

# **European Business School of Barcelona**

In collaboration with:

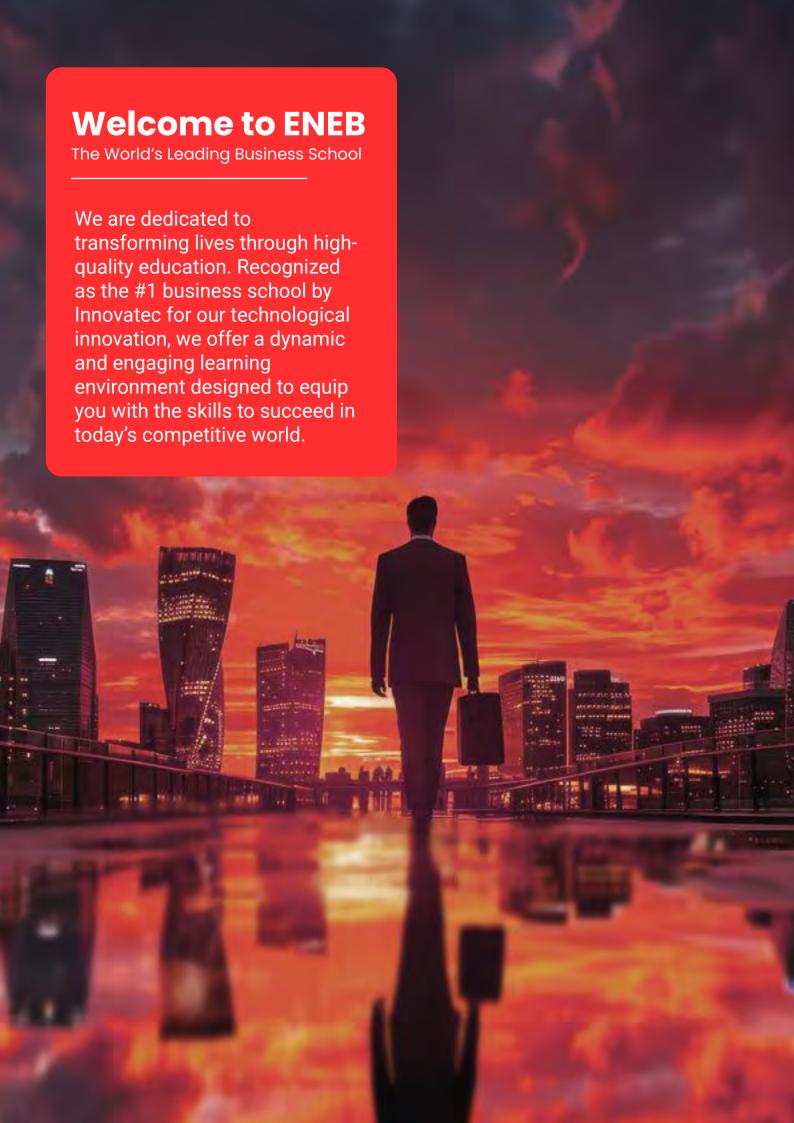












# Why ENEB?

ENEB - European Business School of Barcelona stands out as a leading institution in online education specializing in master's and postgraduate programs designed to boost your career on a global scale. With a strong international presence and courses offered in Spanish, English, and Portuguese, ENEB positions itself as the perfect choice for those seeking educational excellence without borders.

All educational programs offered by ENEB grant University Certification as they are endorsed and certified by the Isabel I University, thus validating the quality and recognition of your education internationally. Upon completing your studies, you will be eligible to receive ECTS (European Credit Transfer System).

