ENEB | Empowering the best leaders

Academic Brochure

European Business School of Barcelona

In collaboration with:

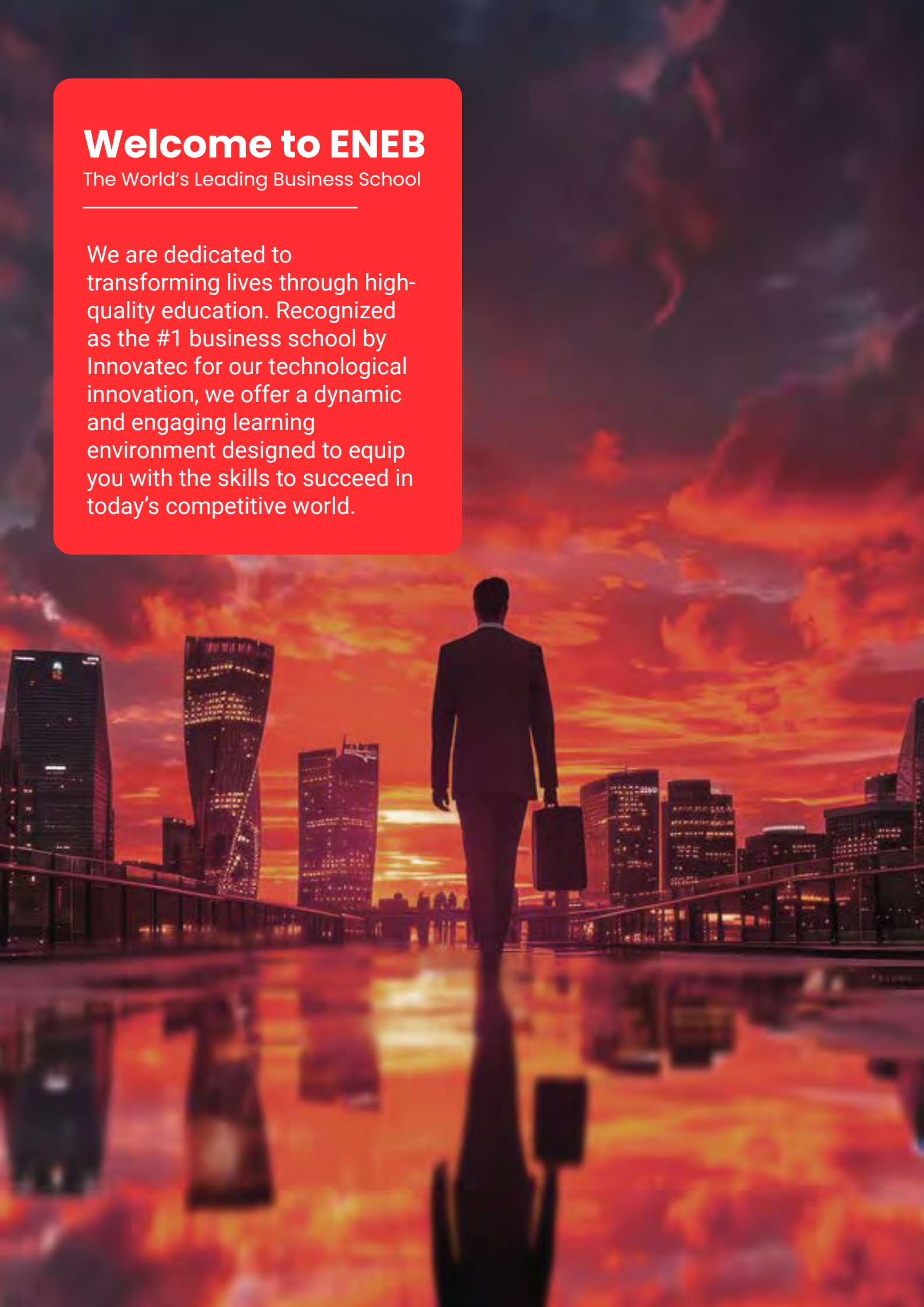
Universidad Isabel I

Harvard Business Publishing Education

aeen asociación española de escuelas de negocios

IEE International Education Evaluations

Cum Laude Award 2023:



