

LEADTECH GLOBAL EXECUTIVE MBA

Double degree
MBA program



Programme structure



PRE-IMMERSION

LeadTech Business
Essentials Course
Pack – Harvard Business
Publishing – Self-Paced
Online Courses



Residential Module I

BARCELONA

Leading with Impact



Residential Module II

PARIS

Technology and
Design for Impact



Residential Module III

BARCELONA

Authentic Leadership
& Effective
Communication



INTERNATIONAL STUDY TRIP #1

SILICON VALLEY

Focus on Tech



INTERNATIONAL STUDY TRIP #2

SINGAPORE (TBC)

Focus on
Innovation



Residential Module IV

PARIS

Strategy, Value Chain
& Circular Economy



Residential Module V

BARCELONA

Leading in a VUCA
World & Leading in
Society



Residential Module VI

PARIS

Technology
Startup Innovation
Bootcamp

DURATION

15 MONTHS
(OCT 2026 – DEC 2027)

TUITION

€ 45000

GENDER BALANCE

50%

50%

AVERAGE AGE

35

PROFESSIONAL EXPERIENCE

5/13

REQUIRED/AVERAGE YEARS

CONTENTS

04	ACCREDITATIONS AND RANKINGS
06	PRESENTATION SCHOOL, DEANS, WELCOME PROGRAMME DIRECTOR
10	LEAD WITH VALUES
14	THE FUTURE IS ALREADY HERE
16	TECHNOLOGY AWARENESS & INNOVATION MANAGEMENT
20	LEADERSHIP DEVELOPMENT
22	AGILE AND FLEXIBLE LEARNING
24	#LEADTECH ROADMAP
36	BRAND “YOU”
38	ADMISSIONS
40	ADMISSIONS TEAM
42	FEES
43	FINANCING
44	WOMEN LEADING IN A TECH WORLD SCHOLARSHIP



SCHOOL'S ACCREDITATIONS



AWARDED BY THE EUROPEAN
FOUNDATION FOR MANAGEMENT
DEVELOPMENT



AWARDED BY THE
ASSOCIATION OF MBAS



RÉPUBLIQUE FRANÇAISE

Quality certification has been awarded for the following categories:
Training courses - Validation of prior experience

QUALIOPI CERTIFIED



QS CERTIFIED

RANKINGS

9th

IN THE WORLD IN
INTERNATIONAL
PARTICIPANTS



27th

BUSINESS SCHOOL
IN EUROPE



CO-INNOVATION AT ITS BEST

Only two institutions with similar mindsets could create a program that links the value of human centricity and technology leadership: **EADA Business School in Barcelona**, with its focus on leadership development for over 50 years, and **École des Ponts Business School in Paris**, with its innovation and tech driven ecosystem and motto “In business to make for a better world” for almost 40 years.

Together, EADA Business School and École des Ponts Business School have radically redesigned a Global Executive MBA program for professionals who want to **lead themselves, their teams and their organisations** in the VUCA (Volatile, Uncertain, Complex and Ambiguous) world of today.

We applied what we teach and went through an intense co-innovation process mixing the teams in Barcelona and Paris to jointly design what we now call the LeadTech Global Executive MBA. Our objective was simple, but not easy: **uniquely combine design thinking and lean startup methodologies, customer-centric principles, as well as cutting-edge pedagogical practice and curriculum design in order to create unparalleled value for programme participants and graduates.**