### MAIN PARTNERS





## **TECH PARTNERS**



















## + 100 PARTNERS







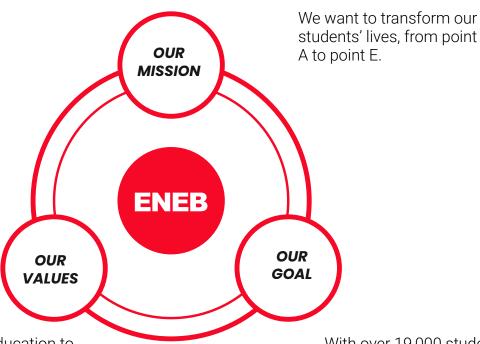






# You are our mission, our values and our goals

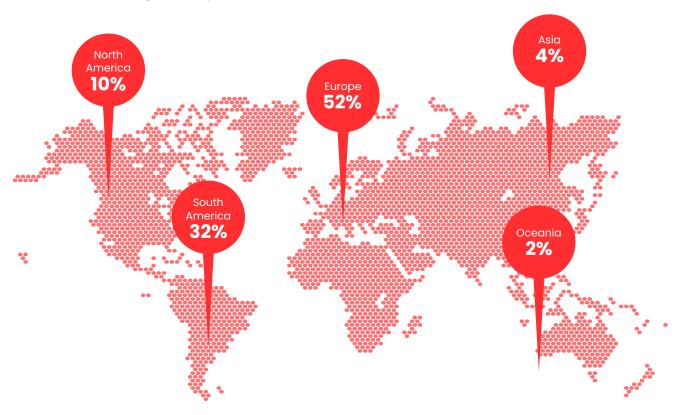
Our mission at ENEB is to transform your life, empowering you to choose your own path and dedicate your time to what you are most passionate about, with no limits to achieving your goals. We envision ourselves as the gateway to your life objectives, offering accessible, top-quality education for everyone. 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 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**

All the certificates of our training programmes are issued by ENEB Business School and certified by the Universidad Isabel I, which belongs to the European Higher Education Area guaranteeing the homogeneity and quality of the training. ENEB master's and postgraduate programs have the highest recognitions, approvals and homologations that guarantee the educational quality of their content. They are highly valued professional trainings in the field of each of the different areas of knowledge. The homologations, accreditations, memberships, certifications, registrations and recognitions of ENEB are the following:



All our training programmes are certified by Universidad Isabel I.



Collaboration with IEE, for validations in USA and Canada.



Member of the Spanish Confederation of Private Centres and Academies.



Member of the Spanish National Association of e-Learning and Distance Learning Centres



Collaborating Centre of the Trinity College London.



Quality and excellence certification with the highest score issued by the European Foundation for Quality Management.



Certificate of educational excellence established



Member of the Barcelona Chamber of Commerce



Best business school rated by its students.



Registered trademark with the number 3,543,757 within class 41 of Education and Training.



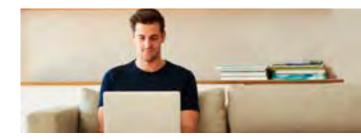
Associated to the Latin American Council of Management Schools



Associated with the Asociación Española de Escuelas de Negocios.

# **Remote learning**

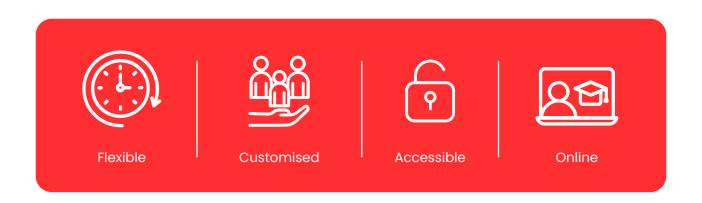
ENEB's training programs are 100% online and includes manuals, daily and voluntary live classes in the ENEB Metaverse, multimedia resources, forums, and debates within the ENEB community, as well as tutoring from Monday to Sunday.



Evaluation is done through the presentation of a final assignment per subject, after passing self-assessments. These self-assessments do not affect your final grade but help you measure your progress in learning. Final assignments are evaluated and corrected by the team of tutors and professors. There are no final tests or theoretical exams.

Flexibility is not only reflected in the delivery of assignments but also in the adaptability of the program to your needs. You can follow the order of subjects that best suits your time, needs, or concerns.

ENEB has a complete team of tutors available 7 days a week to guide and advise you on practical cases, ensuring your success in each subject.





# **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 successfull 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.







