

# Aerospace 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.**

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**www.eoi.es**





# 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 has been able to recover very quickly and it is estimated that this strong growth will be maintained in the years to come.

This growth is not only impacting on the manufacture of aircraft, but on the entire aerospace ecosystem (supply chain, airlines, MRO, airports, air navigation services,...).

The sector is nonetheless facing significant challenges, above all, those related to the decarbonization requirements imposed on aviation.

On the other hand, and as a consequence of the current complex geopolitical environment, Military Aerospace is also facing a very substantial growth, that is also expected to be maintained, or even further increased in the forthcoming years, with new technologically challenging programmes already planned or in progress, 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, Unmanned Aerial Systems and Urban Air Mobility.

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**  
January



**DURATION**  
12 months



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



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



**FEE**  
10.000 €



**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

- HR 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 LeanStartup
- Aerospace MBA Project



# Aerospace Intensification

## A.S.01- The Aerospace Industry

- Introduction to the Aerospace Industry
- Commercial Aeronautics
- Defense Aeronautics
- Space
- Drones
- Urban Air Mobility
- Engines
- Equipment
- Field Visits
- Seminars

## A.S.02- Aerospace Operations

- Program Management
- Design&Development Engineering
- Aircraft Configuration Management
- Production Engineering

- Industrial Development
- Planning Systems
- Production Systems and Lean Manufacturing
- Quality Systems
- Supply Chain Management and Outsourcing
- ERP Systems

## 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
- Aerospace Sales Operations

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

- Airport Management
- Air Navigation Services

## A.S.06- Space

# 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.

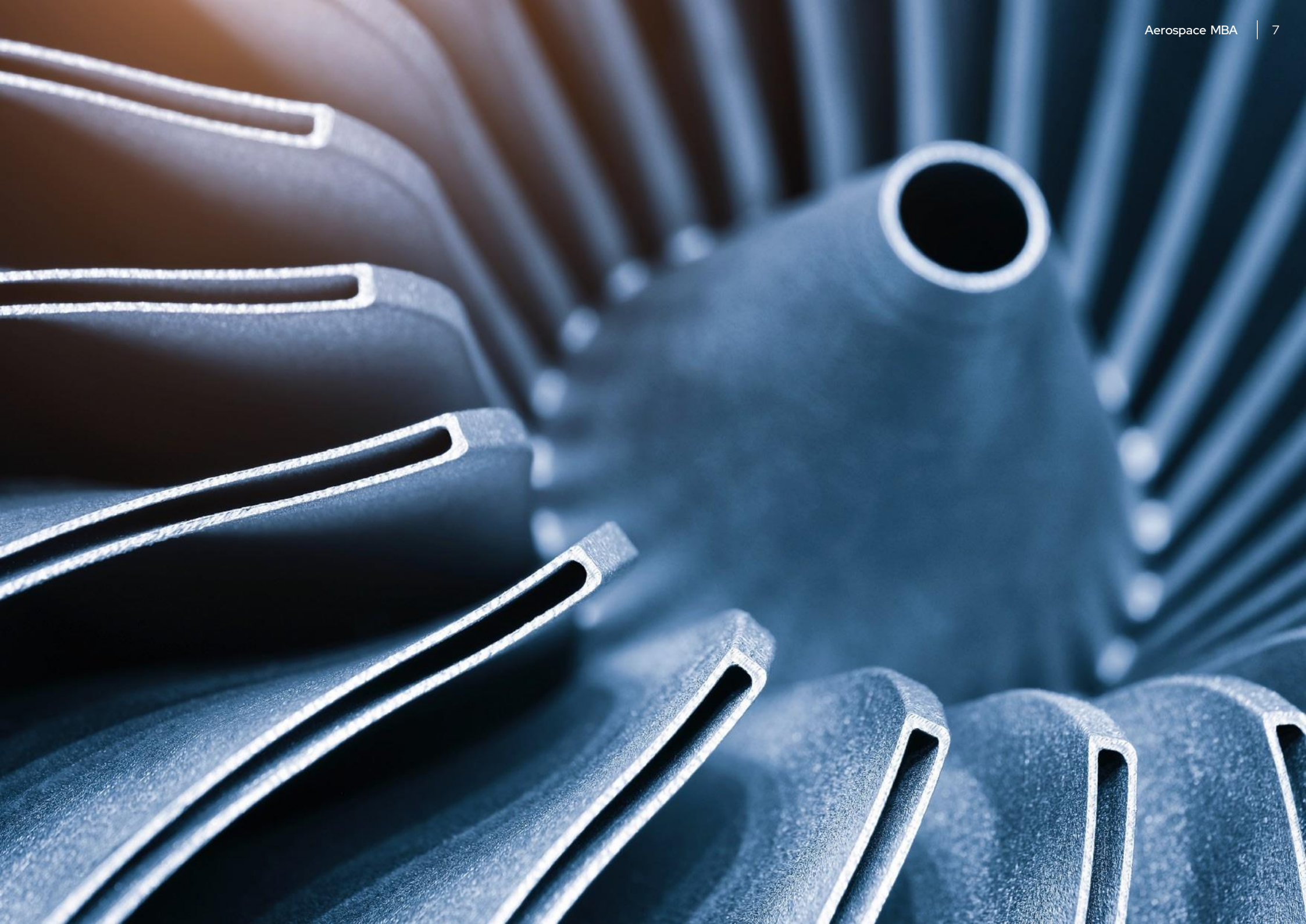
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### EOI DIGITAL

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 experiences on the global scene.