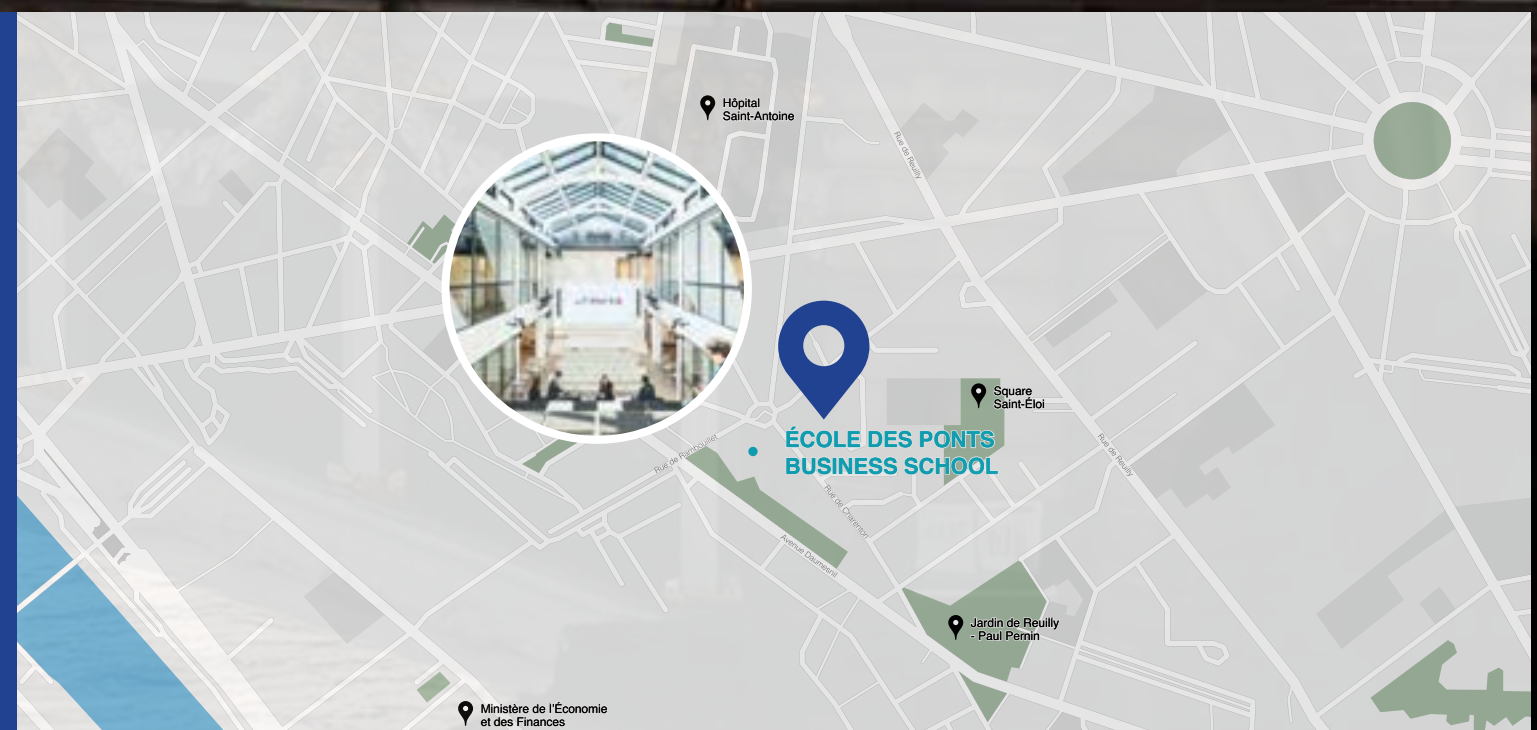
IN BUSINESS TO MAKE A BETTER WORLD



Founded as an offshoot of the prestigious and oldest civil engineering school in the world –École des Ponts ParisTech, established in 1747– École des Ponts Business School has been offering MBA and management programs since 1987. The philosophy which underlies all of the programmes at École des Ponts Business School is that of preparing participants to be global leaders who strive to have a positive impact on the world around us. We aim to help graduates prepare for a fast-changing world, where technology and innovation are the key transformative drivers and where people, purpose and planet are the key value drivers.

Alon Rozen

Dean, École des Ponts Business School



WHERE BUSINESS PEOPLE GROW



EADA, founded in 1957, was one of the first Spanish educational institutions to offer management training programs to the business community. As a private and independent institution for over 50 years, EADA is at the forefront of management training and in-company training for the Spanish and international business communities. EADA focuses not only on hard knowledge, but above all on the management skills that accelerate the professional and personal development of participants. These skills provide a competitive advantage for both the participants and the companies where they work.

Jordi Díaz
Dean, EADA Business School



LEAD WITH VALUES



CHALLENGE THE NORM

EADA and École des Ponts create leaders who understand the “Triple Bottom Line”, combining social, environmental and economic analysis. Our methodology is designed to generate debate and challenge you to analyse global issues such as sustainable innovation and inclusive business models that are both profitable and viable. Our holistic approach trains you to anticipate future challenges in sustainable business, and to initiate change in an innovative and ethical manner.



RESEARCH WITH A PURPOSE

Research is an important part of both institutions and we focus on projects with direct relevance to you. Innovative research in sustainable business, inclusive organisational models and responsible management is essential to creating the next generation of business leaders. As pioneers in research, our faculty has the expertise to help you develop management strategies that align with social, environmental and economic sustainability goals.



A CURRICULUM FOR FUTURES LITERACY

Research on the Circular Economy has been a driving force behind much of the LeadTech curriculum with the aim of creating leaders capable of integrating new circular strategies by design. The implementation of new and emerging technologies with a maximum impact for good is a fundamental component in the analysis of case studies throughout the programme.



RATING & RANKING

POSITIVE IMPACT RATING FOR BUSINESS SCHOOLS

The Positive Impact Rating measures how business schools contribute to solving societal challenges by energising the school and its culture, by educating responsible leaders and by being a role model institution.



CORPORATE KNIGHTS TOP 40

The Corporate Knights Better World MBA ranking is based on performance indicators including core courses integrating sustainability, faculty publications and research centres related to sustainability and faculty diversity.



PARTNERSHIPS IN SUSTAINABILITY

PARTNERSHIPS PRIME

Transforming management education globally by raising awareness about sustainable development



UN GLOBAL COMPACT

Aligning strategies and operations with universal principles on human rights, labour, ethics and the environment



YUNUS SOCIAL BUSINESS

Fostering the creation of businesses created for the social good in collaboration with 18 centres around the world



RESEARCH CENTERS



The CERC is participating in numerous EU funded research projects which aim to embed the circular economy principles in society. We want LeadTech participants to understand and live by these principles.



With a forward-compatible design and strategy, ReTech Center is a community-driven multistakeholder platform to enable the forthcoming Digitally Empowered Responsible Markets and Societies.

[Know more >>](#)



The Center for Policy and Competitiveness (CPC) researches the role of technology, the vitality of clusters and quality of business strategies and environments so we can move towards a more responsible and united economy, an economy centred on human beings, both socially and ecologically sustainable.



The Center for Advanced Studies of Enterprise in Emerging Markets focuses on business case development and scholarly research. We aim to capture learning opportunities from emerging markets worldwide, spreading knowledge about what's novel and inspiring.

THE FUTURE IS ALREADY HERE



The LeadTech Global Executive MBA uses a two-pronged approach to help participants make sense of the current context (a) by providing a **holistic view** of what's happening in the outside world and (b) by giving participants an opportunity to engage in introspection to **gain a deeper understanding** of their inner world.

Most MBA programmes focus on preparing their graduates for change, but we are seeing today that change is not an event that will take place sometime in the distant future; **the future is here right now**. Developed before the pandemic and launched during the crisis, the LeadTech Global Executive MBA is more relevant than ever today. The primary question is not how to face unforeseeable change, but how to embrace and leverage it.

Today's managers need to **reimagine the future of work** for their industries and also the generations to follow. Issues such as sustainability need to be addressed, as well as the challenge of developing **value-driven businesses** that positively impact the world – this encompasses a **digital overhaul** of both the public and private sectors. Leaders will have to reimagine their role to inspire their teams, and also rethink the place of work in society and the economy.

