

## NOTA INFORMATIVA



# European Business Schools Ranking 2020

## EADA, among the top 30 business schools in Europe

- It is considered the most complete ranking, since it combines the different programs offered by business schools
- Paris, London and Barcelona are the European cities that attract the most talent

**Barcelona, 7th December 2020. EADA Business School** holds its privileged position alongside some of the most relevant business schools in Europe. Today, the prestigious Financial Times publishes its European Business School Ranking and EADA ranks at number 29.

To compile the list, the FT takes the average from all the rankings it carries out during the year of the different programmes offered by business schools (MBA, Executive MBA, Master in Management, Open Executive Education and Custom Programmes), which is why it is considered to be the most comprehensive of all those carried out. The Financial Times also requires all schools to hold the academic accreditation awarded by [EQUIS](#) or AACSB as a prerequisite for entry into the ranking.

Since the start of the pandemic in Europe in March 2020, **"what began as an exception has become commonplace,"** says Jordi Díaz, Dean of EADA. As he explains, **"we have been able to adapt and, today, that is precisely the true competitive advantage."**

EADA has stepped up the implementation of cutting-edge technology in order to achieve a rapid adaptation of its learning methodology, Immersive Learning. More than 3,000 hours in training, open knowledge sessions and management of operational teams in an integrated way allowed everything to carry on swiftly, without affecting the quality of training. The programmes moved over to a hybrid format (face-to-face and online, depending on the specific stages of the pandemic). Furthermore, the enhancement of the online portfolio has meant a notable increase in demand.

EADA Business School Barcelona was founded in 1957 as an ideologically and economically independent institution. As well as appearing in the well-known international rankings of the Financial Times and The Economist, it holds the EQUIS accreditation from the EFMD (European Foundation for Management Development) and the AMBA, which recognizes the quality of its MBA programmes.