

ENEB

Empowering the
best leaders

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
Publishing
Education

TECH PARTNERS

numintec



Z O H O



Power BI



Hawkings



power query



+ 100 PARTNERS

UIN UNIVERSIDAD
INSURGENTES



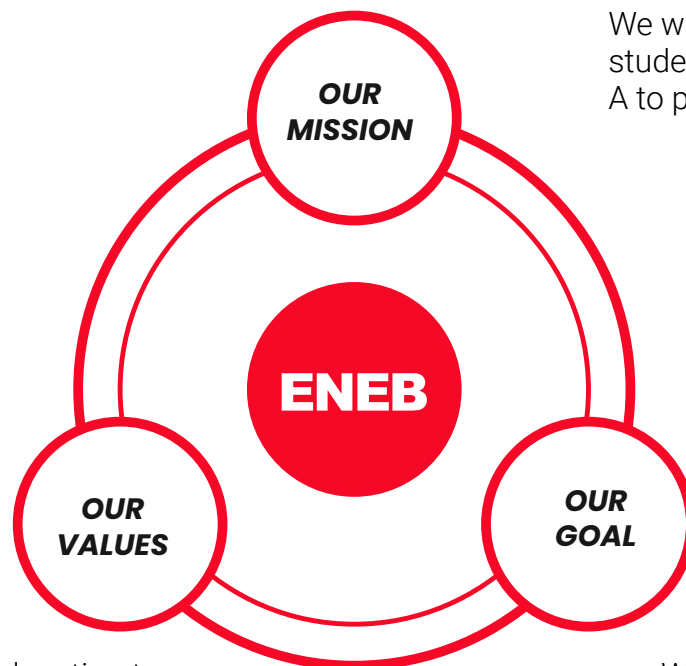
Instituto
Europeo
de Posgrado





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.



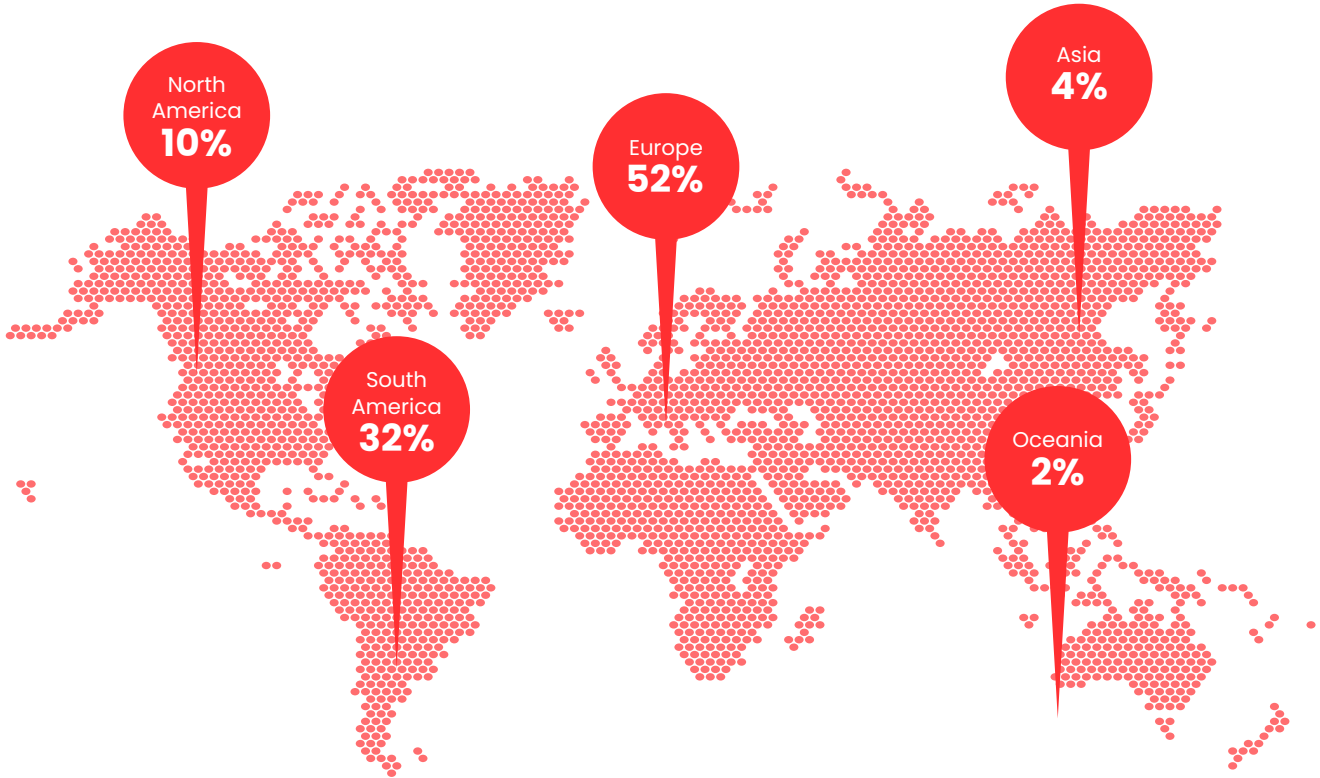
We want to transform our students' lives, from point A to point E.

