

Academic Brochure



European Business School of Barcelona

In collaboration with:



Cum Laude
Award 2025:



Welcome to ENEB

The World's Leading Business School

We are dedicated to transforming lives through high-quality education. Recognized as the #1 business school by Innovatec for our technological innovation, we offer a dynamic and engaging learning environment designed to equip you with the skills to succeed in today's competitive world.



Why ENEB?

ENEB – European Business School of Barcelona stands out as a leading institution in online education, specializing in Master's and Executive Development programs designed to advance your career on a global scale. With a strong international presence and courses offered in Spanish, English, and Portuguese, ENEB is the ideal choice for those seeking educational excellence without borders.

ENEB offers official Master's degrees in collaboration with the Università degli Studi Guglielmo Marconi, ensuring recognition across Europe and validating the quality and international prestige of your education.

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Instituto
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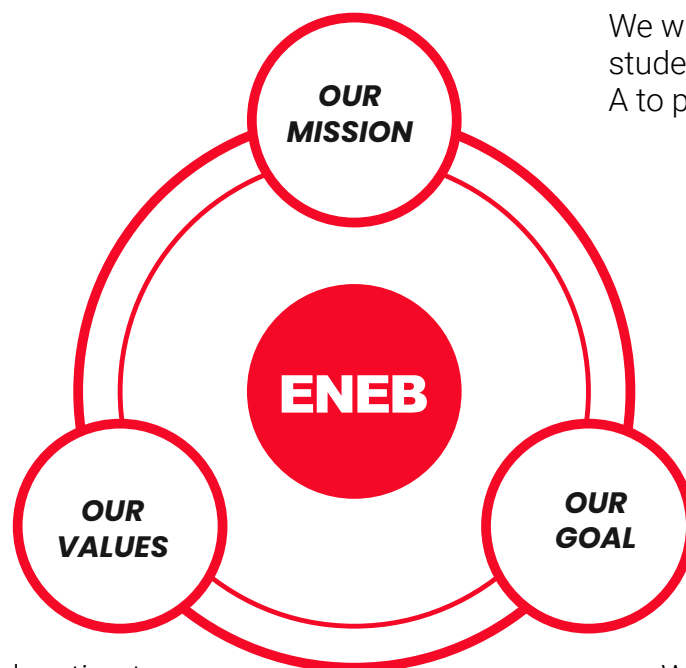
Corporación
UNIVERSITARIA
**AUTONOMA
DE NARIÑO**





You are our mission, our values and our goals

Our mission at ENEB is to transform your life, empowering you to choose your own path and dedicate your time to what you are most passionate about, with no limits to achieving your goals. We envision ourselves as the gateway to your life objectives, offering accessible, top-quality education for everyone. We are committed to ensuring no talent is left behind and to making a positive impact on society. With over 19,000 students annually, we feel a profound responsibility to make a real difference.