# 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.

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.

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





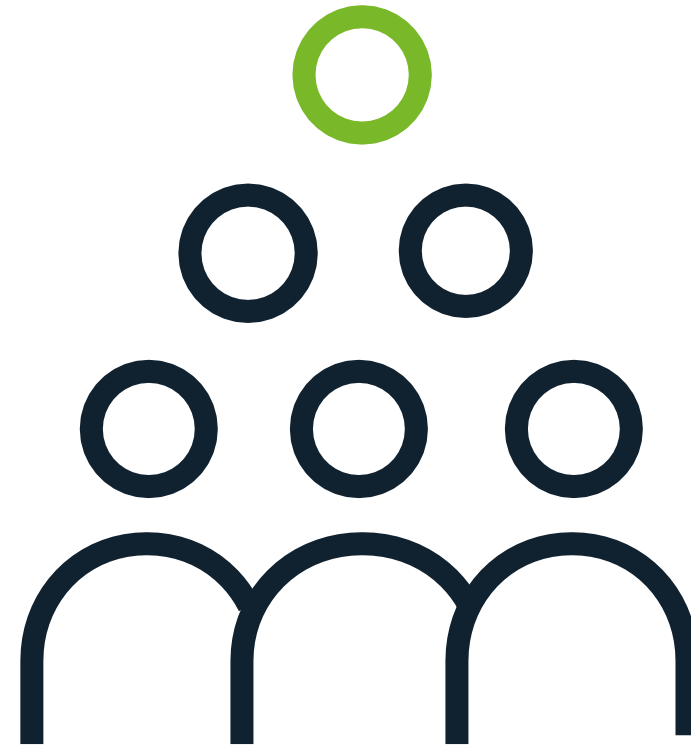




# Faculty

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 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.



## Carlos Suárez

**Former President EADS CASA  
and Former Executive Vicepresident  
Defense & Security Indra**  
AEROSPACE MBA DIRECTOR

## Antonio Fuentes

**Fomer Senior Vicepresident Strategy**  
ASTRIUM

## Juan Miguel Poyatos

**Founder**  
CONSUALIA BUSINESS  
PARTNERS, S.L.U

## Óscar Muñoz

**Business Development  
& Portfolio Manager**  
AIRBUS

## Oswaldo Lorenzo

**Director**  
UNIKEMIA

## Elena Font

**Trainer & Coach**

## Rafael Guzmán Robles

**Data Science Lead -Digital  
Transformation Office**  
AIRBUS



# Faculty

## Iván Martínez

**HO A220 VSM Vicepresident**  
AIRBUS

## Joaquín López

**CEO**  
KOLOKUM

## Juan Guerrero

**Managing Partner**  
DIGITAL TRANSFORMATION  
ADVISORS

## Roberto López

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

## Melanie Calero

**Artificial Intelligence Advisor**

## Mario Weitz

**Former Advisor**  
WORLD BANK

## Manuel Rodríguez Cerezo

**FCAS Program Director**  
INDRA

## Antonio Rodríguez Barberán

**Former Senior Vicepresident**  
**Commercial**  
AIRBUS MILITARY

## Cristóbal Cantos

**CEO & Financial Advisor**  
OASYS CONSULTORES

## Alfredo López Díez

**Head of Engineering.**  
**Defence Business Unit**  
ITP AERO

## José Luis López Díez

**Ho Architecture & Integration**  
AIRBUS DEFENCE & SPACE

## Rafael Gallego

**Former Executive Vicepresident**  
INDRA

## Jan Vos

**Trainer & Coach**

## Vicente de los Ríos

**CEO**  
LÍDERES Y DIGITALES

## Carlos Llaneza

**Head of Light Transport Aircraft**  
**- FAL, Delivery Center & MRO**  
AIRBUS DEFENCE AND SPACE



# Faculty

## José María Corella

**HO Marketing**

TELEFÓNICA ESPAÑA

## José Luis Quirós

**Board Member- Shareholder**

TAMMOIN

## César Ramos

**Vice President**

TEDAE

## Raúl Pajarín

**Airborne Systems Director**

INDRA

## Javier Fernández Saavedra

**Global General Manager**

T20

## María Luisa García

**President**

ASOCIACIÓN BUSINESS ANGELS

NETWORKS ANDALUSIA

## Emiliano Mata

**Former VP Strategy**

**& Public Affairs**

AIRBUS

## Alberto Badaya

**Vicepresident Procurement**

**Equipment & Systems**

AIRBUS GROUP

## William Fau

**Services Sales Director**

AIRBUS DEFENSE & SPACE

## Rafael Acedo

**Former Senior Vicepresident**

**Programs, Engineering, Strategy**

AIRBUS MILITARY

## Jesús Caballero Pinto

**CEO and Chairman of the**

**Management Board**

SOFIA AIRPORT

## Alain Perdriau

**HO Performance &**

**Improvement**

C295 FAL

## Miguel Candéal

**Head of Airborne ISR Technical**

**Sales and Business Development**

AIRBUS DEFENCE AND SPACE





# EOI Experience

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“ 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, 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 at Airbus

Airbus

Miami, Florida, Estados Unidos



# EOI Experience

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“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**

Process Engineering Team Leader at Northvolt  
Aerospace MBA at EOI







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



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