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.

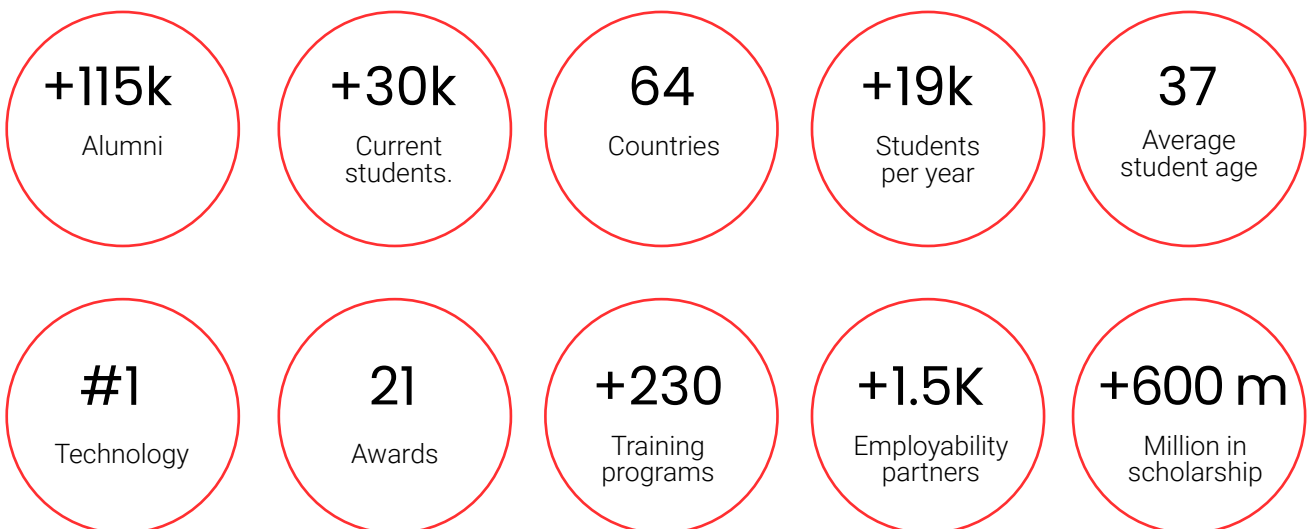
ENEB in the world

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:

 <p>Universidad Isabel I</p> <p>All our training programmes are certified by Universidad Isabel I.</p>	 <p>IEE International Education Evaluations</p> <p>Collaboration with IEE, for validations in USA and Canada.</p>	 <p>CECAP</p> <p>Member of the Spanish Confederation of Private Centres and Academies.</p>
 <p>@nced</p> <p>Member of the Spanish National Association of e-Learning and Distance Learning Centres</p>	 <p>TRINITY COLLEGE LONDON</p> <p>Collaborating Centre of the Trinity College London.</p>	 <p>EFQM</p> <p>Quality and excellence certification with the highest score issued by the European Foundation for Quality Management.</p>
 <p>ICEEX ASOCIACIÓN BARCELONA DE ESCUELAS DE NEGOCIOS</p> <p>Certificate of educational excellence established</p>	 <p>Cámara Barcelona "doing business"</p> <p>Member of the Barcelona Chamber of Commerce</p>	 <p>Best business school rated by its students.</p>
 <p>GOBIERNO DE ESPAÑA MINISTERIO DE INDUSTRIA, COMERCIO Y TURISMO</p> <p>Registered trademark with the number 3,543,757 within class 41 of Education and Training.</p>	 <p>SBA</p> <p>Associated to the Latin American Council of Management Schools</p>	 <p>a3en asociación española de escuelas de negocios</p> <p>Associated with the Asociación Española de Escuelas de Negocios.</p>

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 successful 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



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.

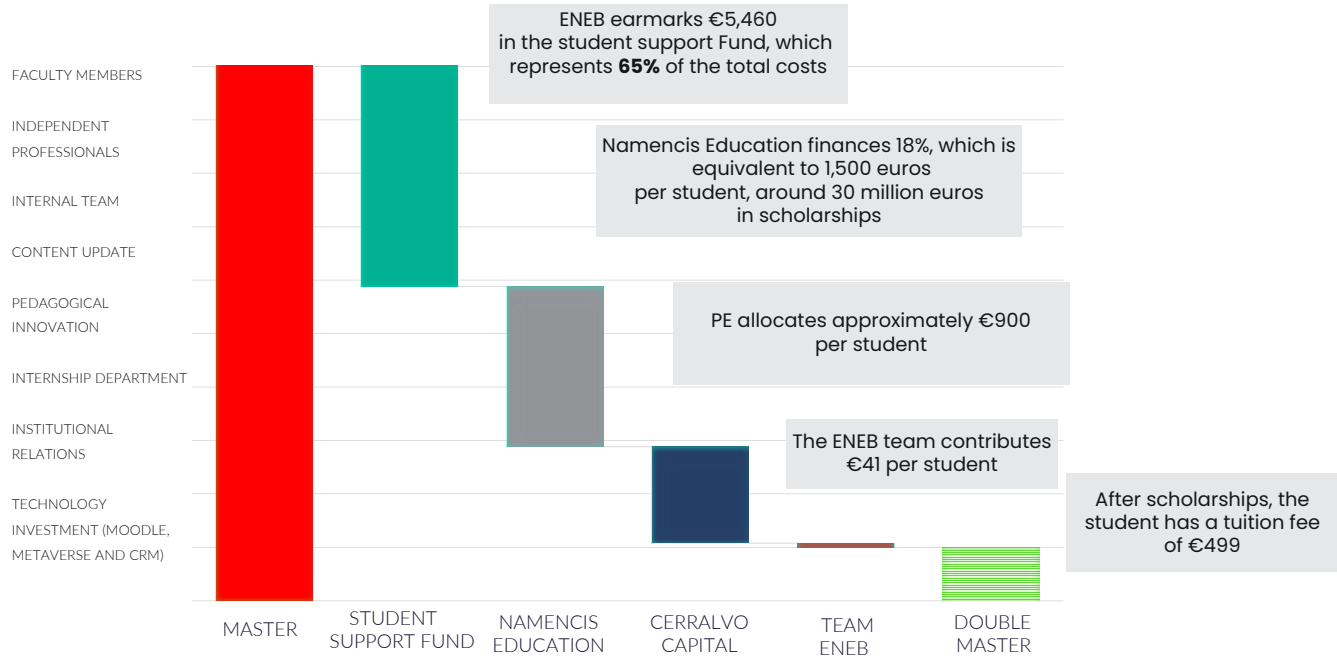
SMEs Scholarship: Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

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.”





