

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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LA PRIMA UNIVERSITÀ
DIGITALE ITALIANA



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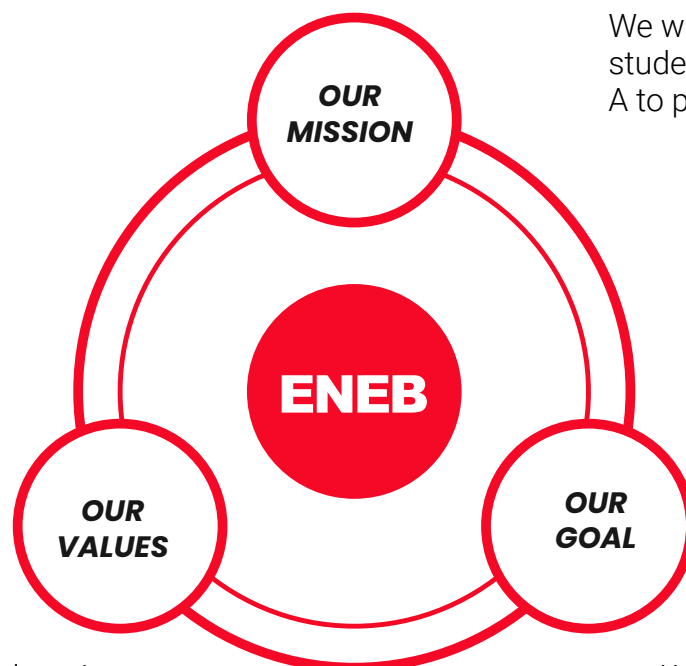
Corporación
UNIVERSITARIA
**AUTONOMA
DE NARIÑO**





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.



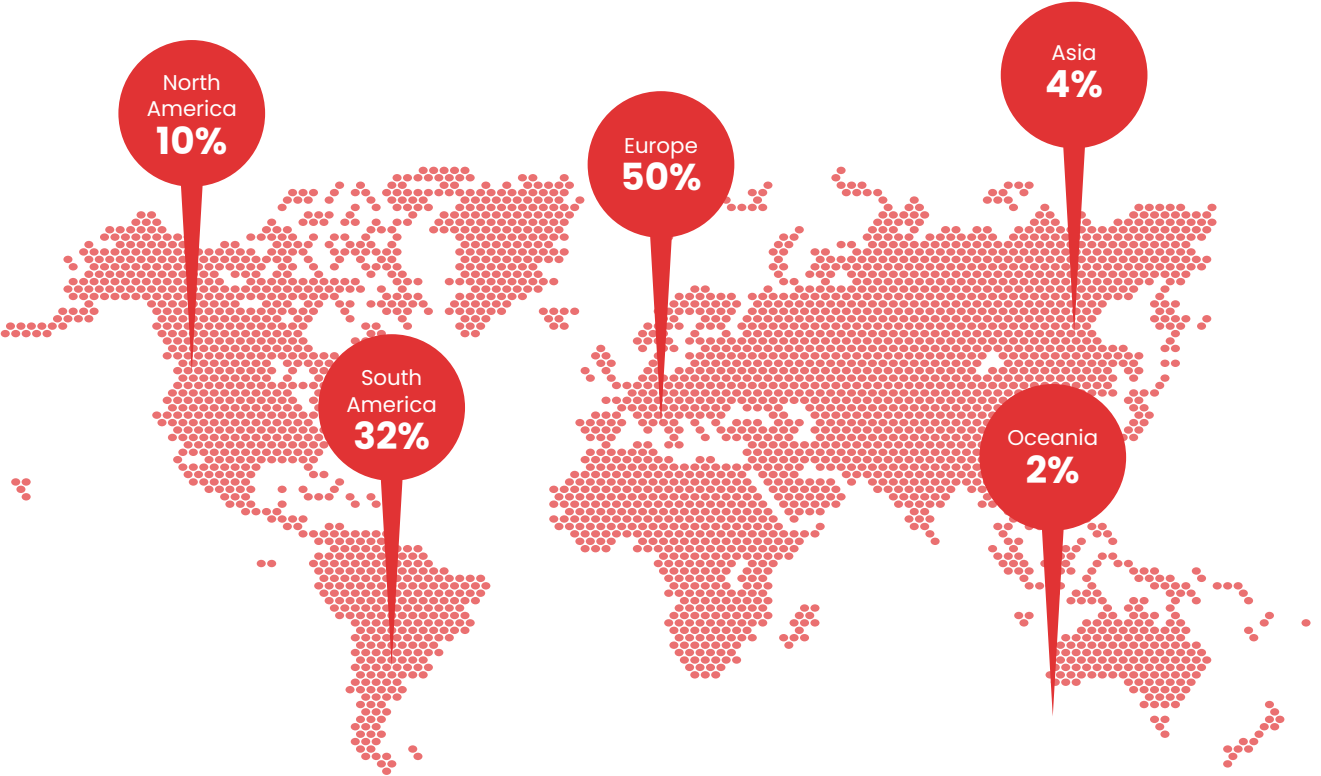
We want to transform our students' lives, from point A to point E.

