



Westfield  
Business  
School



## Programs

Executive MBA

MBA

eig Business  
School

Prestigio

CLA  
CONSULTING

TETE  
FOSTERING LEADERSHIP

| [www.westfield.edu](http://www.westfield.edu)

**At Westfield Business School, you are trained to lead businesses that are conscious of the triple bottom line:** those that have an impact on people, the environment, and profits.

**| People | Planet | Profit**

**Data**

**55**

graduate promotions  
make up the school's  
international network

**+20**

years of history



American and European

**Degrees**

Online **modality**

**100%** in Spanish

**Asynchronous  
methodology**



**HARVARD**  
UNIVERSITY

**Case Method**

Pioneers in online programs  
under the Harvard Case  
Methodology.



**License 4569**

Commission for Independent Education (CIE) de Florida,  
USA.



# Why study in Westfield?



## Real interaction with your instructors and peers.

An online learning methodology complemented by in-person international experiences that shape you holistically as:



## You develop holistically as:

### 1 Person

You begin by taking the leadership training modules. In the first stage of the master's program, we guide you in building your best version, identifying your life project, learning style, leadership approach, and the application of your directorial skills in VUCA environments. **The modules you can take are:**

#### Track del SER + Mentorships by:



A consultancy with the purpose of training transformative leaders through self-awareness.

#### Leading with Exponential Transformation por:



An international top-level consultancy committed to adaptative change in organizations.

## 2 Directive

You acquire practical knowledge about the dynamics of the business world by applying its knowledge in the CORE block. We design the study materials for our classes so that you learn with exclusive content through the Case Method. **You are accompanied in each course by 2 instructors:**



### Practitioner Instructor

Practitioner instructors are high-level executives who have been part of a select group of companies associated with the **FORTUNE 500**

### Lecturer Instructor

PhD researchers from the United States who provide you with cutting-edge information on the topics studied in the online modules.

## Some of our practitioner instructors



**Francisco Garrido Casas**

Vice President,  
World Purchasing Association.



**José Luis Pérez Galán**

Product Owner Tribu  
Digital en Orange.



**Ivan Vals Tejedor**

Director of Almería Levante  
Business Area at Caixabank.



### 3 Expert with European Master's Degree

You deepen your knowledge and earn a European master's degree from EIG – Escuela Internacional de Gerencia, a prestigious business school with over 25 years of experience located in Granada, Spain.

**European Master's Degree  
from Escuela Internacional  
de Gerencia**



### 4 Transformative Leader with Global Vision International Experiences

You complement the theoretical and practical training from the modules with International Experiences that allow you to connect with global business leaders.



### In-Person International Experiences

**You can choose any of the four in-person International Experiences**

Apply for the Executive MBA program.



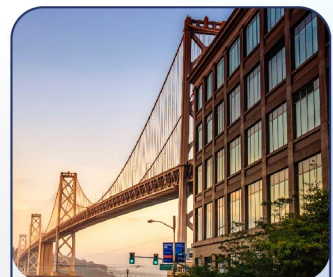
**Boston**



**Madrid  
Granada**



**Miami**



**San Francisco  
Silicon Valley**

Current business challenges demand understanding global experts and understand how they lead their industries. In these in-person International Experiences, you'll have the opportunity to learn from major companies and network with speakers and peers.

**Here are some of the visited companies:**



**Expand on this information at the end of this document.**



## **Online International Experiences**



\*Applies for the Executive Master  
in Business Administration program

Conversations with business experts in an online environment with a high level of interaction.

Online experience with speakers and presenters of high international academic renown from a select group of elite universities recognized for their academic excellence in the United States and around the world.

The IVY WEEK is a space to discuss and delve into business learning cases.



\*Applies for  
the MBA program

Through a deep process of methodological impact, attendees will build professional and personal capabilities to address ambiguity and uncertainty effectively and coherently.

What's happening? Why is it happening? When will it happen? How do we face the challenge? These are questions that you will learn to answer through an understanding of the VUCA environment.



## Some of our international speakers



**Jhon Stermán**

Director of the MIT System Dynamics Group.



**Stefan Kermas**

Hockey coach, two-time Olympic games winner, and a global expert in team development.