This calls for a new approach to business education, one that can prepare participants today for the **challenges of today and tomorrow** – challenges that have arrived sooner than expected and that are here to stay. With this in mind, the LeadTech Global Executive MBA has been designed around three main focus areas.

Anastassia Predekha

CLASS 2022-23

Consumer Insights CMI & Data Analytics

// You want to be a great leader, you want others to be inspired by the work that you do. Leadtech was not only about hard skills – soft skills were really a focus of the program. //

WATCH THE
VIDEO



Technology Awareness

Understand the full impact of current and emerging technologies, and design disruptive business models that integrate new business models



Innovation Management

Adopt a discovery mindset to spark innovation in business, maximise productivity, increase profitability and create positive impact



Leadership Development

Sharpen your awareness of people's needs by leading teams and organisations with authenticity, communicating effectively and ensuring success when navigating change

TECHNOLOGY AWARENESS & INNOVATION MANAGEMENT



SOLVE REAL-WORLD CHALLENGES

Each residential week, participants will work on a unique corporate and/or innovation challenge to deepen their learning experience. These challenges allow participants to apply their theoretical and analytical knowledge to solve or investigate real-world challenges. These projects can be carried out in collaboration with corporate partners or as entrepreneurial ventures, depending on the curriculum.

Corporate Challenges present real-world problems that companies deal with, which are tackled through the lens of Leadership. The faculty works with a corporate partner to prepare for the challenge and to define the learning outcomes for students. For each Corporate Challenge, the company, industry, context, and problematics are different.

Innovation Challenges take leadership into different landscapes and get participants to leverage technology for impact. The Innovation Challenges are designed around Rapid Innovation and Rapid Prototyping, without predefined problem space, contrary to Corporate Challenges. Participants are expected and supported to find a real-world problem and work on the solution space accordingly.

Alternating the Corporate and Innovation Challenges helps students unlearn and relearn the problem-solving, critical thinking, creative thinking, rapid ideation, and rapid innovation skills as each challenge is fundamentally different in approach and context.

PROJECT DELIVERY MODE

Four weeks prior to each residential week, participants will be introduced to the challenge topic. Each group (4-5 participants) works on the challenge at their own pace. During these four weeks faculty will provide extra material and guidance to the groups.



A SAFE SPACE FOR INTRA/ENTREPRENEURSHIP

One of the main topics of the programme is Innovation. The objective of our programme is for participants to discover and apply the methodology of **entrepreneurial project management** and to introduce different lean entrepreneurial tools to realise their entrepreneurial project. We emphasise the entrepreneurial mindset and focus on **value creation** through **creative problem-solving**.

Each course pushes participants to not only use their **operational knowledge** in supply chain, finance and accounting, research and analytics, but also their **creative sides** in marketing, design thinking and (personal) branding.

Participants are encouraged to **choose their own projects** throughout the programme. Participants will be assisted by faculty and entrepreneurs to benefit from their expertise, best-practices and failures. This creates a safe space to develop and try out their ideas.

If participants have the ambition to create their own start-up, the final challenge will be an excellent opportunity to work on a comprehensive business plan and pitch.

The world needs leaders who master tech, and techies who master leadership.

THRIVE IN A TECH WORLD

Tech, automation, AI, the blockchain and, at the same time, a revaluation of human involvement, rights and responsibilities have the potential to **reconfigure what we call “work”**.

Tech is changing every day, and to keep up, we aim to teach our participants to **evolve and learn** along with it. That is why we have incorporated Tech related courses throughout our programme. We have integrated tech in nearly all our challenges. We also encourage our participants to take part in the hackathons of our partner companies to learn fast.



LEADERSHIP DEVELOPMENT



SPECIALISED MODULES

We have our own residential training campus dedicated to your leadership development. During these modules, you will develop the **emotional intelligence, problem-solving skills and leadership capabilities** it takes to be an effective manager, through outdoor training, role-plays and team-building activities. This **experiential learning** is combined with **professor-led workshops** focused on team and leadership theory, ensuring that you are able to effectively transfer what you have learned to the workplace.

FINANCE

One of the critical elements for a successful start-up is Finance. Many entrepreneurs, however, lack knowledge in this field. This course will teach you the fundamental financial skills that are necessary to launch and manage a start-up. We will also touch upon the following topics:

- » Consolidation of knowledge acquired in HBR Finance online course
- » Analysis of Financial Statements
- » Start-up Finance
- » Company Valuation and Private Equity
- » Application of Finance to your Final Project

EXECUTIVE COACHING:

Boosting your growth potential

Executive coaching can make you **work smarter and advance towards your goals faster** than you would on your own, providing the **tools and perspective** you need to get from point A to point B. Our coaches are trained to lead you to that “aha” moment, revealing **new solutions** to persistent issues. Through dynamic conversations and workshops, you identify and **define objectives**, discover new resources and approaches, establish **workplace action plans**, generate bold insights and perspectives, and **align your efforts**. Your coach is your partner in pushing your **growth potential** and making your ideas come to life, and putting you on a higher professional trajectory.