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 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

Universidad Isabel I

Harvard Business Publishing Education

TECH PARTNERS

Numintec

hotmart

ZOHO

moodle

Power BI

Hawkings

power query

nubii

+ 100 PARTNERS

UIN Universidad Insurgentes

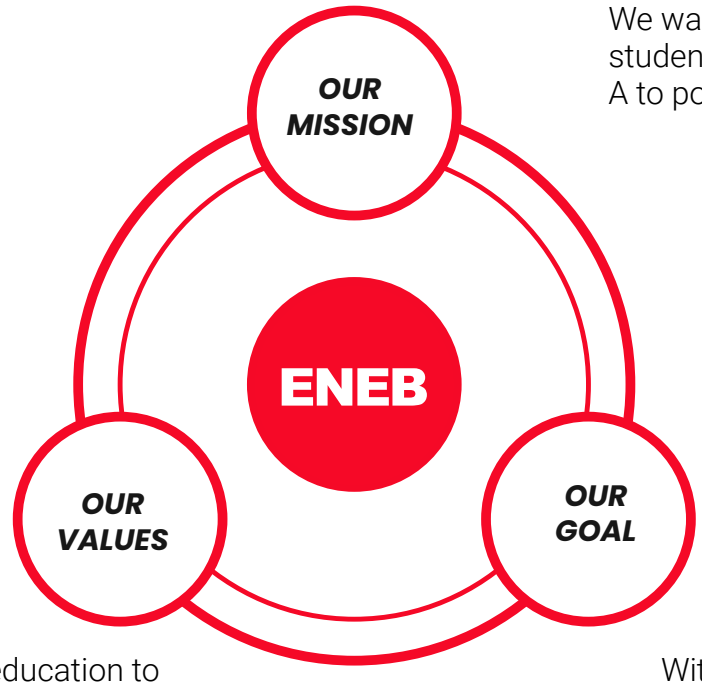
IEP Instituto Europeo de Posgrado

CLAEH

Corporación Universitaria Autónoma 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.



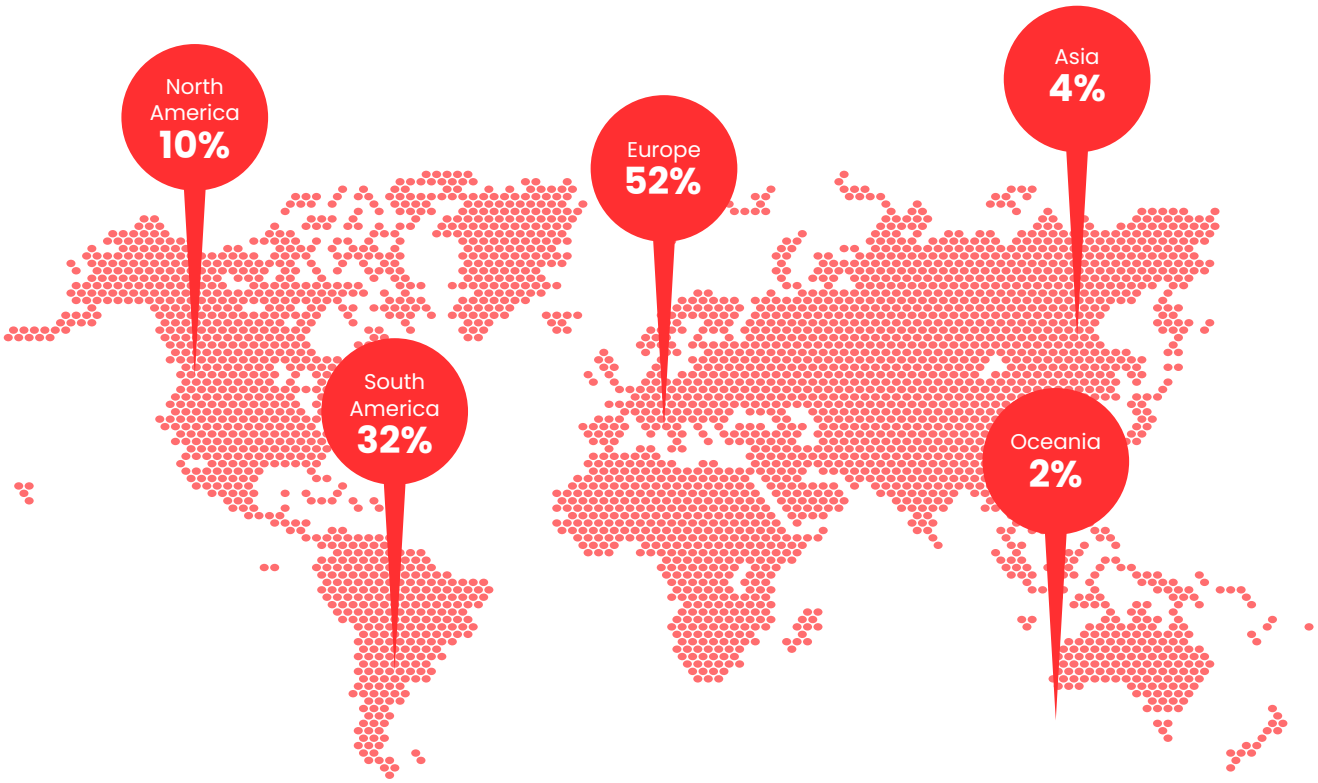
We want to transform our students' lives, from point A to point E.