# Flexible Learning

#### 24/365 Access

Study at your own pace with our flexible 24/365 methodology. Whether you are a busy professional or managing other commitments, our programs are designed to fit into your life. You can start and complete your studies at your convenience, ensuring a stress-free and adaptable learning experience.

# Self-Assessment and Practical Assignments

Evaluation is done through the presentation of final assignments per subject, following self-assessments that help you measure your progress. Our flexible approach allows you to follow the order of subjects that best suits your time and needs.

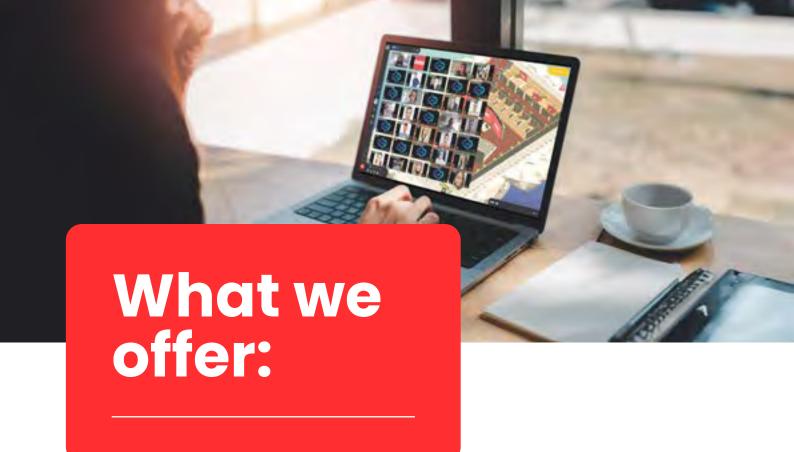
# Calendar

All our Masters, Management
Development Programs and
Advanced Courses have a flexible
start date, i.e. they begin when you
wish and inform us. The duration
of each of them will depend on the
number of credits, ranging from
1 month for the Higher Education
Courses, 5 months for the Executive
Courses, 9 months for the Masters,
12 months for the Double Masters
and 14 months for the Global MBA.

66

Thanks to our 7/24 Method

we will answer all your questions and doubts every day of the year through the Virtual Campus.



- Welcome sessions
- Live classes from Monday to Thursday in our NUBI 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 at Deloitte in London, he is a chartered accountant with more than fifteen years of experience in financial services. His experience includes business transformation, regulatory compliance and financial audits for clients in the UK, US and Middle East.



Richard Overton

MBA + Master in Project

Management

Chief Engineer with over 29 years of manufacturing and business management experience. Specialized in operational efficiency, safety standards and team leadership. Expert in methodologies such as FMECA, DMAIC, 5S and TPM. Known for driving efficiency and leading goal-focused teams.



Roner Chichirita MBA + Master in Big Data and Business Intelligence

A nurse from the Philippines working in a major German hospital, he is pursuing an MBA and a master's degree in Big Data and Business Intelligence at ENEB. His goal as Class President is to improve his leadership skills and help students. In addition, he works as a tax advisor for the Filipino community in Hamburg and enjoys building IKEA furniture and creating websites as a hobby.



Steven Poole

MBA + Master in Logistics

Steven Poole is a recognized leader in the Australian rail industry with more than 20 years of experience. He is currently a principal investigator at Australia's largest rail operator, where he has achieved notable reductions in workplace safety incidents and injuries, as well as significant improvements in staff performance and management.



Samir Bouazzi

MBA + Master in Team Management

An experienced IT, sales and business development professional, he holds a degree in Computer Science from Tunisia. He has managed projects on all continents and currently works as a Section Supervisor at Darwish Holding in Qatar, driving sales growth and fostering team excellence. His commitment to customer satisfaction, innovative strategies and team development make him a valuable professional to be 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.



"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**

Here is an example of the certificates by ENEB and the University Isabel I that may be issued depending on your program of study.





# **Certificate of completion**







# Internship program

ENEB Business School is recognised by the most prestigious companies in different sectors. Its training programs, adapted to the current reality of the labour market, will allow you to get on perfectly in any company or organization and to develop a promising career. To make that possible, the school has an agreement with renowned business firms and an employment program where students can access more than 14,000 national and international job offers.

