



Press release

Launch of the new EADA X SKEMA Global BBA with a specialization in **sustainable innovation** which reinforces the most global BBA with a total of 14 specializations.

The new EADA X SKEMA Global BBA will allow its first 2 years to be taught at EADA Barcelona and the next 2 years at some of 7 SKEMA Business School campuses around the world, distinguishing the program as the most global BBA in the market.

Paris & Barcelona, 28 September 2021. EADA Business School and SKEMA signed today an agreement to deploy a new joint double-degree BBA programme in Barcelona, under the new brand : "EADA X SKEMA Global BBA".

Through this alliance, both institutions will offer in Barcelona a fully Global BBA programme, with the participation of 7 international campuses across the world offering a range of different specialisations. By joining forces, EADA will be able to offer its students the ability to benefit from SKEMA's locations on five continents, whilst SKEMA adds a new European base for the programme in EADA's Barcelona campus, which also opens this new 4-year programme to candidates from Spanish-speaking countries.

The program is clearly aimed at young people who aspire to a professional future in a global context. Although many different specialisations are offered in the programme, through the different campuses located around the globe, the alliance with EADA allows the programme to gain greater relevance to the needs of businesses and organisations operating in today's world, with a new specialisation in sustainable innovation available to students from across the network.

"This double-degree programme is a new opportunity to develop SKEMA's brand on the European continent and in South America with EADA. It is also an opportunity for our SKEMA Global BBA students - a programme integrating 50% international students representing more than 60 different nationalities - to study on the EADA campus and immerse themselves in Barcelona, with its ultra-dynamic economic centre, where they will be able to take the "sustainable innovation" specialisation," explains Patrice Houdayer, Director of Programmes, International and Student Life at SKEMA Business School.

"As part of its development, EADA wanted to enter the field of undergraduates programmes, by partnering with a school that is highly recognised internationally. This is possible thanks to SKEMA, which will design with us a programme that meets best international BBA standards and which will confer a bachelor's degree," says Jordi Diaz, Dean at EADA.

From September 2022, students on the new EADA X SKEMA Global BBA double-degree course will be able to spend their first two years on EADA's campus in Barcelona, then go on a mobility track during the third year on one of SKEMA's seven French and international campuses, and then spend their fourth year either in Barcelona or on one of SKEMA's campuses, depending on the specialisation they will choose.

At the end of their course, they will receive the 'Diplôme d'Etudes Supérieures en Management International des Entreprises' from SKEMA (accredited by the French Ministry of Higher Education & Research) as well as EADA's own diploma in Spain.

Together, these independent schools hold EFMD (Equis, EMBA Accredited), AACSB and AMBA accreditations, SKEMA and EADA are very complementary: EADA has a strong and historical orientation towards Executive education, MBA and Master's levels programmes with a strong and historical orientation towards Executive education for EADA. For its part, SKEMA offers a global range of more than 70 programmes, from Bachelor and Global BBA, Master in Management Programme, Masters (MSc, MS®) to Executive Education (including Global EMBA programme), DBA and PhD.

About SKEMA Business School

With 9,500 students of 120 nationalities and 50,000 graduates in 145 countries, SKEMA Business School is a global school which, through its research, its +70 teaching programmes, its international multi-site structure trains and educates the talents that 21st century businesses need. The school is now present on 7 locations across 5 countries: 3 campuses in France (Lille, Sophia Antipolis, Paris), 1 in China (Suzhou), 1 in the United States (Raleigh), 1 in Brazil (Belo Horizonte) and 1 in South Africa (Cape Town - Stellenbosch).

SKEMA's Faculty composed of 180 professors is divided into 3 academies (Globalisation, Innovation, Digitalisation). The Research Department has 5 research centres representing the main dimensions of management. The school has also established its Artificial Intelligence research and resource centre in Montreal.

SKEMA Ventures, SKEMA's incubation-acceleration dedicated device, has incubated over 250 projects.

SKEMA is multiaccredited - Equis, AACSB and EFMD Accredited EMBA. Its programmes are recognized in France (Visa, 'licence' Degree, Master Degree, RNCP, CGE label), as well as in the United States (Licensing), Brazil (Certificação) and China (Ministry of Education).

www.skema.edu. Follow us on twitter: @SKEMA_BS

About EADA Business School

EADA Business School Barcelona was founded in 1957 as a private and independent institution. It has EQUIS (EFMD), AMBA accreditations and it is ranked 28th in best schools in Europe by the Financial Times, top 45 best schools in Executive Education and its MBA is ranked 21st in Europe and 78th worldwide. With a renovated 4,000m2 campus in the centre of Barcelona and its residential campus in Collbató as the largest in Europe (15 hectares), today its Alumni community is represented by more than 100,000 members of 65 different nationalities and, after 64 years of history, its mission continues to be to promote the professional development and growth of people, as well as the transformation of organizations, in order to contribute to a more just, supportive and sustainable life. The axes on which it supports its learning model are innovation, sustainability and leadership.

www.eada.edu/es. Follow us on linkedin : @EADABusinessSchool

Contacts Presse

SKEMA Business School: Christine Cassaboïs, tél :+33 (0) 627 493 659. christine.cassabois@skema.edu
EADA Business School: Carlos Bascones - Gabinete de Prensa – Tel. +34 415626. cbascones@impart.es



Official signing of the partnership between SKEMA and EADA from the Grand Paris campus of SKEMA Business School. From left to right: **Patrice Houdayer**, Director of International Programmes and SKEMA student life; **Koke Pursals**, President of the Board of Trustees of the EADA Foundation; **Alice Guilhon**, Dean and Executive President of SKEMA and **Jordi Diaz**, Dean of EADA Business School.