**Doug Rauch**

Co founder & Former President of Trader Joe's.

## Our Programs

### Executive Master in Business Administration

**Recommended:** 8 years of work experience and demonstrate extensive managerial and team leadership experience

17 months  
**18.000 USD**

#### Executive Leadership Package



Track del SER  
+ 2 personalized mentorships  
+ Leading with Exponential Transformation

We shape you as a **person**

#### Focus on CORE block curriculum



Subjects centered around  
Adaptative Business Dynamics

We shape you as a **directive**

#### Degree



Executive MBA  
Executive Master in Exponential Transformation

We shape you as an **expert**

#### Meeting with experts



1 In-person International Experience + Online Ivy Week International Experience

We shape you as a **leader with global vision**

# MBA

**Recommended:** 2 years of work experience

17 months  
**9.000 USD**

## Track del SER



Track del SER

We shape you as a  
**person**

## Focus on CORE block curriculum



Subjects centered  
around Business  
Administration

We shape you as a  
**directive**

## Degree



**eig**

Master in Business  
Administration

Master in Business  
Administration

We shape you as an  
**expert**

## Meeting with experts



1 Online  
International Experience

We shape you as a  
**leader with global vision**

### **Other costs:**

Registration fee: **150 USD**  
Non-refundable

Credentials evaluation\*: **150 USD**

\*Required for applicants without a university or American degree.  
This service can be processed with Westfield or any other provider.

**To enroll in any program at Westfield Business School, it is necessary to have a University undergraduate diploma equivalent to a bachelor's degree.**





# In-Person International Experiences

## Sustainable Leadership & Development

Boston 🇺🇸

In 2015, the United Nations adopted the Sustainability Development Goals (SDG) to end poverty, protect the planet, and ensure everyone's peace and prosperity by 2030.

The concepts of development and sustainability help organizations, governments, and businesses to embrace ideal scenarios that promote a cleaner environment, healthier communities, smarter resource utilization, increased profits, and more equitable societies.

During this week attendees will understand how to contribute to the achievement of SDG to create a better and more sustainable future for everyone.

Improving lives through meaningful innovation all around the world



Some visited companies

Academic Partner



PHILIPS



Massachusetts  
Institute of  
Technology



HARVARD  
UNIVERSITY



# Transformational Leadership & Development

Madrid - Granada 🇪🇸

At Westfield, we empower human development and educate based on comprehensive leadership.

Attendees will gain the skills and knowledge needed to manage highly profitable companies and generate a positive impact on people and the environment.

Throughout this week, attendees will develop the necessary capabilities and skills to effectively lead businesses from the perspective of transformational leadership.



Some visited companies



Atlético  
de Madrid

BBVA



Iapalma

Academic Partner



Business  
School



Business &  
Marketing School





# Customer Experience

Miami 🇺🇸

Some companies consider “Client Experience” as a goal within their business strategy.

**We are at a point where having satisfied, loyal, and recurring customers is essential to ensure the viability, sustainability, and profitability of businesses. How can this be achieved?**

Throughout this week, attendees will live through experiences and learn from success stories where companies shaped the customer experience as a fundamental cornerstone of their business.



**Ubicación**  
**Babson College - Miami**  
1200 Brickell Ave #300, Miami,  
FL 33131, Estados Unidos.

Some visited companies



Academic Partner





# Business Model Design, Innovation & Transformation

San Francisco / Silicon Valley 🇺🇸

Innovation has become the most viable and relevant option for surviving in a world where both the customer and the company expect continuous improvement of products and services.

This shift has led to the expansion of new business models, but it has also made it increasingly challenging to create businesses that succeed.

The key lies not only in the idea but also in suitability, timing, and opportunity.

In this International experience, attendees will learn the necessary tools to adapt to the new market realities and learn how to increase the likelihood of a business succeeding.

Some visited companies

Academic Partner



Microsoft



Apple



Stanford  
University





**Westfield**  
Business  
School



**Are you ready to become a  
transformational leader?**



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## Contact us

## Follow us



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**“We awake human potential  
to change the world”**

**[www.westfield.edu](http://www.westfield.edu)**