



BUSINESS & MARKETING SCHOOL  **WU**

Report Summary 2014



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1 THE MANAGEMENT OF A SOCIABLY RESPONSIBLE SCHOOL



It seems like it was yesterday, but it's been fifty years since Esic entered into the Spanish market. Fifty years ago, the word "marketing" barely had a meaning in Spain. In the sixties, this discipline was hardly known and it was seen as something distant from our business and social reality. Despite difficulties, since we started until today, we have been certain that the way we started was and still is right. After fifty years, everybody in Spain knows what marketing means and thousand of professionals trained in Esic do their jobs in our country as well as abroad. Today, we are modestly proud of having driven this way and being well-known as the specialists in this discipline. Nevertheless, having achieved that not only makes us feel proud, but also, we are committed to go on with this labour with renewed energy and responsibility to business and civil society in the regions in which we operate.

We base our responsibility in our way of understanding, teaching and developing marketing. For Esic and its professionals, this discipline is far from the popular notion that marketing is simply advertising or communication or that it is used to manipulate people and create an unnecessary consumerism. For us, being competitive, knowing what to do and how to do it and in-depth consumer understanding can only help businesses to improve their offer and thus, create sustainable wealth in society. Furthermore, good marketing provides consumers with more information and improvement in products and services purchased in order to make their well-being evolve over time.

So over the years we have led, developed and promoted marketing as a comprehensive system of business management based on both, market and academic research, development of specific knowledge about different subjects and practice of it all in the real market . A system in which all the members of a company should be involved in order to better serve consumers of the markets in which they compete.

To that effect, our model has been and is intensive in the presence of Esic in society and in the business world, as it could not be otherwise. Our mixed faculty of professors and teachers with extensive professional experience or assets in companies from all sectors, our annual marketing meeting in Spain -*Hoy es Marketing*- is gathering thousands of professionals or people interested in marketing for free, the Aster Awards and many other activities are examples that for us marketing is in society and in business and that is where we must be.

That is not all. A comprehensive part of our philosophy, aware of the power marketing may have, is the complete training of the students and professionals who come to our classes. For us, ethics in business, know to do right and the individual are essential parts of our development; without them, Esic will have no sense. Maybe that is why our almost 40,000 former students constantly come back to our house which will always be theirs too.



Today, under the current circumstances of Spanish society and the future we have ahead, we can only confirm our philosophy. In an hectic and constantly changing global environment, where competitiveness has become more important and ethics are undermined, we believe we have to keep on working hard for a more modern marketing, more professional, more social, more ethical and more transparent. For all the above reasons, marketing will be as significant as it is today, or even more. The purpose of marketing will remain the same, but its expression will be different. It will be marketing of people, individually or in groups, more technology-based, more direct, more participatory. A kind of marketing that should contribute to companies and individuals in the definition and development of a new concept of well-being which is being built up in a multicultural world with no boundaries, either sectoral or geographical.

In other words, a type of marketing that suits the new age in which we are already immersed. Marketing in which Esic will be present with a renewed energy.

Best regards,



Simón Reyes Martínez Córdova
ESIC Director General



2 STRUCTURE OF ESIC

Board of Governors

Simón Reyes Martínez Córdova , SHJ
Director General

Francisco Javier Larrea Pascal, SHJ
General Secretary and Administrator

Carlos Larrea Pascal, SHJ
Financial Director & Administrator of Esic Madrid

Eduardo Gómez Martín, SHJ
Deputy Director to the General Director

José Luis Munilla Martínez, SHJ
Provincial Superior of the Priests of the Sacred Heart of Jesus

Jesús Valdezate Soto, SHJ
General Secretary of Esic Valencia

Marino Córdova García, SHJ
Managing Director and Administrator of Esic Valencia

Management Committee

Simón Reyes Martínez Córdova , SHJ
Director General

Francisco Javier Larrea Pascal, SHJ
General Secretary

Eduardo Gómez Martín, SHJ
Deputy Director to the General Director

Rafael Ortega de la Poza
Dean

Segundo Huarte Martín
Vice-dean of Undergraduate Studies

Joaquín Calvo Sánchez
Vice-dean of Postgraduate Studies

Felipe Llano Fernández
Deputy Director to the General Management and Director of Executive Education

Richard Lander Hosking
Manager of International Relations and Esic Idiomas

Joost Van Nispen
President of ICEMD (ESIC's Institute for Digital Economy)

Executive Committee

It is formed by the Board of Governors, the Management Committee as well as the Managers of the following Esic Centres and Areas:

Ana Aracama Zufiaurre
Director of ESIC Navarra

Héctor Baragaño Cavero
Marketing Director.