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.

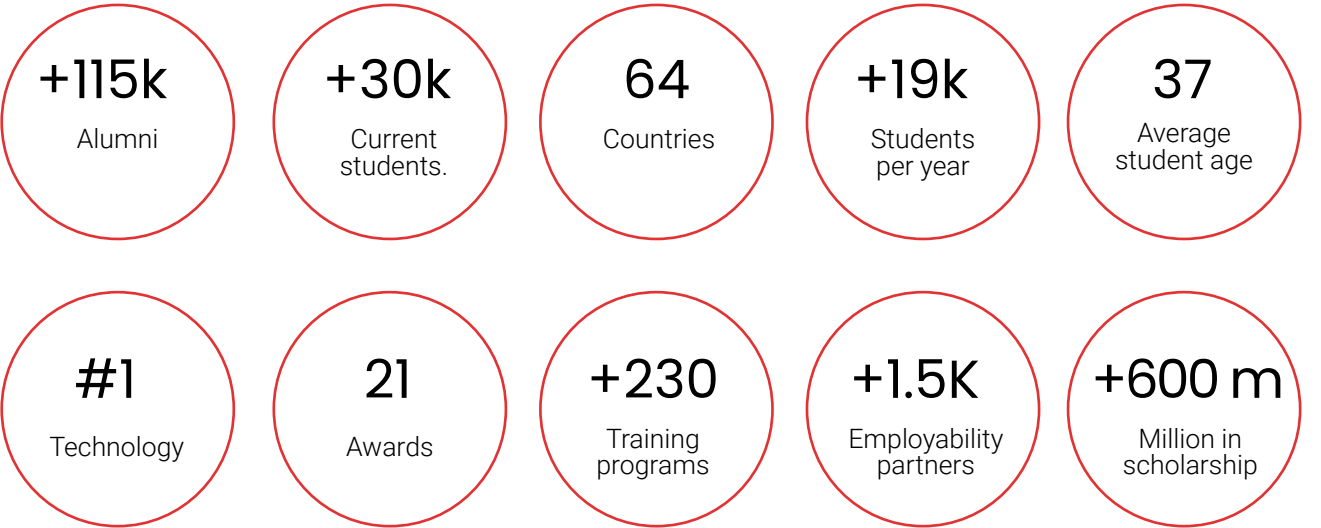
ENEB in the world

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.



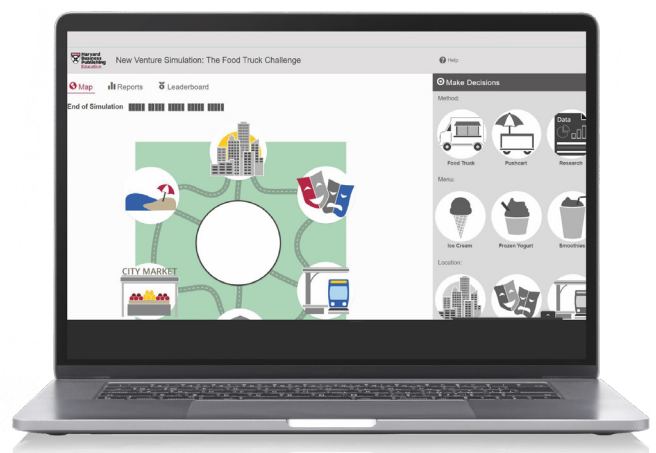
SPECIAL PROGRAMS

“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

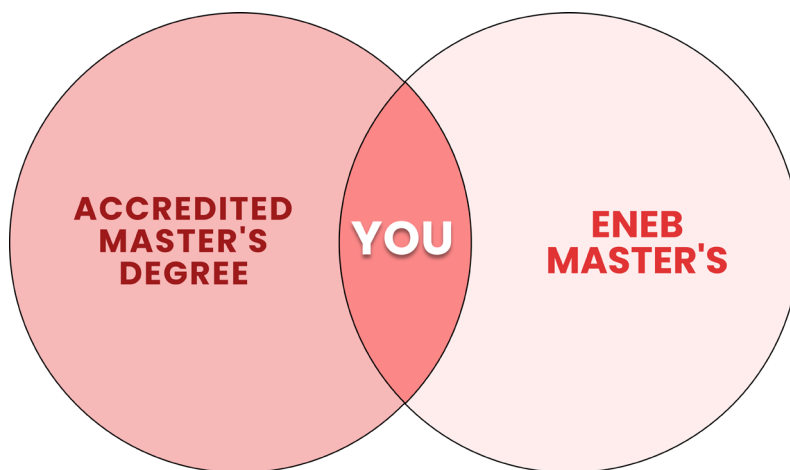
LA PRIMA UNIVERSITÀ
DIGITALE ITALIANA

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.