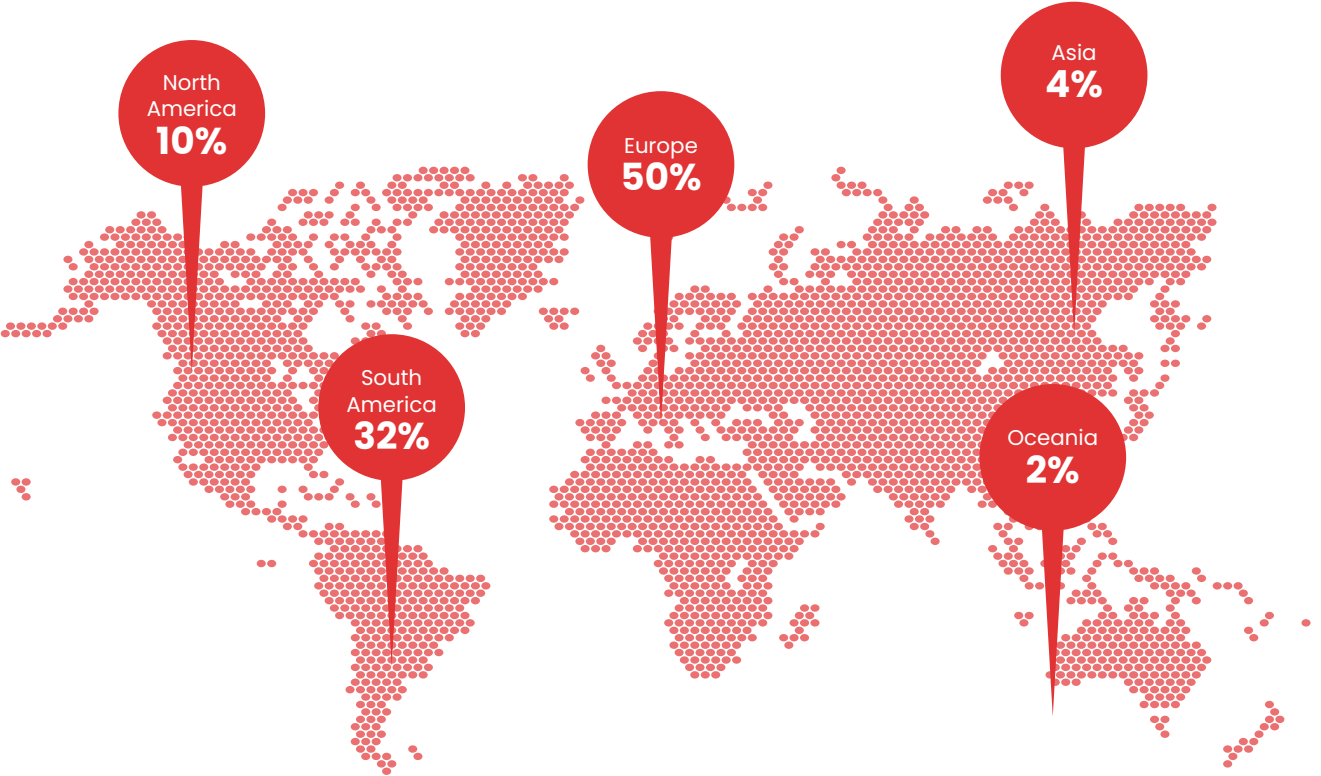
We want to transform our students' lives, from point A to point E.

We aim to provide education to everyone who truly desires it. We strive to break barriers because we believe that top-tier education should be accessible to all, not just a select few.

With over 19,000 students each year, we feel a profound responsibility to make a meaningful impact on society.

ENEB in the world

At ENEB, each country represents not just a new territory, but a fresh opportunity to transform the world. Over 150,000 students across 125 countries have wisely chosen ENEB to shape their future and make a global impact.



ENEB in Numbers

Numbers are not just figures; they are the result of our relentless effort and dedication. At ENEB, our impressive stats reflect our commitment to excellence and our global impact on education and transformation.



Accreditations

Our programs hold the highest levels of recognition, endorsements, and accreditations, guaranteeing the educational quality of their content and earning strong professional value across each area of knowledge. ENEB's accreditations, certifications, memberships, registrations, and recognitions are as follows:



Remote learning

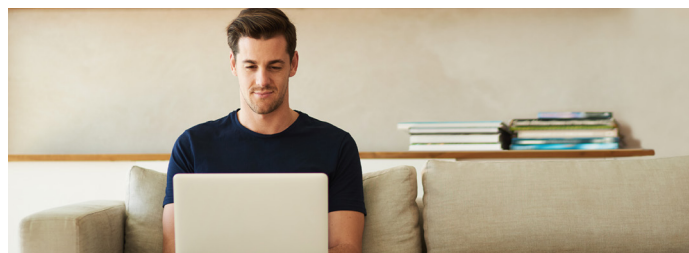
ENEB's programs are 100% online and include manuals, optional daily live classes in the ENEB Metaverse, multimedia resources, forums, and discussions within the ENEB community.

