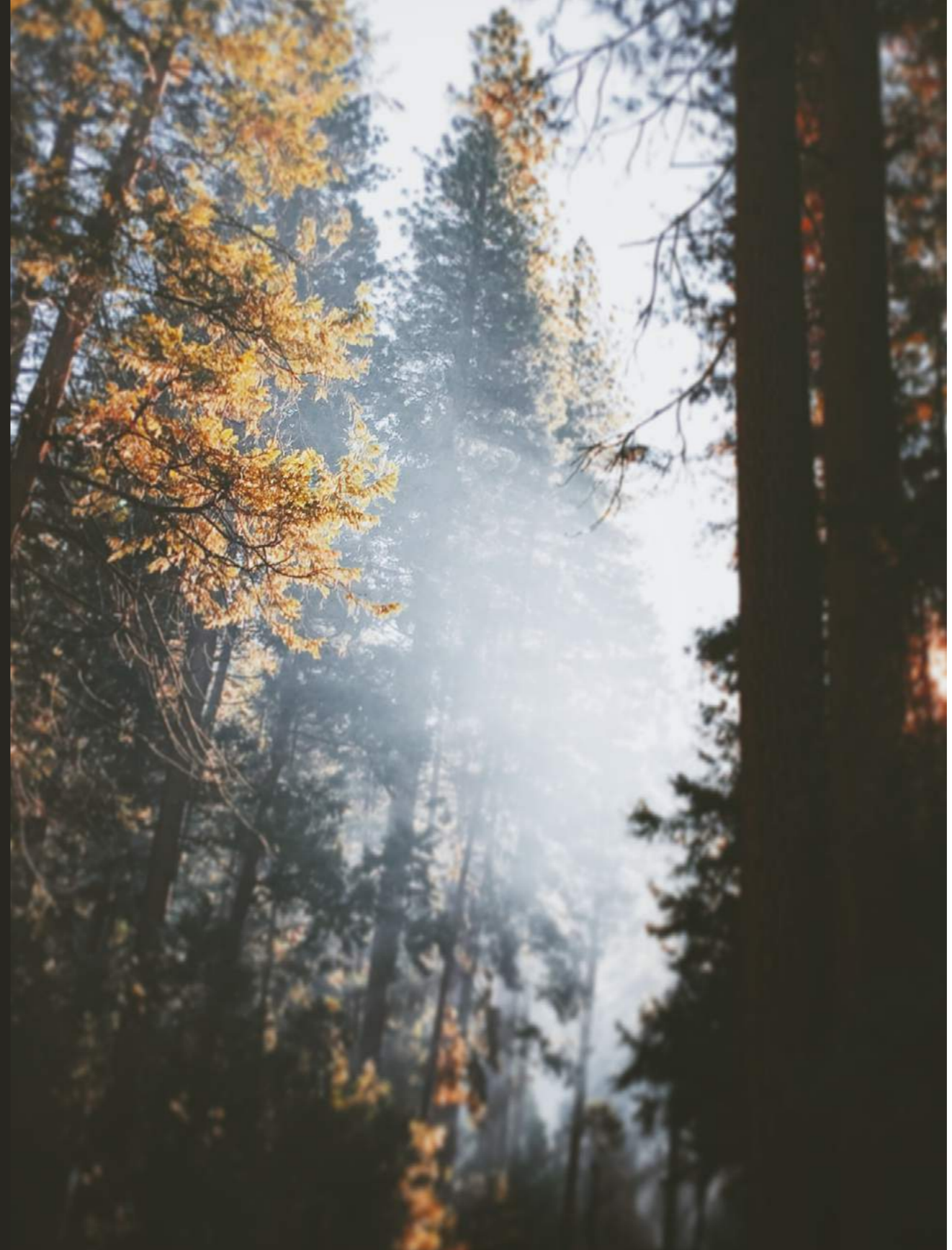
CRISTINA MASSONS  
PRODUCT MANAGER

MANGO

**"Recruiters value our time at EAE very positively."**



**Those of us  
who believe  
that it is  
never too late  
to grow up  
will thrive.**



# The EAE Experience

Student Services

Studying at EAE is a gateway to professional advancement and also an enriching experience.

On campus you breathe a cosmopolitan atmosphere and share your day-to-day life with classmates of many nationalities who are part of a very dynamic community, with whom you will participate in events and activities beyond the classroom.

## WELCOMING

We provide the necessary tools and activities to facilitate the integration of the student in EAE before the beginning of the course.

### Tools for the student disposal:

- EAE Welcome
- Welcome Pack

## SOCIAL NETWORKING

A series of activities focused on the social and cultural training of EAE students, professionals and teachers.

### Activities:

- EAE Solidarity
- Graduation Ceremony

"I learned to adapt, to understand in a professional way the changes that are happening every day, to analyze them, their effects on companies and their strategies. Keeping up to date is a daily task nowadays".