The background image shows two women sitting on dark stone steps in front of a modern building with large glass windows. The woman on the left is wearing a light blue t-shirt and jeans, holding a large brown folder. The woman on the right is wearing a light blue button-down shirt and a white skirt, holding a tablet. A pink backpack is on the step between them. The building's glass reflects the sky and surrounding structures. Large, semi-transparent red circular shapes are overlaid on the image, creating a layered effect.

Master in Sales Leadership and Market Strategy

INTRODUCTION

The Master in Sales Leadership and Market Strategy is an academic program that focuses on providing students with a solid background in the areas of sales and marketing management. This program is designed to train students in leadership and business management skills, as well as to develop specific skills in the areas of sales, distribution, communication and strategic marketing.

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:

- Master in Sales Leadership and Market Strategy

WHO IS IT FOR?

The Master in Sales Leadership and Market Strategy is aimed at:

- Marketing and advertising professionals who wish to specialize in commercial management and strategic marketing.
- Managers and executives who wish to improve their sales and marketing management skills to lead teams and improve business performance.
- University graduates in any discipline who wish to acquire marketing and sales management skills for their personal and professional development.
- Entrepreneurs who wish to acquire marketing and sales management skills to launch and grow their business.
- Sales professionals who wish to acquire marketing and sales management skills to improve their sales skills.

OBJECTIVES

The curriculum of the Master in Sales Leadership and Market Strategy aims to provide students with the following knowledge and skills:

- To train students to become experts in commercial management and marketing.
- To develop students' leadership and management skills so that they can lead sales and marketing teams effectively.
- To enable students to design and execute effective marketing strategies.
- To provide students with a thorough understanding of current business dynamics and market trends.
- To foster critical thinking and problem solving in students.
- To provide students with a network of valuable business contacts and internship opportunities.

CAREER OPPORTUNITIES

- **Marketing Director:** responsible for the company's marketing strategy and brand management.
- **Commercial Director:** responsible for the management and development of the company's commercial strategy.
- **Product Manager:** responsible for the management and development of the company's products and services.
- **Digital Marketing Specialist:** responsible for the management and development of the company's online marketing strategy.

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: MARKETING STRATEGY

- Topic 1. Marketing strategy
- Topic 2. The key to marketing
- Topic 3. Market analysis
- Topic 4. Advanced marketing strategy
- Topic 5. Action plan
- Topic 6. Marketing channels
- Topic 7. Target price

SECTION 3: WEB POSITIONING

- Topic 1. How to attract customers
- Topic 2. SEO: Organic optimization
- Topic 3. SEM: Paid optimization
- Topic 4. Automating sales
- Topic 5. Growth hacking
- Topic 6. Marketing automation
- Topic 7. Psychology in marketing

SECTION 4: MARKETING ANALYTICS

- Topic 1. How to optimize your website
- Topic 2. Web traffic management
- Topic 3. Affiliate marketing and its measurement
- Topic 4. Google Data Studio

SECTION 5: E-COMMERCE AND SOCIAL MEDIA STRATEGY

- Topic 1. Online sales
- Topic 2. Web store
- Topic 3. Mobile applications
- Topic 4. From interested to buyer
- Topic 5. Web analytics
- Topic 6. User experience
- Topic 7. Digital campaigns
- Topic 8. Mobile payment
- Topic 9. Landing page
- Topic 10. Social media
- Topic 11. Social media action plan
- Topic 12. Social media strategy
- Topic 13. Tools
- Topic 14. Listen to your audience
- Topic 15. Generate sales with your networks

SECTION 6: COMMERCIAL DISTRIBUTION

- Topic 1. Commercial channels
- Topic 2. Commercial distribution and competition law
- Topic 3. Commercial policy and regulations
- Topic 4. International trade
- Topic 5. Foreign trade
- Topic 6. Incoterms management
- Topic 7. Internationalization of companies

SECTION 7: 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 8: PROJECT MANAGEMENT

- Topic 1. The role of project management
- Topic 2. Team management
- Topic 3. Team management and communication
- Topic 4. Project management

SECTION 9: AGILE METHODOLOGIES

- Topic 1. Product management
- Topic 2. Lean startup
- Topic 3. Agile management

SECTION 10: MASTER'S FINAL PROJECT