

INTERNATIONAL MASTER IN  
**SUSTAINABLE DEVELOPMENT AND  
CORPORATE RESPONSIBILITY**  
(Madrid)

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**CHANGE  
AGENTS**

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**START MONTH**  
October



**DURATION**  
750 h



**DEDICATION**  
Monday to Friday



**MODALITY**  
On site



**CAMPUS**  
EOI Madrid



**FEES:**  
16.400 €  
Optional:  
• Study Abroad: 2.900 €  
• Specialty 2.100 €

## INTRODUCTION

Do you want to contribute to human development by seeking to relieve poverty, satisfying the basic needs of all people by promoting sustainable economic growth? Then you might want to join the IMSD program!.

The purpose of the IMSD program is to prepare a new generation of responsible business and community leaders that will take organizations and policy makers to meeting the global challenges of the 21st century. You will get the experience of top professionals, experts in development, environmental management, CSR and Social Entrepreneurship among others.

The Masters prepares students in leading Sustainable Development and CSR Projects; devising Sustainability Strategies in private companies, international organizations, NGOs, integrating social and environmental aspects in their core business; identifying key indicators to evaluate strategies for Sustainability; and developing engagement strategies to effectively communicate with the different stakeholders.

## AIMED AT

University graduates or young professionals (applicants are welcome from any subject discipline), interested in developing their professional career within the area of Sustainability and Corporate Responsibility Management. People with a good command of the English language.

## CONTENTS

### THEORY AND PRACTICE FOR SUSTAINABLE DEVELOPMENT

- Socio-economic development perspectives: Rules of the game, players, levels and sectors, management policies and tools and cross sector partnerships
- Sustainable development in the third sector : NGO'S
- Leadership for Sustainability
- Sustainable urban planning
- Global food markets & challenges of rural development in poor countries
- Technology and development: big data for development and applications such us Big data and Technology for humanitarian action and disaster management

## DEVELOPMENT AND THE ENVIRONMENT

- Global Environmental Challenges
- Natural Resource Management
- Climate Change: Science and Policies
- International Environmental Framework: European Union and Multilaterality (United Nations and World Bank Group)
- Global energy trends
- Conventional energies
- Renewable energies
- Energy planning
- Energy and poverty
- Environmental Economics and Accounting
- Consumer Behaviour
- Low Carbon Economy
- Environmental Impact Assessment and Strategic Impact Assessment
- Corporate Environmental Management

## CORPORATE RESPONSIBILITY AND ITS ORIGINS:

- Stakeholders and the demand for accountability
- Transparency
- Corporate citizenship
- Business ethics and good governance

## MANAGING CORPORATE RESPONSIBILITY :

- Stakeholders engagement
- Corporate strategy
- Issue identification
- Risk and reputational management

## MAINSTREAMING CORPORATE RESPONSIBILITY INTO FUNCTIONAL AREAS:

- Social Dimension of CSR in the supply chain & Strategic Human Resources Management
- Creating adaptive thriving Small and Medium Enterprises
- CSR in Start-ups

## MEASURING AND REPORTING CORPORATE RESPONSIBILITY

- International standards
- Key performance indicators
- Sustainability reporting
- Sustainability assurance
- Future tendencies
- Sustainability reporting in practice

## WHERE SUSTAINABILITY GETS DOWN TO BUSINESS

- Social Entrepreneurship
- Bottom for the pyramid & Inclusive businesses
- Socially Responsible Investment
- Finance for Development (venture capitals, microcredits...)

## BUSINESS FUNDAMENTALS

- Finance
- Marketing

## WORKSHOPS AND VISITS

- High Impact Organizations
- Professional Report Writing
- Team building
- Circular Economy
- Applying for jobs at the United Nations
- Ocean and Coastal Sustainability ...



**100 CONTACT HOURS**

**The LIDER+ programme: Workshops on executive skills.** Following the ‘Learning by Doing’ approach, you will acquire executive skills that are essential for the development of your professional career, such as leadership, decision-making, communication, negotiation, etc

**The DIGIT@LL programme: Workshops on Digital Transformation.** You will train to become a professional who understands the digital transformation and who can provide leadership on the subject for organisations of all types.

**The SOCIAL.es programme:** The students will voluntarily select a social initiative, then collaborate in order to work on it as a group throughout the course.

**The VENTURE LAUNCHPAD Programme: Master’s Degree Final Project:** Complete development of an entrepreneurial project, based on the Lean Startup methodology.

## SPECIALTIES

(optional)

The specialisation comprises a series of modules that will enable you to acquire in-depth knowledge of an activity sector, providing a specific complement for your training and education.

It comprises 110 teaching hours.

The specialisation constitutes a separate qualification .

It requires a minimum enrolment of 10 students.

The most successful specialisations in previous editions include:

- Project Management
- Big Data
- Finance
- Customer Experience

## STUDY TRIP

(optional)

Participants will complement their training with the life and academic experience that an international intensive period represents.

It takes place in an international institution that collaborates with EOI School of Industrial Organization.



