

Mining and Raw Materials MBA

SEVILLE

At EOI we are committed to conscious leadership: sustainable, digital, diverse, entrepreneurial and transformative.

Because in EOI we train in knowledge, but also in values: we pursue the common good, progress and balance between economic and human.

We go beyond training. EOI is the impact that our students will have on the planet.

They are the ones who will build the future.



Presentation

To ensure a sustainable standard of living, today's modern society is totally dependent on Raw Materials. The ambitious goals for a green transition cannot be realized unless there is a sustainable and secure supply of Raw Materials together with the human capital needed to reach the desired end-use products.

There is no doubt that the resulting unprecedented demand for Raw Materials must be met to a large extent through the extraction and beneficiation of mineral Raw Materials. With the correct appropriate management, mining and mineral processing can bring sustainable positive benefits to the host regions without jeopardizing the environment or the local communities.

Based on today's advances in technology and changes in management techniques, mining-generated wealth can improve the quality of life, bringing opportunities for sustainable economic growth, employment, and diversification.

Companies dedicated to the mining of all kinds of rocks, industrial minerals and metals as well as their respective downstream treatment plants, while maintaining their respective viability, are making huge efforts to minimize the footprint of their activities throughout the mining cycle, including the reduction in the environmental impact, strict ESG adherence, true decarbonization, energy efficiency, etc.

As a result, as the global demand for Raw Materials increases so will the demand for qualified professionals with a sound understanding of how to secure a sustainable long-term supply within the Raw Materials sector.

The Mining & Raw Materials MBA offers students an opportunity to embrace the operational, business, and commercial principles and best practices related to the sustainable extraction, processing, and end-use application of Raw Materials.



START DATE
October 2024



DURATION
12 months



HYBRID METHODOLOGY
Face to face
(Seville)

Virtual (participants
outside Seville)



DEDICATION
Thursday
and Friday
17:00h to 21:00h



TARGET

Top University graduates (preferably engineering degree), who want to develop executive skills and obtain knowledge that will allow them to successfully pursue their professional careers in the most demanding companies. Fluency in English Language is essential.



Contents

This is an in-depth training programme in which theory and practice are combined and delivered by business professionals, who introduce a realistic view of management. The program is divided into three blocks:

Business Management

MBA.01-BUSINESS ECONOMIC ENVIRONMENT

- World Economic Situation
- Concepts of Macroeconomics

MBA.02-BUSINESS STRATEGY & ORGANISATION

- Business Strategy: Introduction
- Strategic Analysis
- Techniques and Tools for Strategy Decision Making
- Strategic Implementation
- Structure and Organization
- Business Game (online)

MBA.03-CORPORATE FINANCE & MANAGEMENT CONTROL

- Introduction to Finance (online hours)
- Introduction to Finance
- Cost Analysis
- Financial Perspective

- Time Value of money
- Financial Statements Forecasts
- The Company Valuation
- Leasing
- Decision Making
- Risk Analysis
- Advanced Financial Tools

MBA.04-COMMERCIAL & MARKETING MANAGEMENT

- Introduction to Marketing
- Market Analysis
- Value Proposition Product and Pricing Strategy
- Distribution
- Branding and Communication
- Customer Experience
- e-commerce
- Digital Marketing
- Commercial Management
- International Marketing
- Channel Strategy

MBA.05-DIGITAL TRANSFORMATION

- Digital transformation
- Big Data and Business Analytics

MBA.06-HUMAN RESOURCES & MANAGEMENT SKILLS

- HHRR Management and Administration
- Team Work
- Effective Presentations
- Professional Negotiation
- Leadership

MBA.07-OPERATIONS

- Operations Overview
- Operations Key Functions
- Industrial Organizations Control
- Lean Manufacturing and Operational Excellence
- Project Management

MBA.08-BUSINESS DESIGN & LEAN STARTUP

- Business Models Design and Lean Startup
- Mining & Raw Materials MBA Project

Mining and Raw Materials Intensification

MRM.S.01- THE MINING AND RAW MATERIALS IN THE GLOBAL ECONOMY

- History of Mining & Raw Materials
- Industry Characteristics of Metals & Industrial Minerals
- Discovery & Production of Raw Materials
- Relationship between Producers & Consumers
- EU & R.O.W. Regulations & Legislation
- World diversity of Raw Materials

MRM.S.02- MINING LIFE CYCLE

- Permitting
- Prospecting and Exploration
- Exploitation
- Mineral Processing
- Metallurgy and other transformations
- Rehabilitation
- Energy
- Safely & Health
- Field Visits

MRM.S.03- RESPONSIBLE MINING & RAW MATERIALS DEVELOPMENT

- Business Strategies for Sustainability
- Environmental, Social & Economic Value
- Circular Economy
- Societal Demands & Concerns
- Decarbonization in the Raw Materials Sector

MRM.S.04- CORPORATE FINANCE

- Mineral Project Evaluation
- Economic Evaluation: Risk vs. Uncertainty
- Financing Structures & Strategies
- Investment & Portfolio Management
- Cash Flow Modelling, P/L & Balance Sheet

MRM.S.05- MARKETING & BUSINESS FUNDAMENTALS

- Marketing & Sales
- Supply/Demand Balances
- Pricing
- Commodities & Futures Exchanges
- Logistics & Distribution
- Compliance

MASTER PROJECT

As part of your training, you will carry out a Master Project in group that will be presented to a panel of investors and business advisors. This project will allow you to put into practice all the knowledge of the MBA and apply them to a real business plan through the methodology 'Lean Startup' of entrepreneurship.