Your path to certification combines flexibility with academic excellence.

Each of the nine courses can be completed either by submitting a Final Course Project (TFA) or, if you prefer, by taking a specific exam (available through a change of methodology). Once finished, you will take the comprehensive Final Exam, with questions covering the entire program to ensure a strong, integrated understanding of the content.

To complete your training, you will prepare your Master's Final Project (MFP)—the perfect opportunity to apply what you have learned and showcase your professional development.

ENEB provides a dedicated team of tutors available seven days a week to guide and advise you with practical cases, supporting your success in every course.



Flexible



Customised



Accessible



Online



Our Methodology

At ENEB, you learn by making decisions through Harvard-backed case studies, guided by 200+ active professionals, all within our immersive Metaverse campus. Rather than focusing on memorizing information, we place the emphasis on preparing you for real-world business decisions.



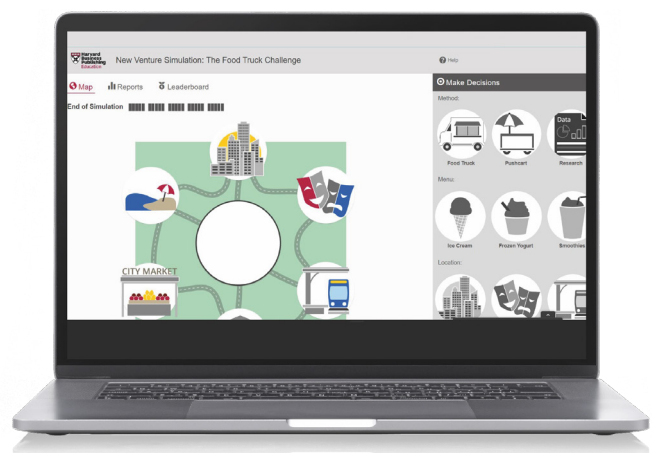
SPECIAL PROGRAMS

“The Food Truck Challenge”

Simulator in which you will manage a succesfull food truck in the city of Boomtown.

You will work in teams to make decisions, after each decision there will be a debriefing and the decisions made and results obtained by each team will be discussed.

With content from Harvard Business Publishing Education.





Live Classes in the Metaverse

Our synchronous live classes are held from Monday to Thursday through the ENEB Metaverse (NUBI). These classes feature the participation of experts in various educational areas. The schedule of classes may vary depending on the availability of speakers, but you will always have access to the updated calendar several weeks in advance.

Although attendance at these classes is not mandatory, they are highly recommended as they offer an interactive and practical experience on the most relevant topics of the business world in all its dimensions.

If you are unable to attend a live class, do not worry. All sessions are recorded and available on the virtual campus shortly after they take place, so you can access them at any time that suits you.



What we offer:

- Welcome sessions
- Live classes from Monday to Thursday in our NUBLI metaverse with active professionals
- Academic Q&A with our Secretary team in the metaverse
- Possibility of internships in companies
- Partnerships with other schools and businesses
- Registration in our job bank
- Networking opportunities and access to the ENEB Community
- Student card



Class President

As part of ENEB's commitment and excellence to students around the world, all programs have Class Presidents who not only are primary guides and supporters within the institution, but also key figures in fostering a robust networking network designed to expand your professional and academic opportunities.

All students are invited to connect with them to stay abreast of the latest developments and opportunities in our academic community. These leaders will offer you valuable resources and strategic advice to maximize your potential for employability and academic success.

Connect, collaborate and grow with us!



Saqib Achakzai

MBA

Senior Manager en Deloitte en Londres, es censor jurado de cuentas con más de quince años de experiencia en servicios financieros. Su experiencia incluye transformación empresarial, cumplimiento normativo y auditorías financieras para clientes de Reino Unido, Estados Unidos y Oriente Medio.



