

Annual report
Fundación
Privada
Universitaria
EADA

**2020
2021**



**BUSINESS
WITH A
PURPOSE**

Summary

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A MESSAGE FROM THE PRESIDENT

We're going from strength to strength



In an academic year which has once again been marked by the pandemic, EADA has continued to provide continuity in this new reality by adapting to the circumstances that guarantee, as always, an excellent training experience for our local and international participants as well as corporations and companies. The use of our Immersive Learning methodology which we introduced at the onset of the pandemic, has enabled us to continue providing F2F, online and hybrid classes, thereby guaranteeing the opportunity for our participants to 'be in the classroom', meeting or work group in person or online.

This year has been an opportunity for EADA to continue with innovation and new challenges: we have launched 10 new online master's programmes related to professions currently in high demand in sectors such as Fintech, Analytics, Big Data and Artificial Intelligence as well as the boom in Exponential Organisations. We have also updated several of our Executive Education programmes by putting the focus on new competencies required by companies and trends that are creating an impact in different sectors. EADA has embarked on a new phase this year with the launch of the new Global BBA (Bachelor in Business Administration – BBA) in collaboration with **SKEMA Business School**, which is a double degree designed for undergraduates who aspire to a professional future on an international scale.

This year has also seen the new dual executive management team at EADA with Dean, **Jordi Díaz** and Corporate Director, Isabel Jiménez strengthen the commitment of this institution towards leadership, innovation and sustainability. These three pillars are the fundamental basis of our learning methodology and shape the strategic plan 2022-25 which is currently in place. During this academic year, we have also strengthened our commitment to sustainable and responsible leadership by transmitting the need to contribute to a better society and the common good as well as generate change and respond to new social and environmental challenges. Sustainability Week was also held again this year, albeit in an online format due to the pandemic, and experts from different sectors shared their experiences with our participants. It is also important to mention the Sustainability and Business Impact Path of Development of the International MBA, the Sustainability Club for participants of the international master's programmes and MBAs as well as the agreement with **Ashoka**, which enabled participants of the Master

in Sustainable Business and Innovation to become changemakers in diverse social projects led by Ashoka entrepreneurs. The final mention is reserved for the agreements reached with purpose-driven institutions such as **B Lab Spain** and **Barcelona & Partners**.

Out of the many studies we have carried out this year, I would like to highlight the Leaders4Good study, which is the first study on sustainability and leadership of managers in Spain. Led by EADA professors Ferran Velasco, Federica Massa Saluzzo and Davide Luzzini, this joint research project with **Both People & Comms** proposes an index rating of maturity in sustainability and identifies the key competencies of sustainable leadership.

Finally, it is also important to focus on the achievements during the year in the area of accreditations and rankings, which confirms our training excellence and places us among the best business schools in the world. EADA has renewed its EQUIS (European Quality Improvement System) academic accreditation, awarded by the **EFMD** (European Foundation for Management Development), and considered the accreditation with the highest international prestige in the field of management training. In Spain, EADA is one of only four business schools to achieve this accreditation for five years; three of these schools are based in Barcelona which makes it one of the strongest clusters in the world for executive education. We have also improved our position in the most prestigious international rankings, such as those compiled by the Financial Times, The Economist, Bloomberg Business Week and the Corporate Knights, which ranks EADA in the Top 25 of the best business schools in Europe.

In light of all the above, we face the future with optimism, ready to take on new challenges, committed to sustainability and the common good, with a greater international outlook and connected to the business world. Thank you to everyone for supporting us on this exciting adventure!

Koke Pursals

President of the Board of Trustees of the EADA Foundation

Irene Vázquez Mier / 1926-2021

It all started with Irene

Irene Vázquez Mier, founder and honorary president of the Board of Trustees of the EADA Foundation, passed away on 4th November 2021. The life of this business woman with a PhD in Psychology, which could have inspired the idea of a 'woman ahead of her time', began in Asturias in 1923. The eldest of six children, her father taught her to be an independent and resourceful woman. He told her to study and learn because 'life can take many things away from you, but it can never take away your knowledge'.

Exiled in France during the war, she used her language and typewriting skills to work as an interpreter for refugees. Back in Barcelona, she studied Nursing and Psychology, a subject in which she would later study a PhD.

What stands out for me about Irene's life, however, is that at the end of the 1950s, she set up a business school. Being a woman and pioneer in executive education in Spain in the 1950s leaves no doubt about her character. Her career paved the way for the development of management training, access for women to the labour market as well as economic and social progress.

A business woman with a PhD in Psychology, her life could inspire the idea of a woman ahead of her time

Although she was tenacious and firmly defended her ideas, she also entered into dialogue with those who had opposing views. Her extensive knowledge of human behaviour led her to work with talented colleagues and, together, they built and consolidated a project that is more a collective dream come true than a business school; a fully realised utopia.

Irene was also a good critic. She could identify how we all needed to improve. And she did so in a direct, clear, assertive and elegant manner. Sometimes she had a strict look about her, but hidden behind it was an honest smile which came from the heart. Irene was a generous person who always supported those who most needed it. She taught us all so much and many of us consider her family.



I will always remember when we helped her with the tests and handwriting reports during the psychology evaluations. She was dedicated to her work, and tried to discover the most hidden aspects of the people she evaluated. She also enjoyed her work and transmitted enthusiasm for things well done. She was a perfectionist who never left any detail to chance and expected others to employ rigour and method in their work. She had the privilege of meeting some of the top experts in psychology and she knew how to pass on what she had learnt.

Irene was an independent person who created an independent business school. She did this by promoting independent thought through academic freedom, respect for the individual and democratic values. This led her to receive various awards during her lifetime, such as the *Creu de Sant Jordi* in 2003 (the Saint George's cross), the *Medalla al Treball President Macià* (the President Macià medal for work) and the Female entrepreneur award from FIDEM (International Foundation of Female Entrepreneurs). Irene Vázquez was, undoubtedly, unique - a strong, entrepreneurial-focused woman - who turned a business project into one of the leading business schools in Barcelona. And there will be many of us who will miss her: Irene's chats, her words of support, her wise comments and her looks of complicity. Rest in peace, Irene. You deserve more than anyone else to rise to the heaven you believed in.

Franc Ponti
Professor of Innovation at EADA

On behalf of everyone at EADA: **Farewell Irene**

EADA: 60 years of history

BARCELONA'S PIONEERING INSTITUTION WHICH IS CONTINUOUSLY EVOLVING		
<p>1957</p> <p>In a small office in Barcelona, Irene Vázquez and Arturo Alsina founded an independent training institution, that would later become EADA, and that today still preserves the values of tolerance, critical spirit, effort and commitment that characterised its creation.</p>	<p>1960s</p> <p>EADA introduced the 'learning by doing' methodology and approached multinational companies that would open offices in Barcelona in the 1970s to introduce innovation in teaching methods and faculty expertise. At the same time, EADA incorporated the famous Case Study Method, implemented at Harvard as early as 1929, which for the first time, put the focus on the student rather than the professor.</p>	<p>1970s</p> <p>EADA started to consider itself a large business school, which coincided with the creation of its first language department, the launch of the first Executive MBA in 1979 and the incorporation of custom programmes.</p>
<p>1980s</p> <p>In 1981, EADA became a structured business school in line with other international schools while still maintaining the values that characterised its foundation: 'the place where business people grow'.</p>	<p>1990s</p> <p>EADA entered the international arena and extended its portfolio to include new training programmes focused on market requirements: specialised master's programmes in 1993, and full-time MBA programmes in 1994. The institution was awarded the EQUIS international accreditation for the first time in 1999, which is the most prestigious global accreditation to guarantee quality standards for training programmes..</p>	<p>2000s</p> <p>EADA was awarded the AMBA accreditation from the Association of MBAs, and in 2006, the Financial Times included EADA in its ranking of the top 50 European business schools. During this time, the Global MBA was launched and the current EADA logo was created; an agreement between EADA and the UOC was also signed to launch the best online MBA in Spanish and finally, EADA inaugurated the new Barcelona campus following 3 years of renovation works.</p>
<p>2020</p> <p>Signalled the outbreak of the pandemic around the world. EADA introduced a full Immersive Learning methodology which could be adapted to all formats, and prepared the school for the new normality. EADA launched the Scholarship Programme with extra scholarships and grants for those collectives most affected by the pandemic. The new world rating of the best business schools FOR the world ranked EADA among the top global institutions. EADA presented its study 'Teleworking in times of COVID'.</p>		

OUR REASON FOR BEING: THE PLACE WHERE BUSINESS PEOPLE GROW

Where: Barcelona has a long tradition of business, industry, commerce and tourism. The privileged location of the campus and the characteristics of the city enable our programmes to incorporate and reflect the best of the city's cosmopolitan culture, history and its receptive attitude towards diversity, creativity and innovation.

Business: We develop applied and relevant research, the objective of which is to have an impact on our programmes and strengthen our relationships with institutions and companies that we help to grow.

People: Our goal is to train professionals with an in-depth awareness of their own management skills and competencies, as well as the potential effect of their leadership when it comes to transforming companies into organisations which have a positive impact on society.

Grow: We focus on helping and facilitating the development and transformation of people and organisations in the different phases of their career and professional life.

