



Spring 2012



EOI Escuela de
organización
industrial



red.es

IDA Instituto para la
Diversificación y
Ahorro de la Energía



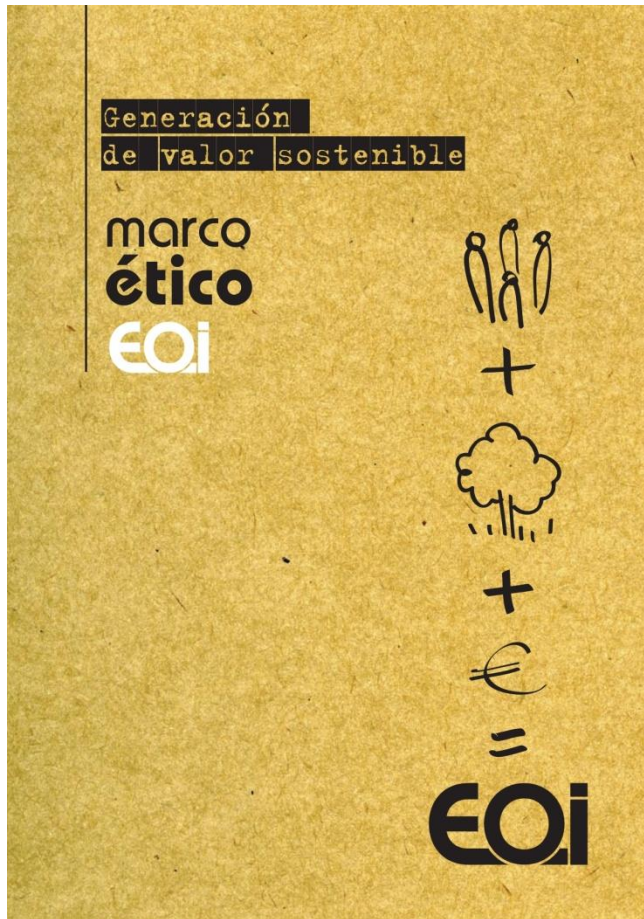
EOI Business School stands for Escuela de Organización Industrial and it is a landmark Institution in the Spanish Education Management Sector.

Founded in 1955, it is the first Business School created in Spain and one of the first in Europe.

Throughout its history, students have passed through EOI and are now in relevant positions in the management, politics, economic and environmental businesses at national and international level.

Most of them still collaborate with EOI sharing with us their experience and knowledge as teachers, speakers and researchers.

- ▶▶ 1st business school founded in Spain in 1955
- ▶▶ 1st business school in Spain focusing in Environmental Education and Training since 1976
- ▶▶ 1st business school in Spain with a presence in Latin America since 1992
- ▶▶ It has pioneered distance training since 1997 developing an outstanding on line training methodology
- ▶▶ One of the most important Business schools in Europe in the training of Entrepreneurs



The most innovative Business Schools are seizing this time of crisis to change and adapt their educational model.

Having this in mind, EOI must make a major effort to transform and update its activities driving towards a new production model in line with the demands of an open global society.

We actively contribute to the development of a new management culture and sustainable model from a social, environmental and economic point of view.

We give response to the demands of the current economic situation.

We train directors and managers able to bring these values and management criteria into the organization

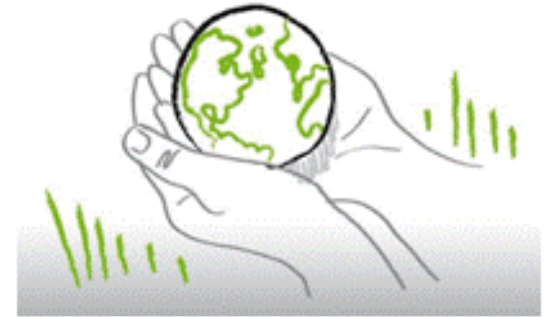
EOI is a place for generating and distributing knowledge, designed as a collaborative and open space to reconcile ideas and different sensitivities around 4 strategic axes:

[SUSTAINABILITY

[TECHNOLOGY

[ENTREPRENEURSHIP

[INTERNACIONALIZATION



Our mission has always had

**inherent
values**

**that make up
our identity**

- » Committed to talent
- » A great working atmosphere
- » A global learning network
- » Fostering continuous improvement in the professional careers of our students.
- » Promoting Innovation, Sustainable Values and an Entrepreneurial spirit
- » An outstanding faculty
- » A solid institutional and business support
- » A strong professional and personal network

and 100% quality oriented in everything we do!

EOI is a public foundation committed to the training in:

- ✓ **Economic Sustainability** that will ensure a continuous development with limited resources, promoting new values, social justice and wealth distribution.
- ✓ **Digital Economy** that fosters a new way of understanding corporate culture and management practices.
- ✓ **Social Economics** promoting a model that combines both production and employment with values related to solidarity and responsibility.