Enrique Benayas Alonso
General and Academic Director of ICEMD.

José Luis Casado Criado
Director of Professional Careers

Ramón Gómez Lera
Deputy Director to the General Secretary's Office

Antonio Sangó Loriente
Director of ESIC Zaragoza

Ignacio de la Vega Martínez-Atienza
Director of ESIC Almeria

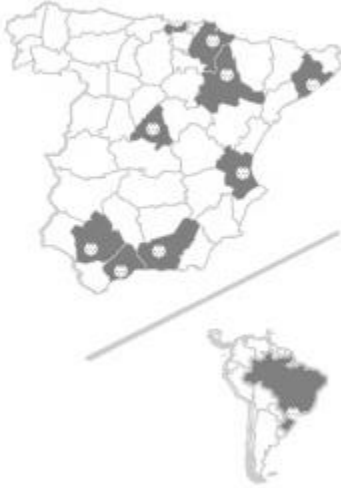
Ismael Olea Cárdenas
Director of ESIC Valencia

Eduard Prats Cot
General Director of ESIC Barcelona



3 LOCATION: EDUCATION WITHOUT BORDERS

Nuestros Campus



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Faculdade São Luiz

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Other campuses:

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4 MISSION

ESIC's mission is defined in the following terms:

The academic teaching of businesspeople able to create successful businesses and organisations or operate within them in a responsible and efficient manner, in management or technical roles at whatever level in any area of the business, having an impact in the marketing field at both a national and international level.



The dissemination of a culture of ethics and rationality in business activities, in both Spain and internationally, opening lines of communication between academic activities and competitive business environments to further promote the entrepreneurial spirit of students (Undergraduate, Postgraduate & Executive Education).

To promote scientific and technical research in business administration and marketing, not only by supporting projects of School members, but also by providing means of communicating ideas and research to members outside the School in international circles.

ESIC is a third-level centre attached to Madrid's Rey Juan Carlos University, a university committed to innovation, and to the Miguel Hernández University in Valencia. In addition, ESIC Madrid and Navarra are Regional Government authorised centres for the teaching of the official degrees of Florida Atlantic University, FAU (USA).

4.1. DECLARATION OF VALUES

ESIC is a non-profit-making institution, founded by the Congregación de Sacerdotes del Sagrado Corazón de Jesús (Dehonian Fathers), whose basic tenet, based on a Christian humanist perspective, is expressed in the School's Mission Statement mentioned in the previous section.

The promotion of the aforementioned mission by the community made up of students, alumni, teaching and administration staff and the management of ESIC, is articulated in a number of ethical values and a culture of Corporate Social Responsibility.

The Declaration of Values of the ESIC Community was approved by General Management on the 17th of November, 2008, remaining flexible and open to changes that might occur in both the ESIC Community and society in general.

The Values that make up the ESIC Declaration of Values are as follows:

ESIC Teaching Ethics:

- Study Plans that combine intellectual rigour and practical application, to instil an interest in knowledge, the use of the value of rationale and the work-effort.
- Reduced number of student per class (between 30 and 40).
- A teaching staff that, apart from the relevant university degrees, have, whenever possible, professional experience as a businessperson or company and that possess teaching and communications abilities
- Open and participative methodology, the use of "case", "simulators" and similar methods, and the carrying out of individual and group academic exercises.
- Use of the means and facilities that promote high-quality teaching.

Respect and promotion of human rights:

- In course admissions, throughout their studies and in work placement, there will be no type of sexual, racial, religious or cultural discrimination
- Promote respect towards others, the exchange of ideas and academic freedom inside and outside the classroom.