Our 3 strategic axes



LEADERSHIP

Awaken, develop and empower leaders to have the capacity to generate change; a major focus on the development of soft skills (additional competencies and abilities for their professions) and an acute awareness of the need to upskill and reskill not only themselves but also their teams so that they are prepared for an ever-changing world.



INNOVATION

Innovation is understood as the ability, not only to innovate, but also to adapt our organisations and teams to new and unexpected circumstances. This focus on innovation must be stimulated, nurtured and trained. Our programmes include aspects of innovation and adaptation to generate or accept change.



SUSTAINABILITY

Companies, leaders, employees and the entire organisational ecosystem cannot ignore their environmental responsibility as a result of their activity and the impact they generate. Training ethical, responsible and active leaders and teams for change is key for sustainable activity and impact.

OUR VALUES

EADA is founded on the following values:

Independence: We are an independent and non-profit foundation that defends the freedom of thought and expression of its participants, faculty members and other stakeholders.

Diversity: Our programmes and activities incorporate, develop and empower the best of the people and cultures around us. We also reflect the cosmopolitan essence of the city of Barcelona: its diversity and creativity, as well as the long tradition of entrepreneurship, commercial activity and hospitality.

Partners: We work hand in hand with organisations and companies, and we train professionals to perform effectively and progress in the workplace.

Quality: Our training is based on nationally and internationally accredited excellence and on research focused on the business world.

Respect: We believe in people, in equity, and in the plurality of perspectives as the central axis of organisations.

Integrity: We train professionals in honesty to ensure the sustainable future of their companies and the society around them.

Innovation: We continuously create innovative content and formats in our activities to help provide sustainable tools to address the changes we face.

Collaboration: The team at EADA carries out its mission by sharing, communicating and developing the values of the institution.

Sustainability: It represents the transversal axis that unites the different values of EADA with its purpose and the strategic plan of the institution.

Governance

INTERNAL GOVERNING BODY: THE BOARD OF TRUSTEES

It is the highest governing body of the Foundation which incorporates the different stakeholder groups. The Board was comprised of the following members:



KOKE PURSALS
President of the Board of Trustees of the EADA Foundation.



IMMACULADA AMAT
President of the Board of Directors of Amat Immobiliaris.



MARGARET CHEN
Honorary President China Club Spain. Founder of Optimus Horizon.



PILAR CONESA
CEO Anteverti.



MARC GÓMEZ
CEO Ence Energia.



CARLES GRAU
CEO Mobile World Capital Barcelona.



JOSEP M. MARTORELL
Associate Director Barcelona Supercomputing Center.



CÉSAR MOLINS
CEO AMES Group Sintering.



CARME MUR
Founder of Mur & Partners.



ALBERTO OJINAGA
Managing Director Desigual.



LUÍS PARDO CÉSPEDES
CEO SAGE Spain and Portugal.



MARTA REYNAL-QUEROL
Research Professor ICREA. Professor of Economics, Economics Dept. Director IPEG.



JOHN RIGAU
Vice President and General Counsel PepsiCo Western Europe. Vice President of the Spanish Soft Drinks Association.



GUAYENTE SANMARTÍN
General Manager and Global Head of Large Format Printing HP Inc.



PERE VALLÈS
CEO Exoticca.



SUSANA BLEIER
Secretary (non-member) Secretary of the Board. Lawyer.

Business with a purpose

A BUSINESS WORLD WITH A PURPOSE

At EADA, we are firmly committed to a **business world with a purpose** where a company's strategy not only focuses on generating economic growth and creating social value but also on social responsibility and ethical conduct while looking after the wellbeing of its stakeholders.

Our mission is to promote the professional development and growth of people and organisations, supporting them from their entry into the labour market until they achieve professional growth and maturity, **by applying a model of sustainable and responsible leadership**.

We work with our own model of Sustainable Leadership: Leadership that not only enhances professional competencies and skills, but also values and practices **based on sustainability, society, the environment, the economy, ethics and equal opportunities**.

We strongly believe that purpose-driven professionals and organisations can generate an impact and **a multiplier effect in society**, in both existing profit-driven companies which are moving towards more sustainable models and purpose-driven organisations.

We continue to promote the 3 axes of our learning methodology: innovation, sustainability and leadership. We support our participants in their development with 70+ training programmes, a team which is fully committed to our mission and a community of over 120,000 Alumni.

The SDGs at EADA

At EADA we generate impact, we advocate transparency and we work in partnership. We strongly believe our mission must generate impact based on the 8 Sustainable Development Goals:



find out+ information

<https://landings.eada.edu/es/c/business-with-a-purpose>



Our commitment to the environment

INDICATORS 2020-21



CONSUMPTION OF
ELECTRICITY IN HOURS
OF LIGHTBULBS

41,951h



COLLBATÓ CAMPUS
CONSUMPTION OF GAS

547,636KWH



RECYCLED
PAPER

2,752KG



I.T
EQUIPMENT

60KG

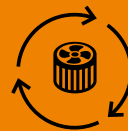
BARCELONA
CAMPUS

401,664KWH



WATER CONSUMPTION
CAMPUS
BARCELONA

2,211M³



AIR
FILTERS

180KG



LITRES
OF OIL

380

COLLBATÓ
CAMPUS

366,061KWH

WATER CONSUMPTION
CAMPUS
BARCELONA

2,211M³

AIR
FILTERS

180KG

LITRES
OF OIL

380

COLLBATÓ
CAMPUS

4,816M³



UNITS OF HYGIENIC
WASTE

642



TOTAL NUMBER OF
SHEETS OF PAPER

141,521



PRME Principles for Responsible
Management Education

EADA promotes the adoption of the six PRME principles -Principles for Responsible Management Education- in all of its training programmes. This is an initiative set up in 2007 by several business schools, with the support of the United Nations, whose objective is to promote responsible education for managers.



Furthermore, as a signing partner, EADA incorporates and diffuses the 10 principles of the United National Global Compact.

eada® business school
barcelona

Both People
& Comms.

En colaboración con
B Lab

EADA Business School and Both. People & Comms in collaboration with B Lab, launched the first 'Study on Sustainability and Leadership of Management in Spain'.

Accreditations, rankings & ratings

During the academic year 2020-21, EADA Business School renewed its EQUIS (European Quality Improvement System) academic accreditation for another five years. Awarded by the EFMD Global (European Foundation for Management Development), it is considered the accreditation with the highest international prestige in the field of executive education. EADA has renewed its accreditation since 1999, when it was first granted this award, which places it in a select group of business schools that have been recognised for their excellence in education. In Spain, EADA is one of 4 EQUIS accredited institutions for 5 years, 3 of which are located in Barcelona. These accreditations confirm that EADA forms part of one of the strongest clusters in the world for executive education.

In Spain, EADA is also one of 4 business schools that holds both the EQUIS and AMBA accreditations. The Association of MBA (AMBA) is the impartial authority on postgraduate management education worldwide. It aims to raise the quality standards of executive education and accredits the MBA programmes in the United Kingdom and Europe.

These accreditations result from EADA's commitment to leadership, innovation and sustainability, the three guiding pillars of our mission, which are founded on our history, corporate culture and commitment from all the EADA team.

RANKINGS



FINANCIAL
TIMES

EUROPEAN BUSINESS SCHOOLS RANKING - DECEMBER 2021

Ranked at number 25 in the best Business Schools in Europe.

MASTERS IN MANAGEMENT - SEPTEMBER 2021

Ranked at number 37 in the best Masters in Management worldwide.

1st in Spain for Career Progress

1st in Spain for satisfaction rating by participants

MASTERS IN FINANCE PRE-EXPERIENCE - JUNE 2021

Ranked at number 28 worldwide.

93% employability 3 months after graduation

1st in Spain for number of international students

9th worldwide for Career Progress

MBA - FEBRUARY 2021

Ranked at number 78 worldwide and 21 in Europe.

EXECUTIVE EDUCATION - OPEN AND CUSTOM PROGRAMMES - MAY 2020

Ranked at number 43 worldwide in a combined ranking.

ONLINE MBA RANKING - MARCH 2017

EuroMBA ranked at number 12 worldwide.





RANKINGS



MASTERS EN MANAGEMENT - SEPTEMBER 2021

Ranked at number 19 worldwide.

6th in the world for quality of faculty

7th in the world for employability 3 months after graduation

MBA - JANUARY 2021

Ranked at number 62 worldwide

20th in Europe

CORPORATE KNIGHTS

Better World MBA Ranking - NOVEMBER 2021

Ranked at number 34 for the best MBA programmes for sustainability, gender balance and diversity.

RATINGS



POSITIVE IMPACT RATING FOR BUSINESS SCHOOLS - JUNE 2021

EADA is ranked among the 24 Best Business Schools FOR the world in the category of Transforming Schools (level 4)

FROM BEING THE BEST IN THE WORLD TO BEING THE BEST FOR THE WORLD

The Positive Impact Rating measures how business schools contribute to solving societal challenges through the dynamics of the school and its culture, by educating responsible leaders and being a role model institution.

ACCREDITATIONS



The European Foundation for Management Development (EFMD) awards the EQUIS accreditation. It is a global accreditation body which aims to raise the quality standards in executive education.



The Association of MBA (AMBA) is the impartial authority on postgraduate management education worldwide. It aims to raise the quality standards of executive education and accredits the MBA programmes in the United Kingdom and Europe.



