



First International Study Week of EADA's EMBA at Germany's HHL

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For the very first time a class of the Executive MBA program (EMBA) of the Spanish EADA Business School has operated a study week at HHL Leipzig Graduate School of Management in Germany. Related to the overall topic "innovation?", the 27 participants enjoyed practical courses and company in the field of ecology and environmental protection, marketing, technology and sustainability, and competitiveness.

Marjolein Overmars, Program Director Executive MBAs at EADA, says: "What is special about the week at HHL is that there is a very good match between the course work and the company visits. The lessons offer a perfect preparation for the visits, which are thus much more understandable in all its concepts. Also unique is that HHL managed to organize visits to three worldwide known top companies: Porsche, DHL, and BMW. And during the free time the students could enjoy the atmospheric City of Leipzig, with all its famous musical culture and buildings.?"

EMBA participant Gil Soto Tolosa, who works at Philips Lighting, adds: "I have enjoyed very much the week in Leipzig. The classes have been highly interesting. We have now another view on subjects like innovation and leadership in innovation applied to the logistics and automotive industry. During the company visits we have seen it executed successfully.?" Regarding the lessons learned from the international week the 45-year old points out: "Innovation is more related to a combination of skills than to specific knowledge. You need to link them to create the change towards a new product or process and only by being open, sharing, and willing to be challenged you can get meaningful innovations. But there is no innovation without a good execution, therefore having the right processes in place is most crucial.?"

EADA's EMBA is a 14 month program, with 10 hours of class per week in central Barcelona. Additionally, there are 8 modules of 2 days each at the Residential Training Centre Collbató, which are very suitable for leadership courses. The program uses a wide range of methodologies, including case studies, team work, role plays, simulations, a final project, conferences, outdoor training, and executive coaching. The average age of EADA's EMBA participants is 35 years, with 10 years of work experience, of which some years are in a managerial function. Approximately 50 per cent of the participants work in multinational companies. Some 40 per cent have an engineering background, 25 per cent previously studied economics or business studies and 5 per cent are scientists (with a Ph.D. degree). A good 20 per cent of EADA's EMBA students are non-Spanish.

<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

Anlage: Bild