Personal and professional development of the members of the educational community In relation to the students:

- Continuous individual tutoring of the student from admission (1 tutor per group in the first three years of undergraduate study, and 1 tutor for each postgraduate programme) and on completion of the courses, through the Alumni Association and the Careers Department.
- Special tutoring for Foreign Students. There is a specific department for tutoring foreign students (International Relations Department).
- Participation in academic functions through delegates.
- An open door policy in teaching staff and administration offices for students. Any student that wants to give their opinion may do so to ESIC personnel regardless of their position.
- Accessibility: ESIC facilities are open to its students, on the main campus, 365 days a year, 24 hours a day.

In relation to alumni:

- Tutoring of ESIC alumni in their career development: the Careers Department and the Alumni Association offer support to [alumni](#).

In respect to lecturers and researchers:

- Objective selection processes, based on fairness and the recognition of ability and merit.
- Academic support from the School's departments aimed at coordinating contents and methodology.
- Respect for the decisions of the lecturer when they do not contradict the general principles and values of the School.
- Recognition of "academic liberty" as long as it is compatible with the School's general ethos.
- Opportunities available for self-improvement and training.
- Institutional and economic support for research activities.

In respect to administrative and service staff:

- Objective selection processes, based on fairness and efficiency.
- Opportunities for self-improvement and training, taking into account not only the needs of the School but, more importantly, the wants and needs of the people concerned.
- Open and friendly atmosphere among staff and from the management team towards the personnel.

Business model centred on people:

People management policy based on a balance between personal and work related issues. In the last 5 years, these are some of the goals reached:

- Post reassignment policy for personnel.
- A high percentage of improvements in Teaching Staff contracts.
- Intern contracts. ESIC hires a large number of people for internships in the School.
- High level of personnel loyalty in ESIC. The full-time personnel in ESIC have been, on average, around 10 years in the School.
- A professional and personal Conciliation Programme: posts are filled by people meeting the posts' requirements, and based on personal needs (100% of flexitime requests have been granted).

Collaboration in developing the community of which the School is part:

As part of ESIC's activities, it collaborates with the local, business and institutional communities it is a part of:

- With the local community, organising and promoting cultural activities (conferences, classical music concerts, plays, etc., with free entry) as well as supporting sports and cultural activities organised by the local community.
- With companies, by being linked as close as possible to the business sector through open ended and in company training for companies, through the Executive Education and ESIC Idiomas Departments, relationships through the Advisory Council, which is made up of businesspeople and managers as well as lecturers coming from public and private companies, and through student internships that complement their education.

- With Universities and Business Schools, ESIC is attached to Madrid's Rey Juan Carlos University and also Elche's Miguel Hernández University and holds cooperation agreements with numerous universities and schools in over 20 countries; agreements that, in some cases, lead to double degrees from ESIC and the corresponding university or school, and, in other cases, allow for residential periods for students in various European, American and Asian universities. In addition, it is a member of numerous international associations and institutions.
- Within the academic development framework, ESIC publishes research periodicals, ESIC-Market, Revista Española de Investigación de Marketing ESIC and aDResearch ESIC, on whose Editorial Committees sit many prestigious lecturers from Spanish and international universities and schools. These committees are open to publish papers carried out by researchers from both ESIC and national and international centres.
- With second-level colleges and institutes and vocational training schools, we organise training programmes in each of the centres- free of charge- for managers and tutors, as well as for the students (Pre-university and business) and also organise attending numerous information fairs.
- With Spanish and international students and businesspeople, ESIC collaborates through the "Global Marketing Competition" the ASTER Awards, the employment forum "Meet your future", the Creative Advertising Competition, the CAREM Marketing Plan Awards, the ESIC award for entrepreneurship sponsored by La Caixa, etc. "Hoy es Marketing" is of special relevance for businesspeople with expert speakers and Marketing Directors from top level companies with audiences of various thousands of marketing and business professionals.

Social Commitment:

Of special importance in this commitment, we can mention:

- Micro-Credit Plan "Orbayu Project" for the promotion of small businesses in developing countries.
- Annual voluntary programmes in developing countries.
- Respect for the Environment activities on all ESIC campus.