This accreditation adheres to rigorous international standards which is designed to convert and train participants to become professional coaches in the area of executive coaching; a discipline which is increasingly being adopted by organisations and professionals who want to learn and transform themselves.



La Association of Chartered Certified Accountants (ACCA) has awarded an accreditation for 5 years for the EADA International Master in Accounting and Finance.



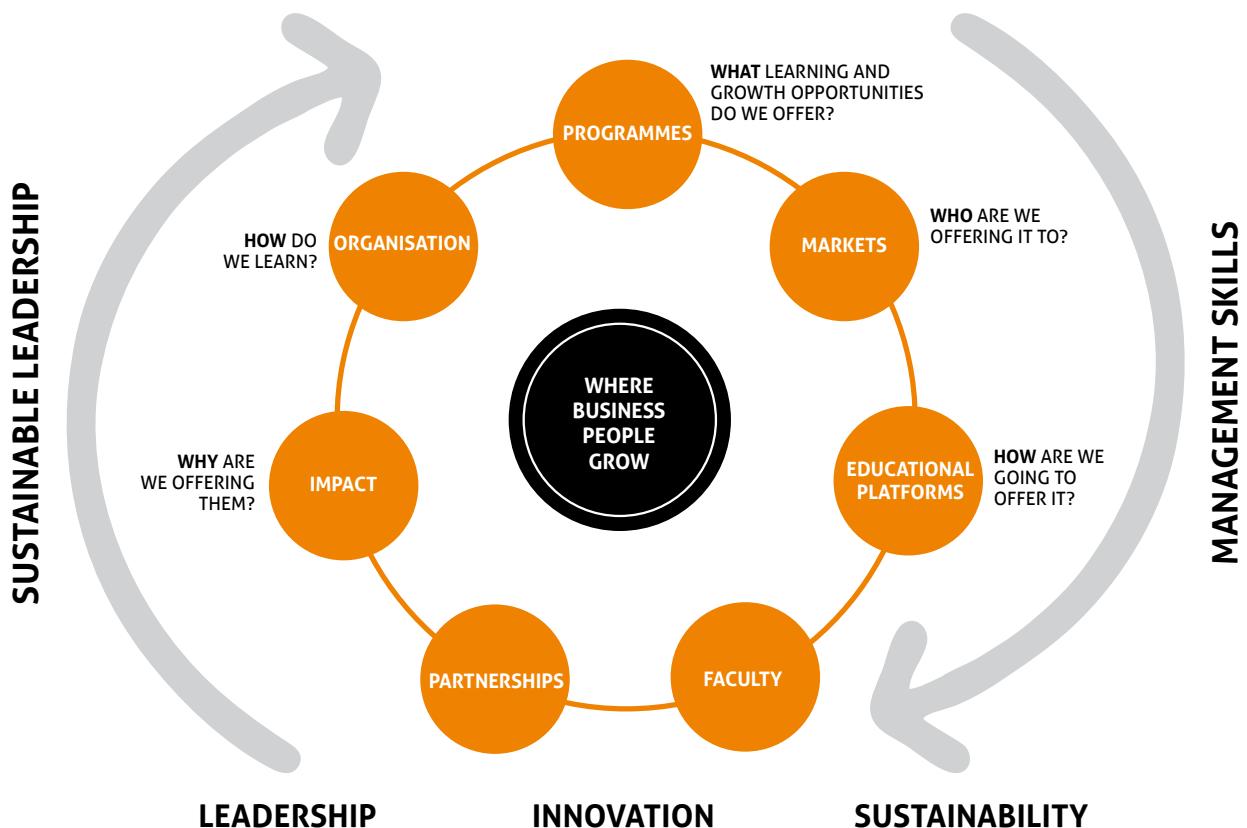
The Agency for the Quality of the University System in Catalonia (AQU Catalunya) is the main body that promotes and evaluates the quality of Catalan universities. AQU Catalunya evaluates, accredits and certifies the quality of universities and higher education centres in Catalonia (programmes, faculty, centres and services).

Strategic Plan

The following summary outlines **EADA's Strategic Plan** developed by EADA's governing bodies and transversal teams:

MAIN TRANSVERSAL AXES OF EADA'S STRATEGIC PLAN 2019-2022

- 1** Generate and improve sustainability in the EADA programmes (new trends), by offering greater flexibility in our portfolio (modular system), with a model based on 'activities' that facilitate lifelong learning, especially in Executive Education.
- 2** Boost EADA's global presence and sustainable diversity by increasing the number of participants from China, India and the United States.
- 3** Expand the digital platform and online and blended portfolio.
- 4** Attract new members of faculty to strengthen our capacity to transmit sustainable leadership.
- 5** Develop the Research Institute in Sustainable Leadership.
- 6** Continue to improve quality standards in line with international accrediting bodies (AQU, AMBA, EQUIS and AACSB).
- 7** Increase EADA's visibility through various channels:
 - Companies, Board of Trustees and Corporate Advisory Board (CAB), in order to attract new corporate customers: Top 100 Alumni project.
 - Strengthen the brand on social media (faculty, alumni, companies etc.)
 - Reinforce visibility of the Scholarship Programme with Institutional Partners and Alliance plan.
 - Non-profit entities of the Foundation.
- 8** Digitalisation of internal culture:
 - Finalise workflow mapping.
 - Improve digital skills.
 - Promote the use of the corporate intranet.



Highlights 2020-2021

> **Launch of Re-Start scholarships for collectives affected by Covid-19:** <https://www.eada.edu/es/actualidad/noticias/2020/07/becas-re-start-para-colectivos-perjudicados-por-covid-19>

> **EADA commits to Immersive Learning; a methodology that adapts to all situations to ensure continuity and quality training in F2F, hybrid and online formats:** <https://www.eada.edu/es/actualidad/noticias/2020/08/immersive-learning-en-tiempos-de-covid-19>

> **EADA launches a Programme for Career Development and Employability:** <https://www.eada.edu/es/actualidad/noticias/2020/08/eada-lanza-un-programa-para-el-desarrollo-de-carrera-y-empleabilidad>

> **EADA and ISDI launch the Master in Digital Business:** <https://www.eada.edu/es/actualidad/noticias/2020/10/eada-e-isdi-lanzan-el-master-digital-business>

> **EADA launches the Online Master in Marketing and Commercial Management:** <https://www.eada.edu/es/programas/online/master-online-en-direccion-de-marketing-y-comercial>

August
2020

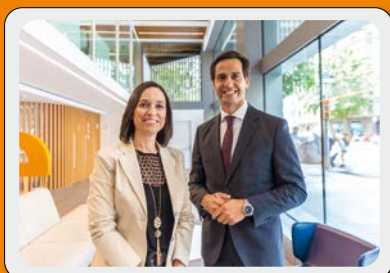
September
2020

October
2020

November
2020

> **The Master in Management at EADA moves up 9 places (from 41 to 32) in the 'Financial Times Masters in Management 2020' global ranking:** <https://www.eada.edu/es/actualidad/noticias/2020/09/master-management-de-eada-entre-los-mejores-del-mundo>

> **EADA initiates a new phase of shared general management between Jordi Díaz and Isabel Jiménez:** <https://www.eada.edu/es/actualidad/noticias/2020/09/eada-refuerza-su-mision-con-una-direccion-ejecutiva-dual>



> **EADA is ranked in the Top 30 as one of best business schools in Europe by The Financial Times:** <https://www.eada.edu/es/actualidad/noticias/2020/12/eada-en-el-top-30-de-las-mejores-escuelas-de-negocios-de-europa>

> **EADA launches the Online Master in Exponential Organisations:** <https://www.eada.edu/es/programas/online/master-online-en-organizaciones-exponenciales>

> **EADA launches new training itineraries for Executive Education:** <https://www.eada.edu/es/programas/itinerarios>

> **EADA receives reaccreditation from the AQU Catalunya (Agency for the Quality of the University System in Catalonia) for the Master in Business Management (an EADA programme at the Universitat de Vic – Universitat Central de Catalunya):** <https://www.eada.edu/es/actualidad/noticias/2020/12/reacreditacion-de-aqu-catalunya>

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> EADA moves up more than 30 places to number 62 in the world in the 'Full-time MBA Ranking' published by The Economist:

<https://www.eada.edu/es/actualidad/noticias/2021/01/el-international-mba-de-eada-entre-los-mejores-del-mundo>



> Publication of the 14th edition of the Wage Report 2007-2020 by EADA and ICESA Grupo: <https://www.eada.edu/es/actualidad/noticias/2021/01/14o-informe-evolucion-salarial-2007-2020-de-eada-e-icsa-grupo>

> Presentation of the report 'Age discrimination in the workplace': <https://www.eada.edu/es/actualidad/prensa/informes/la-discriminacion-por-edad-en-el-ambito-laboral>

> EADA organises 'Sustainability Week 2021' for the International Master's programmes: <https://www.eada.edu/es/actualidad/noticias/2021/03/eadas-sustainability-week-2021>

> EADA organises first event for B Academics in Spain (in collaboration with B Academics and B Lab Spain) which aims to help the academic and professional community to define and widen the scope for research and teaching about B Corps in Spain: <https://www.eada.edu/es/actualidad/eventos/2021/03/b-academics-b-lab-spain-eada-la-academia-como-aceleradora-del-cambio-23>

