

Mining and Raw Materials MBA

SEVILLE

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
March 2023



DURATION
12 months



DEDICATION
Friday 16:30 to 21:30
Saturday 9:00 to 14:00



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



TARGET

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

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.

MBA.01- BUSINESS ECONOMIC ENVIRONMENT

- World Economic Situation
- Concepts of Macroeconomics

MBA.02- BUSINESS STRATEGY & ORGANIZATION

- 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

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
- Big Data and Business Analytics
- Blockchain
- Industry 4.0.
- Cloud and Security
- Machine Learning and Artificial Intelligence

- Future trends
- Business Game (online hours)
- Project Management

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
- Mining & Raw Materials MBA Project

MINING AND RAW MATERIALS INTENSIFICATION

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

- Industry Characteristics of Metals & Industrial Minerals
- Discovery & Production of Raw Materials
- Relationship between Producers & Consumers
- EU Regulations & Legislation

MRM.S.02- MINING LIFE CYCLE

- Prospecting
- Exploration
- Exploitation
- Mineral Processing
- Rehabilitation
- Energy
- Safety

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

MRM.S.04- CORPORATE FINANCE

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

MRM.S.05- MARKETING & BUSINESS FUNDAMENTALS

- Supply/Demand Balances
- Pricing
- Commodities & Futures Exchanges
- Logistics & Distribution
- KYC (Know Your Customer)



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



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.

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.

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.

EOI DIGIT-ALL

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.

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.

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.



Faculty



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

Emiliano Mata
Former VP Strategy &
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Airbus

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Chairman of the Board
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Alcoa
President
Alcoa Foundation

M^a Luisa García
President
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We train talent for a sustainable future

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