In its pursuit to promote the labour insertion of the students, ENEB Business School, among its free services, offers the possibility of undertaking internships in companies as a complement to their training plan. The objective of this internship, established through a Private Collaboration Agreement between the school and the company, is to allow training in work centres that reproduce the usual conditions of the business environment as part of their training plan.

# International character

In addition, all the students focused on international business, business sciences, management, business administration and management, can apply for an international internship through our partners Worldwide Internships and Pic-Management in the United States, Mexico, Dominican Republic, Spain, France, Thailand, China, Malaysia, United Arab Emirates and New Zealand, among others.

We provide effective solutions to the growing training needs requested by companies for their future employees. We have an avant-garde research department to update and adapt new trends to the current market as well as a networking space for the meeting of students, managers, professionals, academic experts and entrepreneurs who want to exchange experiences and opinions. Below are some of the companies and organizations where our internships take place:







ENEB has limited places available for each of the scholarships aimed at all Master's Degree and Management Development Program students who meet the following requirements:

**Direct Scholarship:** Without requirements or limitations in each enrollment period. Get your Direct Scholarship now without administrative procedures.

#### **Scholarship for Academic Excellence:**

Intended for those students whose academic and professional qualifications have a profile of excellence.

#### **Entrepreneurial Talent Scholarship:**

Designed for all those entrepreneurs who wish to study a Master's or Postgraduate degree in order to apply it to their professional career.

#### Women and Equality Scholarship:

Designed for female candidates who want to grow professionally and achieve the highest level of education. In ENEB, we are committed to gender equality and we encourage woman's integration into the workforce..

#### **Management Scholarship:**

Intended for all those professionals whose roles of responsibility requires them to continually grow and evolve..

**Corporate Scholarship:** DIntended for all those professionals who want to boost their career and opt for higher positions.

#### Scholarship for self-employed professionals:

Intended for self-employed professional who wish to pursue a Master's or Postgraduate degree to gain an in-depth knowledge of their sector or to acquire the necessary skills to grow their business.

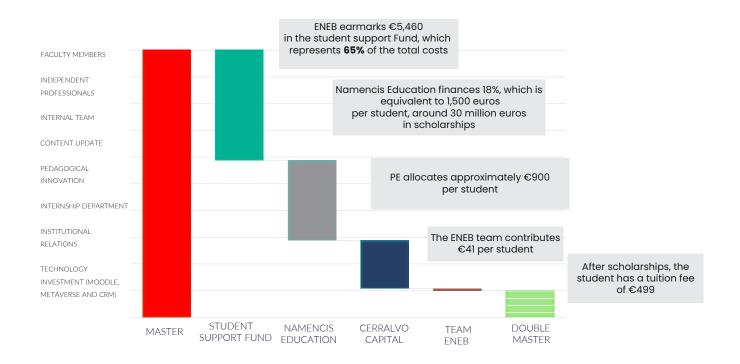
**SMEs Scholarship:** Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

**Scholarship for the unemployed:** Intended for all those who wish to pursue further studies in order to re-enter the job market.

**Geographical Mobility Scholarship:** Intended for all applicants who wish to study from anywhere in the world and thus, acquire a global view of the business world.

# We are committed to making education accessible to everyone

At ENEB, we are dedicated to democratizing education through exceptional affordability and quality. Our commitment drives us to invest in creating opportunities for every student to thrive and excel, regardless of financial constraints.





"ENEB not only offered me the chance to complete my master's degree at an unbeatable price but also provided the flexibility I needed to achieve my goals. This experience has truly transformed my life, opening doors to new opportunities and shaping my future in profound ways."

"I found everything I needed at ENEB: quality content in a format that allowed me to balance work, personal life and study, and at a price I could afford."





### Credits: 30 ECTS | Price: 3.300 € | Duration: 5 months

#### **INTRODUCTION**

The Executive Course in Supply Chain Management is an advanced training program designed for those who wish to improve their skills and knowledge in supply chain management. In an increasingly globalized and competitive world, efficient supply chain management is essential for business success.