> New edition of the Innovation Challenge in the International Master in Management: <https://www.eada.edu/es/actualidad/noticias/2021/03/eadas-innovation-challenge-2021-un-bootcamp-en-clase>

> EADA and ISDI launch the new Master in Fintech & Business Analytics: <https://www.eada.edu/en/programmes/full-time-masters/master-digital-business-dmba-isdi-leadership-eada>

> EADA launches a new Senior Management Programme in Sustainability for board members and senior managers who want to join the sustainable revolution: <https://www.eada.edu/es/programas/online/programa-de-alta-direccion-en-sostenibilidad>

December
2020

January
2021

February
2021

March
2021

> The EADA MBA programme is acknowledged in the 'Better World MBA Ranking' for its focus on sustainable development: <https://www.eada.edu/es/actualidad/noticias/2020/11/el-mba-de-eada-reconocido-en-el-better-world-mba-ranking-por-su-foco-en>

> EADA launches the Online Master in Financial Management: <https://www.eada.edu/es/programas/online/master-online-en-direccion-financiera>

> EADA launches the Online Master in Digital Business Management: <https://www.eada.edu/es/programas/online/master-online-direccion-empresa-digital>

> EADA signs academic agreement with Fundación Ashoka to promote learning and knowledge in the field of social innovation through the development of joint projects: <https://www.eada.edu/es/actualidad/noticias/2020/11/participantes-de-eada-trabajaran-con-changemakers-gracias-al-acuerdo>



> The International MBA at EADA is ranked number 78 in the world and at number 21 in Europe according to the 'Global MBA Ranking 2021', published by the Financial Times: <https://www.eada.edu/es/actualidad/noticias/2021/02/el-mba-de-eada-entre-los-mejores-mba-del-mundo-en-2021-segun-financial>

> Publication of report: 'The wage gap and female presence in management 2021': <https://www.eada.edu/es/actualidad/noticias/2021/05/brecha-salarial-y-presencia-de-la-mujer-en-puestos-directivos-2021>

> The EADA Master in Tourism & Hospitality Management maintains its top position in Spain and its Top 10 ranking worldwide according to the '2021 Eduniversal Best Masters Ranking – Tourism Management': <https://www.eada.edu/es/actualidad/noticias/2021/05/master-tourism-hospitality-management-de-eada-entre-los-mejores-del-mundo-segun>



> EADA renews its international EQUIS accreditation for another 5 years: <https://www.eada.edu/es/actualidad/noticias/2021/07/eada-renueva-por-5-anos-la-acreditacion-internacional-equis>



> EADA launches its Senior Management Programme in Healthcare Government Affairs: <https://www.eada.edu/es/programas/online/healthcare-government-affairs>

> Closing ceremonies for EADA 2020-2021 programmes

> EADA joins the private investment agency, Barcelona & Partners: <https://www.eada.edu/es/actualidad/noticias/2021/07/eada-forma-parte-de-la-agencia-de-inversion-privada-barcelona-partners>

April
2021

> Publication of study: 'Challenges and threats facing the Fintech sector in Spain': <https://www.eada.edu/es/actualidad/noticias/2021/04/retos-y-amenazas-del-sector-fintech-en-espana>

> EADA features among the 'Top business schools' in Europe in the prestigious Foreign Policy magazine: <https://www.eada.edu/es/actualidad/noticias/2021/04/las-escuelas-de-negocios-top-de-europa-se-reinventan>



May
2021

June
2021



> Pharmaceutical and Biotech programmes celebrate 25 years at EADA: <https://www.eada.edu/es/actualidad/noticias/2021/06/25-anos-formando-marketers-y-lideres-de-farma-biotech>

> The International Master in Finance at EADA Business School consolidates its position in the Top 30 worldwide for postgraduate financial training at number 28, according to the 'Masters in Finance Pre-experience 2021 Ranking' published by the Financial Times: <https://www.eada.edu/es/actualidad/noticias/2021/06/master-finance-de-eada-en-el-top-30-mundial>

July
2021

Moving forward with IMMERSIVE LEARNING



From the start of the pandemic, EADA Business School sought to accelerate the optimisation of technology at the EADA Barcelona City Centre Campus towards a 'smart campus'. Our priority has been to create a much more digital-ready learning and collaborative environment for the next generation of learners, in any place or circumstance in a smarter and more productive way. Today we continue to improve our Immersive Learning methodology to be future-ready, through multi-channel learning which is 100% immersive.

As part of this transformation, the institution has collaborated with partners in the technology sector to create solutions that would provide intuitive management of digital signage and streamline work processes for administrative staff, as well as create a platform for the dissemination of news in our community. We carried out the following actions:

- › Organisation of the entire AV infrastructure at EADA, giving IT staff centralised control over screens, projectors and digital content.
 - › Installation of interactive tablets outside each classroom on campus to enable students to consult information about the class and register their attendance with their student card, among other functions.
 - › Automatic synchronisation of information from the tablets with the academic management system and the Virtual Campus, in addition to having displays with automated digital signage.
 - › Zoom is used in all classrooms, which integrates all the audiovisual elements and allows the participants to view the content of the professor's screen as well as the camera view and the digitalised whiteboard, among other functions.
- › Integration of cameras with robotic monitoring of the teacher, collaborative microphone systems and large format screens for remote monitoring of participants.
 - › We hold the digital rights to case studies and other materials in order to promote a 'paperless' classroom.
 - › All learning-related actions can be carried out, modified and preserved in digital format which impacts positively on the environment, economy and storage capacity and promotes the best optimisation of resources.
 - › Improvement of the materials specifically designed for online learning, as well as the rooms and equipment used in synchronous and asynchronous sessions.
 - › The technology and functions of our Virtual Campus and its associated App continue to be developed, by integrating new contents and work tools for participants, faculty and support staff.

This year has seen our institution continue to implement innovative solutions to create a fully-functioning smart campus as well as provide a further boost to efficiency and active and collaborative learning.

THESE ARE THE CHANNELS WE USE IN OUR MULTICHANNEL TRAINING

FACE2FACE
Face-to-Face
Learning

HYBRID
Hybrid
learning

ONLINE
Online
learning

See + info 

Click here to read more about our Immersive Learning methodology and applied technology:
<https://landings.eada.edu/es/eada/immersive-learning>

Training Programmes 2021-2022

Full-Time Masters & MBAs

- > Global Executive MBA Leadtech | EADA - École des Ponts
- > International MBA
- > International MBA - Bilingual
- > Master in Finance
- > Master in Management
- > Master in Marketing
- > Master in Pharmaceutical & Biotechnology Management
- > Master in Sustainable Business & Innovation
- > Master in Tourism & Hospitality Management
- > Master in Digital Business EADA - ISDI
- > Master in FinTech EADA - ISDI **N**

Undergraduate degree

- > EADA-SKEMA Global BBA **N**

Executive Education

- > Senior Management Programme (PDG)
- > Executive Master in Operations and Supply Chain Management
- > Executive Master in Marketing Management
- > Executive Master in Human Resources Management
- > Executive Master in Financial Management
- > Master in Transformative Leadership (MLT)
- > Agile HR **R**
- > Management Control and Reporting Programme **R**
- > Commercial and Sales Management
- > Finance for Non-Financial Executives **R**
- > HR Analytics
- > HR Business Partner programme
- > Master in Data Analytics and Project Management **I**
- > Master in Marketing and Commercial Management: Digital Marketing & Ecommerce Specialist **I**
- > Master in Management: Finance **I**
- > Master in Management: Marketing **I**
- > Master in Management: HR **I**
- > Master in Management: Digital Transformation **I**
- > Master in Innovation and HR Management **I**

- > Master in Pharmaceutical Marketing: Market Access **I**
- > Master in Digital Transformation & Data Analytics **I**
- > Key Account Management - KAM **R**
- > Market Access **R**
- > Digital Marketing & Ecommerce **R**
- > Master in Pharmaceutical Marketing
- > Master in Digital Transformation and Project Management
- > Postgraduate in Business Administration (PAE)
- > Postgraduate in Executive Coaching
- > Postgraduate in Data Analytics **R**
- > Postgraduate in Project Management
- > Postgraduate in Finance specialising in Financial Markets and Business Controller **N R**
- > Postgraduate in Human Resources Management
- > Postgraduate in innovation in Human Resources
- > Postgraduate in Marketing - Product Manager
- > Postgraduate in Operations and SCM
- > Postgraduate in Human Resources
- > Postgraduate in Digital Transformation
- > Postgraduate in Sustainable Transformation **N**
- > Senior Management Programme in Healthcare Government Affairs **N**
- > Senior Management Programme in Sustainability **N**
- > Strategic Labour Relations **R**
- > Postgraduate in Consulting **N**

N New Programme

I Two programmes can combine to create an itinerary with a 3rd degree title

R Programmes available in F2F and online format

D New design

TRAINING PROGRAMMES 2021-2022

Online Programmes

- › EADA-UOC Online MBA
- › Online Master in Analytics, Big Data and Artificial Intelligence Management
- › Online Master in Innovation and Sustainable Business
- › Online Master in Logistics, Operations and Supply Chain Management
- › Online Master in Human Resources Management
- › Online Master in Marketing and Commercial Management
- › Online Master in Project and Change Management **N**
- › Online Master in Financial Management **N**
- › Online Master in Exponential Organisations
- › Online Master in Digital Business Management **N**
- › Online Master in FinTech **N**
- › Online Master in Corporate Communication Management **N**

