

# Mining and Raw Materials MBA

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

To ensure a sustainable standard of living, today's modern society is totally dependent on Raw Materials. The ambitious goals for a green transition cannot be realized unless there is a sustainable and secure supply of Raw Materials together with the human capital needed to reach the desired end-use products.

There is no doubt that the resulting unprecedented demand for Raw Materials must be met to a large extent through the extraction and beneficiation of mineral Raw Materials. With the correct appropriate management, mining and mineral processing can bring sustainable positive benefits to the host regions without jeopardizing the environment or the local communities.

Based on today's advances in technology and changes in management techniques, mining-generated wealth can improve the quality of life, bringing opportunities for sustainable economic growth, employment, and diversification.

Companies dedicated to the mining of all kinds of rocks, industrial minerals and metals as well as their respective downstream treatment plants, while maintaining their respective viability, are making huge efforts to minimize the footprint of their activities throughout the mining cycle, including the reduction in the environmental impact, strict ESG adherence, true decarbonization, energy efficiency, etc.

As a result, as the global demand for Raw Materials increases so will the demand for qualified professionals with a sound understanding of how to secure a sustainable long-term supply within the Raw Materials sector.

The Mining & Raw Materials MBA offers students an opportunity to embrace the operational, business, and commercial principles and best practices related to the sustainable extraction, processing, and end-use application of Raw Materials.



**START DATE**  
January 2025



**DURATION**  
12 months



**HYBRID METHODOLOGY**  
Face to face  
(Seville)

Virtual (participants  
outside Seville)



**DEDICATION**  
Thursday  
and Friday  
17:00h to 19:00h  
and 19:15h to 21:15h



**AIMED AT**

Top University graduates (preferably engineering degree), 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

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:

## Business Management

### **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
- Business Game (online)

### **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

### **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
- Big Data and Business Analytics

### **MBA.06-HUMAN RESOURCES & MANAGEMENT SKILLS**

- HHRR Management and Administration
- Team Work
- Effective Presentations
- Professional Negotiation
- Leadership

### **MBA.07-OPERATIONS**

- Operations Overview
- Operations Key Functions
- Industrial Organizations Control
- Lean Manufacturing and Operational Excellence
- Project Management

### **MBA.08-BUSINESS DESIGN & LEAN STARTUP**

- Business Models Design and Lean Startup
- Mining & Raw Materials MBA Project

# Mining and Raw Materials Intensification

## MRM.S.01- THE MINING AND RAW MATERIALS IN THE GLOBAL ECONOMY

- History of Mining & Raw Materials
- Industry Characteristics of Metals & Industrial Minerals
- Discovery & Production of Raw Materials
- Relationship between Producers & Consumers
- EU & R.O.W. Regulations & Legislation
- World diversity of Raw Materials

## MRM.S.02- MINING LIFE CYCLE

- Permitting
- Prospecting and Exploration
- Exploitation
- Mineral Processing
- Metallurgy and other transformations
- Rehabilitation
- Energy
- Safety & Health
- Field Visits

## MRM.S.03- RESPONSIBLE MINING & RAW MATERIALS DEVELOPMENT

- Business Strategies for Sustainability
- Environmental, Social & Economic Value
- Circular Economy
- Societal Demands & Concerns
- Decarbonization in the Raw Materials Sector
- Communication

## MRM.S.04- CORPORATE FINANCE

- Mineral Project Evaluation
- Economic Evaluation: Risk vs. Uncertainty
- Financing Structures & Strategies
- Investment & Portfolio Management
- Cash Flow Modelling, P/L & Balance Sheet

## MRM.S.05- MARKETING & BUSINESS FUNDAMENTALS

- Marketing & Sales
- Supply/Demand Balances
- Pricing
- Commodities & Futures Exchanges
- Logistics & Distribution
- Compliance

# Master Project

As part of your training, you will carry out a Master Project in group that will be presented to a panel of investors and business advisors. This project will allow you to put into practice all the knowledge of the MBA and apply them to a real business plan through the methodology 'Lean Startup' of entrepreneurship.

Throughout the MBA, and especially with the project, you will enhance your ability to make decisions and expose your arguments in a clear and structured manner. You will also learn to work in teams and meet different milestones in the established deadlines.









We complete your training with the program EOI+, a set of activities throughout the Master that will take your training beyond technical expertise. This is a commitment by EOI to train the best professionals holistically, with skills and values of our time.