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.

#### **TWO DIPLOMAS**

Upon completing your studies, you will be eligible to receive a double certification awarded by the European Business School of Barcelona, endorsed and certified by Universidad Isabel I:

Executive Course in Supply Chain Management

#### WHO IS IT FOR?

The Executive Course in Supply Chain Management is aimed at:

- Company executives and managers who wish to optimize their logistics and procurement operations, improving the efficiency and profitability of their supply chain.
- Logistics and purchasing professionals who want to acquire new skills and knowledge in areas such as inventory management, production planning, supplier management or transportation optimization.
- Consultants and advisors who wish to specialize in supply chain management and advise companies on the implementation of best practices.
- Entrepreneurs and small business owners who wish to improve the efficiency of their operations and the quality of customer service through supply chain management.
- Professionals from other areas who wish to complement their training with knowledge in supply chain management, such as marketing, finance, human resources or information technology.

#### **OBJECTIVES**

The curriculum of the Executive Course in Supply Chain Management aims to equip students with the following knowledge and skills:

- Develop skills in supply chain management to improve business efficiency.
- Understand supply chain processes and how they affect business profitability.
- Acquire skills in data analysis and data-driven decision making.

- Learn how to effectively manage risks in the supply chain.
- Develop skills to work effectively in teams and lead teams.
- Develop skills in communication and negotiation with suppliers and customers in the supply chain.

#### **CAREER OPPORTUNITIES**

- **Operations Manager**: in charge of planning, organizing, managing and controlling the company's operations, including the supply chain.
- **Logistics Manager**: responsible for inventory management, transportation and distribution of goods and services.
- **SCM Consultant**: specialized in advising companies in the optimization of their supply chain, with the objective of improving the efficiency and profitability of operations.

#### **ADMISSION**

To be eligible for any of our Executive Courses, applicants must meet the following requirements:

- Hold a degree in any field (Bachelor's, Architecture, Higher or Technical Engineering, Licentiate, Diploma, or equivalent).
- University students currently pursuing a degree or equivalent higher education studies.
- Professionals with career prospects in their current positions.
- If you do not meet any of the above conditions, please contact the school, and the admissions department will evaluate your specific case.

#### YOUR EXECUTIVE COURSE INCLUDES:

- Executive Course in Supply Chain Management
- · Access to the entire syllabus from day one
- Registration in our job bank
- Possibility of internships in companies
- Tutorials from Monday to Sunday
- 7" tablet as a gift

#### **SYLLABUS**

#### **SECTION 1: OPERATIONS MANAGEMENT**

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

#### **SECTION 2: SUPPLY CHAIN**

- Topic 1. Supply chain
- Topic 2. Purchase management
- Topic 3. Warehouse management
- Topic 4. Logistic models
- Topic 5. Reverse logistics
- Topic 6. Amazon Model
- Topic 7. Innovation and sustainability

#### **SECTION 3: COMMERCIAL DISTRIBUTION**

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

#### **SECTION 4: PROCESS QUALITY**

- Topic 1. Quality as a management system
- Topic 2. Quality strategies
- Topic 3. Phases of a quality plan
- Topic 4. Quality control
- Topic 5. Quality analysis and continuous quality
- improvement
- Topic 6. Quality and environmental policy in the company
- Topic 7. ISO Standards

#### **SECTION 5: DIGITAL TRANSFORMATION**

- Topic 1. Business digitalization
- 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. Industrial automation and robotics
- Topic 8. Cybersecurity

#### A JOURNEY THROUGH THE SYLLABUS

#### **SECTION 1: OPERATIONS MANAGEMENT**

This section introduces the fundamental concepts of operations management that are critical for understanding and improving supply chain processes.

#### **Topic 1: Business Strategy**

Business Strategy involves defining a company's long-term goals and the plans to achieve them. Students will learn how to align operations with business objectives, analyze competitive advantages, and develop strategic frameworks for successful supply chain management.

#### **Topic 2: Operations Management**

Operations Management covers the planning, organizing, and overseeing of production processes. This topic focuses on optimizing efficiency, improving productivity, and ensuring quality in the production of goods and services.

