

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



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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:



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.

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.”



A photograph of two women sitting on the steps of a modern building with a glass facade. The woman on the left is holding a large folder or book, and the woman on the right is holding a tablet. They are both smiling and looking at each other. The building's glass reflects the surrounding cityscape. A large, semi-transparent red circle is overlaid on the left side of the image. The text 'EXECUTIVE COURSE IN REVENUE MANAGEMENT' is written in white, bold, uppercase letters at the bottom of the image.

EXECUTIVE COURSE IN REVENUE MANAGEMENT

INTRODUCTION

The Executive Course in Revenue Management is an advanced training program aimed at professionals interested in learning how to maximize their company's revenue through price optimization and demand management. This program offers practical and updated training on the latest trends and tools in Revenue Management, to apply them in decision making and strategies in companies from different sectors.

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 Revenue 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 Revenue Management is aimed at:

- Professionals in the tourism and hotel sector who wish to specialize in revenue management.
- Directors and managers of commercial areas seeking to improve the company's profitability.
- Professionals in the transportation industry who need to optimize price management.
- Entrepreneurs who want to create a company in the tourism and hotel sector.
- Professionals from other areas who want to reorient their career towards revenue management.

OBJECTIVES

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

- To understand the concept of Revenue Management and its impact on business management.
- Know the most advanced techniques and tools in Revenue Management for strategic decision making in price management and revenue maximization.
- Identify opportunities for improvement in price management and demand management in the company.
- Develop analytical and data management skills for information analysis and decision making.

- Learn to design and implement Revenue Management strategies appropriate to the characteristics and needs of the company.
- Apply the techniques and tools learned in the program in the daily management of the company to improve its profitability and competitiveness.

CAREER OPPORTUNITIES

- **Revenue Manager:** the professional in charge of the company's revenue management, optimizing prices and supply distribution to maximize profitability.
- **Revenue Management Analyst:** the specialist in analyzing the data and information available to make strategic revenue management decisions.
- **Revenue Management Consultant:** the expert in advising companies in the tourism, hotel and transportation sectors on revenue management, offering customized solutions for each case.

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 Revenue 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: BUSINESS PLAN

- Topic 1. Vision, mission and values
- Topic 2. Strategic plan
- Topic 3. Business model
- Topic 4. Strategic analysis
- Topic 5. Monitoring the strategic plan

SECTION 2: PROJECT MANAGEMENT

- Topic 1. Project management figure
- Topic 2. Team management
- Topic 3. Team management and communication
- Topic 4. Project management

SECTION 3: HOSPITALITY & REVENUE MANAGEMENT

- Topic 1. Revenue control
- Topic 2. The HORECA channel
- Topic 3. Customer loyalty

SECTION 4: AGILE METHODOLOGIES

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

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 PLAN

This section covers foundational elements of creating and implementing a strategic business plan, essential for guiding revenue management practices.

Topic 1: Vision, Mission, and Values

In this topic, students will learn how to craft a vision statement that outlines the long-term goals of an organization, a mission statement that defines its core purpose, and values that guide its actions. These elements form the basis for strategic planning and revenue management strategies.

Topic 2: Strategic Plan

Strategic Planning focuses on setting long-term objectives and creating actionable steps to achieve them. Students will explore techniques for developing a strategic plan, including setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals, analyzing the business environment, and formulating strategic initiatives.

Topic 3: Business Model

The Business Model topic introduces frameworks for designing and evaluating a company's approach to creating, delivering, and capturing value. Students will study models such as the Business Model Canvas to visualize key components like value propositions, customer segments, and revenue streams.

Topic 4: Strategic Analysis

Strategic Analysis involves assessing internal and external factors affecting the business. Students will learn about SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), PESTEL analysis (Political, Economic, Social, Technological, Environmental, Legal), and Porter's Five Forces to evaluate market conditions and competitive positioning.

Topic 5: Monitoring the Strategic Plan

Monitoring the Strategic Plan covers techniques for tracking progress toward strategic goals. Students will learn how to establish Key Performance Indicators (KPIs), conduct performance reviews, and adjust strategies based on performance metrics and changing circumstances.

SECTION 2: PROJECT MANAGEMENT

This section provides a thorough overview of project management principles and practices applicable to revenue management projects.