Richard Overton

MBA + Máster en Gestión de Proyectos

Jefe de Ingeniería con más de 29 años de experiencia en fabricación y gestión empresarial. Especializado en eficiencia operativa, normas de seguridad y liderazgo de equipos. Experto en metodologías como FMECA, DMAIC, 5S y TPM. Conocido por impulsar la eficiencia y liderar equipos centrados en objetivos.



Roner Chichirita

MBA + Máster en Big Data y BI

Enfermero de Filipinas que trabaja en un importante hospital alemán, está cursando un MBA y un máster en Big Data y Business Intelligence en ENEB. Su objetivo como Class President es mejorar sus dotes de liderazgo y ayudar a los alumnos. Además, trabaja como asesor fiscal para la comunidad filipina de Hamburgo y le gusta construir muebles de IKEA y crear sitios web como hobby.



Saqib Achakzai

MBA + Máster Logística

Steven Poole es un reconocido líder del sector ferroviario australiano con más de 20 años de experiencia. En la actualidad es investigador principal en el mayor operador ferroviario de Australia, donde ha logrado notables reducciones de los incidentes de seguridad y las lesiones en el lugar de trabajo, así como mejoras significativas en el rendimiento y la gestión del personal.



Samir Bouazzi

MBA + Máster en Big Data y BI

Profesional con experiencia en IT, ventas y desarrollo empresarial, es licenciado en Informática por Túnez. Ha dirigido proyectos en todos los continentes y actualmente trabaja como Supervisor de Sección en Darwish Holding en Qatar, impulsando el crecimiento de las ventas y fomentando la excelencia del equipo. Su compromiso con la satisfacción del cliente, las estrategias innovadoras y el desarrollo del equipo le convierten en un valioso profesional para ser Class President.



What do we expect from students

Success is the result of constant effort. There are no shortcuts to excellence. Dedicate yourself fully to each task and project, and the results will speak for themselves.



-  Active Participation
-  Visible Presence
-  Maximize Opportunities
-  Perseverance
-  Community Creation
-  Active Networking
-  Exemplary Leadership
-  Constant Effort

"I couldn't be happier with my studies at ENEB. The online platform includes current content applicable to real-life scenarios, and the quality of the master's degree exceeded all my expectations."



"I'm impressed with the professionalism and dedication of the entire team of the school. From faculty members to administrative staff, every interaction and aspect of my experience has been excellent."

Certifications

At ENEB, we take another step forward in our commitment to academic excellence: you can now pursue internationally recognized official programs thanks to our collaboration with the prestigious Università degli Studi Guglielmo Marconi.

Through this alliance, you will have access to official university degrees from a leading European institution that combines academic tradition with digital innovation. This is a unique opportunity to earn a globally valid degree, strengthen your professional profile, and open doors to new opportunities anywhere in the world.

What is the value of your official university degree?

- ✓ Recognized by the Ministry of Education of most countries worldwide.
- ✓ Qualifies you to apply for public service exams, doctoral programs, and validations with other universities.
- ✓ Equivalent to an official degree from any university in your own country.

Your accredited university degree, directly from Rome, with the Rector's signature and the official seal of the Italian State ("MARCA DO BOLLO")

A degree that transcends borders!

- Degree with full official academic validity.
- International recognition.
- Internationally recognized.

The Università degli Studi Guglielmo Marconi will enhance the professional value and prestige of your CV.



