

# European Business School of Barcelona

In collaboration with:

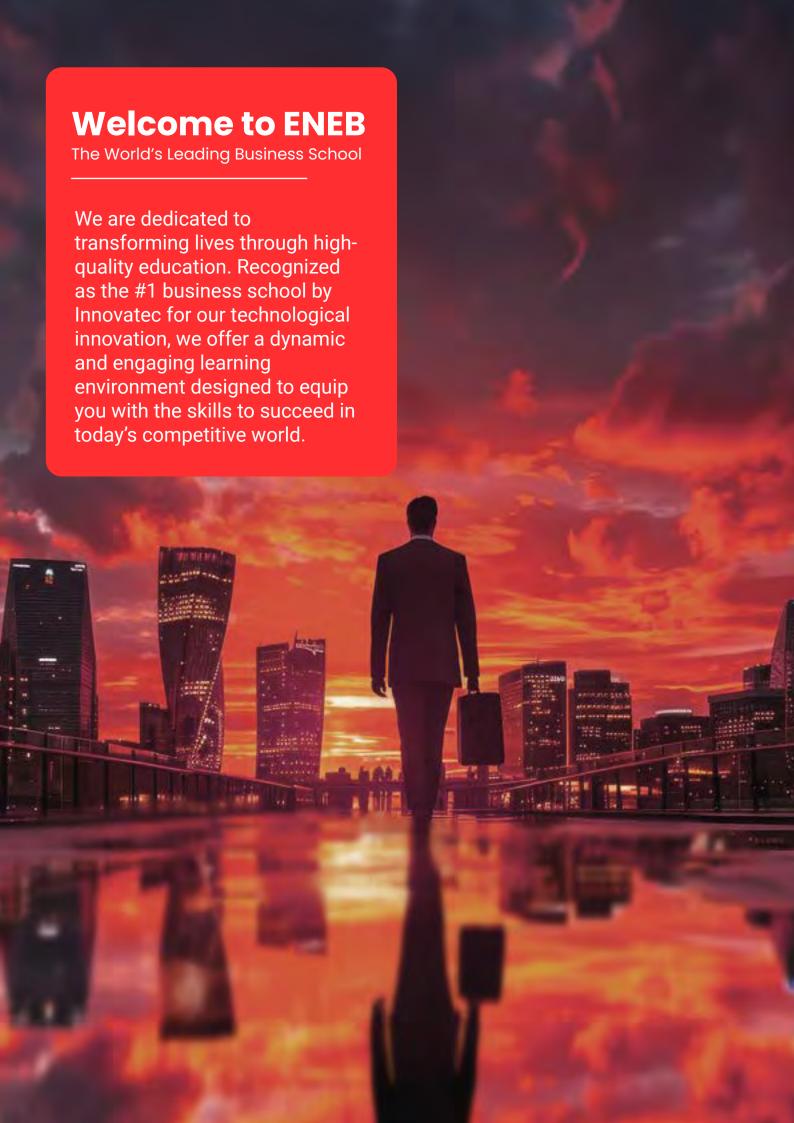












## Why ENEB?

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





## **TECH PARTNERS**



















## + 100 PARTNERS







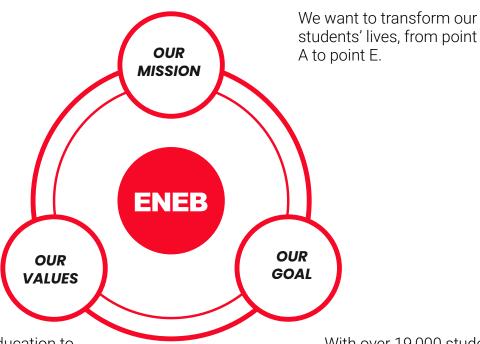






## You are our mission, our values and our goals

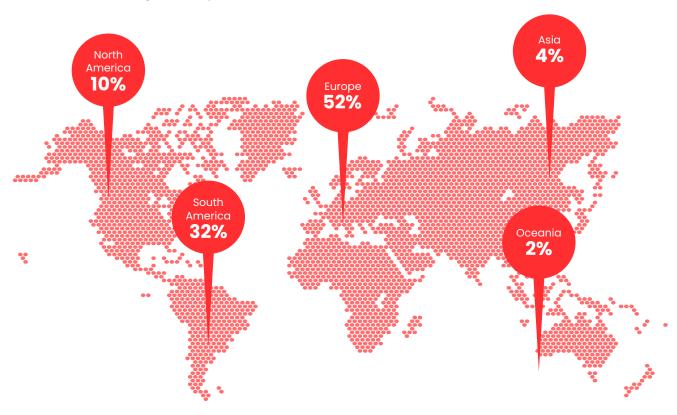
Our mission at ENEB is to transform your life, empowering you to choose your own path and dedicate your time to what you are most passionate about, with no limits to achieving your goals. We envision ourselves as the gateway to your life objectives, offering accessible, top-quality education for everyone. 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 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.



