



Escuela de
Organización
Industrial

Mining and Raw Materials MBA



The current context poses urgent challenges: training talent with purpose, anticipating the needs of industry, and supporting the ecological and digital transition. Our nature as a public institution positions us as a strategic actor in the knowledge economy and in education with a tangible impact on society. From our capabilities and values emerges our purpose:
to develop talent for a secure and sustainable future.

En colaboración con:



HYBRID

www.eoi.es



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 transformation of mineral Raw Materials. With the 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.

Mining companies in all segments of mining, be it rocks, industrial minerals and metals as well as their respective downstream treatment plants, while maintaining their respective viability, have successfully minimized the impact of their activities. Such a thrust includes strict ESG adherence, true decarbonization, energy efficiency and recycling.

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.

The program is divided into three blocks:

- Business Management
- Mining and Raw Materials intensification
- Master Project



START DATE

January



DURATION

12 months



HYBRID METHODOLOGY

Face to face (Seville)
Virtual (participant outside Seville)



DEDICATION

Thursday and Friday 17:00 to 19:00
and 19:15 to 21:15



FEE

10.000 €



AIMED AT

Professionals holding a university degree who wish to develop their executive skills and acquire the knowledge required to build successful careers in leading companies operating across the raw materials value chain. Fluency in English Language is essential.

Business Management

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.

_01 Business Economic Environment

- World Economic Situation.
- Concepts of Macroeconomics.

_02 Business Strategy & Organisation

- Business Strategy: Introduction.
- Strategic Analysis.
- Techniques and Tools for Strategy Decision Making.
- Strategic Implementation.
- Structure and Organization.
- Business Game (online).

_03 Corporate Finance & Management Control

- 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.

_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.

Business Management

_05

Digital Transformation

- Digital transformation.
- Data Strategy.
- Generative AI for Daily Work.

_06

Human resources & Management Skills

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

_07

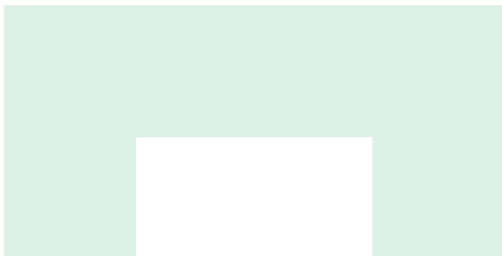
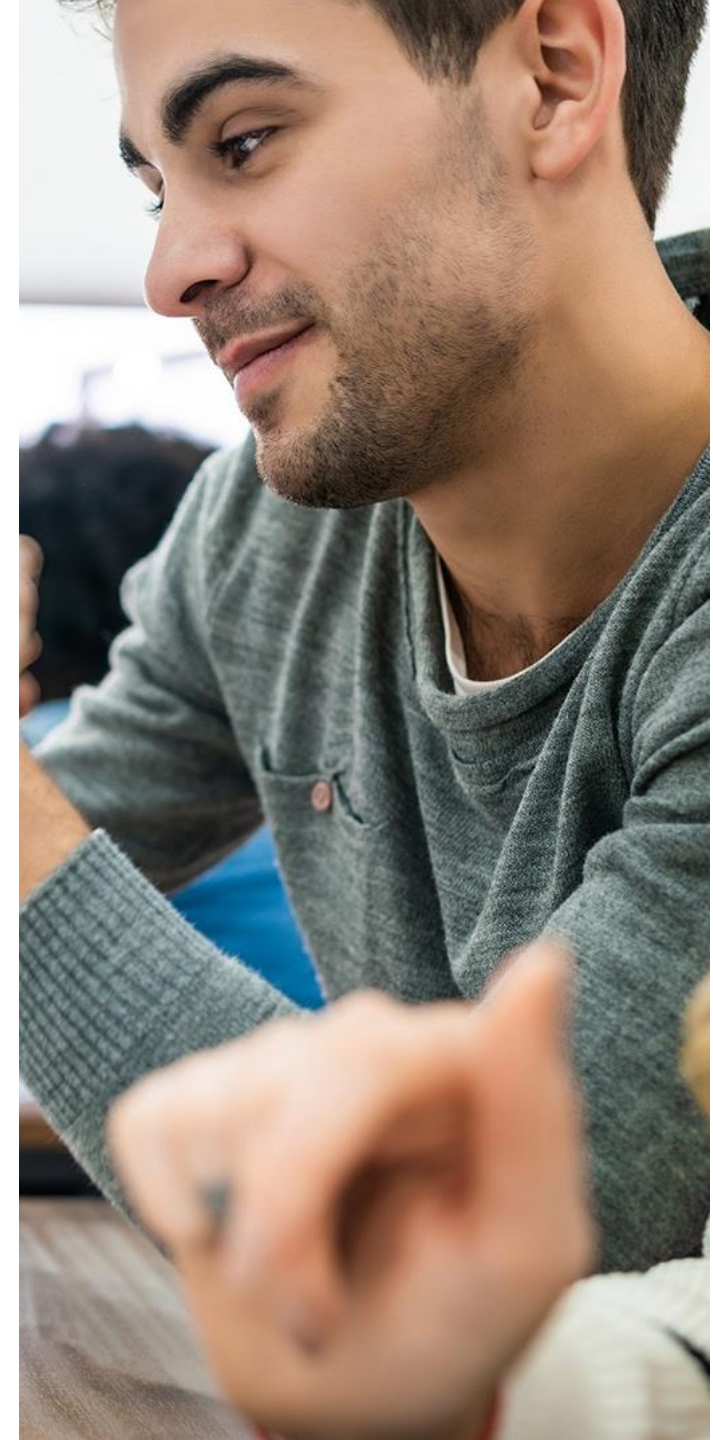
Operations