We train leaders and managers in ethical values, creativity, entrepreneurship, globalization and technology.



Classroom is just the beginning



Image: Sean Dreilinder

EOI is involved in leading an expansion educational model based on:

The development of on line training
using *Moodle* as our **virtual learning platform**

Mobile Learning

Access to an educational environment from the OS Android
We go beyond the classroom and a fixed timetable improving
communication with our students.

An wide program of **conferences and seminars**
The perfect complement to keep up to date

The support of the **ALUMNI community** that shares with us their
experiences and best practices.



Campus MADRID



Campus SEVILLA



Latin America

- **ARGENTINA** Instituto Tecnológico de Buenos Aires (ITBA)
- **COLOMBIA** Universidad del Rosario
- **PERU** Universidad Peruana de Ciencias Aplicadas (UPC)
- **REP. DOMINICANA** Pontificia Universidad Católica Madre y Maestra (PUCYMM)
- **VENEZUELA** Universidad Católica Andrés Bello (UCAB)
- **BRAZIL** Business School São Paulo (BSP)
- **MEXICO** Universidad ANAHUAC

Europe and USA

- **FRANCE** *École de Management de Lyon*
ESC Grenoble
Reims Management School
Toulouse Business School
- **ITALY** MIB Trieste
- **UNITED KINGDOM** Manchester Business School
- **USA** Thunderbird
Massachusetts Institute of Technology (MIT)
University of Portland
University of Northern Kentucky
Florida Internacional University

Asia

- **CHINA** Shanghai International Studies University

Founding member of **AEEDE**
Spanish Association of Business Management Schools

Founding member of **EFMD**
European Foundation for Management Development

Certifications and accreditations



Active member of **RMEM**
Mediterranean Network of Business Schools

Associated member of **AACSB**
Association to Advance Collegiate Schools of Business

Associated member of **EFQM**
European Foundation for Quality Management

Associated member of **BENE**
Business Ethics Network for Education

Associated member of **CLADEA**
*Latin American Council of Business Management
Schools*



- ✓ **Postgraduate**
- ✓ **Executive**
- ✓ **High Management**
- ✓ **On Line**
- ✓ **In company**
- ✓ **Institute of competitiveness and entrepreneurship**
- ✓ **Lifelong learning education**
- ✓ **TICAL online programs: technology and innovation in Latin America**
- ✓ **RED EOI America: dual degrees with Latin American Universities**



business management education

- MBA Part Time with specializations
- MBA Full Time with specializations
- Global MBA (in English)
- Master in quality management and business excellence
- MBA in digital marketing
- Programme of specialization in shoe design

environment, energy, tourism and sustainability

- International master in sustainable development and corporate responsibility (in English)
- Master in renewable energies
- Master in water engineering and management
- Master in environment engineering and management
- Master in sustainable management of resources



business management education

- Executive MBA
- Executive Master in ICTs management
- Master in digital economy and creative industries
- Master in tech and industrial management
- Executive MBA in tourism management (in English)

environment, energy, tourism and sustainability

- Professional Master in environmental engineering and management
- Executive program in sustainable mobility and electric vehicle.
- Advanced course in energy efficiency and services
- Executive program in international development of renewable energy projects

Those are only some of our programs. See our complete offer in www.eoi.es



innovation, creativity and business management

- Executive MBA
- International Executive MBA in infrastructures
- Executive Master in agro business management
- Executive Master in strategic marketing management
- Executive Master in tech and industrial business management
- Executive Master in TIC management
- Executive Master in people and intangible management
- Executive Master in supply chain management
- Executive Master in digital economy and creative industries
- Executive Master in business management
- Master Executive in Entrepreneurship

environment, energy, tourism and sustainability

- Executive Master in environment, quality and labor risks management
- Executive Master in sustainable development and corporate responsibility
- Executive Master in renewable energy
- Executive Master in social economy



1. Aimed at organizations that want to train their employees in accurate fields.
2. We work with professionals and consultants committed to the development of talent.
3. We focus on innovation, personal development and the culture of learning.
4. We are results-based management oriented.
5. We know how to adapt to new corporate cultures, values and specific needs of companies.
6. We become a partner of the company before, during and after the delivery of the programs. This partnership is in constant evolution.
7. We integrate new technologies and methodologies as a support in our projects.

We design programs together with the company and with our faculty and collaborators adapting the contents and the learning goals to the target audience and to the specific needs of the company.

EOI manages the program's logistics and coordination, offering the company all the services to make the best environment: a complete follow-up of the Program, of the students, classroom and catering management, etc.



EOI offers its broad experience in education to the companies' professionals and managers being able to provide them with a **GUIDE OF THE TEACHING METHODOLOGY** to optimize the learning process.

We work together with the company in the selection of the most suitable methodology regarding the profile of the students. We adapt to the company's needs and deliver custom programs of a specific area or department of the company. We offer face to face and distance education programs.