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.

+115k Alumni	+30k Current students.	64 Countries	+19k Students per year	37 Average student age
#1 Technology	21 Awards	+230 Training programs	+1.5K Employability partners	+600 m Million in scholarship

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:

Universidad Isabel I

All our training programmes are certified by Universidad Isabel I.

IEE International Education Evaluations

Collaboration with IEE, for validations in USA and Canada.

CECAP

Member of the Spanish Confederation of Private Centres and Academies.

@nced

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

TRINITY COLLEGE LONDON

Collaborating Centre of the Trinity College London.

EFQM

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

ICEEX

Certificate of educational excellence established

Cambra Barcelona "doing business"

Member of the Barcelona Chamber of Commerce

Best business school rated by its students.

GOBIERNO DE ESPAÑA MINISTERIO DE INDUSTRIA, COMERCIO Y TURISMO

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

CLADEA

Associated to the Latin American Council of Management Schools

aeen asociación española de escuelas de negocios

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.

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.

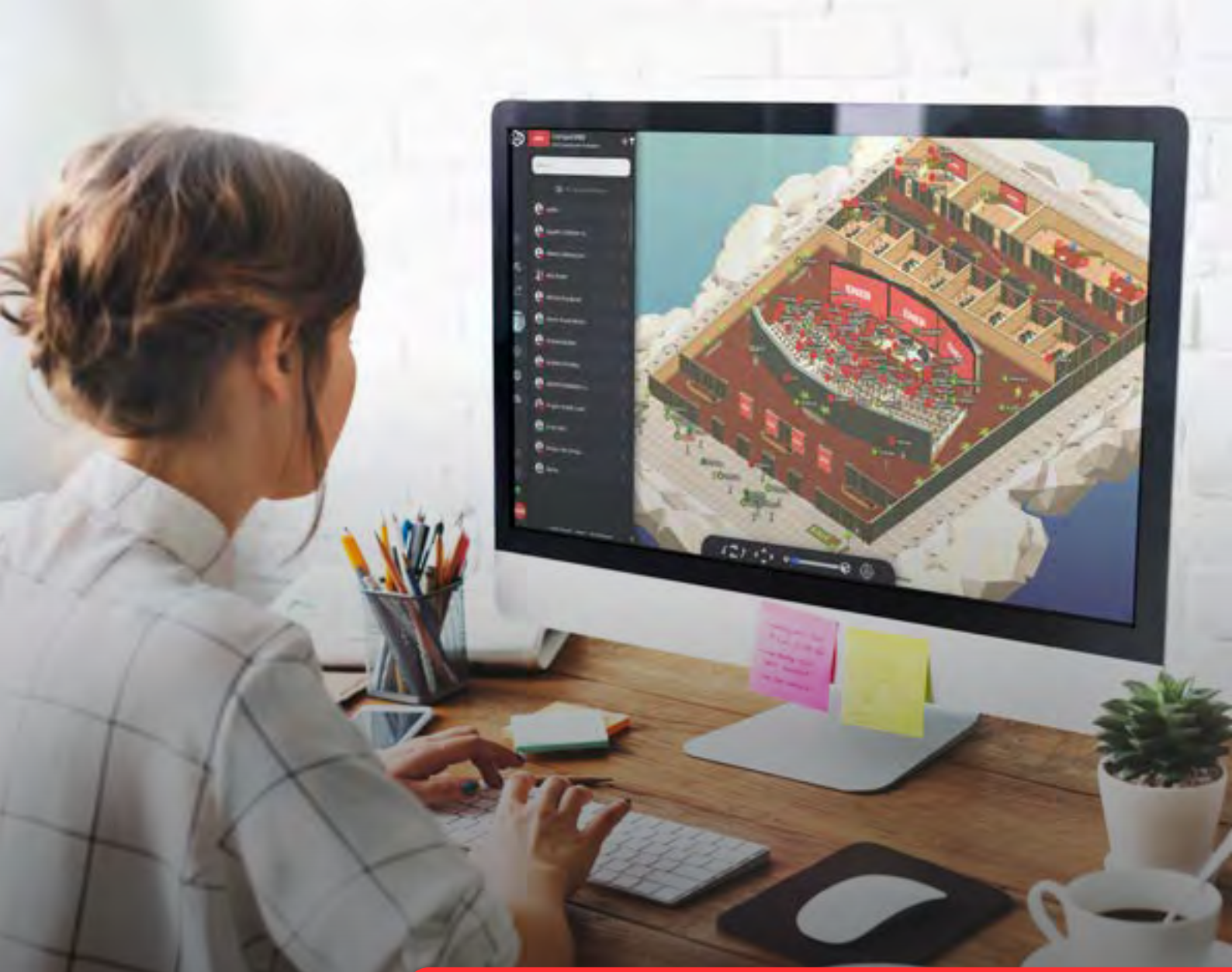
SPECIAL PROGRAMS

“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.

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.