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

_08

Business Design & Lean Startup

- Business Models Design and LeanStartup



Mining and Raw Materials Intensification

_01

The Mining and Raw Materials in the Global Economy

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

_02

Mining Life Cycle

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

_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

_04

Corporate Finance

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

_05

Marketing & Business Fundamentals

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

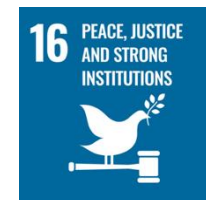
Master project

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 comprehensive feasibility study that evaluates the technical and economic viability of either a mineral deposit exploitation or a mineral processing

project, supporting informed investment and development decisions.

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.

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



Your future

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I always wanted to pursue an MBA, but it required dedicating part of my day to it, which was never possible.

Last year, the opportunity arose to do this MBA, which allowed me to complete it online while maintaining my daily professional obligations.

I have been working as an expat in Austria for the past 5 years, and EOI allowed me to enroll in this MBA and complete it virtually from abroad.

I am extremely grateful to the EOI for its commitment to giving professionals access to this training online. It is an approach I consider generous, courageous, and well-judged. EOI is a School in the fullest sense of the word, and it dedicates its effort and commitment to training us as professionals for the near future.

The Mining & Raw Materials MBA is wonderful. It's very comprehensive in its content, and you have a faculty with extensive and invaluable experience. The value of the professors is outstanding. It's a rare privilege to hear the knowledge, experiences, and insights of leading professionals in their fields. You will receive training in technical concepts, but also in ethics and the humanities. But the MBA isn't just taught by the professors; it's taught by the entire group of students.

The Mining & Raw Materials MBA encourages you to think more deeply, become more open-minded, and strive for a broader and more open perspective on the world we face, both professionally and personally. It will undoubtedly help you become a better professional.

Pablo V. Ramos Guisande
General Manager
MAXAM Austria

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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

President | ATLANTIC COOPER
Senior Vice President
Marketing & Sales | FREEPORT -
MCMORAN

Mario Weitz

Former Advisor
WORLD BANK

Carlos Frías

General Manager
RIOTINTO PROYECTOS Y DESARROLLOS

Cristóbal Cantos

Consultant

Rafael García Gamonal

Sales & Hedging Director
ATLANTIC COOPER

Mª Luisa García

Investor, Board Director,
Expert Consultant, Professor,
Business Coach

Macarena Gutiérrez

CEO
ATLANTIC COPPER

Pedro Jiménez

Partner
VRIVM LEGAL

Rosa García-Piñero

Independent Board Member
POWERCO, ENCE, ACERINOX

José MªCuellar

Independent Advisor & Consultant |
Former Telefónica & TCS Executive
TELEFONICA

Jose Mª Corella

HO Marketing
TELEFÓNICA ESPAÑA

Pedro Soler

Managing Director
COBRE LAS CRUCES

Elena Font

Trainer & Coach

Adén Muñoz

UG Operations Director
SANDFIRE MATSA

Paz Curto

CFO
SANDFIRE MATSA



César Luaces

Managing Director

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

Alberto Lavandeira

CEO

ATALAYA MINING

Maree Robertson

Senior Vice President
& Chief Financial Officer
FREEPORT-MCMORAN

Miguel Cabal

Exploration Director
ALTO MINERALS

Blanca Losada

President
FORTIA ENERGÍA

Carlos Arribas

Commodities Market
Analyst
ATLANTIC COPPER

Isidoro Miranda

Former Chairman of
the Board
LAFARGE HOLCIM SPAIN
Former Chairman of
the Board
CEMBUREAU

Vicente Gutiérrez

President

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

Esther Alonso

Senior Vice President of Energy
Transition and Sustainability
ATLANTIC COPPER

Jesús Félix Domingo

Operations Manager
ORICA

Marta Cerati

Communication & ESG Director
ATLANTIC COPPER

Fernando Arauz de Robles

Managing Director
ATALAYA MINING

Victoria Plantalamor

CEO
CRIMIDESA

Javier Orive

Mining Sales Manager
MAXAM

Pedro Mora

Technical Director

OFICEMEN
(Agrupación de Fabricantes
de Cemento de España)

Manuel Regueiro

Technical Advisor

CSIC (Spanish National
Research Council)

Carlos Ortiz

Former Production Director
ATLANTIC COPPER

Juan Carlos Baquero

HO Hydrogeology
COBRE LAS CRUCES

Eva Lain

Founder & CEO
LAINTCH

José Miguel Galera

CEO
SYSTRA SUBTERRA

www.eoi.es



We develop talent for a safe and sustainable future

Madrid

informacion@eoi.es
+34 91 349 56 00
(Madrid)

Sevilla

infoandalucia@eoi.es
+34 95 446 33 77
(Sevilla)



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