

# FALL 2025 MASTER/IMBA SCHEDULE

## IMPORTANT:

Please note that the following schedule is subject to change, and the days may be adjusted. However, all the listed classes follow a consistent schedule, each running for 3 hours between 17:45 and 21:00. 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: [Fall 2025 Intake - 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 - October 6th - November 28th

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
BM		<i>Entrepreneurship Mindset, Skills and Ideation</i> <i>Arie Elbelman</i>	Supply Chain and Logistics Jordi Villanova	Product and Project Management Antonio Elfarkh	
M&C	Brand Management <i>Gloria Queralt</i>	Product and Project Management <i>Together with DTB</i> Antonio Elfarkh			<i>Customer Experience Management</i> <i>Cem Gorer (Together with TH)</i>
IB&IR	The Geopolitical Environment <i>Jan Jonckheere</i>		Global Governance and International Organisations Hani Anouti		Regional Specialisations Hazem Ehab
IE	Entrepreneurship: Mindset, Skills and Ideation <i>Together with THM</i> <i>Arie Elbelman</i>		Business Model Innovation <i>(Together with DTB)</i> <i>Tim Wekezer</i>		
DM	Analytics <b>Adam Goldthorp</b>	SEO Ausias Acarin		Social Media Marketing <i>Elisenda Williams</i>	
SM		Data Analytics and Fan Engagement in Sports	Sports Marketing & Media		New Trends in the Business of Sport Oscar Perez-Cordoba
DTB		Product and Project Management <i>Together with MC</i> Antonio Elfarkh	Business Model Innovation <i>(Together with IE)</i> <i>Tim Wekezer</i>	Digital Transformation Strategy <i>Jorge Rebolledo</i>	
THM	Entrepreneurship: Mindset, Skills and Ideation <i>Together with IE</i> <i>Arie Elbelman</i>			Food & Beverages <i>Tim Wekezer</i>	<i>Customer Experience Management</i> <i>Cem Gorer (Together with MC)</i>

## BLOCK 2 - December 1st - February 13th

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
BM	Strategic Marketing 17:45 - 19:15 <i>Gloria Queralt</i>	Strategy & Environment Sergi Sanjuan	Strategic Marketing 17:45 - 19:15 <i>Gloria Queralt</i>		
M&C	Strategic Marketing 19:30 - 21:00 <i>Gloria Queralt</i>		Strategic Marketing 19:30 - 21:00 <i>Gloria Queralt</i>	<i>Emerging Technologies in Marketing</i> <i>Kate Busby</i>	
IB&IR	Strategy and Environment Sergi Sanjuan		Human Rights and Conflict Mediation <i>Hani Anouti</i>		
IE	<i>Emerging Technologies in Business (joint with DT)</i> Mohamed Abousteit	Entrepreneurial Finance Denis Boevskiy		Digital Marketing Strategy (joint with DTB) Albert Pallares	
DM	<i>Emerging Technologies in Marketing</i> <i>Kate Busby</i>			Search Engine Marketing Barbara Casas	
SM		Entrepreneurial Sports Management Antoine Delmas 2 weeks bootcamp	Sustainability in Sports Natalia Ribas		
DTB	<i>Emerging Technologies in Business (joint with IE)</i> Mohamed Abousteit			Digital Marketing Strategy (joint with IE) Albert Pallares	
THM		Innovation in the Hospitality Industry <i>Tim Wekezer</i>		Revenue Management for Hospitality and Tourism Walid El Etriby	
IMBA					Sustainability & Social Impact in Business <i>Natalia Ribas</i>