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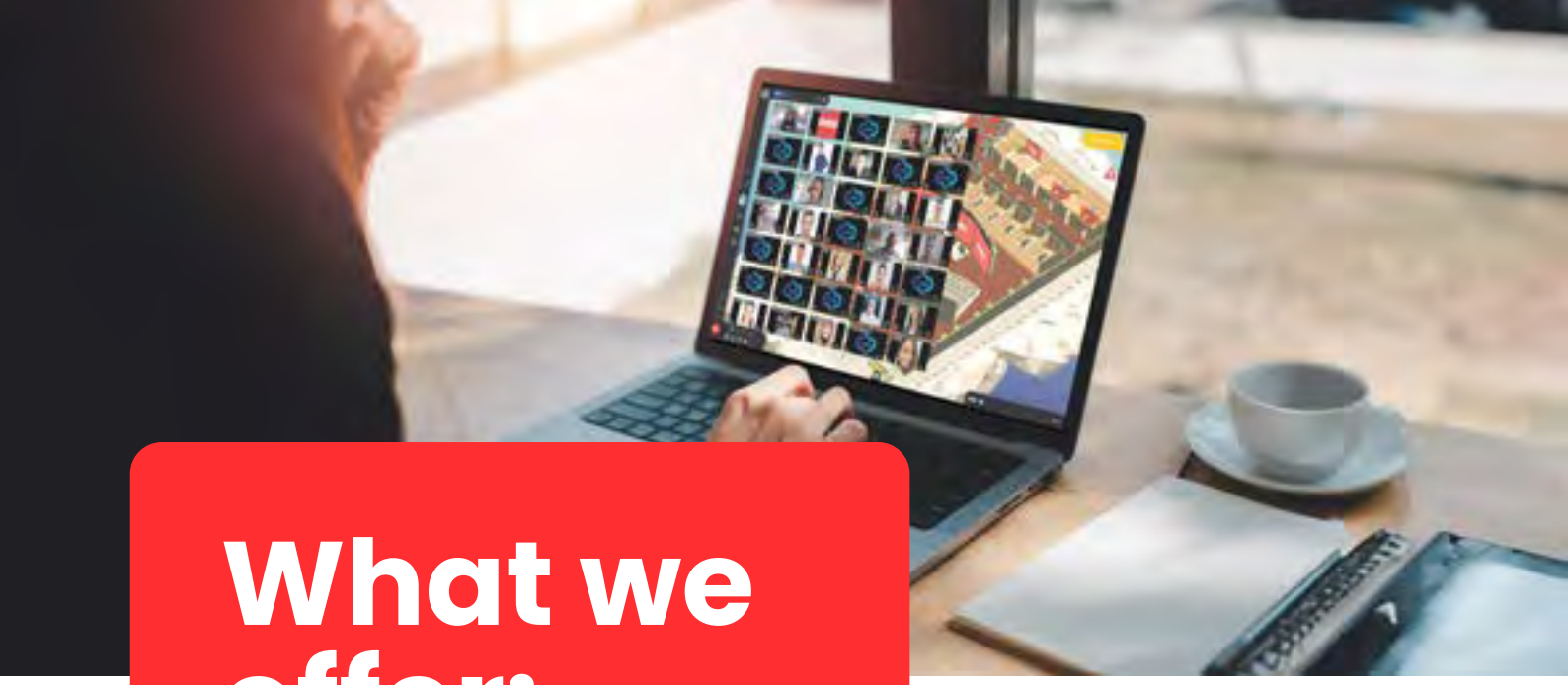
Thanks to our 7/24 Method

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



What we offer:

- 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.

- 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."

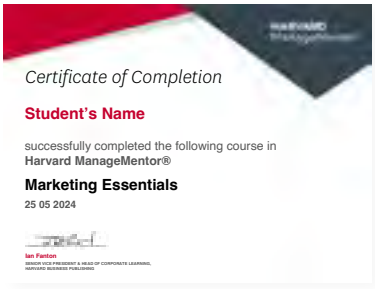
"I'm impressed with the professionalism and dedication of the entire team of the school. From faculty members to administrative staff, every interaction and aspect of my experience has been excellent."

Certifications

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

Harvard Business Publishing Education



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:

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.

Scholarships and grants

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.