Sarah Mcrae

CLASS 2023-24

Learning Designer and Facilitator

“ I had reached a point in my career where I'd hit a glass ceiling. As an entrepreneur in education, there was no better place to address what I was missing than this program. ”

AGILE AND FLEXIBLE LEARNING



PROGRAM SCHEDULE

2026

OCTOBER	NOVEMBER	DECEMBER
M T W T F S S	M T W T F S S	M T W T F S S
1 2 3 4	1	1 2 3 4 5 6
5 6 7 8 9 10 11	2 3 4 5 6 7 8	7 8 9 10 11 12 13
12 13 14 15 16 17 18	9 10 11 12 13 14 15	14 15 16 17 18 19 20
19 20 21 22 23 24 25	16 17 18 19 20 21 22	21 22 23 24 25 26 27
26 27 28 29 30 31	23 24 25 26 27 28 29 30	28 29 30 31

2027

JANUARY	FEBRUARY	MARCH	APRIL
M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S
1 2 3	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4
4 5 6 7 8 9 10	8 9 10 11 12 13 14	8 9 10 11 12 13 14	5 6 7 8 9 10 11
11 12 13 14 15 16 17	15 16 17 18 19 20 21	15 16 17 18 19 20 21	12 13 14 15 16 17 18
18 19 20 21 22 23 24	22 23 24 25 26 27 28	22 23 24 25 26 27 28	19 20 21 22 23 24 25
25 26 27 28 29 30 31		29 30 31	26 27 28 29 30
MAY	JUNE	JULY	AUGUST
M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S
1 2 3	1 2 3 4 5 6	1 2 3 4	1
4 5 6 7 8 9 10	7 8 9 10 11 12 13	5 6 7 8 9 10 11	2 3 4 5 6 7 8
11 12 13 14 15 16 17	14 15 16 17 18 19 20	12 13 14 15 16 17 18	9 10 11 12 13 14 15
18 19 20 21 22 23 24	21 22 23 24 25 26 27	19 20 21 22 23 24 25	16 17 18 19 20 21 22
25 26 27 28 29 30 31	28 29 30	26 27 28 29 30 31	23 24 25 26 27 28 29
			30 31
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S
1 2 3 4 5	1 2 3	1 2 3 4 5 6 7	1 2 3 4 5
6 7 8 9 10 11 12	4 5 6 7 8 9 10	8 9 10 11 12 13 14	6 7 8 9 10 11 12
13 14 15 16 17 18 19	11 12 13 14 15 16 17	15 16 17 18 19 20 21	13 14 15 16 17 18 19
20 21 22 23 24 25 26	18 19 20 21 22 23 24	22 23 24 25 26 27 28	20 21 22 23 24 25 26
27 28 29 30	25 26 27 28 29 30 31	29 30	27 28 29 30 31

*These dates are subjected to change

#LEADTECH ROADMAP

SO WHAT HAPPENS IN BETWEEN THE MODULES?

In the interlude
between course
weeks, participants
will engage in:

- » Personalized one-to-one Executive Coaching sessions (conducted online)
- » Optional Support Sessions with faculty (conducted online)
- » Independent reading and preparation for upcoming Residential Weeks (self-paced)
- » Collaborative project work in teams (self-paced)
- » Completion of pre- and post-assignments

Online courses include:

- » Harvard Business Publishing -Business Essentials (self-paced). Example topics: Writing and Presentation Skills, Talent and Human Resource Management, Finance and Accounting, Project Management, Spreadsheet Modelling
- » Online Circular Economy Certificate Courses (self-paced)

*These dates are subjected to change

PRE-IMMERSION
LeadTech Business
Essentials Course
Pack – Harvard
Business Publishing –
Self-Paced Online
Courses



Residential Module I
BARCELONA
19-24 Oct 2026
Leading with Impact



Residential Module II
PARIS
23 – 29 Nov 2026
*Technology and
Design for Impact*



Residential Module III
BARCELONA
15 – 20 Feb 2027
*Authentic Leadership
& Effective Communication*



**INTERNATIONAL
STUDY TRIP #1**
SILICON VALLEY
April



**INTERNATIONAL
STUDY TRIP #2**
SINGAPORE (TBC)
May



**Residential
Module IV**
PARIS
5 – 11 Jul 2027
*Strategy, Value
Chain & Circular
Economy*



Residential Module V
BARCELONA
27 Sept – 2 Oct 2027
*Leading in a VUCA World
& Leading in Society*



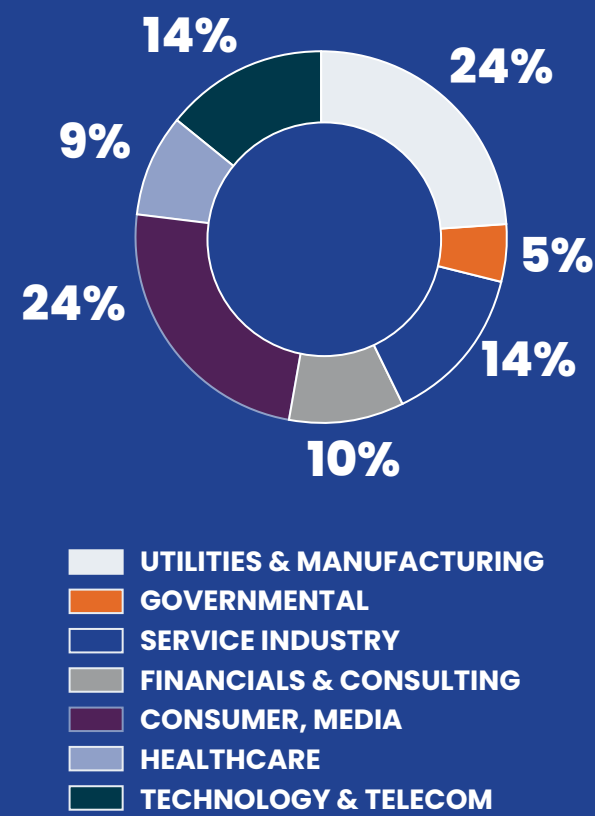
Residential Module VI
PARIS
3 – 10 Dec 2027
*Technology Startup
Innovation Bootcamp*



