

FALL 2023 MASTER/IMBA SCHEDULE

IMPORTANT:

Please note that the following schedule is subject to change, and the days may be adjusted. However, the timing for all listed classes is consistent, running from 18:00 PM to 21:00 PM. The exact schedule, which will take into account all public holidays and ESEI events, will be uploaded to Classlife (our LMS platform). You will gain access to Classlife one month before starting your course.

The course year structure and holidays are available in the ESEI Calendar: [Calendar 2023-2024 - Google Drive](#)

Programme names:

- **BM - Master in Business Management**
- **M&C - Master in Marketing and Communication**
- **T&HM - Master in Tourism and Hospitality Management**
- **IR&IB - Master in International Relations and International Business**
- **IE - Master in Innovation and Entrepreneurship**
- **DM - Master in Digital Marketing**
- **SM - Master in Sports Management**
- **DT - Master in Digital Transformation in Business**

*IMBA - please refer to your specialisation when consulting the schedule.

BLOCK 1 - 6.00pm - 9.00pm, October 9th - November 24th

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
BM	Supply Chain and Logistics <i>Jordi Villanova</i>	Digital Leadership <i>Mohanad Fors Together with DTB</i>	Product and Project Management Antonio Elfarkh		
M&C		Brand Management <i>Gloria Queralt</i>	Customer Relationship Management <i>Elena Emma (Together with TH)</i>	Product and Project Management Antonio Elfarkh <i>Together with DTB</i>	
T&HM	Event Management and MICE <i>Esther Lopez</i>	Entrepreneurship: Mindset, Skills and Ideation <i>Antoine Delmas Together with IE</i>	Customer Relationship Management <i>Elena Emma (Together with MC)</i>		
IB&IR	Global Governance and International Organisations <i>Hani Anouti</i>	The Geopolitical Environment <i>Jan Jonckheere</i>		Regional Specialisations <i>Xavier Jou Badal</i>	
IE	Entrepreneurial Finance <i>Denis Boevskiy</i>	Entrepreneurship: Mindset, Skills and Ideation <i>Antoine Delmas Together with TH</i>	Business Model Innovation Tim Wekezer <i>(Together with DTB)</i>		
DM	Analytics <i>Adam Goldhorp</i>	Social Media Marketing <i>Elisenda Williams</i>		SEO <i>Ausias Acarin</i>	
SM	New Trends in the Business of Sport <i>Frank Hendrickx</i>	Sports Media <i>Aarathi Rajaraman</i>	Entrepreneurial Sports Management <i>Antoine Delmas</i>		
DTB		Digital Leadership <i>Mohanad Fors Together with BM</i>	Business Model Innovation Tim Wekezer <i>(Together with IE)</i>	Product and Project Management Antonio Elfarkh <i>Together with MC</i>	

BLOCK 2 - 6.00pm - 9.00pm, November 27th - February 2nd

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
BM	Strategic Marketing <i>Gloria Queralt (together with MC) 18:00 - 20:00</i>	Strategy & Environment <i>Roy Mouawad</i>	Strategic Marketing <i>Gloria Queralt (together with MC) 18:00 - 20:00</i>		
M&C	Strategic Marketing <i>Gloria Queralt (together with BM) 18:00 - 20:00</i>	Digital marketing Technologies & Strategies <i>Seni Kamara (Together with DT)</i>	Strategic Marketing <i>Gloria Queralt (together with BM) 18:00 - 20:00</i>		
T&HM	Hotel Management and Operations <i>Ariel Castillo</i>		Revenue Management for Hospitality and Tourism <i>Viviana Iglesias</i>		
IB&IR	Strategy and Environment <i>Roy Mouawad</i>	Human Rights and Conflict Mediation <i>Hani Anouti</i>			
IE	Digital marketing Technologies & Strategies <i>Seni Kamara (Together with DM)</i>		Business Plan: Creation and Development <i>Albert Pallares Sole</i>		
DM	Digital marketing Technologies & Strategies <i>Seni Kamara (Together with IE)</i>		Search Engine Marketing <i>Barbara Casas</i>		
SM	Sustainability in Sports <i>Tom Wheeler</i>	Sports Marketing <i>Aarhi Rajaraman</i>			
DTB		Digital Marketing Technologies and Strategies <i>Seni Kamara (Together with MC)</i>	Digital Transformation in HR <i>Esther Cid</i>		
IMBA				Sustainability & Social Impact in Business <i>Natalia Ribas</i>	