

PRESS RELEASE

EADA Business School renews its excellence in the international arena

- ***The EFMD has awarded EADA the maximum EQUIS accreditation for five years, an achievement only obtained by 4 other Spanish business schools, three of which are based in Barcelona.***

Barcelona, 19th July 2021. EADA Business School has recently renewed its academic accreditation for the highest international prestige in the field of executive education. The EQUIS accreditation, which is the main international system for quality assessment, improvements and accreditation of business schools, was first awarded to EADA in 1999 and has been renewed continuously since then.

To provide some context to the importance of the EQUIS accreditation, it is estimated that there are currently around 16,000 institutions dedicated to executive education, with only 1.2% having been granted this award. It is one of the quality standards that marks the qualitative turning point in the business school field, for participants who are looking for a good programme suited to their needs as well as recruiters who consider these accreditations a benchmark of quality. According to Jordi Díaz, Dean at EADA Business School, ***“renewing the maximum EQUIS accreditation is excellent news for our institution which has always been committed to quality. The international team of experts, who assessed the school, highlighted the definition of our strategy in their final report, which is based on the three guiding pillars of our mission: leadership, innovation and sustainability.”***

EADA Business School Barcelona was founded in 1957 by a group of entrepreneurs and professionals as an ideologically and economically independent institution. As well as appearing in the recognized 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.

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For Ramon Noguera, Academic Director at EADA, ***“one of the most interesting aspects of this latest reaccreditation is the recognition of our evolution, which has gone from being a highly international school, with a large number of European and Latin American participants, to a global school with participants from all over the world, including Asia and North America.”***

The basic criteria considered by EQUIS - *European Quality Improvement System* – to grant the award are the strategy and positioning of the institution, the level of graduate satisfaction and professional success as well as the quality of the programmes, faculty, research and infrastructure. In addition, the transversal focus in the internationalisation of the school, its close ties with companies and the inclusion of ethics and sustainability in its programmes.

The *European Foundation for Management Development* is a not-for-profit international organisation, made up of approximately 900 members, business schools and corporations. It is recognized worldwide as the accreditation body for quality assessment and impact in management with established accreditation services for business schools and business school programmes, corporate universities and online programmes. It aims to raise the standards of quality in executive education.

To be awarded this accreditation, the business school must first submit a *Self-Assessment Report* to the EFMD. A few months later, the institution receives a visit from a *Peer Review Team*, made up of 4 auditors, 3 from academia and 1 from the corporate world, which lasts several days. This team meets with different stakeholders in the training organisation and carries out an assessment using the EQUIS criteria. This evaluation is then submitted to the *Awarding Body*, who decide whether to award the accreditation. In Spain, currently only EADA, ESADE, IESE and El Instituto de Empresa have been awarded this accreditation for five years, and the University of Navarra for 3 years, out of a total of 197 institutions worldwide.

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