#### **Topic 3: Demand**

Understanding Demand involves forecasting customer needs and planning supply chain activities accordingly. Students will explore methods for demand forecasting, analyzing market trends, and developing strategies to meet customer expectations.

#### **Topic 4: Product Development**

Product Development focuses on the creation and enhancement of products. This topic covers stages of product development from idea generation to market launch, including concept development, prototyping, testing, and product lifecycle management.

#### **Topic 5: Operating Systems**

Operating Systems explores the frameworks and technologies that support operational processes. Students will learn about various operating systems used in businesses, including ERP systems, and how they integrate with supply chain functions.

#### **Topic 6: Process Planning and Management**

Process Planning and Management involves designing and optimizing operational processes. This topic covers process mapping, workflow design, process improvement techniques, and the implementation of best practices to enhance operational efficiency.

#### **Topic 7: Operational Planning**

Operational Planning focuses on the day-to-day activities required to meet strategic goals. Students will learn how to create detailed operational plans, manage resources, schedule tasks, and monitor performance to ensure that operational objectives are met.

#### **Topic 8: The Human Factor in Operations Management**

This topic addresses the role of human resources in operations management. Students will explore strategies for managing teams, motivating employees, and fostering a productive work environment to support efficient supply chain operations.

#### **SECTION 2: SUPPLY CHAIN**

This section covers the comprehensive aspects of supply chain management, including procurement, logistics, and sustainability.

#### **Topic 1: Supply Chain**

The Supply Chain topic covers the end-to-end process of delivering products from suppliers to customers. Students will learn about the components of the supply chain, including procurement, production, distribution, and the integration of these functions.

#### **Topic 2: Purchase Management**

Purchase Management involves the acquisition of goods and services needed for production. This topic covers supplier selection, negotiation, contract management, and strategies for cost control and relationship management with suppliers.

#### **Topic 3: Warehouse Management**

Warehouse Management focuses on the efficient storage and handling of inventory. Students will explore warehouse operations, inventory control methods, storage solutions, and the role of technology in managing warehouse activities.

#### **Topic 4: Logistic Models**

Logistic Models explore different frameworks and approaches for managing logistics. This topic covers models for transportation, distribution, and supply chain network design, as well as strategies for optimizing logistics operations.

#### **Topic 5: Reverse Logistics**

Reverse Logistics involves the management of returned products and recycling processes. Students will learn about the reverse supply chain, including returns management, recycling programs, and strategies for recovering value from returned goods.

#### **Topic 6: Amazon Model**

The Amazon Model examines the business practices and strategies of Amazon as a leading example of supply chain excellence. Students will analyze Amazon's approach to logistics, fulfillment, customer service, and innovation in the supply chain.

#### **Topic 7: Innovation and Sustainability**

Innovation and Sustainability focus on advancing supply chain practices through new technologies and environmentally-friendly approaches. This topic covers trends in supply chain innovation, sustainable practices, and strategies for integrating sustainability into supply chain operations.

#### **SECTION 3: COMMERCIAL DISTRIBUTION**

This section addresses commercial distribution channels and international trade practices.

#### **Topic 1: Commercial Channels**

Commercial Channels cover the pathways through which products reach customers. Students will explore different distribution channels, including direct sales, retail, and e-commerce, and strategies for optimizing channel effectiveness.

#### **Topic 2: Commercial Distribution and Competition Law**

This topic examines the legal aspects of commercial distribution, including competition laws and regulations. Students will learn about antitrust laws, regulatory frameworks, and how to navigate legal issues in distribution practices.

#### **Topic 3: Trade Policy and Regulations**

Trade Policy and Regulations cover the rules and agreements governing international trade. Students will study trade agreements, tariffs, import/export regulations, and the impact of trade policies on global supply chains.

#### **Topic 4: International Trade**

International Trade explores the dynamics of global trade operations. Students will learn about international trade practices, cross-border transactions, and strategies for managing international supply chains.