## YOUR FUTURE



Graduates of the International Master in Sustainable Development and Corporate Responsibility program gain skills and competencies that are suitable for posts in a wide range of sectors and organizations both in Spain and internationally, including: The private sector, particularly in company departments working on CSR and sustainability, consultancy groups working with clients on sustainability issues, international and regional development agencies such as the United Nations, World Bank, Development Banks, European Commission, etc. non-governmental organizations (NGOs) working in advocacy, research and campaigning for sustainable development, government ministries and departments working on economic, social and environmental issues, as well as bilateral development agencies, universities and research centers focused on sustainable development issues. In some cases students have also established themselves as independent consultants or set up their own small businesses and social enterprises. We are with you from the very beginning of the training program for you to develop and strengthen your professional skills to join the labor market. Our careers service will provide you personalized monitoring and employability workshops: CV preparation, group dynamics, improving your personal brand, preparing for job interviews... Furthermore, EOI offers you the possibility to gain practical experience in companies. A number of students have had the opportunity to take up internships after the course with organizations such as: Factor CO2, Repsol, BBVA, KPMG, Banco Santander or Telefonica.

## FEATURES TEACHERS

In EOI, teachers are a fundamental part of the success of the courses. The cloister is formed by business executives of recognized professional prestige and proven track record in the subject taught, which transmit not only knowledge theoreticians, but also their own experience in the practical application of them.

The teachers will accompany you throughout the learning process and will be at your disposal for questions on any topic of the subjects they teach.



**Maryse Labriet**

Researcher and Consultant

ENERIS ENVIRONMENT ENERGY CONSULTANTS



**Jaime Silos**

Director of Corporate Development

FORÉTICA



**Marcos López-Brea**

Ph.D. Environmental Engineering and Economist

REDEXIS



**Gonzalo Delacámara**

Natural Resources Economist (emphasis on water)  
International Consultant [UN, WB, EC, OECD...]



**Daniel Truran**

Director general at ebbf and Cofounder

IMPACT HUB MADRID



**Tom Harrison**

Broker for sustainable development  
partnerships  
Partner for development



**John Scade**

Managing Director at MAS B. and  
President and Co-Founder masimpact

MAS BUSINESS



**Kepa Solaun**

Partner and General Manager

FACTOR CO2



**Nicola Cerantola**

Trainer, speaker, author, consultant & explorer  
on Circular Economy, Design &  
Entrepreneurship. UNEP expert ECOLOGING



**Valentín Alfaya**

Q&E Corporate director

FERROVIAL GROUP



**Germán Granda**

General Director

FORÉTICA



**Michael Alford**

Independent consultant

United Nations System Staff College (UNSSC)



**María Zapata**

International Operations director

ASHOKA, INNOVATORS FOR THE PUBLIC



**David Sanderson**

Professor working in humanitarian aid

NTNU & Harvard University

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# SCHOLARSHIPS AND GRANTS

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At EOI we want to help you to achieve your professional challenges with the best training. We offer you scholarships and grants that will facilitate your access to the programs in the School.

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The amount of scholarships and grants ranges **between 10% minimum and 50% maximum** of the programme tuition fees.

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More information:  
[www.eoi.es/programas/becas-y-ayuda](http://www.eoi.es/programas/becas-y-ayuda)

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## EOI EXPERIENCE

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«The EOI program gave me the chance to know a lot of experts in RSC, met other students with the same concerns about the future and a different way of doing business. I learnt a lot from the teachers, but as an international master my best experience was to learn from my classmates, in a so mix group, with different ages, cultures, life experiences...

The school and the EOI employees are great, they always have time to listen to you and help you in everything that they can, you can feel that they have been working there for a long time and they have a lot of experience.

Actually I am working in Teka, I think everything you do in your life helps you in the future, and of course the master did it. I would recommend EOI because it is a school with a lot of experience, with a lot of students that have been there before, and they are happy of being part of EOI history, as I am.»

**MARIO ESCAMILLA QUILES**

International Master in Sustainable Development  
and Corporate Responsibility (Madrid)  
Product Trainer Grupo TEKA

From my personal experience, the “IMSD” year was one of the best years of my life. The experience I went through allowed me to grow not only on a professional level but also on a personal level. The teachers at EOI were our biggest inspiration for our future paths.

One of the best advantages of EOI was the networking we were building up for our future careers.

However, without any doubt the best thing of my master was meeting my classmates. We started the Master program barely knowing each other, each one of us coming from a completely different cultural background and different parts of the world, but we finished the year creating very strong bonds, considering ourselves as a family. Also, the fact that we had different point of views and life experiences allowed us to have very enriched and interesting debates in class. This helped us to build and acquire critical thinking and skills and to think out of the box, something essential for our futures.

Currently, I'm working at Gabeiras & Asociados at the Sustainability Department and although I miss the EOI, I'm very happy that I can implement all the things I have learnt in my day to day work.

**MARTA BARAHONA ARROYO**

International Master in Sustainable Development  
and Corporate Responsibility (Madrid)  
Environment, Climate change and Sustainability Responsible at Gabeiras & Asociados

## INFORMATION AND REGISTRATION

### EOI Madrid

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