

Academic Brochure



European Business School of Barcelona

In collaboration with:



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
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TECH PARTNERS

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UIN UNIVERSIDAD
INSURGENTES



Instituto
Europeo
de Posgrado



Universidad
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

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.



**International
Education
Evaluations**

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



Cambra Barcelona
"doing business"

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



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.

A blurred background image showing a person's face on a laptop screen, with the laptop keyboard visible in the foreground.

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.

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:



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.



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: Intended 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."



The background image shows two women sitting on dark stone steps in front of a modern building with a glass facade. The building's glass reflects the surrounding urban environment. A large, semi-transparent red circle is overlaid on the left side of the image, partially covering the building and the women. The woman on the left is seen from the side, wearing a light pink shirt and blue jeans, with a tan backpack on the step next to her. The woman on the right is facing her, wearing a light blue button-down shirt over a pink top and a long skirt, holding a tablet. The overall lighting suggests a late afternoon or early evening setting.

EXECUTIVE COURSE IN FINANCIAL MANAGEMENT AND ASSET MANAGEMENT

INTRODUCTION

The Executive Course in Financial Management and Asset Management is an advanced training program designed to provide professionals with the skills and knowledge necessary to lead and direct the financial management of a company. This program is designed to develop managerial and strategic skills in finance and asset management, and provide an in-depth understanding of financial trends and tools in business.

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 Financial Management and Asset Management
- 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 Financial Management and Asset Management is aimed at:

- Financial managers who wish to update their knowledge and skills in finance and asset management.
- Banking and insurance professionals who wish to better understand the technical aspects of asset management.
- Entrepreneurs and business people who want to improve the financial management of their companies.
- Financial consultants who wish to broaden their strategic and business vision.
- Investment professionals who wish to update their knowledge of asset management.

OBJECTIVES

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

- To provide a complete vision of financial trends and tools in business.
- Develop managerial and strategic skills in finance and asset management.
- To enable participants to lead financial and asset management in a company.
- Understand the challenges and opportunities in the financial and asset market.

- Provide participants with a network of contacts and business opportunities in the field of financial and asset management.

CAREER OPPORTUNITIES

- **Chief Financial Officer:** A CFO is responsible for overseeing an organization's finances, including financial planning, accounting, risk management and strategic financial decision making.
- **Asset Manager:** an asset manager is responsible for managing a portfolio of financial assets and making investment decisions to maximize return on investment.
- **Financial Consultant:** a financial consultant is responsible for advising clients on financial planning, investment and risk management.

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 Financial Management and Asset Management
- 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

SECTION 1: ACCOUNTING MANAGEMENT

- Topic 1. The Balance Sheet
- Topic 2. The profit and loss statement
- Topic 3. Cash flow statements
- Topic 4. Journal entries
- Topic 5. Advanced accounting
- Topic 6. Taxes

SECTION 2: MANAGEMENT ACCOUNTING

- Topic 1. Cost accounting
- Topic 2. Management Accounts
- Topic 3. Working capital
- Topic 4. Net financial debt

SECTION 3: CORPORATE FINANCE

- Topic 1. Financial evaluation of projects
- Topic 2. Financial Analysis
- Topic 3. Company valuation
- Topic 4. Due diligence

SECTION 4: INVESTMENT MANAGEMENT

- Topic 1. Types of investments
- Topic 2. Capital Markets
- Topic 3. Macroeconomic Indicators
- Topic 4. Futures and options
- Topic 5. Stock market and trading
- Topic 6. How to invest

SECTION 5: INVESTMENT VEHICLES

- Topic 1. The entrepreneur, the life cycle of a company and investment vehicles
- Topic 2. Private equity
- Topic 3. Venture capital
- Topic 4. Investment funds
- Topic 5. Search funds

A JOURNEY THROUGH THE SYLLABUS

SECTION 1: ACCOUNTING MANAGEMENT

This section provides a comprehensive overview of financial accounting principles and practices, focusing on key financial statements, advanced accounting concepts, and tax considerations.

Topic 1: The Balance Sheet

The Balance Sheet introduces students to the fundamental financial statement that reflects a company's financial position at a specific point in time. Students will learn about the balance sheet's components, including assets, liabilities, and equity, and understand how to analyze and interpret these elements to assess financial health.

Topic 2: The Profit and Loss Statement

The Profit and Loss Statement (Income Statement) covers the financial statement that summarizes a company's revenues, expenses, and profits over a period. Students will explore how to prepare and analyze this statement to evaluate a company's operational performance and profitability.

Topic 3: Cash Flow Statements

Cash Flow Statements focus on tracking the flow of cash in and out of a business. Students will learn about the different sections of the statement—operating, investing, and financing activities—and how to use cash flow statements to assess liquidity and financial stability.

Topic 4: Journal Entries

Journal Entries introduces the process of recording financial transactions in the accounting system. Students will learn about double-entry bookkeeping, the creation of journal entries, and how these entries affect financial statements.