LEARN ABOUT



Unimarconi

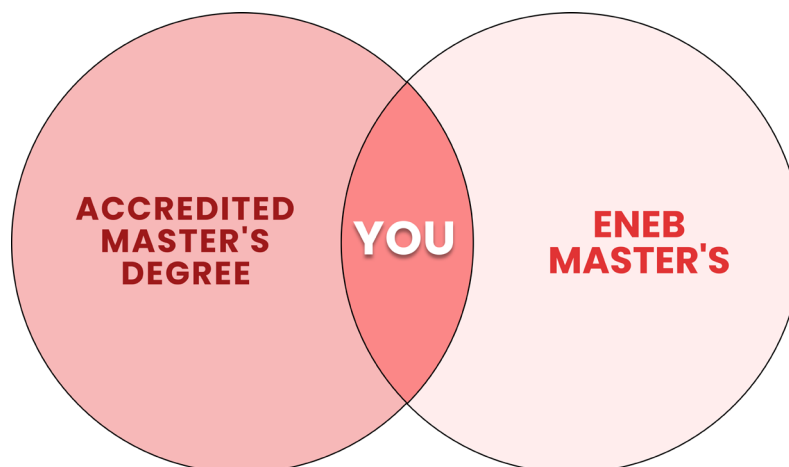
LA PRIMA UNIVERSITÀ
DIGITALE ITALIANA

The Università degli Studi Guglielmo Marconi has been officially recognized by the Ministry of University and Research since 2004, and was the first Italian institution to officially implement online university education.

Committed to innovation, it combines advanced learning technologies with high-level research. It collaborates with companies and institutions and ranks among the top 25 in the world in key research areas according to U-Multirank, for its scientific and academic impact.

Its mission is clear: to offer accessible, modern higher education with an international outlook.

Dual university degree that positions you in the professional elite





Job Opportunities

ENEB Business School is recognized by the most prestigious companies in different sectors. Its training programs, adapted to the current reality of the working world, allow students to grow professionally and climb their career ladder in any company.

To make this possible, ENEB Business School has an agreement with major business firms and employment exchanges with more than 14,000 offers available to its students within the business environment. Registration is optional, and we maintain the strictest confidentiality according to the Personal Data Protection Law in compliance with the European Regulation of Data Protection RGPD 2016/679 and RD of development 1720/2007.

Our team will advise our students on the adaptation of their curriculum and cover letters to ensure their employability in selection processes.

A photograph of two young women sitting on the steps of a modern building with large glass windows. The woman on the left is holding a large open book, and the woman on the right is holding a tablet. They are both smiling and looking at each other. A large, semi-transparent red circle is overlaid on the left side of the image. The text 'MBA in Corporate Strategy and International Leadership' is written in white at the bottom.

MBA in Corporate Strategy and International Leadership

INTRODUCTION

The MBA in Corporate Strategy and International Leadership is an academic program that focuses on providing students with a solid background in the areas of business management, finance, marketing, human resources, and strategy, with the aim of training professionals capable of leading and managing companies in an efficient and sustainable manner.

This program is designed for people who wish to acquire specific skills and knowledge to develop in the business world. The program is aimed at professionals with experience in the business sector, as well as recent graduates who wish to specialize in this field. It is also suitable for those looking to change careers and acquire management and leadership skills.

Choose to train at ENEB, one of the most prominent distance business schools in Europe, allowing you to train at the highest level from anywhere, with daily support from all professors and tutors.

DOUBLE CERTIFICATION

Upon completing your studies, you will be eligible to receive a certification awarded by the European Business School of Barcelona and an official degree from the Università degli Studi Guglielmo Marconi:

- MBA in Corporate Strategy and International Leadership

WHO IS IT FOR?

The MBA in Corporate Strategy and International Leadership is aimed at:

- University graduates who wish to acquire skills and knowledge in business management.
- Professionals who wish to improve their leadership, management and decision-making skills.
- Entrepreneurs who wish to acquire knowledge for the creation and management of their own companies.
- People who wish to change careers and work in the business sector.
- Professionals who wish to obtain a certification in business management to increase their job opportunities.

OBJECTIVES

The curriculum of the MBA in Corporate Strategy and International Leadership aims to provide students with the following knowledge and skills:

- To provide students with a solid background in the areas of business management, finance, marketing, human resources, and strategy.
- To develop students' leadership and management skills so that they can effectively run businesses.
- To enable students to make strategic and profitable business decisions.

- To provide students with a comprehensive understanding of current business dynamics and market trends.
- To foster critical thinking and problem-solving in students.
- Provide students with a network of valuable business contacts and internship opportunities.