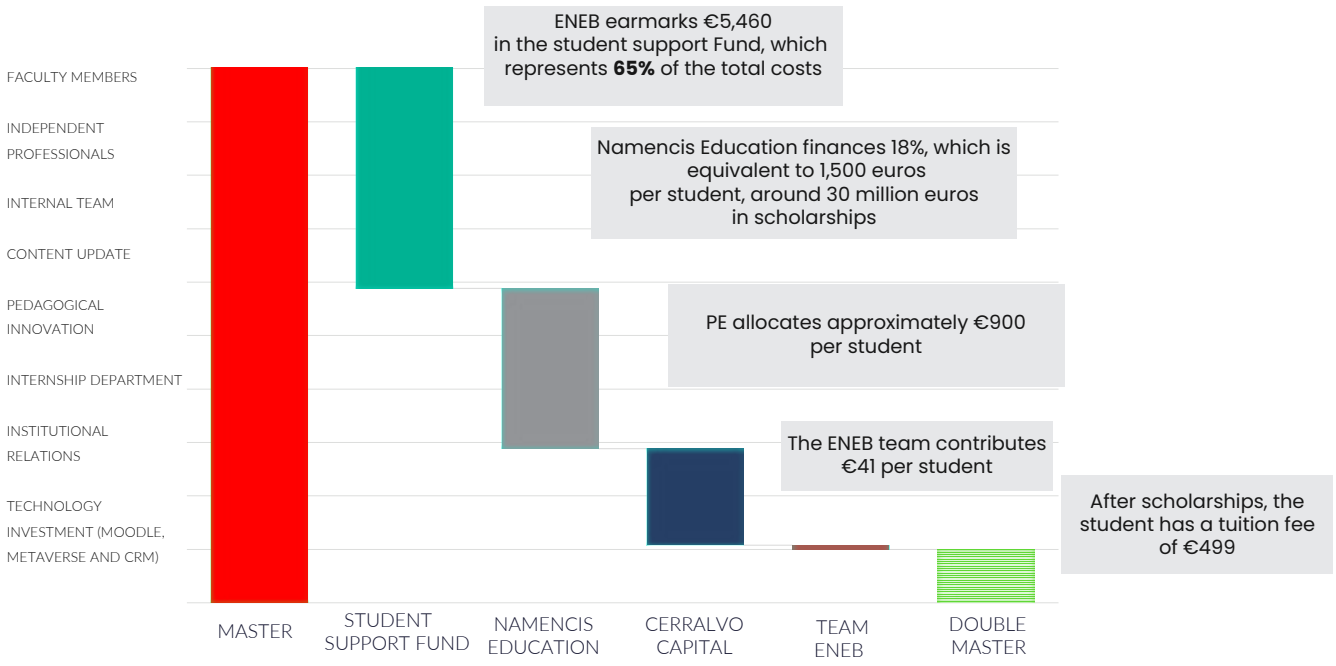
SMEs Scholarship: Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

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."

EXECUTIVE COURSE IN AI

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

INTRODUCTION

The Executive Course in AI is an advanced training program designed to provide professionals with the skills and knowledge necessary to lead and manage business projects based on artificial intelligence. This program is designed to develop managerial and strategic skills in AI, providing a deep understanding of the trends and technological tools in artificial intelligence.

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 AI
- Business Spanish Program Certificate (optional)
  All our training programs come with an optional Business Spanish course, which will enable you to navigate an international work environment. If you choose not to take it, you will receive a single certificate.

WHO IS IT FOR?

The Executive Course in AI is aimed at:

- Executives and managers who want to update their knowledge in AI and lead AI implementation projects.
- Technology professionals who want to better understand the implementation of AI in business.
- Finance and marketing professionals who want to improve their ability to make AI-based decisions.
- Entrepreneurs and business people who want to build their own business in AI.
- Business consultants who want to offer AI services to their clients.

OBJECTIVES

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

- To provide a complete vision of AI trends and tools in business.
- Develop managerial and strategic skills in the implementation of AI.
- To enable participants to lead AI-based business projects.
- Understand the challenges and opportunities of the AI market.
- Provide participants with a network of contacts and business opportunities in the field of AI.

CAREER OPPORTUNITIES

- **Data scientist:** Data scientists are responsible for collecting, processing and analyzing large data sets using artificial intelligence techniques. Their goal is to uncover hidden patterns and trends to help companies make more informed decisions.
- **Machine learning engineer:** machine learning engineers design, build and maintain machine learning systems that can automatically learn and improve over time.
- **Technology consultant:** artificial intelligence technology consultants can work for consulting firms or independently, advising companies on how they can use artificial intelligence to improve efficiency, reduce costs and increase revenue.

