



## Global Executive MBA Program by HHL and EADA Kicks-Off

*Strategizing for the European and Emerging Markets: The Global Executive MBA Program by HHL and EADA Kicks-Off*

The first class of the new Global Executive MBA Program, designed by German HHL Leipzig Graduate School of Management and Spanish Escuela de Alta Dirección y Administración (EADA), kicked-off with 14 students representing 8 different nationalities (Brazilian, Bulgarian, Colombian, German, Icelandic, Israeli, Spanish and Russian). Taking into account their professional and personal experiences they come from 14 countries, such as Austria, Argentina, Iraq, France, UK and USA. The members of this diverse group of outstanding and highly motivated students have an average of 10 years of work experience in areas such as E-Commerce, IT, Green Technology, Tourism, Retailing, Consulting, Media and Banking. The modular Global Executive MBA Program, which starts this week with a focus on leadership and strategy, is offered completely in English. The program focuses on business practices in Western European countries (especially Germany and Spain). In addition, participants gain insight into the economies and cultures of the Chinese, Brazilian and Indian markets, attending three International weeks in prestigious Business Schools of these Countries.

EADA's General Director, Miquel Espinosa Sáenz, describes the innovative nature of this new program: "The new Global Executive MBA Program intends to be a truly worldwide experience, led by two prestigious European business schools and supported by an international Corporate Advisory Board. It is a great commitment for the experienced managers, who desire to grow professionally and personally in leading organizations of our planet!"

The Dean of HHL, Prof. Dr. Andreas Pinkwart, adds: "With the new Global Executive MBA, both EADA and HHL are aiming for a new European way to deliver a joint global executive management program. Thus far, considerable positive reaction to the new program confirms the strategy of EADA and HHL."•

The German student André KEEVE (35), Head of Marketing at Axel Springer AG, shares his enthusiasm in this way: "I am particularly excited to be part of the new Global Executive MBA program because it presents a great challenge for my professional and personal development. I am certain that the program's global approach and highly international mix of participants is going to help enhance my intercultural skills. In addition to this, the particular focus on rapidly emerging markets will widen my understanding and outlook on today's globally intertwined market."•

### The new Global Executive MBA Program by HHL and EADA

The modular structure of the 18-month Global Executive MBA Program is suited to the professional and personal needs of international executives. To obtain the "Executive MBA" degree jointly offered at HHL and EADA, participants must complete a total of ten modules of six-day courses on different management disciplines, as well as complete a Master thesis. The Global Executive MBA Programme consists of eight core modules, of which four take place in Germany and four in Spain. The two additional modules are completed at reputable business schools in Brazil, China, or India. In addition to the development of managerial core competencies, training in key qualifications, such as communication management, negotiation techniques, conflict, diversity, and intercultural management, are an integral part of the curriculum of the Global Executive MBA Program. Further information: <http://www.hhl.de/global-executive-mba>

HHL and EADA have a long tradition in the academic education of executives and are particularly well-known in their respective countries for their research in the areas of innovation management, strategic management, as well as in strengthening and developing leadership skills. Between them, the two institutions HHL and EADA hold three international accreditations: AACSB, AMBA and EQUIS.

### HHL Leipzig Graduate School of Management

HHL is a university-level institution and ranks amongst the leading international business schools. The goal of the oldest business school in German-speaking Europe is to educate effective, responsible and entrepreneurially minded leaders. In addition to HHL's international focus the combination of theory and practice plays a key role. HHL stands out for its excellent teaching, its clear research focus, its effective knowledge transfer into practice as well as its outstanding student services. The courses of study include full and part-time Master in Management as well as MBA programs, a Doctoral program and Executive Education. In the 2012 Financial Times Masters in Management ranking HHL's full-time M.Sc. Program was ranked 11th in the world. In this ranking HHL scores 1st place for its "Entrepreneurship" orientation and 2nd place for the salaries of alumni as well as for its "Corporate Strategy"• orientation. In the current ranking by the Latin-American business magazine AméricaEconomía HHL scored 28th place in this ranking. <http://www.hhl.de>

### EADA Business School

EADA Business School (Escuela de Alta Dirección y Administración) is an international business school located in Barcelona. It offers Masters, MBA and Executive Education programmes. EADA's MBA programme is ranked among the 100 best MBA programs in the world by The Economist and the Financial Times, where for 2011 it ranks 84th worldwide. In addition, EADA has consistently been ranked among the top four business schools in Spain. In the 2011 Financial Times European Business School Ranking EADA reached the 27th position. The Msc Programmes of EADA have been exceptionally high ranked for Career Progress (Financial Times Ranking 1st in Spain) EADA is accredited by the AMBA and EQUIS. <http://www.eada.edu>

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**HHL Leipzig Graduate School of Management**

Die HHL ist eine universitäre Einrichtung und zählt zu den führenden internationalen Business Schools. Ziel der ältesten betriebswirtschaftlichen Hochschule im deutschsprachigen Raum ist die Ausbildung leistungsfähiger, verantwortungsbewusster und unternehmerisch denkender Führungspersönlichkeiten. Neben der internationalen Ausrichtung spielt die Verknüpfung von Theorie und Praxis eine herausragende Rolle. Die HHL zeichnet sich aus durch exzellente Lehre, klare Forschungsorientierung und praxisnahen Transfer sowie hervorragenden Service für ihre Studierenden.  
[www.hhl.de](http://www.hhl.de)

Anlage: Bild