Throughout the MBA, and especially with the project, you will enhance your ability to make decisions and expose your arguments in a clear and structured manner. You will also learn to work in teams and meet different milestones in the established deadlines.





We complete your training with the program EOI+, a set of activities throughout the Master that will take your training beyond technical expertise. This is a commitment by EOI to train the best professionals holistically, with skills and values of our time.

EOI LAUNCHPAD

Through EOI Venture Launchpad you will have the opportunity to develop a comprehensive entrepreneurship program that lets you implement a new project at the end of the Master. You will be able to develop entrepreneurial skills that are essential in any organization such as initiative, creativity and passion.

EOI LEADER+

Leading, decision making, communicating, presenting, negotiating... These are all essential skills for any professional. With the EOI Leader+ program you can train and develop these skills in a practical way throughout the Master.

EOI SOCIAL

Through EOI Social, on a voluntary basis, the students will select a social initiative, then collaborate in order to work on it as a group while studying the Master. This is a way to learn by helping others.

EOI SOCIAL

We live in a digital world that is changing society and the way companies perform their activities. Through the EOI Digit-all program you will delve into the basic fundamentals of the digital environment where organizations live and which all professionals should know.

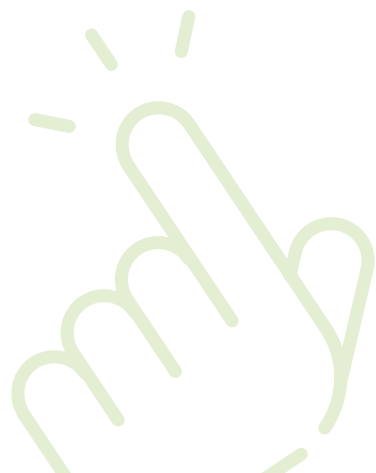


Methodology

The academic program offers an interdisciplinary selection of courses taught in English with a global perspective by teaching staff with extensive international experience, to offer you a full vision of the world.

Daily sessions are led by outstanding teachers with a solid professional background bringing both theory and practice together into the classroom through the case-study methodology. Our professors are expert facilitators who believe in participatory learning, fostering engagement, dialogue and discussion among the students.

Furthermore, EOI offers a pool of conferences and sessions with prominent business professionals, institutional leaders and outstanding members of the community to discuss and share their experience on the global scene.





Faculty

Javier Targhetta

**Mining and Raw Materials
MBA Director. President & CEO**
ATLANTIC COPPER
Senior Vice President
Marketing & Sales
FREEPORT-MCMORAN

Mario Weitz

Gerente Former Advisor
WORLD BANK

Emiliano Mata

**Former VP Strategy
& Public Affairs**
AIRBUS

José M^a Corella

HO Marketing
TELEFÓNICA ESPAÑA

Cristobal Cantos

Consultant

Carlos Frías

General Manager
RIOTINTO PROYECTOS Y DESARROLLOS

Rafael García Gamonal

Sales & Hedging Director
ATLANTIC COPPER

Rosa García-Piñero

Independent Board Member
POWERCO, ENCE, ACERINOX

M^a Luisa García

President
AABAN (Asociación Andaluza
Business Angels Network)

Elena Font

Trainer & Coach

Macarena Gutiérrez

CFO & Chief
Administrative Officer
ATLANTIC COPPER

Pedro Jiménez

Partner
URIUM LEGAL

Pedro Soler

Managing Director
COBRE LAS CRUCES

Carmen Díaz Canabal

CEO
HOLCIM ESPAÑA

Faculty

Enrique Delgado

Managing Director
ATALAYA MINING

Alberto Lavandeira

CEO
ATALAYA MINING

Vicente Gutiérrez

President
CONFEDEM
(Confederación Nacional de Empresarios de
la Minería y de la Metalurgia)

Miguel Palacios

Senior Vice President
Business Development
ATLANTIC COPPER

Manuel Regueiro

Technical Advisor
CSIC (Spanish National Research Council)

Pedro Mora

Technical Director
OFICEMEN (Agrupación de Fabricantes
de Cemento de España)

Miguel Cabal

Exploration Director
ALTO MINERALS

Blanca Losada

President
FORTIA ENERGÍA

César Luaces

Managing Director
PRIMIGEA
(Confederación Española de las Industrias
de las Materias Primas Minerales)

Esther Alonso

Senior Vice President of Energy
Transition and Sustainability
ATLANTIC COPPER

Carlos Rich

Strategy & International
Director
ATLANTIC COPPER

Isidoro Miranda

Former Chairman of the Board
LAFARGE HOLCIM SPAIN
Former Chairman on the Board
CEMBUREAU

Fernando Arauz de Robles

Permitting & Mining
Projects Development Manager
ATALAYA MINING

Marce Robertson

Senior VP & CFO
FREEPORT - MCM.RAN

Juan Carlos Baquero

HO Hydrogeology
COBRE LAS CRUCES



We train
talent for a sustainable
future



GOBIERNO
DE ESPAÑA

MINISTERIO
DE INDUSTRIA
Y TURISMO



Escuela de
organización
industrial

Madrid

informacion@eoi.es
+34 91 349 56 00
(Madrid)

Sevilla

infoandalucia@eoi.es
+34 95 446 33 77
(Sevilla)

Elche

eoimediterraneo@eoi.es
+34 96 665 81 55
(Elche - Alicante)

www.eoi.es