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 AI
- Business Spanish Program Certificate
- 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: BUSINESS INTELLIGENCE
Topic 1. Introduction to business intelligence
Topic 2. Business intelligence systems
Topic 3. Design of reports, dashboards and KPIs
Topic 4. Data sources
Topic 5. Data quality

SECTION 2: DATA MANAGEMENT
Topic 1. Open data
Topic 2. Data management
Topic 3. Data privacy
Topic 4. Data storage
Topic 5. Strategy and data

SECTION 3: PYTHON, CARTO, POWER BI AND GOOGLE DATA STUDIO
Topic 1. Interpretation of data
Topic 2. Interactive visualization with Python
Topic 3. Introduction to Carto
Topic 4. Microsoft Power BI
Topic 5. Google Data Studio

SECTION 4: ARTIFICIAL INTELLIGENCE
Topic 1. Introduction to data analysis with Python
Topic 2. Introduction to machine learning
Topic 3. Supervised machine learning
Topic 4. Unsupervised machine learning
Topic 5. Reinforcement learning
Topic 6. Deep Learning Fundamentals

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: BUSINESS INTELLIGENCE

This section covers the fundamental concepts and systems used in business intelligence, focusing on the introduction to business intelligence, systems, report and dashboard design, data sources, and data quality.

Topic 1: Introduction to Business Intelligence

Introduction to Business Intelligence explores the core concepts of business intelligence (BI). Students will learn about the purpose and benefits of BI, key components of BI systems, and how BI supports decision-making processes.

Topic 2: Business Intelligence Systems

Business Intelligence Systems examines the various systems and technologies used in BI. Students will learn about data warehousing, online analytical processing (OLAP), and the role of BI tools in analyzing and visualizing data.

Topic 3: Design of Reports, Dashboards and KPIs

Design of Reports, Dashboards, and KPIs covers the principles and practices of designing effective BI reports and dashboards. Students will learn about key performance indicators (KPIs), data visualization techniques, and best practices for creating insightful reports and dashboards.

Topic 4: Data Sources

Data Sources explores the different types of data sources used in BI. Students will learn about structured and unstructured data, internal and external data sources, and techniques for integrating and managing diverse data sources.

Topic 5: Data Quality

Data Quality examines the importance of data quality in BI. Students will learn about data quality dimensions, data cleansing techniques, and strategies for ensuring high-quality data in BI systems.

SECTION 2: DATA MANAGEMENT

This section covers the essential concepts and practices of data management, focusing on open data, data management strategies, data privacy, data storage, and the strategic use of data.

Topic 1: Open Data

Open Data explores the concept and benefits of open data. Students will learn about sources of open data, the impact of open data on innovation and transparency, and techniques for leveraging open data in business applications.

Topic 2: Data Management

Data Management covers the principles and practices of managing data within organizations. Students will learn about data governance, data lifecycle management, and techniques for ensuring data integrity and accessibility.

Topic 3: Data Privacy

Data Privacy examines the importance of protecting personal and sensitive data. Students will learn about data privacy regulations, privacy-enhancing technologies, and best practices for ensuring data privacy in business operations.

Topic 4: Data Storage

Data Storage explores the technologies and strategies for storing data. Students will learn about different types of data storage solutions, including relational databases, NoSQL databases, and cloud storage, and techniques for optimizing data storage.

Topic 5: Strategy and Data

Strategy and Data examines the role of data in formulating and executing business strategies. Students will learn about data-driven decision-making, aligning data strategy with business objectives, and techniques for leveraging data as a strategic asset.

SECTION 3: PYTHON, CARTO, POWER BI, AND GOOGLE DATA STUDIO

This section focuses on the tools and techniques for data interpretation and visualization using Python, Carto, Microsoft Power BI, and Google Data Studio.

Topic 1: Interpretation of Data

Interpretation of Data explores the techniques for analyzing and interpreting data. Students will learn about statistical analysis, data mining, and techniques for deriving insights from data.

Topic 2: Interactive Visualization with Python

Interactive Visualization with Python covers the use of Python for creating interactive data visualizations. Students will learn about libraries such as Matplotlib, Seaborn, and Plotly, and techniques for developing interactive visualizations.

Topic 3: Introduction to Carto

Introduction to Carto explores the use of Carto for geospatial data analysis and visualization. Students will learn about the features of Carto, techniques for mapping and analyzing spatial data, and applications of geospatial analytics.