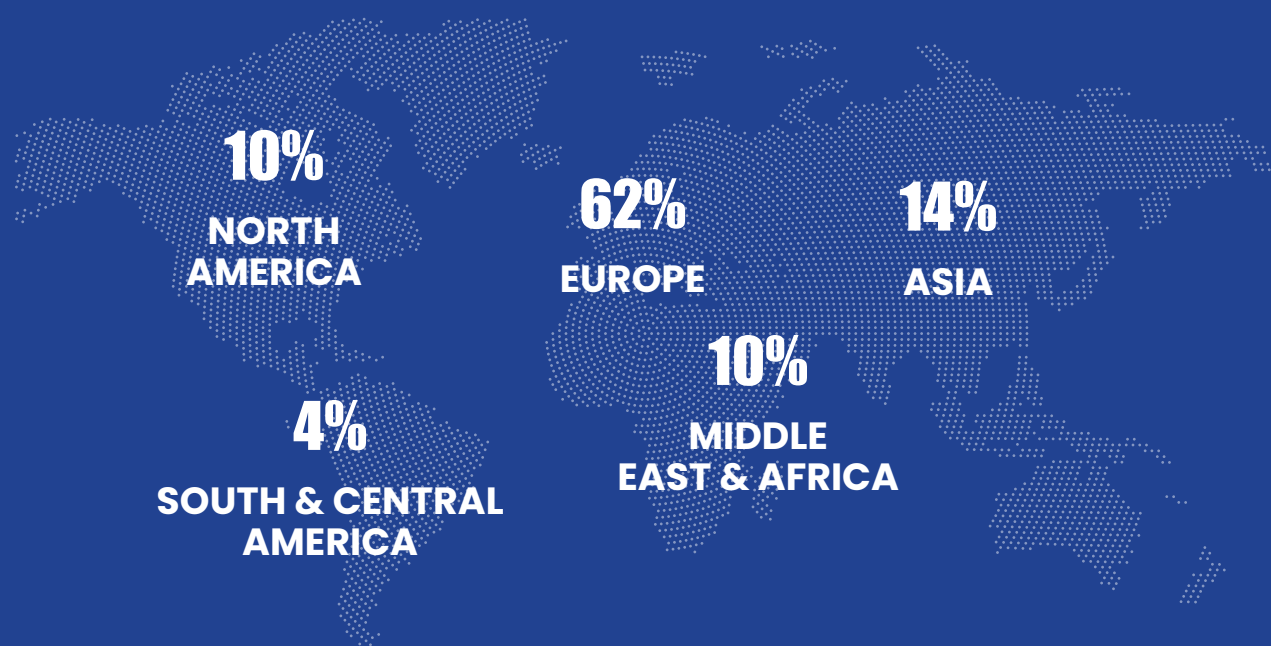
2025-2026
Class Profile



Professional background



Geographic distribution



PRE-IMMERSION
LeadTech Business
Essentials Course
Pack – Harvard
Business Publishing –
Self-Paced Online
Courses



FROM PREPARATION TO
PRACTICE – BEGIN YOUR
MBA JOURNEY



Upon enrollment participants will receive access to the LeadTech Business Essentials Course pack delivered on Harvard Business Publishing platform. This course pack contains all of the necessary **foundations** to help them prepare for the LeadTech programme. The LeadTech Business Essentials Course Pack ensures that all participants start with the same basic understanding and the same frame of mind, so that they can **get the most** out of their live modules together.

Once the participant has validated all the online modules in this **Primer** Pack, they will receive a **Blockchain-based LeadTech Business Essentials Certificate**.

For selected courses, participants can also receive an official Harvard Business Publishing certificate before the start of the LeadTech programme.

Examples of the
topics in the Harvard
online course pack:

- » WRITING AND PRESENTATION SKILLS
- » TALENT AND HUMAN RESOURCE MANAGEMENT COURSE PACK
- » FINANCE AND ACCOUNTING COURSE PACK
- » PROJECT MANAGEMENT COURSE PACK
- » SPREADSHEET MODELING

#1

LEADING WITH IMPACT



Residential Module I
BARCELONA
19 – 24 Oct 2026
Leading with Impact

Organisations are flattening in order to become more **adaptive**, innovative and client focused. As a result, more people will have to assume responsibility for making important business decisions, hence exercise **true leadership**. More than ever, leadership at all levels will **make the difference** between success and failure.

Our philosophy is based on the fundamental idea that effective leadership derives from the ability to integrate the ability to foster **personal growth**, build **lasting relationships**, leverage **diversity** and **manage ambiguity**.

The Inner Core of Leadership

Develop your self-awareness to maximise your learning, discover untapped potential and maintain flexibility in times of change.

Mens Sana in Corpore Sano 4.0

Learn the neuroscientific effects of the most important factors in performance and health with the aim of developing brain flexibility and brain resilience.

Corporate Challenge Workshop

Put your leadership skills to the test by providing executive advisory and consulting services to company executives under pressure.

Coaching Superpowers for Leaders

Whether you've hit a crossroads or a ceiling, coaching techniques can help you determine the best path forward in maximising your passions and potential. Not only does coaching help you ask the right questions, it provides resources and support that can help you figure out next steps and hold you accountable for setting and achieving your career goals.

Residential Module II
PARIS
23 – 29 Nov 2026
Technology and Design for Impact



TECHNOLOGY AND DESIGN FOR IMPACT

#2

Learn how to think about and structure Innovation, and discover the technologies of tomorrow that are shaping the business world today.

The sheer number of tools and solutions that today's technology provides us with can be intimidating. Which ones should you adopt in order to reach your goals and the objectives of the enterprise? In this module, our professors will not only demystify the question of tech solutions applied to business for you but also share with you market best practices

The world around us increasingly relies on technology. We need a wide range of skills to participate in the Future of Work, and we are frequently reminded that just because we are immersed in technology does not mean that we truly understand it – not only are you learning technology, you are learning to learn about technology.

Innovation Challenge: Technology and Design for Impact

Identify and apply technology to develop purpose-driven solutions.

Disruptive Innovation & E-leadership

Find out how to take advantage of opportunities and neutralize threats resulting from digital disruption.

