



SCHEDULE

Elective Courses

Full Time MBA Class of 2025

Electives– MBA Class of 2025

Important information

The present document provides information about the elective courses offered to the Full Time MBA Class of 2025.

A short description of each elective will be provided at a later stage.

Practicalities:

ECTS:

- 4 sessions electives are of **1.5** ECTS
- 7/8 sessions electives are of **3** ECTS

TIMES:

- **AM** sessions will take place from 9/9:30 to 13:00h
- **PM** sessions from 14:00 to 17:30h

(with some exceptions)

STRUCTURE:

- **Intensive** electives: take place every day during one or two weeks, dependig on how many sessions they have.
- **Regular** electives take place normally on the same day but spanning several weeks.

Please bear in mind that electives need to **reach a minimum number of enrollments** in order to take place.

Some electives will have a **schedule clash** with other electives, i.e. they take place at the same time. In these cases, students will not be able to enroll in both.

More information will be provided accordingly in due time and an email will take place in order to explain the selection process.

*The following information is **subject to change**.*

FALL TERM - MODULE 1 October 2024

Dates	Times	Intensive	Course	Faculty	ECTs	Minors	Course Evaluation
30 Sept + 7, 14, 21 Oct	AM + PM	NO	Marketing Transformation For The Digital Era	Pau Virgili	3	MRKTNG	5.2
1 & 8 Oct	AM + PM	NO	Protecting your Well-being as a Founder/Leader	Annelore Huyghe	1,5	STRATEGY	6,4
1 Oct to 4 Oct	AM	YES	Introduction to Consultancy	Kevin Coyne	1,5	STRATEGY	6,6
1, 3, 8 ,10, 17, 24, 29 & 31 Oct	PM	NO	Business Strategy Game: Competing in Global Marketplace	Bilgehan Uzunca	3	STRATEGY	5.8
30 Sept - 10 Dec	Asynchronous	NO	Python for Data Analysis - ONLINE asynchronous	Esteve Almirall	3	Op, Inn and Data Sc	6.4
4, 11, 18 & 25 Oct	AM + PM	NO	Mergers & Acquisitions	Santiago Simón	3	ECONOMY	6.5
11 & 25 Oct + 15 & 29 Nov	AM + PM	NO	Sports Business Management <i>(continues in Module 2)</i>	Carlos Cantó , Keegan Pierce	3	STRATEGY	6.7
17, 21, 24, 28 & 29 Oct	AM + PM	NO	Global Sales Strategies	Kenneth Morse	3	MRKTNG	6,7
28 & 31 Oct	AM + PM	SEMI	Building conscientious brands	Nicholas Ind	1,5	MRKTNG	5

FALL TERM - MODULE 2 November/December 2024

Dates	Times	Intensive	Course	Faculty	ECTs	Minors	Course Evaluation
4 Nov to 7 Nov	PM	YES	Scaling Excellence	Dimo Ringov	1,5	STRATEGY	6.3
11, 14, 18 & 21 Nov	AM + PM	NO	Social Entrepreneurship & Impact Investment	Lisa Hehenberger	3	STRATEGY	6.9
11, 14, 18, 21, 25, 28 Nov + 2&5 Dec	AM	NO	Monetization: Capitalizing on Customer Satisfaction to Drive Organic Growth	Marco Bertini	3	MRKTNG	6.5
12, 19, 26 Nov + 3 Dec	AM	NO	Leading from a new paradigm	Marc Correa	1,5	Pple Mngt and Org	5.6
12, 19, 26 Nov + 3 Dec	AM + PM	NO	Power and Influence	José M. de Areilza	3	STRATEGY	5.9
13, 20, 27 Nov + 4 Dec	AM	NO	Racial (In) Justice	Rita Mota & Naomi Williams	1,5	Society, Politics and Sustainability	7
11&25 Oct + 15&29 Nov	AM + PM	NO	Sports Business Management <i>(continuation)</i>	Carlos Cantó , Keegan Pierce			
25, 28 Nov + 2, 5 Dec	AM	NO	Impact Investing in Action	L. Hehenberger , G. Casasnovas	1,5	STRATEGY	6.9
25, 28 Nov + 2, 5 Dec	PM	NO	From Innovation to profits: The management of intellectual property	George Chondrakis	1,5	STRATEGY	NEW

WINTER/SPRING TERM - / MODULE 1 January / February 2025

Dates	Times	Intensive	Course	Faculty	ECTs	Minors	Course Evaluation
7 to 10 Jan	AM + PM	YES	Discovering our Leadership Blindspots	Namrata Goyal	3	Pple Mngt and Org	6,3
13 to 16 Jan	AM + PM	YES	Managing Digital Banking and Fintech	Xavier Busquets, Eloi Noya	3	Op, Inn and Data Sc	5,7
13 to 16 Jan & 20 to 23 Jan	AM + PM	YES	In Search of Principles for a Life Philosophy	Ferran Macipe, Marc Vilanova	3	Society, Politics and Sustainability	6,9
13 to 17 Jan	PM	YES	B2B Marketing	Peter Brown	1,5	MRKTNG	NEW
17, 18, 24, 25 + 31 Jan	PM	NO	Understanding Where You Are: Barcelona, Catalunya & Spain through Art & History	Alex Fernández de Castro	1,5	Society, Politics and Sustainability	6,7
20 to 24 Jan	PM	YES	Geopolitics	David Murillo	1,5	Society, Politics and Sustainability	5,3
27 to 30 Jan	AM + PM	YES	Consumer Data Analytics	Ioannis Evangelidis	3	MRKTNG	6,7
6 & 7 Feb	AM + PM	YES	Advanced Negotiation Tactics	Jordi Quoidbach	1,5	Pple Mngt and Org	6,8

WINTER/SPRING TERM - MODULE 2 February/March 2025

Dates	Times	Intensive	Course	Faculty	ECTs	Minors	Course Evaluation
10 to 13 Feb	AM	YES	Innovation with Brain-Pleasing Marketing	Lluís Martínez-Ribes	1,5	MRKTNG	6,6
10, 17, 24 Feb & 3 Mar	AM + PM	NO	Performance Measurements and Control Systems	Josep Bisbe	3	ECONOMY	6,9
18 & 19 Feb	AM + PM	YES	Learning stakeholder management through theater	Daniel Arenas	1,5	Society, Politics and Sustainability	5,5
24 to 27 Feb	AM	YES	Strategic Corporate Governance From an International Perspective	Ruth Aguilera	1,5	STRATEGY	6,4
25 & 27 Feb	AM + PM	SEMI	Business Impact of Life Science - Management in a Changing Biotech-Pharma Landscape	Jonathan Wareham	1,5	Op, Inn and Data Sc	7
4 to 7 Mar	AM	YES	New Trends in Sustainable and Regenerative Business	Maja Temp	1,5	Society, Politics and Sustainability	5,8
10 to 13 Mar	AM + PM	YES	Behavioral Economics	Pedro Rey	3	ECONOMY	6,8
17 to 20 Mar	AM + PM	YES	Sustainable Business & Finance	Natalia Luna	3	ECONOMY	4,9

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