EADAX

- › People Analytics
- › Lean Management
- › Digital Marketing and E-Commerce| Online format
- › Agile Methodologies for Projects, Teams and Business
- › Disruptive Innovation and New Business Models
- › Digital Analytics and Artificial Intelligence Applied to Marketing
- › Leadership for Project Teams
- › Digital Transformation
- › Supply Chain Management
- › Portfolio Management
- › Purchasing and Procurement Management
- › Theatrical Techniques for Communication: you and the audience
- › PNL: 3 letters to achieve magic in communication

Summer School

- › Sustainability and Innovation
- › Leadership
- › Introduction to Data Analytics
- › Introduction to Artificial Intelligence
- › Machine Learning with Python

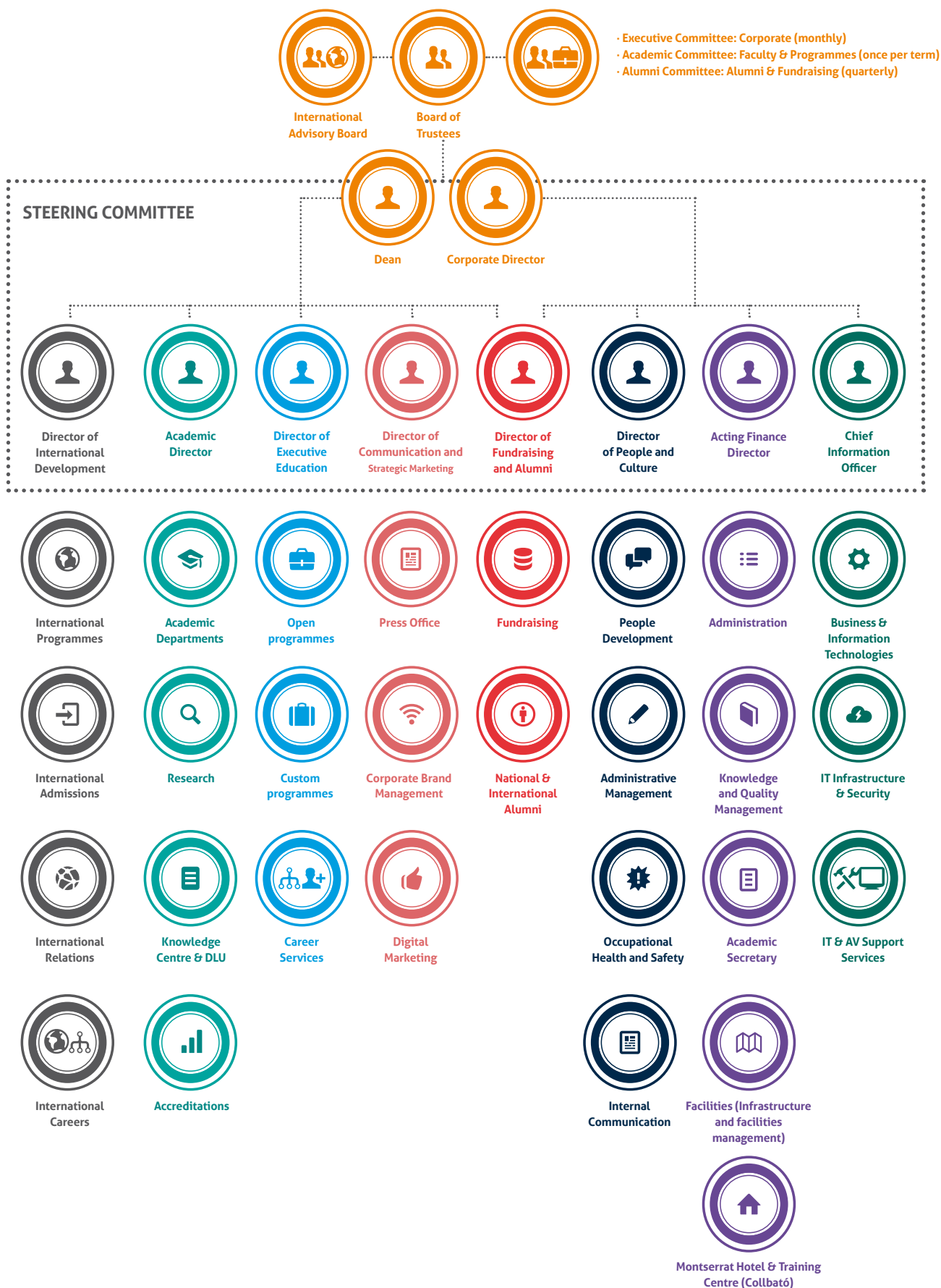
Custom Programmes

- › Our custom training programmes strengthen the processes of development and transformation. They also improve and promote creativity and innovation in organisations.

- N** *New Programme*
- I** *Two programmes can combine to create an itinerary with a 3rd degree title*
- R** *Programmes available in F2F and online format*
- D** *New design*



The EADA team



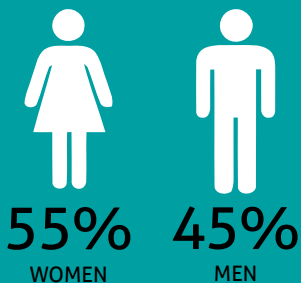
WORKFORCE

WORKFORCE DISTRIBUTION

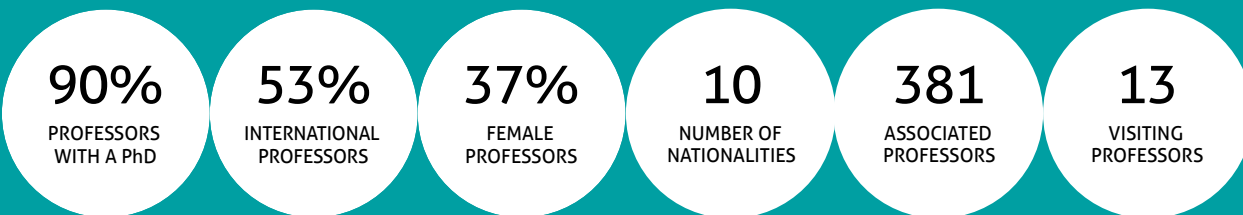
STAFF	84%
FACULTY	16%
FACULTY STAFF	24
MEN	16
WOMEN	8
STAFF	117
MEN	48
WOMEN	69
NATIONAL WORKFORCE	114
INTERNATIONAL WORKFORCE	27
CAMPUS STAFF IN BARCELONA AND COLLBATÓ	141
PERCENTAGE OF WORKFORCE THAT HAS DONE TRAINING	42%
WORKFORCE WITH A FIXED CONTRACT	137
WORKFORCE WITH A TEMPORARY CONTRACT	4



TOTAL
WORKFORCE
141



AGE	WOMEN	MEN
21-29	5	6
30-45	30	23
46 and above	42	35



14 ARTICLES PUBLISHED IN INTERNATIONAL JOURNALS AND INDEXED IN THE ACADEMIC JOURNAL GUIDE

13
FACULTY MEMBERS
IN THE ACADEMIC
DEPARTMENT OF STRATEGY,
LEADERSHIP AND PEOPLE

7
FACULTY MEMBERS IN THE
ACADEMIC DEPARTMENT
OF FINANCE AND
MANAGEMENT CONTROL

9
FACULTY MEMBERS IN THE
ACADEMIC DEPARTMENT OF
MARKETING, OPERATIONS
AND INFORMATION
SYSTEMS

29
TOTAL NUMBER OF
FACULTY MEMBERS IN ALL
DEPARTMENTS

Research

Academic research must generate a positive impact on society. For this reason, EADA considers it essential to produce business research by its faculty and share their findings with society.

Research is essential for both the innovation of our participants and main stakeholders as well as for our positioning in a very competitive market. Each academic department contributes to intellectual production at EADA and our commitment to the corporate world creates an impetus for our research centres to take on the institutional challenge of working on the topics of most interest to the business world.

Some the articles that have generated the greatest impact, which are published in international journals, and indexed in the Academic Journal Guide, include:

MAIN ARTICLES PUBLISHED IN 2020-2021

GARAVAN, T., MCCARTHY, A., LAI, Y., CLARKE, N. R., CARBERY, R., GUBBINS, C., SHEEHAN, M., SAUNDERS, M. (2021). Putting the system back into training and firm performance Research: A review and research agenda.. Human Resource Management Journal, 1-34.

AKIN ATEŞ, M., SUURMOND, R., LUZZINI, D. AND KRAUSE, D. (2022), Order from chaos: A meta-analysis of supply chain complexity and firm performance. Journal of Supply Chain Management, 58: 3-30.

ANNA GERKE, DAVIDE LUZZINI, CARLOS MENA (2021), Innovation configurations in sport clusters: The role of interorganizational citizenship and social capital, Journal of Business Research, Volume 133, Pages 409-419.

MASSA SALUZZO, F., Alegre, I. Supporting entrepreneurs: The role of third-party endorsement in crowdfunding platforms. Technological Forecasting and Social Change, vol. 162, p.120402.