Design Thinking

Learn the fundamentals of how design thinking and creativity can be used to enable and drive innovation.

Strategic Technology Management

Become an expert in leveraging technological enablers to develop empowering ecosystems and value-driven business models.



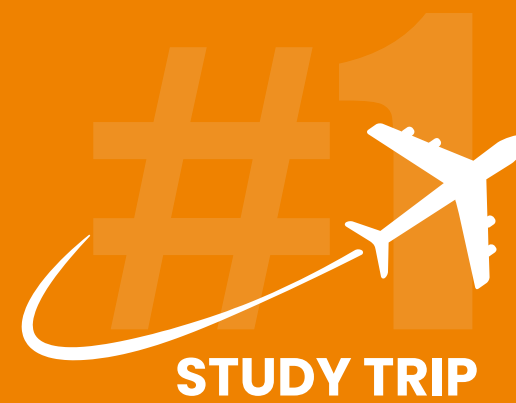
Marcos Carvalho Barreto
CLASS 2024-2025
Engineering Group Leader

"In a VUCA world, I was looking for a real solution to navigate change. That's when I found the LeadTech Executive MBA. It's helping me strengthen three essential pillars: innovation, technological awareness, and how to leverage AI to thrive in a rapidly evolving environment."

#3



Residential Module III
BARCELONA
15 – 20 Feb 2027
Authentic Leadership &
Effective Communication



**INTERNATIONAL
STUDY TRIP**
SILICON VALLEY
April



AUTHENTIC LEADERSHIP & EFFECTIVE COMMUNICATION

Discover how customer centricity is a key success factor in the Digital Age – and the Challenge of the week will be a real project for a multinational. Learn how to be(come) an **Authentic Leader**. In our “NeuroTrainingLab”, you will tackle business cases through role plays and advanced coaching technologies.

Leadership doesn’t happen in a vacuum. The essence of leadership relies on the ability to rise above the noise through not only creativity, innovation, and initiative, but also through clear **communication** and **teamwork**. In this module, you will develop the communication and teambuilding skills that are needed to persuade, guide and coach stakeholders towards **superior performance**.

Leading and Inspiring Others

Boost team learning, development and performance and create new opportunities for long-lasting and productive relationships.

Marketing Leadership: Value for customers, purpose for society

Find out why Marketing Leadership should involve more than merely being “good at marketing”. Beyond broader social questions, business growth itself generates ethical dilemmas that leaders should be able to address.

Corporate Visit & Challenge

Put into practice key concepts, ideas and tools that you have developed during the pre-work and the live module. You will be challenged to analyse the situation of a specific company and offer viable and insightful plans for purposeful growth.

Immerse yourself in disruptive innovation in tech to understand why Silicon Valley has had such an extreme impact on our lives: what makes it tick, what makes it special, why it is copied by some and why it is criticised by others.

The U.S. study trip is a one-week **deep-dive immersion** into the **Silicon Valley ecosystem** of business leaders, innovators, disruptors, and companies at the forefront of tech innovation. You will meet the people and visit the companies, research labs, schools and institutions that have made Silicon Valley what it is today – a key **driver of tech innovation** all over the world.

The visits and speakers are designed to provide maximum interaction with a wide range of **key players** in innovation, entrepreneurship, technology management and business education in both Silicon Valley and the San Francisco Bay area.

During the trip, you will explore concepts including innovation, leveraging technology for competitive advantage, entrepreneurship and lean entrepreneurship, effective leadership, vision, strategy and market disruption.

LEARNING OBJECTIVES



Understand the emerging and disruptive forces of technology and innovation



Articulate what makes Silicon Valley special and so difficult to copy



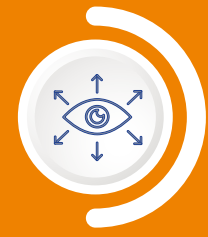
Critically assess the attractiveness of new ventures



Better understand the challenges facing innovators



Comprehend many of the key elements in an entrepreneurial ecosystem and their relative importance



Discover the innovative business landscape in Singapore and explore the companies that are changing the way we think, work and live. Singapore is the perfect city to analyse the benefits and challenges surrounding innovation, hosting a diverse ecosystem of companies experimenting with new ways to solve the world's most challenging problems. Based in the heart of Asia, the city offers access to a diverse talent pool, cutting-edge research facilities and world-renowned thinkers across industries. It's no wonder that companies, from multinationals to startups, are making Singapore their home base for creating, testing and exporting innovative solutions.

During the International Study Trip, you have the unique opportunity to explore Innovation from the inside out, as you visit world-class facilities, corporate headquarters and network with business leaders.

* The location is subject to change and final details will be confirmed shortly.

LEARNING OBJECTIVES



Understand the role of innovation across sectors and organisations



Identify the main drivers of innovation in the public and private sectors



Learn strategies for integrating innovation into your daily work and company culture



Develop the mindset needed for productive innovation



Learn how to communicate new solutions effectively to a wide variety of stakeholders



STRATEGY, VALUE CHAIN & CIRCULAR ECONOMY

Existing business models are depleting our resources, forcing us to **innovate** and **leverage technology** to do more with less. More and more, businesses must integrate concepts from the Circular Economy across industries. In this module, you will learn how to create **new businesses and value chains** that are able to reconcile "for good" and "for-profit".

Masterclass Circular Economy

Gain insights into the principles of circular economy and its drivers as well as the role of innovation and technology in circularity.

Innovation challenge: Circular Economy for Competitive Advantage

Work in a team to integrate the principles of Circular Economy (CE) into an emerging market. Research the adoption of CE principles amongst emerging economies as the challenges faced by these economies are generally different (resource availability, varying government policies and consumer behaviour) compared with those of developed economies.

Operations & Value Chain Management

Learn how to effectively analyse processes, operations and supply networks to improve services and products for your customers, while increasing resiliency.