### EOI LAUNCHPAD

Through EOI Venture Launchpad you will have the opportunity to develop a comprehensive entrepreneurship program that lets you implement a new project at the end of the Master. You will be able to develop entrepreneurial skills that are essential in any organization such as initiative, creativity and passion.

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### EOI LEADER+

Leading, decision making, communicating, presenting, negotiating... These are all essential skills for any professional. With the EOI Leader+ program you can train and develop these skills in a practical way throughout the Master.

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### EOI SOCIAL

Through EOI Social, on a voluntary basis, the students will select a social initiative, then collaborate in order to work on it as a group while studying the Master. This is a way to learn by helping others.

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### EOI DIGITAL

We live in a digital world that is changing society and the way companies perform their activities. Through the EOI Digit-all program you will delve into the basic fundamentals of the digital environment where organizations live and which all professionals should know.



# Methodology

The academic program offers an interdisciplinary selection of courses taught in English with a global perspective by teaching staff with extensive international experience, to offer you a full vision of the world.

Daily sessions are led by outstanding teachers with a solid professional background bringing both theory and practice together into the classroom through the case-study methodology. Our professors are expert facilitators who believe in participatory learning, fostering engagement, dialogue and discussion among the students.

Furthermore, EOI offers a pool of conferences and sessions with prominent business professionals, institutional leaders and outstanding members of the community to discuss and share their experience on the global scene.









# 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 theoretical knowledge, but also their own experience in their practical application.

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.

## Javier Targhetta

**Mining and Raw Materials  
MBA Director. President & CEO**  
ATLANTIC COPPER  
**Senior Vice President**  
**Marketing & Sales**  
FREEPORT-MCMORAN

## Mario Weitz

**Former Advisor**  
WORLD BANK

## José M<sup>a</sup> Corella

**HO Marketing**  
TELEFÓNICA ESPAÑA

## Cristóbal Cantos

**Consultant**

## Carlos Frías

**General Manager**  
RIOTINTO PROYECTOS Y DESARROLLOS

## Rafael García Gamonal

**Sales & Hedging Director**  
ATLANTIC COPPER

## Rosa García-Piñero

**Independent Board Member**  
POWERCO, ENCE, ACERINOX

## Emiliano Mata

**Former VP Strategy  
& Public Affairs**  
AIRBUS

## Paz Curto

**Finance Director**  
SANDFIRE MATSA

## M<sup>a</sup> Luisa García

**President**  
AABAN (Asociación Andaluza  
Business Angels Network)

## Elena Font

**Trainer & Coach**

## Macarena Gutiérrez

**CFO & Chief  
Administrative Officer**  
ATLANTIC COPPER

## Pedro Jiménez

**Partner**  
VRIVM LEGAL

## Pedro Soler

**Managing Director**  
COBRE LAS CRUCES

## Adén Muñoz

**UG Operations Director**  
SANDFIRE MATSA



# Faculty

## Carmen Díaz Canabal

### CEO

HOLCIM ESPAÑA

## César Luaces

### Managing Director

PRIMIGEA

(Confederación Española de las Industrias de las Materias Primas Minerales)

## Alberto Lavandeira

### CEO

ATALAYA MINING

## Vicente Gutiérrez

### President

CONFEDEM

(Confederación Nacional de Empresarios de la Minería y de la Metalurgia)

## Miguel Palacios

### Senior Vice President

### Business Development

ATLANTIC COPPER

## Manuel Regueiro

### Technical Advisor

CSIC (Spanish National Research Council)

## Carlos Rich

### Strategy & International

### Director

ATLANTIC COPPER

## Pedro Mora

### Technical Director

OFICEMEN (Agrupación de Fabricantes de Cemento de España)

## Miguel Cabal

### Exploration Director

ALTO MINERALS

## Blanca Losada

### President

FORTIA ENERGÍA

## Esther Alonso

### Senior Vice President of Energy

### Transition and Sustainability

ATLANTIC COPPER

## Isidoro Miranda

### Former Chairman of the Board

LAFARGE HOLCIM SPAIN

### Former Chairman of the Board

CEMBUREAU

## Fernando Arauz de Robles

### Permitting & Mining

### Projects Development Manager

ATALAYA MINING

## Maree Robertson

### Senior Vice President &

### Chief Financial Officer

FREEPORT-MCMORAN

## Juan Carlos Baquero

### HO Hydrogeology

COBRE LAS CRUCES



We train  
**talent** for a sustainable  
**future**



GOBIERNO  
DE ESPAÑA

MINISTERIO  
DE INDUSTRIA  
Y TURISMO



Escuela de  
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