KUMAR, G., MEENA, P., DIFRANCESCO, R. M. (2021). How do collaborative culture and capability improve sustainability? Journal of Cleaner Production. 2

DIFRANCESCO, R. M., VAN SCHILT, I., WINKENBACH, M. (2021). Optimal in-store fulfilment policies for online orders in an omni-channel retail environment. European Journal of Operational Research, 4.

ALEXANDER BREM, ERIC VIARDOT, PETRA A. NYLUND, Implications of the coronavirus (COVID-19) outbreak for innovation: Which technologies will improve our lives? Technological Forecasting and Social Change, Volume 163.



Informative reports and studies

EADA compiles a series of annual informative and up-to-date studies, considered of interest to the relevant groups and activity, which are carried out by the faculty team in coordination with various departments at EADA Business School. This year a total of 4 studies or informative reports have been compiled and / or presented. These include:



ICSA WAGE REPORT IN SPAIN 2007-2020

This study was carried out by ICSA Grupo in

collaboration with EADA Business School, and has been compiled annually since the start of the financial crisis in 2007. Its 14th edition continues to provide analytical, evolutive and evaluative data regarding the salaries in Spain by analysing 80,000 pieces of wage data during the study period. This data has been updated as of August 2020 and form part of the Observatorio Salarial, which is a benchmarking tool used by ICSA Grupo and the Salary Report 2021.

[download the report](#)

<https://www.eada.edu/es/actualidad/prensa/informes/eada-evolucion-salarial-2007-2020>



FINTECH STUDY 2021

EADA Business School in collaboration with ISDI has launched the first study to provide an in-depth analysis of the views of around 300 professionals who have recently started work in the Fintech industry, experienced Fintech managers and entrepreneurs, as well as professionals who are leading the change by incorporating Fintech solutions into their organisations. This study details the views and training of the current Fintech professional, interest indicators linked to the growth and development of the sector in Spain and explores the reality of professionals in this sector.

[download the report](#)

<https://www.eada.edu/es/actualidad/prensa/informes/estudio-fintech-2021>

Data 2020-2021



ICSA GENDER PAY GAP REPORT

The 15th edition of the annual report 'The wage gap and female presence in management 2021', which is compiled by ICSA Grupo® in collaboration with EADA Business School, analyses the evolution over recent years and the current status of the gender pay gap and the quota of female presence in management positions. The report compares the evolution of female presence and salary data in management as well as the evolution of salary data of senior management, middle managers and employees.

These comparisons take women's salary as the starting point and the percentages refer to the difference in male and female salaries.

The report analyses over 80,000 pieces of average salary data which are statistically validated as of February 2021 and form part of the Observatorio Salarial, which is a benchmarking tool used by ICSA Grupo® and the Salary Report 2021.

[download the report](#)

<https://www.eada.edu/es/actualidad/prensa/informes/brecha-salarial-y-presencia-de-la-mujer-en-puestos-directivos-2021>

Read more about our reports at www.eada.edu/es/actualidad/prensa/informes



Corporate

At EADA we respond to the multiple and varied needs of the corporate world: open Executive Education programmes, custom programmes, coaching and mentoring processes, research applied to business, professional accreditations and consulting. We also help companies with their internal talent development policies and in the selection of the best professionals. We offer your company the opportunity to develop an employer branding plan with the best talent.

Our custom programmes reinforce development, transformation and improvement processes, and promote creativity and innovation processes in your organisation.

We consider the 4 factors of listening, analysing, studying and value to be an essential part of our guarantee to be able to offer quality continuous training that can be adapted to your business teams:

LISTEN
+
ANALYSE
+
STUDY
+
VALUE



+1,723 HOURS OF TRAINING DURING THE YEAR	+1,242 PARTICIPANTS HAVE RECEIVED ANNUAL TRAINING THROUGH OUR IN-COMPANY PROGRAMS	27 NUMBER OF PARTICIPATING COMPANIES FROM PREVIOUS CONTACTS
+55 PARTICIPATING COMPANIES	5 INTERNATIONAL PROGRAMMES	4.5/5 PROJECTS PER PROGRAMME

MULTINATIONAL COMPANIES FROM THE LAST THREE YEARS



Data 2020-2021

International Partners

EADA continues to forge new alliances with major universities around the world:

Argentina

- > Universidad del CEMA (UCEMA). Buenos Aires

Brazil

- > ESPM Escola Superior de Propagando e Marketing. Sao Paulo

China

- > Tongji University School of Economics and Management. Shanghai
- > SKEMA Business School. Suzhou
- > National Chengchi University College of Commerce. Taipei

Egypt

- > The American University in Cairo (AUC). Cairo

France

- > Audencia Nantes School of Management. Nantes
- > EDHEC Business School. Nice & Lille
- > IAE Aix-Marseille Graduate School of Management. Aix-en-Provence
- > SKEMA Business School. Sophia, Paris, Lille

Germany

- > European Business School (EBS). Östlich-Winkel
- > Frankfurt School of Finance & Management. Frankfurt
- > Handelshochschule Leipzig Graduate School of Management (HHL). Leipzig
- > Mannheim Business School. Mannheim

India

- > Indian Institute of Management Bangalore (IIMB). Bangalore

Italy

- > MIP Politecnico di Milano - School of Management. Milan

Japan

- > The NUCB Graduate School (NGS). Nagoya

Mexico

- > Instituto Tecnológico y de Estudios Superiores de Monterrey -ITESM-EGADE. Mexico City
- > Universidad Anáhuac México Norte. Mexico D.F.
- > Instituto Tecnológico Autónomo de México (ITAM). Mexico City

Norway

- > BI Norwegian Business School. Oslo

Netherlands

- > Rotterdam School of Management Erasmus University. Rotterdam

Peru

- > CENTRUM Católica, Pontificia Universidad Católica del Perú. Lima

South Africa

- > University of Stellenbosch Business School. Cape Town

Sweden

- > Linköping Universitet. Linköping

Thailand

- > Asian Institute of Technology School of Management (AIT). Pathumthan

Turkey

- > Sabanci Universtiy. Istanbul

United Kingdom

- > Aston Business School. Birmingham
- > The University of Edinburgh Business School. Edinburgh

United States

- > Warrington College of Business University of Florida (UF). Florida
- > SKEMA Business School. Raleigh
- > The School of Business Administration, University of San Diego. San Diego
- > The Graziadio School of Business & Management at Pepperdine University. Malibu
- > The International Business School of Brandeis University. Boston

EXCHANGE PROGRAMMES

NUMBER OF EXCHANGE PARTICIPANTS AT EADA DURING THE ACADEMIC YEAR

14

NUMBER OF PARTNER INSTITUTIONS WHICH SENT THEIR PARTICIPANTS TO EADA DURING THE ACADEMIC YEAR

7

% DISTRIBUTION OF EXCHANGE STUDENTS ON EUROPEAN EXCHANGES

100%

NUMBER OF EADA GRADUATES WHO CHOSE AN EXCHANGE PROGRAMME AT A PARTNER INSTITUTION

18

NUMBER OF PARTNER INSTITUTIONS FOR EXCHANGE PROGRAMMES

32

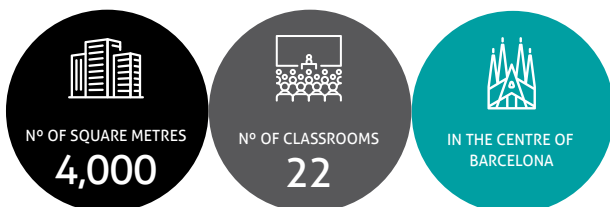
Our campuses

BARCELONA CITY CENTRE CAMPUS

In the centre of Barcelona, located on calle Aragó 204, the Barcelona City Centre Campus is EADA's main campus where the majority of training activities take place: programmes, events, meetings, challenges among others.

Fully renovated in 2019, it is a smart and state-of-the-art 4,000 square metre building, in which functionality, technological transformation and energy efficiency have been key elements in its recent refurbishment.

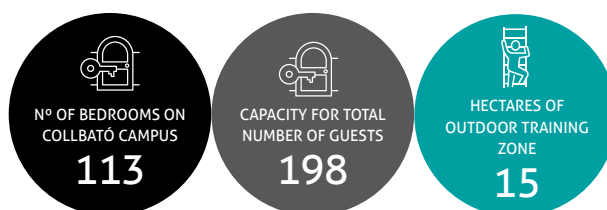
Its classrooms, rooms and auditorium are equipped with innovative technological and digital tools to ensure a high-quality training experience via all channels: face-to-face, online and hybrid.



COLLBATÓ RESIDENTIAL TRAINING CAMPUS

This residential training centre is located 40km outside of Barcelona in Collbató near the mountain range of Montserrat. It is designed for company meetings, group events and team building activities.

The campus has 113 bedrooms, a restaurant, meeting rooms, break rooms, a 15-hectare outdoor training zone located in the woods, an outdoor swimming pool and gym.



EADA VIRTUAL CAMPUS

Participants have access to a virtual environment with a selection of specialised resources (videos, technical notes, articles, ebooks, etc.) as well as activities and tests to consolidate concepts before the face-to-face sessions. In the Virtual Classroom, the faculty team open up debate in asynchronous format, in which critical thinking and shared experiences are encouraged. There are also collaborative virtual tools for teamwork and the development of digital competences is also promoted.