EXECUTIVE COURSE IN FINTECH

INTRODUCTION

The Executive Course in Fintech is an advanced training program designed to provide professionals with the skills and knowledge necessary to lead and manage business projects in the field of financial technology. This program is designed to develop managerial and strategic skills in fintech, providing a deep understanding of technology trends and tools in financial 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 completion of your studies, you will receive two diplomas issued by the European Business School of Barcelona, endorsed and certified by the University of Isabel I:

- Executive Course in Fintech
- Business Spanish Program Certificate

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 Fintech is aimed at:

- Financial managers who wish to update their knowledge of fintech.
- Technology professionals who want to better understand the relationship between technology and finance.
- Entrepreneurs and business people who want to create their own fintech business.
- Business consultants who want to offer fintech services to their clients.
- Banking and insurance professionals who want to update their knowledge about fintech.

OBJECTIVES

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

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

CAREER OPPORTUNITIES

- **Financial Director in Fintech companies:** This program provides participants with a deep understanding of the digital financial ecosystem and prepares them to lead and manage financial departments in Fintech companies.
- **Financial consultant specializing in Fintech:** The skills and knowledge acquired in the program can be applied to work as a financial consultant in the field of financial technologies, advising companies and organizations in their digital transformation and in the implementation of innovative technological solutions.
- **Entrepreneur or investor in the Fintech sector:** the knowledge and tools acquired in the program can be applied to develop and manage a Fintech startup, or to invest in innovative companies and projects in the sector. This program provides a deep understanding of disruptive technologies and trends in the financial sphere. innovative business models.

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 Fintech
- 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: 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

SECTION 4: FINTECH AND BLOCKCHAIN

- Topic 1. Introduction to the digital transformation of the financial system.
- Topic 2. Technology applied to fintech
- Topic 3. Blockchain
- Topic 4. Crypto
- Topic 5. Business models
- Topic 6. Startup
- Topic 7. Financial regulation

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: ACCOUNTING MANAGEMENT

This section introduces core accounting principles essential for financial management and reporting in a fintech context.

Topic 1: The Balance Sheet

The Balance Sheet topic covers the financial statement that displays a company's assets, liabilities, and shareholders' equity at a specific point in time. Students will learn to prepare and analyze the balance sheet to assess a company's financial position and stability.

Topic 2: The Profit and Loss Statement

The Profit and Loss Statement, also known as the Income Statement, shows a company's revenues, expenses, and profits over a period. Students will explore how to prepare this statement and use it to evaluate operational efficiency and profitability.

Topic 3: Cash Flow Statements

Cash Flow Statements track the inflow and outflow of cash within a company. Students will learn about the components of cash flow from operating, investing, and financing activities, and how to use these statements to manage liquidity and financial health.

Topic 4: Journal Entries

Journal Entries cover the process of recording financial transactions in the accounting system. Students will learn about the principles of double-entry bookkeeping, how to make accurate journal entries, and their impact on financial statements.

Topic 5: Advanced Accounting

Advanced Accounting delves into complex financial reporting topics such as consolidation, mergers and acquisitions, and international accounting standards. Students will gain insights into advanced accounting practices and techniques.

Topic 6: Taxes

Taxes introduces the principles of taxation, including tax regulations, planning strategies, and preparation of tax returns. Students will learn about tax laws, compliance issues, and effective tax management strategies.

SECTION 2: MANAGEMENT ACCOUNTING

This section explores management accounting techniques used for internal financial analysis and decision-making.

Topic 1: Cost Accounting

Cost Accounting focuses on methods for determining and analyzing the costs associated with production and operations. Students will learn about cost classifications, cost control methods, and techniques for cost management.

Topic 2: Management Accounts

Management Accounts covers the creation and use of internal financial reports for strategic decision-making. Students will learn about performance measurement, variance analysis, and the preparation of management reports.

Topic 3: Working Capital

Working Capital management involves strategies for managing short-term assets and liabilities to ensure a company's operational efficiency. Students will explore techniques for optimizing cash flow, inventory management, and receivables and payables.

Topic 4: Net Financial Debt

Net Financial Debt examines a company's total debt minus cash and cash equivalents. Students will learn how to calculate net financial debt and interpret it for assessing a company's financial risk and stability.

SECTION 3: INVESTMENT VEHICLES

This section covers various investment opportunities and funding strategies for businesses, including private equity and venture capital.