ACCIONA

Executive on line MBA (3 Editions)

Executive on line MBA in Sustainable Economy (1 Edition)

AENA

Top Management Programs aimed at Airport Directors and Directors of the company.

Project Management Program

Agco Corporation

Development Program for Trade Efficiency and Customer Focus.

Aqualia

Training Program for the Board of Directors

Program in Corporate Sustainability

Basf Coatings

Master in Operations Management and Skills' Development

Business Objects

Program for the Improvement of Project Presentation Techniques for Financial Directors.

Cemex

Programs in Sustainability aimed at managers and middle managers of the organization.

FEMETAL

Executive MBA (Metal Sector) aimed at managers of companies in the Metal sector, members of Femetal.

Fertiberia (Villar Mir Group)

Advanced Management Development Program.

Developing Management Skills Program

Flex Equipos de Descanso

Executive development Program designed for factory responsables. It deals with how to improve management skills.

Sufi Group (Sacyr Vallehermoso Group)

Executive Development Program designed for middle managers with high potential in the company focusing on the training of financial concepts, project management and management skills.

Idepa

Program in Finance Management

Incarlopsa

Senior management Program focusing on business models analysis and new strategic visions.

Instituto Asturiano de Administración Pública

Executive Program in Human Resources

Instituto de Estudios Fiscales

Master in Public Management aimed at civil servants in the Economy and Estate Ministry and the Spanish tax Agency.

Instituto Nacional de Administración Pública

Master in Public Management

Handbook of Training methodologies

ISDEFE (Ingeniería de Sistemas para la Defensa de España)

Workshop: Design and Implementation of an strategic plan

Innovation Program

Fundación Laboral SEPI

Advanced Management Development Program

Fundación Bahía de Cádiz para el Desarrollo Económico

Program in Innovation Management

Fundación ONCE/ Fundación VODAFONE

Design and Access for everyone

Janssen-Cilag

Advanced Management Program aimed at the Business Unit Manager team.

Training activities for the Board of Directors.

Johnson & Johnson Medical

Program in Health Care Marketing.

Junta de Extremadura

Blended-learning- Executive MBA (4 editions) aimed at managers of companies from Extremadura region (Spain)

Program in Finance Management

Program in Innovation Management

Agrobusiness Company Management Program

La Caixa

Program in finance for new joiners in commercial offices.

Motivation and Team Management Seminar.

Mapfre Asistencia

Creativity and Innovation program aimed at the Board of Directors

Mapfre

International Management Development Program designed to aimed at managers and middle managers at international level.

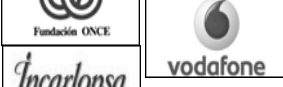
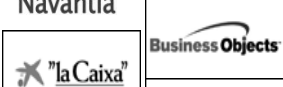
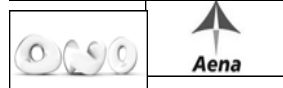
NAVANTIA

Program in Management Development

Ministerio de Economía y Hacienda

New tools and techniques in Human Resources Management

Remuneration Models Seminar



Ministerio de Igualdad

Program in Management Development for future women directors in Internacional companies
Program in Management Development for future women directors of Technologic companies

ONO

Executive Program in Management.

PriceWaterhouseCoopers

Executive Program in Consulting and Business Assessment aimed at new joiners of the company.
Master in Consulting and Business Assessment aimed at new joiners of the company.

Principado de Asturias. Consejería Sanidad

Communication Workshop: Improving Personal Skills.

Reims Management School

Marketing Seminar aimed at Executive MBA students.

Renault

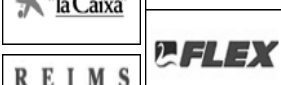
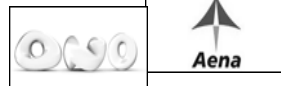
Program in Finance Management.

RENFE

Program in Finance Management
Program in Management Development (5 editions)
Program in Strategic Management (2 editions)

Repsol Química

Marketing of Polyolefins Program .



Repsol YPF

Executive Marketing Program.

Seprona

Course of Pollution Control and Vigilance.

Telefónica España

Commercial Change Management and Customer oriented programs aimed at middle managements of the different corporate business units.

Strategic Analysis and Teambuilding development programs.

Development of Lateral Thinking , Creativity in Innovation aimed at staff with high potential in the business management.

Telefónica Móviles

Program in Management Development focused on analysis and implementation of strategic objectives of the company. It is aimed at general managers of the group.

UBS

Program in Emotional Learning and Stress Management.

Vodafone

Executive on line MBA (9 editions)

Finances for non Financial Managers

Executive International MBA (2 editions)



Our best identity card

Club EOI develops an intense long life training plan that guarantees a keep-up do date with the latest in the market

More than **50.000** alumni

Career Services Department

Lifelong Training

Support to entrepreneurs

National and International **Network**

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