Internationalization:

In a globalised world, ESIC wants to be an international mobilization channel for its students. Among the facts worth mentioning in this respect are:

- Organisationally: the existence of an International Relations Department, the consideration given to international aspects in the ESIC Strategic Plan, the analysis and study documents on the internationalization in the School, etc.
- Concrete data. ESIC is an ERASMUS centre for the movement of students in the European Higher Education Area; large number of Agreements with international Universities and Schools; Undergraduate, Postgraduate and Executive Programmes with international content; agreements with multinational companies for internships in other countries; membership of prestigious international Associations: the setting up of ESIC Idiomas in 1999; etc.

4.2. SOCIAL RESPONSIBILITY

ESIC is an academic institution committed to its mission and its values. The promotion of this ethos of corporate social responsibility is aimed at developing said values among all members of the organisation and, where possible, in society as a whole.

To this end, the School carries out activities in various fields:

Academic Sphere

The Social Responsibility Project, in its academic sphere, has the goal of training people committed to society, maintaining their ethical values in all decision making. ESIC aims at teaching people who exercise, in an international market, responsible, leadership.

In this respect, among the academic Programmes offered by ESIC, the following can be found:

- For Undergraduates, "**Business Ethics**" is a compulsory subject in all courses offered by the school.
- In the Postgraduate area, "**Sustainable Leadership**" and "**Business, sustainability and environment ethics.**"
- In Executive Education, "**Social Responsibility Management Programme**".

Among the annual conferences and seminars given by ESIC are, in addition, themes related to ethics applied to specific business life situations.

To this end, the **Social Thinking Centre** organizes, as a complement to the academic Business Ethics Programmes, conferences and seminars that are open to students, teaching staff and interested members of the general public dealing with subjects related to the topic and in which specialised speakers and lecturers participate. In addition, the Centre publishes, through the ESIC Publishing House, books of speeches and papers on the subjects of ethics, social thinking and related materials.



ESICrea Award

Communication Campaign for ORBAYU organisation (Micro-credits for Development), whose objectives are the following:

- Generate knowledge between university population about Orbayu and its social labour in favour of disadvantaged people.
- Consolidate an attractive image for Orbayu that helps to recruit donors and
- Design actions capable of catching resources to implement their social labour.

EsicCrea: ORBAYU

2014/2015

<i>Participants</i> (Students, Teaching Staff and Coordinators)	140
<i>Budget:</i>	1.000€
<i>Number of papers presented</i>	55



Social Sphere



ORBAYU: Micro-credits for Development and other social actions

Among the activities carried out by ESIC aimed at helping under-developed populations, "Orbayu" is the most important. It is a non-profit-making foundation participated in by the School, The Dehonian Fathers (founder of ESIC) and the business group AVIVA. The Foundation offers a a micro-credit programme available for setting up projects in developing countries.

Closer to home, ESIC participates in the P. Dehon Foundation that gives scholarships and economic aid to economically disadvantaged students in colleges run by the Dehonian Fathers.

Relevant figures for Orbayu 2014

Micro-credits	60,341€
Development Aid	10,600€



To the above we must add the promotion of Volunteering, aimed at students, alumni and teaching and administration staff, to experience being a volunteer in developing counties or in their surrounding area.

Among the activities carried out at national level are:

- **Project Consulting** to the Blas Ponce Mendez Foundation in order to help and support (Marketing and Advertising) the development of the magazine of the foundation and also in the promotion of charity events.
- **Operation Kilo**; collection of a large quantities of foodstuff for families in need.
- Operation Toys **"Joy and Smile"** in the Ángeles Urbanos Foundation
- **Dependent Centres, helps visits from students and teaching staff to dependent people.**
- **Blood Donation Day**: carried out in Madrid and Valencia with collaboration from students, teaching staff and ESIC personnel (2 days a year).
- **International Volunteering in Ecuador** (Quito and Bahía de Caraquez) **Cameroon** (Nkongsamba and Ndongue) and **Mozambique**
- **Marketing and values**
- **Consulting services to the RECAL and ATEMPACE Foundation** in Marketing and Communication
- **Volunteering at ATEMPACE**, weekly volunteering to take care of children with cerebral palsy.