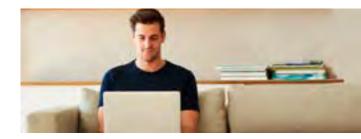
Associated to the Latin American Council of Management Schools



Associated with the Asociación Española de Escuelas de Negocios.

## **Remote learning**

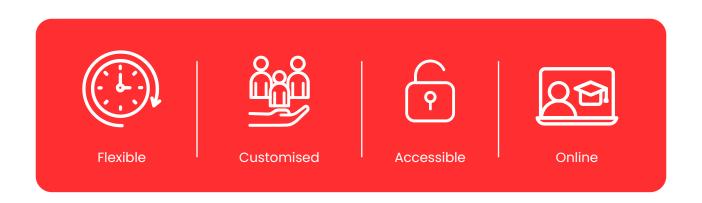
ENEB's training programs are 100% online and includes manuals, daily and voluntary live classes in the ENEB Metaverse, multimedia resources, forums, and debates within the ENEB community, as well as tutoring from Monday to Sunday.



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.





## **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 successfull 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.







## 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.

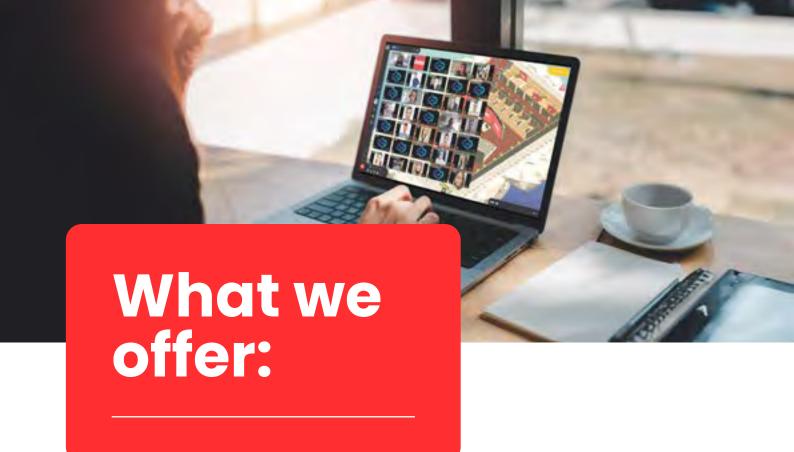
## Calendar

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.



- 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.



"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.

# International character

In addition, all the students focused on international business, business sciences, management, business administration and management, can apply for an international internship through our partners Worldwide Internships and Pic-Management in the United States, Mexico, Dominican Republic, Spain, France, Thailand, China, Malaysia, United Arab Emirates and New Zealand, among others.

We provide effective solutions to the growing training needs requested by companies for their future employees. We have an avant-garde research department to update and adapt new trends to the current market as well as a networking space for the meeting of students, managers, professionals, academic experts and entrepreneurs who want to exchange experiences and opinions. Below are some of the companies and organizations where our internships take place:







ENEB has limited places available for each of the scholarships aimed at all Master's Degree and Management Development Program students who meet the following requirements:

**Direct Scholarship:** Without requirements or limitations in each enrollment period. Get your Direct Scholarship now without administrative procedures.

### **Scholarship for Academic Excellence:**

Intended for those students whose academic and professional qualifications have a profile of excellence.

### **Entrepreneurial Talent Scholarship:**

Designed for all those entrepreneurs who wish to study a Master's or Postgraduate degree in order to apply it to their professional career.

### Women and Equality Scholarship:

Designed for female candidates who want to grow professionally and achieve the highest level of education. In ENEB, we are committed to gender equality and we encourage woman's integration into the workforce..

### **Management Scholarship:**

Intended for all those professionals whose roles of responsibility requires them to continually grow and evolve..

**Corporate Scholarship:** DIntended for all those professionals who want to boost their career and opt for higher positions.

### Scholarship for self-employed professionals:

Intended for self-employed professional who wish to pursue a Master's or Postgraduate degree to gain an in-depth knowledge of their sector or to acquire the necessary skills to grow their business.

