

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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Isabel I



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TECH PARTNERS

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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.



Collaboration with IEE, for validations in USA and Canada.



Member of the Spanish Confederation of Private Centres and Academies.



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



Collaborating Centre of the Trinity College London.



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



Certificate of educational excellence established



Member of the Barcelona Chamber of Commerce



Best business school rated by its students.



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



Associated to the Latin American Council of Management Schools



Associated with the Asociación Española de Escuelas de Negocios.

Remote learning

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



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

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

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



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."



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 TALENT MANAGEMENT" is written in white, bold, uppercase letters at the bottom of the image.

EXECUTIVE COURSE IN TALENT MANAGEMENT

INTRODUCTION

The Executive Course in Talent Management is an advanced training program designed for professionals who want to develop skills and competencies in the strategic management of talent in organizations. The program will cover topics such as talent selection and retention, performance management, leadership and team motivation, training and career development, among other key aspects for the success of talent management.

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 Talent 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 Talent Management is aimed at:

- Human resources professionals seeking to improve their knowledge and skills in talent management and employee retention.
- Leaders and managers who want to improve the effectiveness of their work teams through the implementation of talent management strategies and policies.
- Entrepreneurs and owners of small and medium-sized businesses seeking to retain and attract key talent in their organizations.
- Professionals from other functional areas who wish to acquire skills and knowledge in talent management to better contribute to the strategy and success of their organization.
- Anyone who wants to develop their skills and knowledge in talent management and employee retention to advance their career and increase their value in the job market.

OBJECTIVES

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

- Develop skills in strategic talent management to align the objectives of the organization with those of the employees.
- Know the tools and techniques for the selection and retention of talent in the company.

- Learn to motivate and lead teams to maximize their performance and improve productivity.
- Acquire knowledge about training and career development of employees to enhance their talent.
- Know the latest trends and best practices in talent management to apply them in the organization.
- Develop a strategic and global vision of talent management to drive the growth and success of the company.

CAREER OPPORTUNITIES

- **Human Resources Director:** Program participants can acquire skills and knowledge to lead and manage human resources departments, with a focus on employee retention and talent management.
- **Talent Management Consultant:** The skills and knowledge acquired in the program can be applied to work as a talent management consultant in companies and organizations, providing advice and customized solutions for talent retention and management.
- **Talent Development Specialist:** The knowledge and tools acquired in the program can be applied to develop training and talent development programs in companies and organizations, ensuring that employees have the necessary skills to achieve the organization's objectives and remain competitive in the market.

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 Talent 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: HUMAN RESOURCES AND BUSINESS

- Topic 1. Organization and people
- Topic 2. Corporate culture
- Topic 3. The meaning of team
- Topic 4. Management of international teams
- Topic 5. The future of work

SECTION 2: STRATEGIC PEOPLE MANAGEMENT

- Topic 1. Strategic management in human resources
- Topic 2. Strategic communication
- Topic 3. Organizational culture
- Topic 4. Business ethics
- Topic 5. Labor flexibility

SECTION 3: TALENT MANAGEMENT

- Topic 1. Personnel selection
- Topic 2. Team planning and evaluation
- Topic 3. Performance and performance management
- Topic 4. Personnel training
- Topic 5. Personnel Metrics
- Topic 6. Management models

SECTION 4: MANAGEMENT SKILLS

- Topic 1. Leadership
- Topic 2. Effective communication
- Topic 3. Coaching
- Topic 4. Empowering teams
- Topic 5. Change management

SECTION 5: EMPLOYEE EXPERIENCE

- Topic 1. Employee experience
- Topic 2. Employee's roadmap
- Topic 3. Sense of belonging
- Topic 4. Staff entries and exits.
- Topic 5. Dismissal

A JOURNEY THROUGH THE SYLLABUS

SECTION 1: HUMAN RESOURCES AND BUSINESS

This section provides an introduction to the role of human resources in aligning with business objectives and shaping organizational culture.

Topic 1: Organization and People

This topic explores the relationship between organizational structure and human resource management. It covers concepts such as organizational design, role definitions, and how effective HR practices support business objectives and foster a positive work environment.

Topic 2: Corporate Culture

Corporate Culture refers to the shared values, beliefs, and practices within an organization. Students will learn about the elements that make up corporate culture, how to assess it, and strategies for shaping and influencing culture to align with organizational goals.

Topic 3: The Meaning of Team

The Meaning of Team focuses on the importance of teamwork in achieving organizational success. This topic covers team dynamics, roles within teams, the benefits of effective teamwork, and strategies for building and managing high-performing teams.

Topic 4: Management of International Teams

Management of International Teams addresses the complexities of leading teams across different cultures and countries. Students will explore best practices for managing global teams, overcoming cultural barriers, and leveraging diversity to achieve team objectives.

Topic 5: The Future of Work

The Future of Work examines trends and changes shaping the workplace of tomorrow. Topics include remote work, technological advancements, changing employee expectations, and how organizations can adapt to future work environments and practices.