Students and teaching staff have supported international volunteer activities on social projects in Ecuador and Cameroon, among others: working with children in orphanages and at-risk families; offering educational support classes for children and working with disabled children.

Relevant figures for MÁS ESIC

2014/2015

Total no. of students: 66	National Volunteers: 53	International Volunteers: 13
Total no. of Teachers and Employees: 15		



Business Sphere

PROMOTING SOCIAL RESPONSIBILITY IN BUSINESS

ESIC's Executive Education area carries out a variety of programmes aimed at promoting Social Responsibility in Business, among which are the following:

Assessment & Collaboration Projects in the Executive Education area 2014/2015

FSC Inserta Part of the ONCE Foundation

ENTREPRENEURSHIP WORKSHOPS GIVEN WITH TECHNICAL ASSISTANCE AND MONITORING AND CONSOLIDATION CONSULTANCY, WITHIN THE FRAMEWORK REPRESENTED THROUGH THE EXECUTION AND MANAGEMENT OF THE MULTIREGIONAL OPERATING PROGRAMME "FIGHT AGAINST DISCRIMINATION" 2007-2013, COFINANCED BY THE EUROPEAN SOCIAL FUND (ESF).

Entrepreneurship training classes. 146 entrepreneurs were assessed in 2014. All these projects were headed by people with some physical handicap that came from various sectors, both self-employed and small and medium businesses.

Relevant Figures for Inserta

Budget	72,397€
Number of handicapped students that received training	146

Generating Changes Project EQUAL OPPORTUNITIES & DIVERSITY

ESIC, as a teaching Business School, has developed the "Generating Changes" project promoted by the Regional Government of Madrid's Department of Employment and Women. In response to society being increasingly in favour of a greater integration of equality between men and women in the workplace, from the Department of the Director General for Women, and co-funded by the European Social Fund, the Project was made available to 400 small and medium sized businesses (in 2012) and 180 (in 2013) to help them implement equal opportunity policies. This year, we are going to make this project available to 120 small and medium sized business and we aim them to take part in it.

ESIC made all the required support tools available for its development and implementation and thereby, allowed the companies to develop an **Equality Plan in their companies**, receiving recognition from society for their commitment to put in place measures to promote equality between men and women in the workplace.

TRAINING PROGRAM AIMED FOR ENTREPRENEURS FOR THE YEAR 2014

ESIC works as Technical Assistance with Seville's Town Hall in this programme that aims to promote entrepreneurial culture, the promotion of self-employment and entrepreneurship by making a large amount of informative and training resources available, to enable the entrepreneur's to complete their enterprise processes with greater guarantees of success, renewing the collaboration for 2015.

Relevant Figures

Expected number of participants **825**

In addition, ESIC's area of Creation and Management of ESIC has developed materials and conducting seminars for **women entrepreneurs and business owners** in order to create and consolidate their business, including workshops that promote partnership and equal opportunities.

Linked to Socially Committed Companies



Aster Award for Marketing and Values

The largest gathering of executives and managers from the areas of business, marketing and communication. An exclusive event, where the keys to be successful in the future are outlined and analysed by the top experts in the field. Among the topics normally discussed by the speakers is *Marketing and Values*.

Research Sphere

ESIC wants to promote research on social responsibility and, to that end, has created different lines of work that support this. ESIC's Research Management team, in conjunction with ESIC's Publishing House, manage research teams whose results are published through books and scientific periodicals both nationally and internationally.

Social Research Data

2013/2014

CONSUMPTION & RESPONSIBLE SOCIETIES

Circulation and promotion of ethics, fair trade, socially responsible business activities, socially-aware marketing, information on GM foods, etc.

Daily radio programme on Radio 5, Spanish National Radio

National coverage and broadcast on EUTELSAST e HISPASAT for Europe and Africa.