Alumni & Career Services

With the aim of fostering a network of contacts, we make a wide variety of activities available to former students and encourage them to collaborate with us. More than 30,000 alumni from 87 nationalities are active in our community.

In today's world it is essential to listen to diverse opinions and find common ground in order to progress. For this reason, a shift towards co-creation, networking and social value is needed.

Alumni also hold other events such as corporate presentations for participants, sessions with experts and training sessions. Currently, EADA Alumni has different initiatives that promote professional development, the exchange of ideas and help to build powerful business networks. These initiatives receive support and collaboration from different Alumni and are open to former and current EADA programme participants.

29,000
TOTAL NUMBER
OF ALUMNI

87
ALUMNI
NATIONALITIES

11
ALUMNI
EVENTS

226
NUMBER OF ATTENDEES
AT ALUMNI EVENTS

446
ALUMNI DONORS TO THE
EADA FUND FOR
POSITIVE IMPACT

585
MEMBERS OF THE ALUMNI
COMMUNITY AT EADA

300
RECRUITING
COMPANIES

20
INTERNATIONAL
RECRUITMENT FAIRS

39,278
JOB OFFERS FACILITATED
FOR PROFESSIONAL
CAREERS

764
NUMBER OF ATTENDEES
AT EXECUTIVE EDUCATION
CAREER WORKSHOPS
EDUCATION

637
NUMBER OF SESSIONS

4.63/5
AVERAGE RATING FOR
EXECUTIVE EDUCATION
WORKSHOPS



Knowledge & Information Centre

The Knowledge & Information Centre provides participants with all the information they need to carry out their projects at our facilities or online. An expert team provides personalised resources from the business world which include: 5,500 business plans and projects prepared by participants on EADA programmes, subscriptions to thousands of eJournals, academic journals and eBooks, as well as a library collection that has more than 30,000 books. It also provides: B2B / B2C sector information, market reports, forecasts, profiles and news from 120 sectors in over 110 countries (Euromonitor, Marketline, Alimarket, Economist Intelligence Unit, Oxford Economics, etc), economic and financial information of 270 million companies worldwide (SABI, Dun & Bradstreet) as well as access to financial market data (EIKON, Factiva, Financial Times).

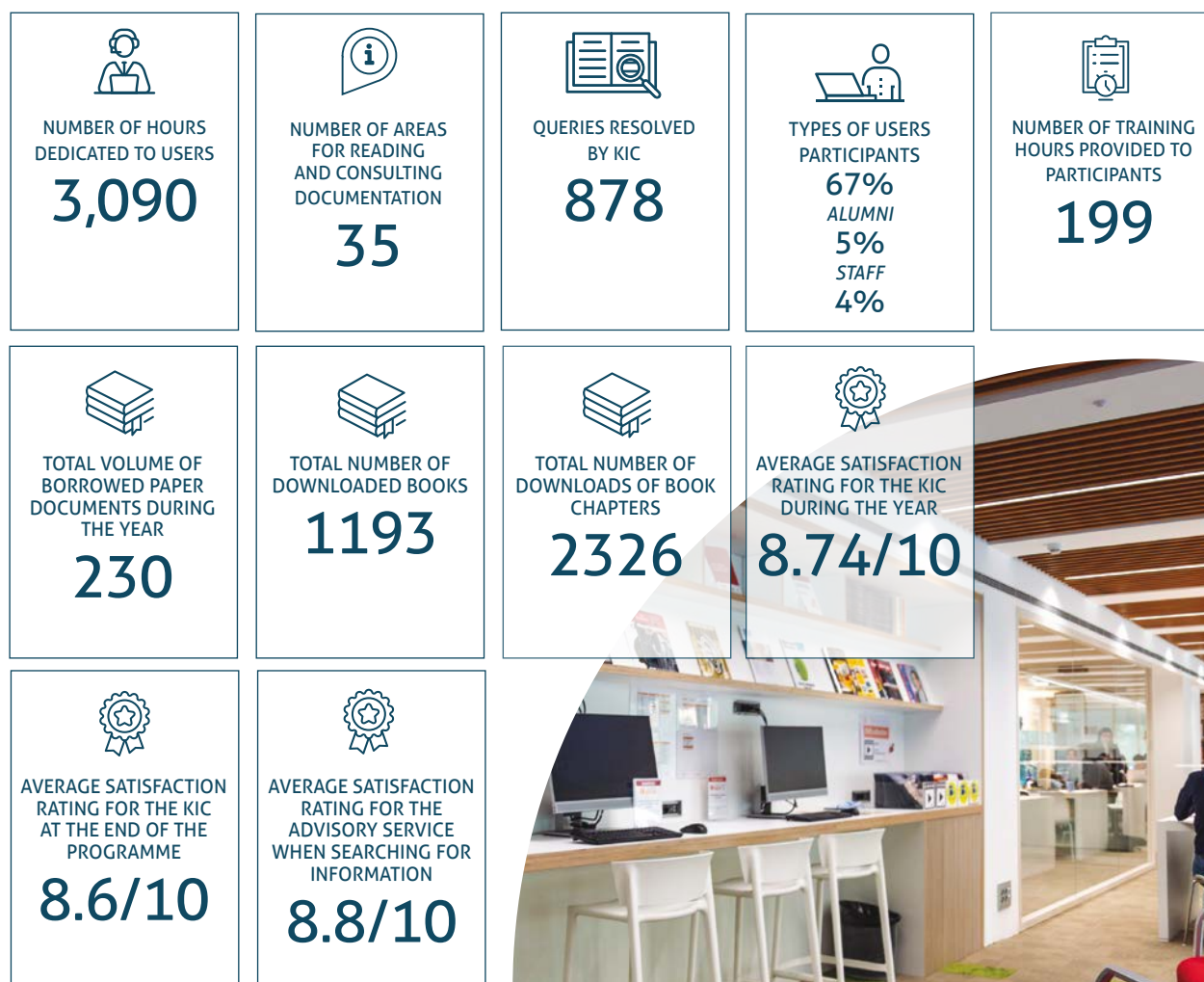
This year EADA has signed up to the CB Insights database, which enables users to access information on start-

ups, investors and venture capital funds. This database complements the resources which are already available and provides the EADA community with all the information that currently moves the business world.

Due to the impact of Covid-19, the KIC has adapted its services without reducing its quality standards. This has been an opportunity to digitise the service, offer remote access to 100% of its resources and provide a hybrid format of customer service both online and F2F.

READ MORE
ABOUT OUR KIC:

<https://library.eada.edu/>
<https://www.youtube.com/watch?v=mYqO-z0iSmKc&t=6s>



The EADA Fund for Positive Impact

SCHOLARSHIPS AIMED AT PROMOTING TALENT, ACCESS, DIVERSITY AND EQUALITY

During the academic year 2020-2021 and as a result of the pandemic, the EADA Foundation launched the EADA Fund for Positive Impact which has the dual purpose of responding to the current context of economic uncertainty caused by COVID-19 and continue the philosophy that characterises the EADA Foundation to provide support for talent and research projects that contribute to the social, business and economic development of society. It is an initiative with a high social value that seeks financial resources to be able to offer scholarships to students and

professionals who have been affected by the pandemic and in this way boost talent. It creates further training opportunities and facilitates access to employment to those who most need it.

The EADA Foundation has contributed over € 500,000 for scholarships; a figure which reflects, via our donors, our firm support for talent and the promotion of sustainable leadership, diversity and equal opportunities.



During the current 2021-2022 academic year, EADA is offering the following scholarships::

IRENE VÁZQUEZ SCHOLARSHIP

(Launched in 2021-22)

Scholarship in honour of Irene Vázquez, one of the co-founders of EADA in 1957 and Honorary President of the Board of Trustees of the EADA Foundation until her death in November 2021. This scholarship aims to boost the career of a local female entrepreneur in the culture sector.



EMPLOYABILITY SCHOLARSHIPS

A package of scholarships aimed at professionals over the age of 45 who have lost their job as a result of the pandemic. The purpose is to provide them with training and improve their employability so they can return to the labour market. During the academic year 2020-21, full scholarships were awarded to 75 recipients who successfully completed the programme.



DR. MARTIN RAHE SCHOLARSHIP

This full scholarship aims to boost the talent of young female entrepreneurs who generate a social impact in their community. During the academic year 2020-21, the scholarship recipient was Khadija Lamin Sesay from Sierra Leone; a student from an accounting background, who successfully completed the Master in Management. At the end of the programme, Khadija planned to return to Sierra Leone and train young girls and women by creating an organisation called 'Women and Girls in Management' (WAGiM). This organisation aims to enable more women to reach management positions in Africa, and particularly in Sierra Leone.



LARSON – TORRAS SCHOLARSHIPS

(Launched in 2021-22)

This package of scholarships aims to convert female entrepreneurs from Sub-Saharan Africa into leaders and agents of change in their country, by promoting entrepreneurial initiatives and sustainable development as a result of their EADA training and experience.



CORPORATE SCHOLARSHIPS FOR TALENT

(Launched in 2021-22)

This includes a range of scholarships sponsored by companies who are committed to training young people with talent in the different training areas on offer at EADA.