**ALEJANDRINA MÉNDEZ**  
SENIOR IT PROJECT MANAGER / PMO EN  
BNP PARIBAS  
Former EAE student



**+890** ORGANIZED  
EVENTS IN 2019

**+21.000** PROFESSIONALS  
ATTENDING EVENTS  
IN 2019  
AMONG STUDENTS, ALUMNI  
AND PROFESSIONALS

# About us, at EAE Business School

EAE community and networking

---

Studying at EAE is a professional guarantee, but also an enriching experience.

At the campus you will share experiences and motivations with classmates who form a very dynamic community, with whom you will participate in events beyond the classroom and forge personal alliances that will help you professionally.



"A simply fantastic community. I studied with students of a dozen nationalities, different ages and very diverse professional experiences. We built a close-knit group that is still in touch, with friendships that went beyond the classes and the time we shared at EAE."

**DAVID MARTÍNEZ**  
GENERAL DIRECTOR AT ARPADA GROUP  
Former EAE student



# EAE Alumni

Association of students and alumni of the school

At EAE, your progress doesn't end when you finish your studies. EAE Alumni is a collaborative initiative of students, alumni, faculty and the business community that offers a service to more than 77,000 students who have studied with us since 1958 to give their education continuity.

## TAKE ADVANTAGE OF THE ALUMNI SERVICES

We offer you 5 service areas that fully cover your academic and professional interests:

### Professional development

- Executive Mentoring Service (mentoring for senior profiles).
- Exclusive access to the Job Bank. Self-assessment program of competencies Lidera -T 360°.
- Customized career guidance and career counseling service.
- Webinars on talent management and employability.

Alumni Entrepreneurial Lab Alumni Entrepreneurship

### Ongoing training

- 30 updating courses.
- Webconferences on new trends and innovation.

### Knowledge

- Strategic Research Center investigation reports
- Digital subscription to Harvard Deusto magazines.
- Specialized blogs.
- Talent Alumni Review magazine.

### Networking

- Annual Alumni Meeting.
- National and international Alumni meetings

### E-Club

- Benefits and discounts on more than 1,600 products and services from major brands in food, home, leisure, health, beauty, travel and technology.

**+100** NATIONAL AND INTERNATIONAL ACTIVITIES EXCLUSIVE FOR ALUMNI IN 2019

**+750** ATTENDEES AT THE ANNUAL ALUMNI MEETING

**+13.000** PROFESSIONALS INVOLVED IN ALUMNI ACTIVITIES

**8,7** AVERAGE SERVICE SATISFACTION RATING

**15** ACTIVITIES IN 15 COUNTRIES

# The Future of Work & Leadership

CADIGAN  
TALENT VENTURES

EAE Business School

October 11, 2019

Be the past, the present & the future,  
be ALUMNI



## Your goals, our reason for being

In order for you to achieve them, we have established the following objectives:

- 1 ENHANCE**  
the continuous development of your skills through quality programs that combine practical content and services focused on your professional profile.
- 2 ENCOURAGE**  
your interaction with other members of the Association through conferences, seminars and forums.
- 3 STRENGTHEN**  
your ties with EAE by offering you an open and diverse environment, and all the necessary tools to develop your professional development.
- 4 SUPPORT**  
your professional development through our mentoring services and customized advice, entrepreneurship labs and seminars on talent management and employability.

# An exciting capital city

Welcome to Madrid

**20.173** COMPANIES IN 2021

**20,943** MILLION IN FOREIGN INVESTMENT

**1<sup>st</sup>** WORLD CITY FOR MEETINGS AND CONFERENCES (WTA 2021)

Get prepared to study in one of the great cities of Europe, a real magnet for companies and one of the best places to study according to surveys that collect the opinion of students and those that evaluate the attractiveness of cities. Come and enjoy a capital city that stands out for its safety and high quality of life.

## Culture

Madrid, being part of the UNESCO World Heritage, gathers in every corner sites of exceptional value. Tour an extraordinary urban environment, where culture, science and nature coexist since the mid-sixteenth century. Proof of this is the newly named Landscape of Light in 2021, composed of several monuments, institutions and places that can be found from the Paseo del Prado to the Retiro Park.

A city where you can admire the works of Velázquez, Goya or Picasso, or relive its literary history through the Barrio de las Letras.

In Madrid you can enjoy numerous green areas being the city of Spain with the largest area of parks (Tree City of the World, UN 2019). In addition, it has an infinite offer of gastronomic trends, with the oldest restaurant in the world in its streets and 22 Michelin-starred restaurants.

## Life

The capital of Spain breathes energy and is a fascinating city where you can taste an infallible cocktail, the formula that has managed to combine study, work and knowing how to enjoy life. Here you will find open and sociable people, with a great welcoming capacity, who will make you feel at home from the first moment. Madrid never rests, and has a wide range of leisure activities as endless as its famous nightlife.