Budget: 12,000€

RESEARCH PROJECTS

"Determining success factors of businesses coming from national and international business incubators"

"Integrated Marketing in NGOs"

"Centre of Innovation and Application of Ethics Project CIAE: Centre of Innovation and Application of Ethics"

"Aster Awards for Research"

Budget: 29,000€

BOOKS

"Under the influence of the branded content effects in children and youth"

Promoted by ESIC & EL CHUPETE

"27 CONVERSATIONS WITH SPANISH ENTREPRENEURS"

"Cases of consumer behaviour"

Budget: 25,600€

Our commitment is a reality

ESIC is an institution committed to its ethical values as demonstrated by its continuous actions in all spheres in which it operates, being an academic signature to the **Global Compact** and the **Principles for Responsible Management Education**, promoted by United Nations

In addition, ESIC is also a member of the **Socially Responsible Excellence Project**, a workgroup promoted by the Excellence in Management Club and made up of top-level Spanish companies which are highly involved in Corporate Social Responsibility and whose aim is to prepare a Framework Reference Document for Socially Responsible Excellence.

ESIC Equality & Diversity Plan



In June 2010, ESIC Management announced, in an internal declaration, the incorporation of an Equal Opportunities & Diversity Plan in the Company, as its commitment toward equal opportunities was already patent from its Mission, Vision and Values as pillars for the education of well-rounded businesspeople that will contribute to the creation of a more just and equal society.

In the 2011-2012 academic year, ESIC set up the **Diversity Scholarships**, aimed at bringing diversity to business through the classroom and the Business and Careers Departments. The Diversity Project has reached another step forward with the signing of the Framework Agreement with the ONCE Foundation in June 2014.

ESIC circulates among its employees and students, the need for a greater conscientiousness and effort in offering people with different special needs the opportunities to successfully carry out, in equality terms, a dignified and complete life project.

In addition, ESIC internally, and through conciliation and equality measures, pushes for the elimination of barriers in order to achieve the total integration of women in the workplace and equal opportunities for men and women.

In 2010, the Equality and Diversity Plan was signed, a plan that had the total approval of Management, as well as a willingness to promote and develop the actions set out in the plan and using all resources necessary for its success. The effect of the Plan can be seen by its incorporation into the ESIC Quality Objectives .

Strengthening Social Leaders

ESIC and the EXPIGA Association award three Master Programme scholarships with the goal of educating and strengthening people with leadership capabilities in social organisations that work for Peace and development in underdeveloped areas. Aimed at students who come from countries or conditions where educational opportunities of this type are limited and who, after receiving the education, can influence the development of their society.



Continuous Improvement System Program (CSR Plan)

The ESIC Community is united under the continuous improvement programme coming from its Quality Management System, which allows the promotion of relationships between student, lecturer and company, making them participants, through committees, in the improvements that must be introduced in our Institution and that will impact on improving society.

The ESIC Quality System incorporates, in its System Revision and Improvement Plan, Social Responsibility into its annual Quality Objectives. The aim is that both the preparation and the execution of the management and academic objectives are in line with a Corporate Social Responsibility Plan, and involves not only students and staff but also other interest groups that form part of ESIC (suppliers, companies, society).

The ESIC CSR Plan includes each and every action area:

- **Academic:** incorporation of seminars/material on CSR in all programmes (Undergraduate, Postgraduate, Executive Education)
- **Research:** creation and promotion of lines of research centred on the development of the PRME and Global Compact principles.
- **Dissemination in Society:** ESIC generates debate on social responsibility questions among students and lecturers in the classroom, among company managers through its Management Breakfasts and through events organised to promote these debates. ESIC also collaborates in the dissemination of social responsibility in society through Books that deal with various topics of social responsibility and are published by the ESIC Publishing House.
- **Social Action:** activities are carried out through the Volunteers that promote the commitment to help the less well off in society.
- **Social Culture:** the various interest groups that make up ESIC daily promote conduct and habits in accord with a sustainable vision.
- **Transparency & Accountability:** ESIC annually prepares the Summary Report according to the Global Compact standards, as well as transparency in Academic and Management Results through the corporate web, following ANECA's AUDIT Programme and in agreement with the objectives and principles expressed in the quality assurance Criteria and Directives of the European Higher Education Area.