#TOP 20-21 EADA

Top 2020-2021 EADA

AT THE END OF
2021, EADA
HAD A DIGITAL
COMMUNITY OF
OVER
160,000
USERS



MOST READ REPORTS AND STUDIES

- > Study on Sustainability and Leadership of Managers in Spain| Leaders4Good EADA-BOTH 2021
- > Fintech study 2021
- > Wage gap and female presence in management positions 2021



MOST WATCHED VIDEOS ON YOUTUBE

- > Master in Fintech & Business Analytics
- > Barcelona City Centre Campus
- > #ConectaConEADA



MOST READ NEWS ON THE WEBSITE

- > 14th Wage Growth Report 2007-2020 by EADA and ICSA Grupo
- > Farewell to Irene Vázquez, EADA cofounder
- > Wage gap and female presence in management positions 2021



MOST READ ARTICLES ON THE GROWTH BLOG

- > Master in Pharmaceutical Marketing at EADA: Arnau Soldevilla's success story
- > Pharmaceutical Marketing: 3 challenges in the post-Covid context
- > Sustainable Development Goals (SDGs) for companies



MOST READ NEWS IN THE MEDIA





















- > Wage growth report 2007-2020
- > Gender Wage Gap report 2020
- > First report 'Teleworking in times of Covid'



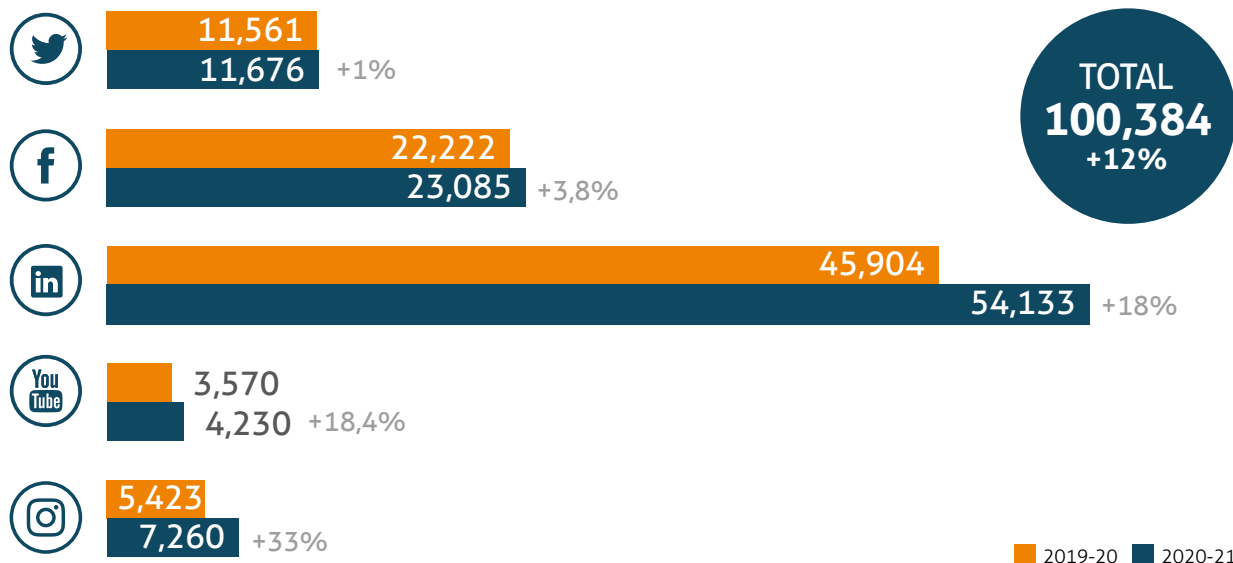
TOP EVENTS

- > Agile HR Webinar: Agility and HR management in an uncertain and complex environment.
- > Webinar: Strategic action to regain the economic performance of a company during the Covid 19 crisis.
- > The impact of Covid 19 on the national and global economy.

Visibility

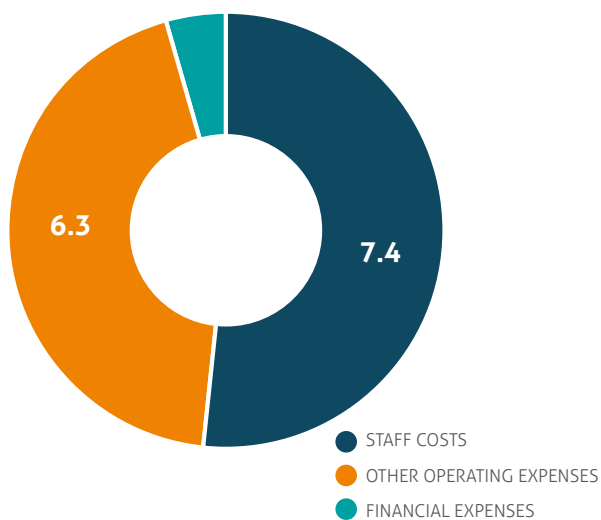
 COVERAGE OF EADA: PRESS, RADIO AND TV 1,466	 REQUESTS FOR INFORMATION ONLINE 17,564	 WEBSITE VISITS 503,678	 WEBSITE USERS 324,565	 VIDEOS MADE 81
 REPORTS PUBLISHED 4	 POSTS ON SOCIAL MEDIA 3,196	 POSTS ON NATIONAL BLOG 27	 POSTS ON INTERNATIONAL BLOG 59	 NEWS PUBLISHED ON WEBSITE 23
 NUMBER OF ALUMNI + CORPORATE NEWSLETTERS 8	 FOLLOWERS ON SOCIAL MEDIA 100,384	 GROWTH MAGAZINE 1	 NUMBER OF EVENTS 147	 NUMBER OF WEBINARS 60
 EMAIL CAMPAIGNS 359	 NUMBER OF EMAILS SENT 538,149	 NUMBER OF REPORTS DOWNLOADED 764	 PROMOTIONAL MATERIAL DOWNLOADED 18,212	 VIEWS OF YOUTUBE VIDEOS 127,705

EVOLUTION OF FOLLOWERS ON DIFFERENT SOCIAL NETWORKS

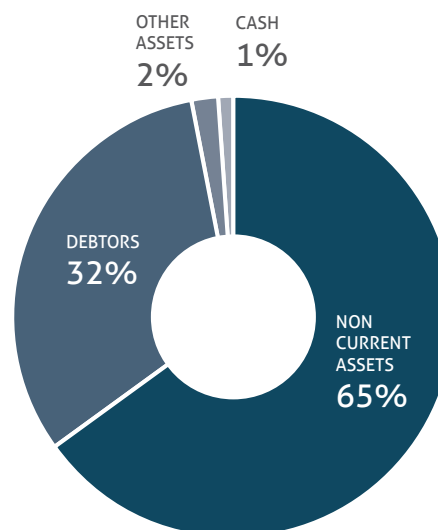


Financial data

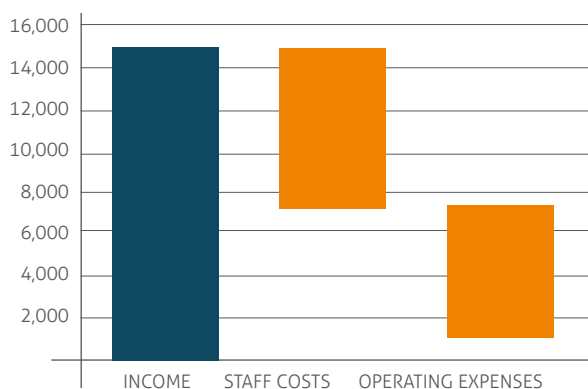
BREAKDOWN OF EXPENSES (€ MILLION)



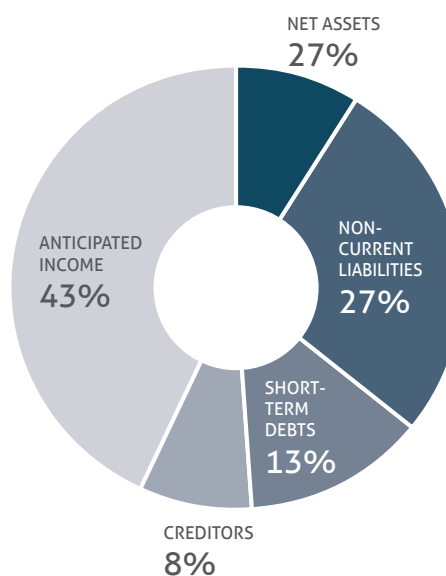
ASSETS



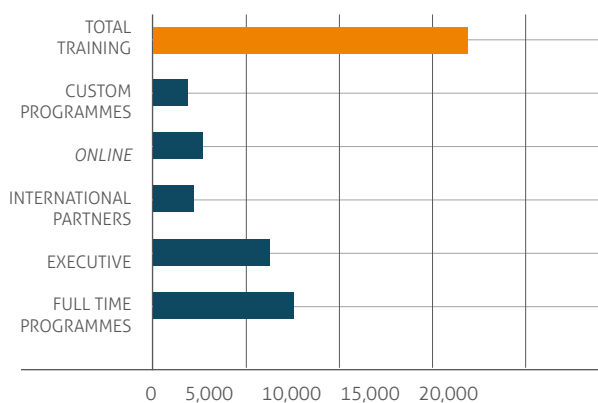
OPERATING INCOME (€ THOUSANDS)



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