Topic 4: Microsoft Power BI

Microsoft Power BI covers the principles and practices of using Power BI for data visualization and reporting. Students will learn about the features of Power BI, techniques for creating interactive dashboards, and best practices for using Power BI in business applications.

Topic 5: Google Data Studio

Google Data Studio explores the use of Google Data Studio for data visualization and reporting. Students will learn about the features of Data Studio, techniques for creating interactive reports, and best practices for using Data Studio to communicate insights.

SECTION 4: ARTIFICIAL INTELLIGENCE

This section covers the fundamental concepts and techniques of artificial intelligence, focusing on data analysis with Python, machine learning, and deep learning.

Topic 1: Introduction to Data Analysis with Python

Introduction to Data Analysis with Python covers the use of Python for data analysis. Students will learn about libraries such as Pandas and NumPy, techniques for data manipulation, and the basics of data analysis workflows.

Topic 2: Introduction to Machine Learning

Introduction to Machine Learning explores the core concepts and techniques of machine learning. Students will learn about supervised and unsupervised learning, key algorithms, and the machine learning process.

Topic 3: Supervised Machine Learning

Supervised Machine Learning covers the principles and practices of supervised learning. Students will learn about regression, classification, key algorithms such as decision trees and support vector machines, and techniques for evaluating model performance.

Topic 4: Unsupervised Machine Learning

Unsupervised Machine Learning explores the techniques for unsupervised learning. Students will learn about clustering, dimensionality reduction, key algorithms such as k-means and principal component analysis, and applications of unsupervised learning.

Topic 5: Reinforcement Learning

Reinforcement Learning examines the principles and applications of reinforcement learning. Students will learn about the reinforcement learning framework, key algorithms such as Q-learning, and techniques for training and evaluating reinforcement learning models.

Topic 6: Deep Learning Fundamentals

Deep Learning Fundamentals covers the core concepts and techniques of deep learning. Students will learn about neural networks, key architectures such as convolutional and recurrent neural networks, and techniques for training and evaluating deep learning models.

SECTION 5: DIGITAL TRANSFORMATION

This section explores the technologies and strategies driving digital transformation, focusing on business digitalization, AI, IoT, blockchain, big data, cloud computing, industrial automation, and cybersecurity.

Topic 1: Business Digitalization

Business Digitalization examines the processes and strategies for digitalizing business operations. Students will learn about digital transformation frameworks, the impact of digitalization on business models, and techniques for leading digital transformation initiatives.

Topic 2: Artificial Intelligence (AI)

Artificial Intelligence (AI) explores the applications and impact of AI in business. Students will learn about AI technologies, use cases in various industries, and strategies for integrating AI into business processes.

Topic 3: The Internet of Things (IoT)

The Internet of Things (IoT) examines the role of IoT in digital transformation. Students will learn about IoT technologies, applications, and techniques for leveraging IoT to enhance business operations and customer experiences.

Topic 4: Blockchain

Blockchain explores the principles and applications of blockchain technology. Students will learn about the features of blockchain, use cases in various industries, and strategies for implementing blockchain solutions.

Topic 5: Big Data and Business Intelligence (BI)

Big Data and Business Intelligence (BI) covers the role of big data and BI in digital transformation. Students will learn about big data technologies, techniques for analyzing and visualizing big data, and the impact of big data on business decision-making.

Topic 6: Cloud Computing

Cloud Computing examines the principles and applications of cloud computing. Students will learn about cloud service models, benefits and challenges of cloud adoption, and strategies for leveraging cloud computing to enhance business agility and scalability.

Topic 7: Industrial Automation and Robotics

Industrial Automation and Robotics explores the role of automation and robotics in digital transformation. Students will learn about automation technologies, applications in various industries, and techniques for implementing automation solutions.

Topic 8: Cybersecurity

Cybersecurity covers the principles and practices of protecting digital assets. Students will learn about cybersecurity threats, risk management, and techniques for ensuring data and system security in a digital environment.