#### **Topic 5: Foreign Trade**

Foreign Trade focuses on the principles and practices of trading goods and services across national borders. This topic covers foreign market entry strategies, trade finance, and managing risks associated with international trade.

#### **Topic 6: Incoterms Management**

Incoterms Management covers international commercial terms used in global trade contracts. Students will learn about different Incoterms rules, their implications for buyers and sellers, and how to apply them in supply chain agreements.

#### **Topic 7: Internationalization of Companies**

The Internationalization of Companies explores strategies for expanding business operations into international markets. Students will study market entry strategies, international market research, and the challenges of global expansion.

#### **SECTION 4: PROCESS QUALITY**

This section focuses on maintaining and improving quality standards in supply chain processes.

#### **Topic 1: Quality as a Management System**

Quality as a Management System explores the principles and practices of quality management. Students will learn about quality management systems (QMS), including frameworks like ISO 9001 and approaches for establishing quality standards.

#### **Topic 2: Quality Strategies**

Quality Strategies cover methods for ensuring and improving quality in supply chain operations. This topic includes approaches such as Total Quality Management (TQM), Six Sigma, and Lean principles for achieving high-quality outcomes.

#### **Topic 3: Phases of a Quality Plan**

Students will study the phases involved in developing and implementing a quality plan. This topic covers planning, execution, monitoring, and review processes for quality management initiatives.

#### **Topic 4: Quality Control**

Quality Control involves techniques for monitoring and ensuring product quality. Students will explore methods for quality inspection, testing procedures, and the use of statistical tools to maintain product and process quality.

#### **Topic 5: Quality Analysis and Continuous Quality Improvement**

This topic focuses on analyzing quality data and implementing continuous improvement practices. Students will learn about tools for quality analysis, root cause analysis, and strategies for ongoing quality enhancement.

#### **Topic 6: Quality and Environmental Policy in the Company**

Students will explore the integration of quality management with environmental policies. This topic covers the development of environmental management systems, sustainability practices, and the role of quality management in environmental stewardship.

#### **Topic 7: ISO Standards**

ISO Standards cover internationally recognized standards for quality and other management systems. Students will learn about various ISO standards, their applications, and the certification processes for achieving ISO compliance.

#### **SECTION 5: DIGITAL TRANSFORMATION**

This section explores the impact of digital technologies on supply chain management and strategies for leveraging these technologies.

#### **Topic 1: Business Digitalization**

Business Digitalization focuses on integrating digital technologies into business processes. Students will explore strategies for digital transformation, including the adoption of new technologies and the challenges of digital change.

#### **Topic 2: Artificial Intelligence (AI)**

Artificial Intelligence (AI) covers the use of AI technologies in supply chain management. This topic includes applications of AI for predictive analytics, automation, and decision-making in supply chain operations.

#### **Topic 3: The Internet of Things (IoT)**

The Internet of Things (IoT) explores the use of connected devices and sensors in supply chains. Students will learn about IoT technologies, their applications for real-time monitoring, and their impact on supply chain efficiency.

#### **Topic 4: Blockchain**

Blockchain technology involves secure and transparent record-keeping for transactions. This topic covers the basics of blockchain, its applications in supply chain management, and how it can enhance traceability and security.

#### **Topic 5: Big Data and Business Intelligence (BI)**

Big Data and Business Intelligence focus on using large datasets for decision-making. Students will explore tools and techniques for analyzing big data, extracting insights, and applying BI strategies to improve supply chain performance.

#### **Topic 6: Cloud Computing**

Cloud Computing covers the use of cloud services for managing supply chain operations. Students will learn about cloud computing models, benefits of cloud solutions, and how to leverage cloud technologies for scalability and flexibility.

#### **Topic 7: Industrial Automation and Robotics**

Industrial Automation and Robotics explore technologies for automating manufacturing and supply chain processes. This topic includes the use of robotics, automation systems, and the benefits of automation for efficiency and cost reduction.

#### **Topic 8: Cybersecurity**

Cybersecurity focuses on protecting digital assets and data in the supply chain. Students will learn about cybersecurity threats, best practices for securing supply chain systems, and strategies for managing cyber risks.