SECTION 2: STRATEGIC PEOPLE MANAGEMENT

This section focuses on aligning human resource strategies with overall business goals and implementing effective management practices.

Topic 1: Strategic Management in Human Resources

Strategic Management in Human Resources covers the development and implementation of HR strategies that support organizational goals. Students will learn about aligning HR practices with business strategy, strategic planning, and evaluating the impact of HR initiatives.

Topic 2: Strategic Communication

Strategic Communication explores methods for effective communication within organizations. This topic covers communication strategies for internal and external stakeholders, crisis communication, and techniques for ensuring clear and consistent messaging.

Topic 3: Organizational Culture

Organizational Culture (revisited in this section) includes a deeper examination of how culture affects organizational effectiveness. Students will learn about culture change initiatives, how to assess cultural fit, and strategies for cultivating a positive work environment.

Topic 4: Business Ethics

Business Ethics addresses ethical decision-making in the workplace. Students will explore ethical frameworks, corporate social responsibility, and the role of ethics in building trust and integrity within organizations.

Topic 5: Labor Flexibility

Labor Flexibility focuses on adapting workforce strategies to meet changing business needs. This topic includes flexible work arrangements, workforce planning, and strategies for managing a diverse and adaptable workforce.

SECTION 3: TALENT MANAGEMENT

This section delves into various aspects of managing and developing talent within organizations.

Topic 1: Personnel Selection

Personnel Selection covers the processes and techniques for recruiting and selecting the right candidates for positions. Students will explore methods for creating job descriptions, conducting interviews, and evaluating candidates to make effective hiring decisions.

Topic 2: Team Planning and Evaluation

Team Planning and Evaluation focuses on building and assessing teams for optimal performance. This topic includes techniques for team development, setting goals, performance evaluations, and methods for improving team effectiveness.

Topic 3: Performance and Performance Management

Performance and Performance Management covers strategies for setting performance expectations, monitoring progress, and providing feedback. Students will learn about performance appraisal systems, goal-setting techniques, and methods for managing and improving employee performance.

Topic 4: Personnel Training

Personnel Training addresses the development of training programs to enhance employee skills and competencies. Students will explore training needs assessments, program design, delivery methods, and evaluating training effectiveness.

Topic 5: Personnel Metrics

Personnel Metrics focuses on measuring and analyzing HR data to support decision-making. This topic includes key HR metrics, data collection methods, and techniques for using metrics to improve HR practices and organizational performance.

Topic 6: Management Models

Management Models covers various theoretical and practical models for managing people and teams. Students will learn about different management theories, their applications, and how to choose and implement effective management models.

SECTION 4: MANAGEMENT SKILLS

This section develops essential skills for effective leadership and management in talent management roles.

Topic 1: Leadership

Leadership explores the qualities and skills needed to inspire and guide teams. Students will learn about different leadership styles, leadership theories, and techniques for developing effective leadership skills.

Topic 2: Effective Communication

Effective Communication covers strategies for clear and impactful communication. This topic includes techniques for verbal and non-verbal communication, active listening, and strategies for resolving conflicts and building relationships.

Topic 3: Coaching

Coaching focuses on techniques for supporting and developing employees. Students will learn about coaching models, skills for providing feedback, and strategies for helping individuals achieve their professional goals.

Topic 4: Empowering Teams

Empowering Teams explores methods for motivating and enabling team members. This topic covers techniques for delegation, fostering autonomy, and creating an environment where team members feel valued and empowered.

Topic 5: Change Management

Change Management addresses the processes and strategies for guiding organizations through change. Students will learn about change management frameworks, techniques for managing resistance, and strategies for successful change implementation.

SECTION 5: EMPLOYEE EXPERIENCE

This section examines the factors that contribute to a positive employee experience and strategies for enhancing it.

Topic 1: Employee Experience

Employee Experience focuses on the overall experience of employees within an organization. This topic covers aspects of the employee lifecycle, from onboarding to career development, and strategies for creating a positive and engaging work environment.

Topic 2: Employee's Roadmap

The Employee's Roadmap explores the stages of an employee's journey with an organization. Students will learn about onboarding processes, career development opportunities, and ways to support employees throughout their employment.

Topic 3: Sense of Belonging

Sense of Belonging addresses the importance of making employees feel valued and included. This topic covers strategies for building a supportive culture, fostering inclusion, and ensuring that employees feel a connection to the organization.

Topic 4: Staff Entries and Exits

Staff Entries and Exits focuses on managing the processes of hiring and terminating employees. This topic includes best practices for recruitment, onboarding, offboarding, and managing the transitions of employees in and out of the organization.

Topic 5: Dismissal

Dismissal covers the processes and considerations involved in terminating employees. Students will learn about legal and ethical aspects of dismissal, methods for handling terminations professionally, and strategies for managing the impact on the team and organization.