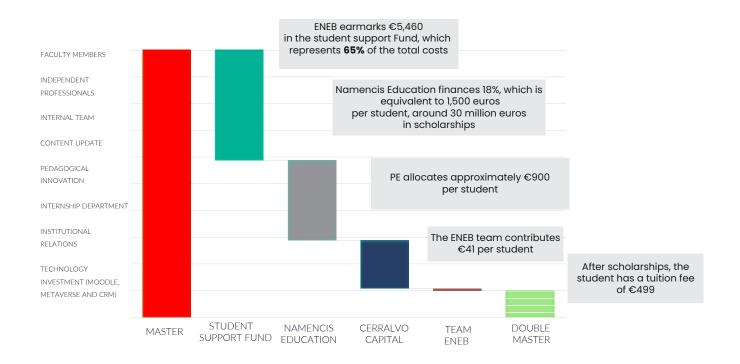
**SMEs Scholarship:** Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

**Scholarship for the unemployed:** Intended for all those who wish to pursue further studies in order to re-enter the job market.

**Geographical Mobility Scholarship:** Intended for all applicants who wish to study from anywhere in the world and thus, acquire a global view of the business world.

# We are committed to making education accessible to everyone

At ENEB, we are dedicated to democratizing education through exceptional affordability and quality. Our commitment drives us to invest in creating opportunities for every student to thrive and excel, regardless of financial constraints.

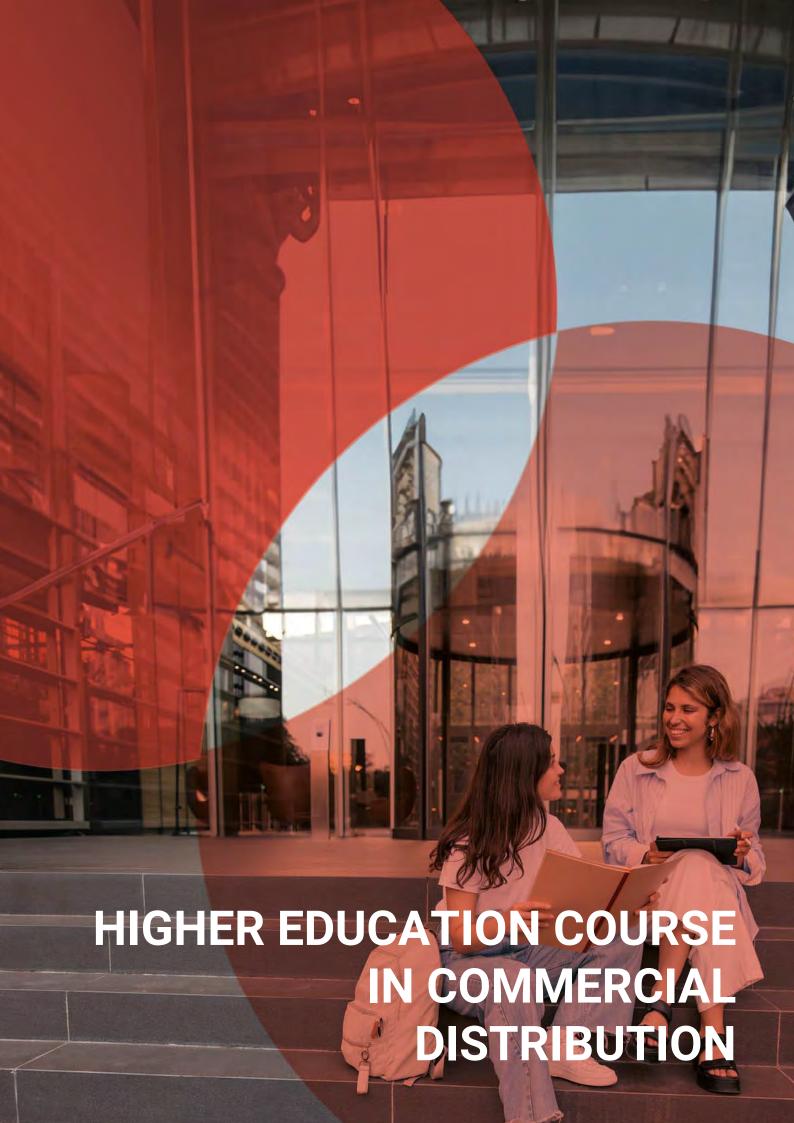




"ENEB not only offered me the chance to complete my master's degree at an unbeatable price but also provided the flexibility I needed to achieve my goals. This experience has truly transformed my life, opening doors to new opportunities and shaping my future in profound ways."

"I found everything I needed at ENEB: quality content in a format that allowed me to balance work, personal life and study, and at a price I could afford."





### Credits: 6 ECTS | Price: 229 € | Duration: 1 month

### INTRODUCTION

The Higher Education Course in Commercial Distribution is a training program that provides skills and knowledge for the strategic management of commercial distribution in organizations. The course covers aspects such as distribution network planning and design, supply chain management, inventory control and pricing.

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.