Topic 5: Advanced Accounting

Advanced Accounting delves into complex accounting topics, including consolidation of financial statements, accounting for mergers and acquisitions, and international accounting standards. Students will gain insights into advanced financial reporting and accounting practices.

Topic 6: Taxes

Taxes covers the principles of taxation and its impact on financial management. Students will learn about tax regulations, tax planning strategies, and how to prepare tax returns while ensuring compliance with legal requirements.

SECTION 2: MANAGEMENT ACCOUNTING

This section explores managerial accounting practices, focusing on cost management, performance measurement, and financial decision-making processes.

Topic 1: Cost Accounting

Cost Accounting examines methods for determining the costs of products and services. Students will learn about cost classifications, cost behavior, and techniques for cost control and analysis.

Topic 2: Management Accounts

Management Accounts covers the creation and use of internal financial reports for decision-making. Students will explore how to prepare management accounts, analyze financial performance, and use these reports for strategic planning.

Topic 3: Working Capital

Working Capital focuses on managing a company's short-term assets and liabilities. Students will learn about strategies for optimizing working capital, including cash management, inventory control, and accounts receivable and payable management.

Topic 4: Net Financial Debt

Net Financial Debt examines a company's total debt obligations relative to its cash and cash equivalents. Students will learn how to calculate net financial debt and analyze its implications for financial health and risk management.

SECTION 3: CORPORATE FINANCE

This section covers the principles and techniques of corporate finance, including project evaluation, financial analysis, company valuation, and due diligence.

Topic 1: Financial Evaluation of Projects

Financial Evaluation of Projects focuses on assessing the viability and profitability of investment projects. Students will learn about techniques such as Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period.

Topic 2: Financial Analysis

Financial Analysis explores methods for analyzing a company's financial statements. Students will learn about financial ratios, trend analysis, and benchmarking to evaluate financial performance and make informed decisions.

Topic 3: Company Valuation

Company Valuation covers methods for determining the value of a business. Students will study valuation techniques including Discounted Cash Flow (DCF), Comparable Company Analysis, and Precedent Transactions.

Topic 4: Due Diligence

Due Diligence examines the process of investigating and evaluating a company before making investment decisions. Students will learn about the steps involved in due diligence, including legal, financial, and operational assessments.

SECTION 4: INVESTMENT MANAGEMENT

This section introduces various aspects of investment management, including investment types, market analysis, and trading strategies.

Topic 1: Types of Investments

Types of Investments covers the different investment options available, including stocks, bonds, mutual funds, and real estate. Students will learn about the characteristics, risks, and returns associated with each investment type.

Topic 2: Capital Markets

Capital Markets explores the structures and functions of financial markets where securities are bought and sold. Students will learn about market participants, trading mechanisms, and the role of capital markets in economic development.

Topic 3: Macroeconomic Indicators

Macroeconomic Indicators focuses on key economic variables that impact financial markets. Students will study indicators such as GDP, inflation, unemployment rates, and interest rates, and how they influence investment decisions.

Topic 4: Futures and Options

Futures and Options examines derivative financial instruments used for speculation and hedging. Students will learn about the mechanics of futures and options contracts, their uses, and strategies for managing risk.

Topic 5: Stock Market and Trading

Stock Market and Trading covers the fundamentals of stock market operations and trading strategies. Students will learn about market orders, trading platforms, technical analysis, and stock market trends.

Topic 6: How to Invest

How to Invest provides practical guidance on creating and managing investment portfolios. Students will learn about investment planning, diversification strategies, and portfolio management techniques.

SECTION 5: INVESTMENT VEHICLES

This section explores different investment vehicles and strategies for funding and managing businesses, including private equity, venture capital, and investment funds.

Topic 1: The Entrepreneur, the Life Cycle of a Company, and Investment Vehicles

The Entrepreneur, the Life Cycle of a Company, and Investment Vehicles covers the different stages of a company's development and the corresponding investment options available at each stage. Students will learn about the entrepreneurial journey and investment strategies for startups and growing businesses.

Topic 2: Private Equity

Private Equity examines investment in private companies. Students will learn about private equity funds, investment strategies, valuation techniques, and the role of private equity in business growth and development.

Topic 3: Venture Capital

Venture Capital explores funding for early-stage companies. Students will learn about the venture capital process, from seed funding to later-stage investments, and the strategies for evaluating and managing venture capital investments.

Topic 4: Investment Funds

Investment Funds covers the various types of investment funds, including mutual funds, hedge funds, and exchange-traded funds (ETFs). Students will learn about fund structures, investment strategies, and performance evaluation.

Topic 5: Search Funds

Search Funds examines a specific type of investment vehicle where investors fund an individual or team to acquire and manage a small business. Students will learn about the search fund model, its benefits, and challenges, and the process of identifying and acquiring a target company.