#5



Residential Module V
BARCELONA
27 Sept – 2 Oct 2027
Leading in a VUCA World
& Leading in Society

LEADING IN A VUCA WORLD & LEADING IN SOCIETY

Beyond any doubt, both the speed and the magnitude of change will continue to increase exponentially for leaders across sectors and organisations. More and more, corporations, executives, managers and entrepreneurs are being called on to actively contribute to building a **regenerative and inclusive economy**.

This highly volatile business environment requires you to **continuously adapt** in the face of ambiguity and uncertainty as you develop new **inclusive strategies** to meet the increasing diversity of the workforce. As a leader of tomorrow, you will serve as a beacon to **mobilise and inspire** with self-awareness, courage and resilience.

ZEN Business: the natural path to sustainable transformation

Explore a bio-logical and systemic methodology to design purpose-driven organisations that make an impact.

Geopolitics and Geoeconomics

Become familiar with the key players, agendas and grand strategies that are shaping today's global and regional affairs.

Leading complexity and change (in a VUCA world)

Develop effective communication strategies to deal with challenging situations characterised by multiple stakeholders with conflicting interests, time pressure and hostile environments.



#6

Residential Module VI
PARIS
3 – 10 Dec 2027
Technology
Startup Innovation
Bootcamp



TECHNOLOGY STARTUP INNOVATION BOOTCAMP

Learn to discover lean innovation methods and design a viable business model. Using your own innovation project, learn to rapidly prototype a viable startup and a new business and to effectively pitch your projects to investors.

Dynamic business modeling

Develop your understanding of the lean innovation process by workshopping methods and concepts of business model innovation, apply a unique framework developed by the school that helps to ensure business models that are viable, sustainable and scalable.

Human-centric innovation

Reimagine the role of customers in innovation and find out how solving real people's problems provides value to business.

Agile methods & rapid prototyping workshop

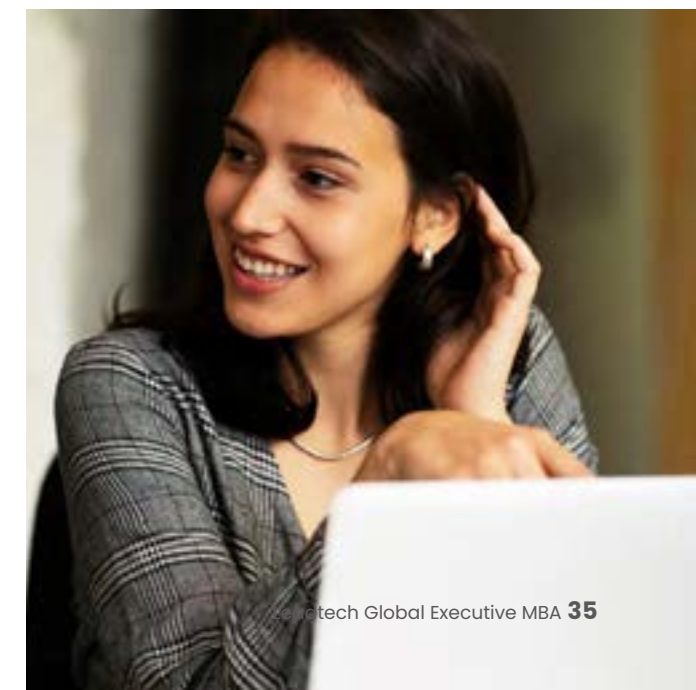
Discover the advantages of agile development first-hand as you gain an understanding of agile innovation and rapid prototyping from minimal viable product to minimal awesome product.

Circularity-By-Design Masterclass

In order for companies to go "Circular" they must design circularity into all aspects of the business and rethink their relationship to customers and users. Find out how companies are doing this today.

Innovation Challenge Workshop

During this challenging workshop you will develop your own innovation project in a team. You will design a viable startup, tell a convincing story about the problem and the solution, identify your target customers, make intermediate pitches to get feedback from professors and your peers, iterate and improve and work on a "killer pitch" that can convince investors to put money into your idea.



BRAND “YOU”

LEARNING HOW TO CREATE A PERSONAL BRAND THAT HELPS YOU STAND OUT IN THE CROWD.

As participants acquire new skills during the program, they will need to change how they are perceived by others, as well as their own personal perception of who they are.

Transformation starts even before Day 1 of the program, as participants start upscaling their portfolio of competencies. Our role is to help participants make sense of these new skills to better package and present them, so that they are ready to pursue new opportunities they may not have access to prior to the program.

If our participants are looking for job opportunities, they can inform their programme coordinators, so that our **Career Counselors** can support them. These counselors will consult you on how to approach the job market to achieve the results you desire.

In addition to this practical advice, our Executive Coaches will provide you **personal coaching** to help you find your voice, make positive behavioral changes and develop the skills, thinking and competencies necessary for success.



One-to-one career counselling to reach your goals and develop a strategy for achieving them



Access to specialised online resources to facilitate your search



Online informative sessions to keep you up-to-date on the latest business developments

ADMISSIONS

DO YOU HAVE WHAT IT TAKES?

Our admissions process aims to select well-rounded candidates who will not only succeed in the programme, but become **effective innovators and leaders** in their field after graduation. Our participants are professionals who like to better know how to adapt to new circumstances, understand the impact of new technologies and to align their skills with their ambitions. Our graduates are ambassadors of positive impact and know how to create inclusive team dynamics to produce results.

Are you eligible to join the programme?