### CERTIFICATION

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:

- Higher Education Course in Commercial Distribution
- 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 Higher Education Course in Commercial Distribution is aimed at:

- Professionals working in the area of logistics and distribution who wish to acquire skills in the strategic management of commercial distribution.
- Managers and business leaders who seek to understand the importance of commercial distribution in business success.
- Individuals interested in the field of logistics and commercial distribution.
- Entrepreneurs and business leaders seeking to understand how to manage commercial distribution in their organizations.
- Anyone interested in learning about the strategic management of commercial distribution and its impact on society at large.

### **OBJECTIVES**

The curriculum of the Higher Education Course in Commercial Distribution aims to equip students with the following knowledge and skills:

- Understand the fundamental concepts of commercial distribution and their application in business strategy.
- Learn the techniques and tools necessary for distribution network planning and design, supply chain management, inventory control and pricing.
- Develop skills for the management of transportation and logistics in commercial distribution.
- Become familiar with technologies used in commercial distribution management, including inventory management software and data analysis systems.

 Develop practical skills in commercial distribution management, including risk management, problem solving and decision making.

### **EMPLOYMENT OPPORTUNITIES**

ENEB is recognized by the most prestigious companies in different sectors. Its training, adapted to the current reality of the labor world, allows the student to perform perfectly in any company and to develop a promising professional career.

When you finish the Higher Education Course in Commercial Distribution, you will be able to register in our Job Bank in which ENEB has agreements with important business firms.

### YOUR HIGHER EDUCATION INCLUDES:

- Higher Education Course in Commercial Distribution.
- Access to the entire syllabus from day one
- Tutorials from Monday to Sunday
- Registration in our job bank
- Networking through the ENEB Community

### **SYLLABUS**

### **TOPIC 1: COMMERCIAL CHANNELS**

- 1.1 Marketing channels: what they are and what they are used for
- 1.2 Elements of a marketing channel
- 1.3 Intermediaries: who are they and what are they for?
- 1.4 Classification of marketing channels
- 1.5 What is channel marketing?

# TOPIC 2: COMMERCIAL DISTRIBUTION AND COMPETITION LAW

- 2.1 Commercial distribution contracts
- 2.2 Competition law
- 2.3 Competition law legislation

### **TOPIC 3: TRADE POLICY AND REGULATIONS**

- 3.1 What is trade policy?
- 3.2 Tools of restrictive trade policy
- 3.3 Tools of an open trade policy
- 3.4 World trade organization (WTO) (WRO: World trade organization)
- 3.5 EU Trade policy and Latin America
- 3.6 Commercial policy of a company

### **TOPIC 4: INTERNATIONAL TRADE**

- 4.1 International markets
- 4.2 Terminology in international trade
- 4.3 Legal aspects of international trade
- 4.4 Collection and payment management

### **TOPIC 5: FOREIGN TRADE**

- 5.1 Differences between international trade and foreign trade
- 5.2 Foreign trade
- 5.3 Forms of foreign trade
- 5.4 The importance of foreign trade

### **TOPIC 6: INCOTERMS MANAGEMENT**

- 6.1 What is an incoterm?
- 6.2 Incoterms in 2022
- 6.3 How to use incoterms 2020?
- 6.4 Who bears the various costs and risks in each type of incoterms?
- 6.5 What law governs contracts?

### **TOPIC 7: INTERNATIONALIZATION OF COMPANIES**

- 7.1. What is the internationalization of companies?
- 7.2. How does the internationalization of a company?

### A JOURNEY THROUGH THE SYLLABUS

**Commercial Distribution** covers the principles and practices of commercial distribution. It explores commercial channels, distribution and competition law, trade policies, international trade, foreign trade, Incoterms management, and the internationalization of companies.

### **Topic 1. Commercial Channels**

Learn about the different types of commercial distribution channels, including direct and indirect channels, and how to select and manage them.

### Topic 2. Commercial distribution and competition law

Understand the legal aspects of commercial distribution, including competition law, antitrust regulations, and compliance requirements.

### Topic 3. Trade policy and regulations

Study trade policies and regulations that impact commercial distribution, including tariffs, trade agreements, and import/export regulations.

### Topic 4. International trade

Explore the principles of international trade, including global market dynamics, trade barriers, and international trade strategies.

### Topic 5. Foreign trade

Understand the processes and challenges of foreign trade, including logistics, customs procedures, and international payment methods.

### **Topic 6. Incoterms Management**

Learn about Incoterms (International Commercial Terms), their importance in international trade, and how to use them to manage shipping and delivery responsibilities.

### Topic 7. Internationalization of companies

Study the strategies and challenges of expanding businesses internationally, including market entry strategies, cross-cultural management, and global marketing.