

# Aerospace MBA

SEVILLE

At EOI we are committed to conscious leadership: sustainable, digital, diverse, entrepreneurial and transformative. Because in EOI we train in knowledge, but also in values: we pursue the common good, progress and balance between economic and human. We go beyond training. EOI is the impact that our students will have on the planet.

They are the ones who will build the future.

# Presentation

The aerospace sector has enjoyed a worldwide sustained growth over decades. Despite the severe impact on the aerospace sector of the COVID-19 crisis, the sector is already on a quick recovery path and it is estimated that this strong growth will be maintained in the years to come.

This growth will not only affect the manufacture of aircraft, but the entire aerospace ecosystem (supply chain, airlines, airports, air navigation services, MRO services ...). The sector is nonetheless facing significant challenges, above all, those related to the decarbonization requirements imposed on aviation.


Military Aerospace is also expected to grow significantly in the forthcoming years, with new technologically challenging programmes arising on the horizon both in the USA and the European environment.


Widely recognized as a strategic sector, Aerospace has been subject to significant changes during the last decade, with an increased globalization of the value chain and the appearance of new players, both in the commercial and defense business, but as well with new opportunities for growth and activity in areas like Space and Unmanned Aerial Systems.


Therefore, the demand for highly qualified professionals in the global Aerospace Sector will continue to grow in the forthcoming years.

The aerospace MBA offers students a decisive challenge and unparalleled experience through the support of valuable professionals, currently employed by leading companies in the sector and with extensive teaching background.

 **START DATE**  
March 2023

 **DURATION**  
12 months

 **DEDICATION**  
Friday  
16:30 to 21:30  
Saturday  
09:00 to 14:00

 **HYBRID METHODOLOGY**  
Face to face (Seville)  
Virtual (participants outside Seville)

 **CAMPUS**  
EOI Andalusia (Seville)

 **FEE**  
10.000€



## TARGET

Top University graduates (preferably engineering degree), with less than 5 years of professional experience, who want to develop executive skills and obtain knowledge that will allow them to successfully pursue their professional careers in the most demanding companies. Fluency in English Language is essential.

# Contents

## BUSINESS MANAGEMENT

This is an in-depth training programme in which theory and practice are combined and delivered by business professionals, who introduce a realistic view of management.

The program is divided into three blocks:

### MBA.01- Business Economic Environment

- World Economic Situation
- Concepts of Macroeconomics

### MBA.02- Business Strategy & Organisation

- Business Strategy: Introduction
- Strategic Analysis
- Techniques and Tools for Strategy Decision Making
- Strategic Implementation
- Structure and Organization

### MBA.03- Corporate Finance & Management Control

- Introduction to Finance (online hours)
- Introduction to Finance
- Cost Analysis
- Financial Perspective
- Time Value of money
- Financial Statements Forecasts
- The Company Valuation

- Leasing
- Decision Making
- Risk Analysis
- Advanced Financial Tools
- Corporate Governance

### MBA.04- Commercial & Marketing Management

- Introduction to Marketing
- Market Analysis
- Value Proposition
- Product and Pricing Strategy
- Distribution
- Branding and Communication
- Customer Experience
- e-commerce
- Digital Marketing
- Commercial Management
- International Marketing
- Channel Strategy

### MBA.05- Digital Transformation

- Digital transformation I
- Digital transformation II
- Project Management
- Future trends
- Business Game (online hours)
- Big Data and Business Analytics (online)

### MBA.06- Human Resources & Management Skills

- Innovation in Organisation Culture
- HHRR Management and Administration
- Team Work
- Effective Presentations
- Professional Negotiation
- Leadership
- Change Management

### MBA.07- Operations

- Operations Overview
- Operations Key Functions
- Industrial Organizations Control
- Lean Manufacturing and Operational Excellence
- Practical Case

### MBA.08- Business Design & Lean Startup

- Business Models Design and LeanStartup
- Aerospace MBA Project

## AERONAUTICAL INTENSIFICATION

### A.S.01- The Aerospace Industry

- Introduction to the Aerospace Industry
- Commercial Aeronautics
- Defense Aeronautics
- Space
- Drones and Urban Air Mobility
- Engines and equipment