Topic 1: Project Management Figure

This topic introduces the role and responsibilities of a project manager. Students will learn about the project management lifecycle, including planning, execution, monitoring, and closing projects. Key concepts include defining project goals, managing resources, and ensuring project success.

Topic 2: Team Management

Team Management focuses on building and leading effective project teams. Students will explore strategies for team formation, leadership, conflict resolution, and motivation to ensure successful project outcomes.

Topic 3: Team Management and Communication

Effective communication is essential for team management. This topic covers techniques for facilitating clear and efficient communication among team members, stakeholders, and clients, including communication plans, feedback mechanisms, and information sharing.

Topic 4: Project Management

Project Management delves into methodologies and tools for managing projects from start to finish. Students will study project planning techniques, risk management, project scheduling, budgeting, and the use of project management software.

SECTION 3: HOSPITALITY & REVENUE MANAGEMENT

This section focuses on revenue management practices specific to the hospitality industry, with a broader look at customer relationships.

Topic 1: Revenue Control

Revenue Control explores techniques for managing and maximizing revenue in hospitality settings. Students will learn about pricing strategies, demand forecasting, and revenue optimization practices used in hotels, restaurants, and other hospitality businesses.

Topic 2: The HORECA Channel

The HORECA (Hotel, Restaurant, Café) Channel topic covers the distribution and marketing strategies used in the hospitality sector. Students will study distribution channels, partnerships, and sales strategies to reach and engage customers in the HORECA market.

Topic 3: Customer Loyalty

Customer Loyalty focuses on strategies for building and maintaining long-term relationships with customers. Students will learn about loyalty programs, customer retention techniques, and methods for enhancing the customer experience to drive repeat business.

SECTION 4: AGILE METHODOLOGIES

This section explores agile methodologies and their application in revenue management and other business practices.

Topic 1: Product Management

Product Management covers the lifecycle of product development and management. Students will learn about market research, product planning, development, and go-to-market strategies for successful product launches.

Topic 2: Lean Startup

Lean Startup introduces the principles of lean methodology for startups. Students will study concepts such as minimum viable product (MVP), iterative development, and pivoting strategies to validate business ideas and achieve market success.

Topic 3: Agile Management

Agile Management explores frameworks and practices for managing projects and initiatives in an agile environment. Students will learn about Agile methodologies such as Scrum and Kanban, emphasizing iterative development, flexibility, and collaboration.

SECTION 5: DIGITAL TRANSFORMATION

This section covers the impact of digital technologies on business practices and revenue management.

Topic 1: Business Digitalization

Business Digitalization covers the process of integrating digital technologies into business operations. Students will learn about digital transformation strategies, including the adoption of digital tools, processes, and systems to improve business performance.

Topic 2: Artificial Intelligence (AI)

AI explores the role of artificial intelligence in business. Students will study AI technologies, including machine learning and data analytics, and their applications in revenue management, customer service, and business decision-making.

Topic 3: The Internet of Things (IoT)

The Internet of Things (IoT) covers the use of interconnected devices to collect and exchange data. Students will learn about IoT applications in business, including smart sensors, data collection, and automated systems for revenue management.

Topic 4: Blockchain

Blockchain introduces the technology behind cryptocurrencies and its applications in business. Students will explore blockchain principles, use cases in finance and supply chain management, and the potential for blockchain to revolutionize business processes.

Topic 5: Big Data and Business Intelligence (BI)

Big Data and Business Intelligence (BI) covers the collection, analysis, and use of large datasets to inform business decisions. Students will study BI tools and techniques for data visualization, reporting, and strategic decision-making.

Topic 6: Cloud Computing

Cloud Computing explores the use of cloud-based services for business operations. Students will learn about cloud service models (SaaS, PaaS, IaaS), benefits of cloud computing, and how to leverage cloud technologies for scalability and efficiency.

Topic 7: Industrial Automation and Robotics

Industrial Automation and Robotics cover technologies for automating business processes and manufacturing. Students will study automation systems, robotic applications, and the impact of automation on productivity and revenue management.

Topic 8: Cybersecurity

Cybersecurity focuses on protecting digital assets and information from threats. Students will learn about cybersecurity principles, risk management strategies, and best practices for safeguarding data and systems in a digital business environment.