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

This topic explores the different stages of a company's life cycle and the investment options available at each stage. Students will learn about entrepreneurial finance, from startup funding to growth and exit strategies.

Topic 2: Private Equity

Private Equity focuses on investments in private companies. Students will study private equity funds, investment strategies, valuation methods, and the role of private equity in business development.

Topic 3: Venture Capital

Venture Capital covers funding for early-stage companies. Students will explore the venture capital process, including funding stages, evaluation criteria, and the roles of venture capitalists and entrepreneurs.

Topic 4: Investment Funds

Investment Funds examines various types of investment funds such as mutual funds, hedge funds, and ETFs. Students will learn about fund structures, investment strategies, and performance evaluation.

Topic 5: Search Funds

Search Funds explore a unique investment model where investors fund individuals or teams to acquire and manage a small business. Students will learn about the search fund approach, including finding targets, acquisition strategies, and management.

SECTION 4: FINTECH AND BLOCKCHAIN

This section delves into the technologies driving the future of financial services, focusing on fintech innovations and blockchain applications.

Topic 1: Introduction to the Digital Transformation of the Financial System

This topic introduces the concept of digital transformation in finance. Students will explore how technology is reshaping financial services, including trends in digital banking, financial technology startups, and innovation.

Topic 2: Technology Applied to Fintech

Technology Applied to Fintech covers the technological advancements supporting fintech solutions. Students will learn about fintech tools, platforms, and technologies that drive innovation in financial services.

Topic 3: Blockchain

Blockchain explores the technology behind cryptocurrencies and decentralized applications. Students will learn about blockchain principles, its applications in finance, and its potential to transform financial systems.

Topic 4: Crypto

Crypto introduces the world of cryptocurrencies, including Bitcoin, Ethereum, and other digital assets. Students will learn about the technology behind cryptocurrencies, trading mechanisms, and their role in the financial market.

Topic 5: Business Models

Business Models focuses on the various ways fintech companies generate revenue. Students will explore different business models used in fintech, including subscription services, transaction fees, and freemium models.

Topic 6: Startup

Startup covers the essentials of launching and managing a fintech startup. Students will learn about the startup lifecycle, from idea generation and business planning to funding and scaling.

Topic 7: Financial Regulation

Financial Regulation examines the legal and regulatory environment for fintech companies. Students will learn about regulatory frameworks, compliance issues, and the role of regulation in maintaining financial stability and protecting consumers.

SECTION 5: DIGITAL TRANSFORMATION

This section provides an overview of the key technologies and trends driving digital transformation across various industries.

Topic 1: Business Digitalization

Business Digitalization explores how businesses adopt digital technologies to improve operations and achieve strategic goals. Students will learn about digital transformation strategies and the benefits of technology adoption.

Topic 2: Artificial Intelligence (AI)

Artificial Intelligence focuses on AI technologies and their applications in various sectors. Students will learn about machine learning, natural language processing, and AI-driven solutions in finance and beyond.

Topic 3: The Internet of Things (IoT)

The Internet of Things examines the network of interconnected devices and its applications. Students will explore IoT technologies, their uses in different industries, and their impact on business operations.

Topic 4: Blockchain

Blockchain is revisited in this section to cover its broader implications beyond fintech. Students will explore advanced blockchain concepts and applications in various sectors.

Topic 5: Big Data and Business Intelligence (BI)

Big Data and Business Intelligence focuses on the use of large datasets for decision-making and strategic planning. Students will learn about data analytics, BI tools, and techniques for extracting insights from big data.

Topic 6: Cloud Computing

Cloud Computing covers the delivery of computing services over the internet. Students will learn about cloud service models, deployment options, and the advantages of cloud computing for businesses.

Topic 7: Industrial Automation and Robotics

Industrial Automation and Robotics explores technologies used to automate manufacturing and business processes. Students will learn about automation systems, robotics applications, and their impact on efficiency and productivity.

Topic 8: Cybersecurity

Cybersecurity focuses on protecting digital assets and information from threats. Students will learn about cybersecurity principles, threat management, and strategies for safeguarding data and systems.