### A.S.02- Aerospace Operations

- Program Management
- Design&Development Engineering
- Aircraft Configuration Management
- ERP Systems
- Production Engineering and Industrial Development
- Production Systems and Lean Manufacturing
- Quality Systems
- Supply Chain Management and Outsourcing

### A.S.03- Aerospace Customer Services

- After Sales
- Service Engineering Support
- MRO (Maintenance, Repair and Overhaul)

### A.S.04- Aerospace Marketing and Business Development

- The Marketing of Aerospace Products and Services
- Aerospaces Sales Operations

### A.S.05- The Commercial Aviation Network

- Airport Management
- Air Navigation Services





### THE LIDER+ PROGRAMME

#### **Workshops on executive skills**

Following the 'Learning by Doing' approach, you will acquire executive skills that are essential for the development of your professional career, such as leadership, decision making, communication, negotiation, etc.

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### THE DIGIT@LL PROGRAMME

#### **Workshops on Digital Transformation**

You will train to become a professional who understands the digital transformation and who can provide leadership on the subject for organisations of all types.

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### THE SOCIAL PROGRAMME

On a voluntary basis, the students will select a social initiative, then collaborate in order to work on it as a group throughout the course.

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### THE VENTURE LAUNCHPAD PROGRAMME

#### **Master's Degree Final Project**

Complete development of an entrepreneurial project, based on the Lean Startup methodology.

# Your future

The aerospace MBA offers students a decisive challenge and unparalleled experience through the support of valuable professionals, currently employed by leading companies in the sector and with extensive teaching background.

Therefore, the demand for highly qualified professionals in the global Aerospace Sector will continue to grow in the next years.

**This program  
contributes to  
the 2030 Agenda  
in the following  
SDG**





# Faculty

In EOI, teachers are a fundamental part of the success of the courses. The faculty is composed by business executives of recognized professional prestige and proven track record in the subject taught, which transmit not only knowledge theoreticians, but also their own experience in the practical application of them.

The teachers will accompany you throughout the learning process and will be at your disposal for questions on any topic of the subjects they teach.

## Carlos Suárez

**Former President EADS CASA  
and Former Executive Vicepresident  
Defense & Security Indra**  
Aerospace MBA Director

## Antonio Fuentes

**Fomer Senior Vicepresident**  
Strategy Astrium

## Alberto Turegano

**Asesor especializado  
en Data Analytics  
y arquitecturas  
Business Intelligence  
y Big Data**

## Alberto Badaya

**Vicepresident Procurement  
Equipment & Systems**  
Airbus Group

## Óscar Muñoz

**Business Development  
& Portfolio Manager**  
Airbus

## Oswaldo Lorenzo

**Director Unikemia**

## Teresa Falls

**Trainer & Coach**

## Rafael Acedo

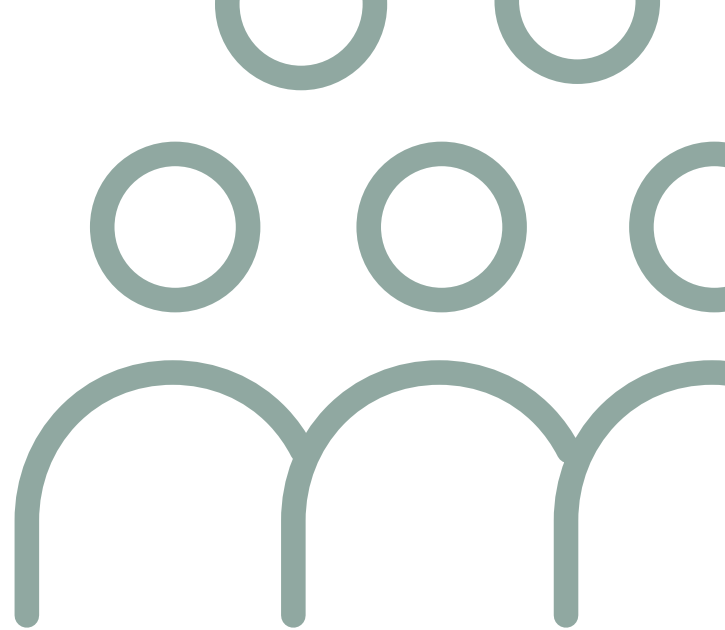
**Former Senior Vicepresident  
Programs, Engineering, Strategy**  
Airbus Military