## Business

Madrid is the place where you have at hand the large headquarters of Spanish multinationals and the delegations of large companies from around the world. A very interesting financial enclave for investors, with excellent infrastructures and communications that make it very attractive for corporations of any sector. It is the perfect place to find the best professional opportunities and create a good network of contacts.



## Madrid Campus

The EAE Madrid campus has 4,000 m2 located in the heart of the financial district. The facilities are spread over two modern buildings (c/ Joaquín Costa, 41 and c/Príncipe de Vergara, 156) equipped with the educational technology, infrastructure and spaces necessary for you to develop your academic life with the guarantee that you will lack nothing.



# Admission and degree process



To be a student at EAE you must have a real desire to learn, a dynamic and open spirit, and a predisposition to progress in a participative and international environment. You must be motivated to give your best and not be afraid of being challenged.

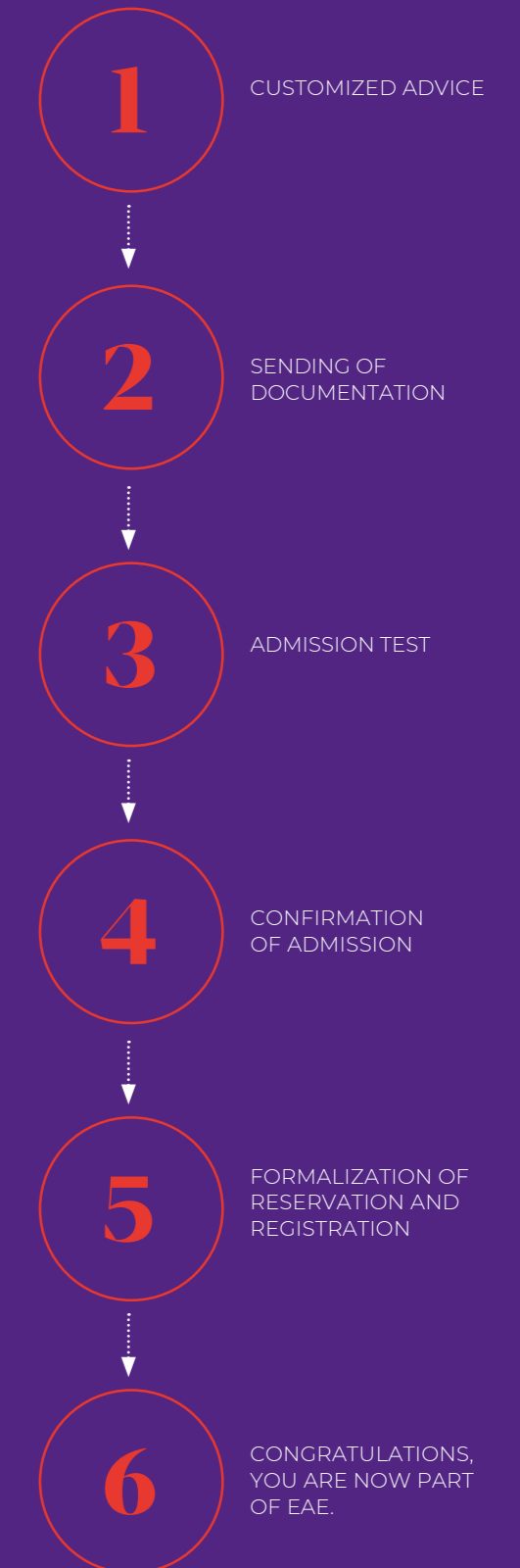
## Official degree

Once you successfully complete your program, you will be awarded a Bachelor's Degree in Business Administration and Management by UNIE-Universidad Internacional de la Empresa. This degree has been favorably evaluated by the Fundación para el Conocimiento Madrid, verified by the Consejo de Universidades and registered in the Registro de Universidades, Centros y Títulos (RUCT) of the Ministry of Universities. This official degree is valid in the countries of the European Higher Education Area (EHEA).

**unie\***  
Universidad

A rigorous admission process in 5 phases

To ensure the suitability of candidates, all participants must pass an admission process that consists of the following phases:



"I learned to adapt, to understand in a professional way the changes that are happening every day, to analyze them, their effects on companies and their strategies.

Keeping updated is a daily job nowadays".

Alejandrina Méndez  
Senior IT Project Manager / PMO en BNP Paribas  
Former EAE student

## **EAE** Business School Madrid

We would like to thank all the members of the EAE Community: students, alumni, faculty and staff, who have made this catalog possible. A group of people who represent the philosophy and values that guide us on our exciting journey.

**We make it happen.**

### **Madrid Campus**

C/ Joaquín Costa, 41 28002  
C/ Príncipe de Vergara, 156 28002