CAREER OPPORTUNITIES

- **General Manager:** responsible for the overall management of the company and strategic decision making.
- **Chief Operating Officer:** in charge of managing the company's operational processes to ensure efficiency and effectiveness.
- **Marketing Director:** in charge of planning and executing the company's marketing strategies.
- **Business Consultant:** in charge of advising companies on how to improve their performance and increase their profitability.

ADMISSION

To be eligible for any of our Master's programs, applicants must meet the following requirements:

- Hold a degree in any field (Bachelor's, Architecture, Higher or Technical Engineering, Licentiate, Diploma, or equivalent).

SECTION 1: MARKETING

- Topic 1. The new role of the consumer
- Topic 2. The brand
- Topic 3. The ideal customer
- Topic 4. The customer journey
- Topic 5. Types of marketing

SECTION 2: E-COMMERCE AND DIGITAL MARKETING

- Topic 1. Online sales
- Topic 2. Web store
- Topic 3. Mobile applications
- Topic 4. From interested party to buyer
- Topic 5. Web analytics
- Topic 6. User experience
- Topic 7. Digital campaigns
- Topic 8. Mobile payment
- Topic 9. Landing page
- Topic 10. How to attract customers
- Topic 11. SEO: Organic optimization
- Topic 12. SEM: Paid optimization
- Topic 13. Automating sales
- Topic 14. Growth hacking
- Topic 15. Marketing automation
- Topic 16. Psychology in marketing

SECTION 3: OPERATIONS MANAGEMENT

- Topic 1. Business strategy
- Topic 2. Operations management
- Topic 3. Demand
- Topic 4. Product development
- Topic 5. Operations systems
- Topic 6. Process planning and management
- Topic 7. Operational planning
- Topic 8. The human factor in operations management

SECTION 4: DIGITAL TRANSFORMATION

- Topic 1. Business digitization
- Topic 2. Artificial intelligence (AI)
- Topic 3. The Internet of Things (IoT)
- Topic 4. Blockchain
- Topic 5. Big data and business intelligence (BI)
- Topic 6. Cloud computing
- Topic 7. Automation and industrial robotics
- Topic 8. Cybersecurity

SECTION 5: BUSINESS PLAN

- Topic 1. Vision, mission, and values
- Topic 2. Strategic plan
- Topic 3. Business model
- Topic 4. Strategic analysis
- Topic 5. Monitoring the strategic plan

SECTION 6: PROJECT MANAGEMENT AND AGILE METHODOLOGIES

- Topic 1. The role of the project manager
- Topic 2. Team management
- Topic 3. Team management and communication
- Topic 4. Project management
- Topic 5. Product management
- Topic 6. Lean startup
- Topic 7. Agile management

SECTION 7: DECISION MAKING

- Topic 1. Defining the problem
- Topic 2. Selecting criteria and techniques
- Topic 3. Developing alternatives
- Topic 4. Analysis
- Topic 5. Decision
- Topic 6. Action plan
- Topic 7. Examples of problems

SECTION 8: STRATEGIC TALENT MANAGEMENT

- Topic 1. Strategic management in human resources
- Topic 2. Strategic communication
- Topic 3. Organizational culture
- Topic 4. Business ethics
- Topic 5. Work flexibility
- Topic 6. Personnel selection
- Topic 7. Team planning and evaluation
- Topic 8. Performance management
- Topic 9. Staff training
- Topic 10. Staff metrics
- Topic 11. Management models

SECTION 9: FINANCIAL MANAGEMENT AND CONTROL

- Topic 1. The balance sheet
- Topic 2. The profit and loss account
- Topic 3. The cash flow statement
- Topic 4. Entries
- Topic 5. Advanced accounting
- Topic 6. Taxes
- Topic 7. Cost accounting
- Topic 8. Management accounts
- Topic 9. Working capital
- Topic 10. Net financial debt

SECTION 10: MASTER'S FINAL PROJECT