## Elena Font

**Trainer & Coach**

## Rafael Guzmán Robles

**Data Science Lead -  
Digital Transformation office**  
Airbus





**Carlos Llanea**

**A400M Services - HO Global  
Support & Business  
Management**

Airbus Group

**Antonio Fontanini**

**Chief Exponential Officer**

Opinno

**Iván Martínez**

**Head of A400M Production  
Quality Performance  
and Improvement**

**Joaquín López**

**CEO**

Kolokium

**Juan Guerrero**

**Managing Partner**

Digital Transformation Advisors S.L.

**Roberto López**

**Standarization and Strategy  
at Airbus Defence & Space  
Training Centre**

Airbus Group

**Mario Weitz**

**Director General**

Consulta Abierta

**Manuel Rodríguez Cerezo**

**FCAS Program Director**

Indra

**Antonio Rodríguez**

**Vicepresidente Comercial  
Airbus Military, España / Senior  
Vice President Commercial**

Airbus Military

**Cristóbal Cantos**

**CEO & Consultor Financiero**

Oasys Consultores

**Alfredo López**

**Head of Engineering.  
Defence Business Unit**

ITP Aero

**José Luis López**

**A400M Chief Engineer**

Airbus Group

**Maite Seco**

**Professor of Finance - Ph.D.  
in Financial Economics**

**Jesús Espinosa Ruiz**

**Principal Chief Executive Officer**

3JIT

**Vicente de los Ríos**

**CEO**

Líderes y Digitales

**Rafael Gallego**

**Former Executive Vicepresident**

ATM Indra

**Jan Vos**

**Facilitador de equipos, coach  
organizacional, consultor  
estratégica de gestión  
de seres humanos.**

**Emiliano Mata**

**Director de Desarrollo  
de Negocio de Defensa**

CENTUM

**José Luis Quirós**

**Aerospace and  
Defense Executive**

Chief Technical officer

**José María Corella**

**Head of Marketing**

Telefónica España

**María Luisa García**

**Presidenta**

Asociación Business Angels  
Networks Andalucía

**Javier Cañizares**

**Head of Manufacturing  
Engineering Operations  
and Technological Areas**

Airbus Defence & Space

**William Fau**

**Services Sales**

Airbus Defense & Space

**José Antonio Veroz**

**Partner**

3JIT

# EOI Experience

“ I decided to apply for EOI Aerospace MBA as I felt that it would help me develop both a career in the aeronautical industry and skills in business management. Luckily, a year after finishing it, I can say that joining this program has been one of the best decisions of my career since I decided to start my university studies in Industrial Engineering.

EOI de Sevilla, both in its facilities and in its highly committed staff, is the best platform to develop these skills. ”

**Alejandro Cabeza de Vaca**

Commercial Director - Services Airbus  
Mexico City, Mexico

Aerospace MBA at EOI

“After finishing my university studies, I decided to evaluate the option of an MBA to adjust my profile to the demands of the labor market.

I chose EOI and the Aerospace modality taught entirely in English, for the opportunity of direct inclusion in the aeronautical sector.

I soon discovered that combining my training as an engineer with business management would be a key element in developing a professional profile with great prospects for the future.

Thanks to the MBA I have learned areas such as Finance, Marketing,

**Business Strategy, Project Management or Business Analytics that together with managerial skills and the important network of contacts acquired, will allow me to have the confidence and motivation to face positions of responsibility or start my own business for sure.**

**I am currently developing my career in an aeronautical company and I have confirmed the potential and real value that comes from understanding how organizations work and by what criteria they are governed. ”**

**Ismael Jiménez Pérez**

**Senior NPI Engineer at Northvolt**

Aerospace MBA at EOI





# We train talent for a sustainable future

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DE ESPAÑA

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DE INDUSTRIA, COMERCIO  
Y TURISMO



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