- ☐ You have a Bachelor's/Master's or equivalent degree in any discipline.
- ☐ You have a minimum of five years of full-time work experience at the start of the programme.
- ☐ You are proficient in English – All courses are taught in English and all coursework must be submitted in English.
- ☐ You want to be able to understand and explain the impact of new technologies on the future of work in your present or future industry.
- ☐ You have the ambition to be an effective innovator and leader in your field of interest.
- ☐ You have the ability to work in teams and to motivate others.
- ☐ You are agile, have a growth mindset and are able to adapt to new circumstances effectively.
- ☐ You have the ambition to be a proud ambassador of positive impact and “business for good and for profit”.
- ☐ You are motivated and able to invest 7 weeks over a 15-month period to focus on your personal and professional development.

Please note: We are an equal opportunity institution and welcome candidates from all industries, backgrounds, ages, genders and nationalities.

ADMISSIONS PROCEDURE

During the process, a member of our admissions team will reach out to you to get to know you, check your eligibility and accompany you in the process. This is also your chance to ask any questions you may have.

Online application

Complete your application online so that we can learn more about where you have been and where you would like to go.

Critical reasoning assessment

Complete a general skills test to demonstrate that you are up to the challenge.

Interview with admissions faculty

Tell us more about your short-term and long-term goals and how the LeadTech Global Executive MBA will bring you closer to reaching them.

START YOUR APPLICATION >>

ADMISSIONS TEAM



OUR ADMISSIONS TEAM IS HERE TO HELP YOU WITH YOUR APPLICATION



Sonia Nicastro

École des Ponts Business School

If you are looking for a career change, want to upskill yourself and meet like-minded professionals while creating a sustainable impact, you have come to the right place! My role is to guide you on your way to becoming a better version of yourself. I am thrilled to be your main point of contact for all things related to the LeadTech programme and your application.

A bit about myself: I'm your Associate Director of Marketing and Admissions at École des Ponts Business School in Paris, France. Originally from Italy, my journey has taken me through vibrant cultures and exciting experiences in Italy, Spain, and now France.

With over 15 years of marketing expertise, I've worked within international companies, and I also hold an MBA from EADA Business School in Barcelona. My culture and identity and the international background fuels my passion for connecting with people from diverse backgrounds, making every interaction a unique learning opportunity.

I enjoy helping candidates navigate the thrilling journey of the MBA program. Watching individuals learn, transform, and achieve their dreams is incredibly rewarding for me

Besides reaching out to me for LeadTech-related topics, you are welcome to talk to me about the best food and wine pairings, travel tips, or your latest puzzle conquest!

Looking forward to connecting with you and being a part of your exciting journey!



Laetitia Rella

EADA Business School

The LeadTech Global MBA is a place where innovative minds get together. We are not only looking for the level of responsibility that our candidates hold, but for the empathy to work and perform in diverse teams; the flexibility to go through high impact leadership training; the creativity to find out-of-the-box solutions; and a deep desire to have a positive impact. We are looking forward to learning more about your personal story, professional achievements and how this programme can help you reach your goals. Welcome to the first steps of this transformative journey - it will be a pleasure to guide you through it!

Now it is my turn to share a bit about myself: born and raised in France, I lived in the U.S. and Italy and traveled extensively before landing in the unique and beautiful city of Barcelona, which I now call home. This city has all that I look for in a home: outdoor sports, a mediterranean vibe mixed with an international atmosphere, and an incredible foodies scene, of course!

FEEES

€45 000

TUITION INCLUDES:

- » Programme tuition for the Executive Master of Business Administration (dual degree) from EADA Business School and École des Ponts Business School
- » Course materials
- » Online preparatory course pack and any further online modules that are mandatory
- » Coffee breaks during residential modules
- » 5 individual coaching sessions
- » Group expenses during the mandatory international study trip (twin-room accommodation, local transportation for company visits and group meals)
- » Access to libraries and digital resources of each partner school
- » Access to networking and alumni events

TUITION DOES NOT INCLUDE

- » Travel costs to/from Paris/Barcelona and international study trips (mandatory and optional)
- » Accommodation and meals during modules, individual meals during mandatory study trip
- » Optional study trip*
- » Personal learning materials such as laptop, recommended or further reading

Participants may choose from a variety of installment options, ranging from a discounted upfront payment to 5 or monthly installments. Speak with the admissions team for more details.

Participants may choose to attend a second (optional) study trip if they wish to, at an additional cost of €2700.

FINANCING

A Global Executive MBA is an important investment and we want to ensure that participants from different backgrounds have the opportunity to succeed. That is why we offer a wide range of early bird discounts, industry scholarships and travel vouchers to help manage the cost of study for those with limited means.

Inquire with the admissions team to find out more about your specific situation.

A photograph of three business professionals in a meeting. In the foreground, a woman with curly brown hair is looking upwards and to the right. Behind her, a woman with blonde hair is also looking in the same direction. In the background, a man with dark hair is looking towards the camera. They are all dressed in business attire. The background is a bright, out-of-focus office space with large windows.

WOMEN LEADING IN A TECH WORLD SCHOLARSHIP

ENCOURAGING WOMEN TO INVEST IN THEMSELVES

At École des Ponts Business School and EADA, we believe actions speak louder than words, and that is why we are proud to announce an exclusive **“Leading in a Tech World Scholarship” for women of 32%*** to give women more opportunities to lead in a tech-driven world.

According to a report published by the European Commission, “women earn over 16% less than men per hour in the EU”. We have taken the bold move to double this percentage and offer all women joining our program a tuition fee discount of 32%.

Both schools are committed to changing the equation from the bottom up to **cultivate women’s leadership**. We have therefore extended the number of seats from 10 seats to an unlimited number from now until 2028.

*<https://eige.europa.eu/gender-statistics/dgs/data-talks/what-lies-behind-gender-pay-gap>

BOOK A CALL WITH US >>

INTAKE | 20
OCTOBER | **26**



CONTACT

Tel: +33 (0)1 6415 2212
info@pontsbschool.com
www.pontsbschool.com



CONTACT

Tel: +34 934 520 844
info@eada.edu
www.eada.edu