The design of ESIC's Quality System is certified by the ANECA State Agency, whose role is to endorse the existence of Higher Education Quality Systems in Spain and thereby meet the European Higher Education Area standards.



Environment Programme

Within ESIC there is a **Recycling and Environment Policy** for all employees and students. In one way or another, ESIC tries to ensure that the use of these services has the least possible impact on the environment. Depending on the type of residue, it is given to an authorised waste management service or put in public containers or brought to a waste collection point.

- Water: 100% is delivered to the public sewage system.
- Paper is given to an authorised management service; it is collected each night and later recycled.
- All computers used in ESIC are on a rental contract. All material is managed by a specialised company with the necessary recycling certificates to allow ESIC meet its requirements under its Quality Management System.
- Paints, adhesive residues, toner and all other similar material are given to recycling management companies.
- Fluorescent lights and oils: the used materials are brought to a waste collection point for recycling

ESIC Consumption Indicators

1,809,207 kW	Electricity
23,751 m ³	Water
26,858 kg	Paper

Initiatives to reduce paper consumption and improve energy efficiency

The most important initiative carried out to reduce paper consumption was the publication of all the academic programmes’ notes and documents on a virtual platform, and to promote its use among all the organisation’s teaching staff and students.

In addition, where photocopying is deemed necessary, the number of copies has been adjusted to the number of participants and are printed on both sides. The environment awareness campaign also encourages ESIC staff to reduce consumption in their daily tasks (not print unnecessary documents, create digital archives, revise and correct documents on screen, always print on both sides, etc.).

Furthermore, to promote energy savings, the starting time for work has been set at 08.00am, thus maximizing daylight hours and saving energy.



5 EDUCATIONAL PROGRAMMES

ESIC, a private centre founded in 1965 by the Dehonian Fathers, is the premier Business School in the Marketing field in Spain, and, through its different areas of activity (**Undergraduate, Postgraduate, Executive Education, Publishing House, ICEMD and Languages**), it meets the current needs for business in a competitive environment, through the teaching of businesspeople capable of analysing, reflecting, deciding and acting responsibly at all business levels.



ESIC DEGREES

Higher Degree in Marketing
ZARAGOZA, NAVARRA, SEVILLA or BARCELONA
Higher degree in Marketing & Business Administration
MADRID & VALENCIA

DOUBLE INTERNATIONAL DEGREES

Higher degree in Marketing & Business Administration + Bachelor
FAU-Florida Atlantic University, USA.
Higher degree in Marketing & Business Administration + Bachelor
Fachhochschule Dortmund, Germany
Higher degree in Marketing & Business Administration + Bachelor
EPSCI-ESSEC Business School, France
Higher degree in Marketing & Business Administration + Bachelor
NOVANCIA Business School, Francia
Higher degree in Marketing & Business Administration + Bachelor
Groupe ESC PAU, France

STATE DEGREES REY JUAN CARLOS UNIVERSITY (IN MADRID)

Degree in Business Management & Administration
Degree in Advertising & Public Relations
Degree in Marketing

STATE DEGREES MIGUEL HERNÁNDEZ UNIVERSITY (VALENCIA)

Degree in Business Management & Administration
Degree in Communications & Public Relations
Degree in Sales Management & Marketing
Degree in International Business

STATE DEGREE (IN BRASIL)

Degree in Business Management & Administration
Degree Technologist in Finance Management
Degree Technologist in Sales Management

DOUBLE DEGREES* (URJC+ESIC) [IN MADRID]

Degree in BMA+ Higher Degree in Marketing & Business Administration
Degree in Communications & Public Relations + Higher Degree in Marketing
Degree in Marketing + Higher Degree in Sales Management

DOUBLE DEGREES* (UMH+ESIC) [IN VALENCIA]

Degree in BMA+ Higher Degree in Marketing & Business Administration
Degree in Communications & Public Relations + Higher Degree in Marketing
Degree in Business Administration and Marketing + Higher Degree in Marketing Management
Degree in International Business+ Higher Degree in Marketing & Business Administration



Másters

POSTGRADOS

	INITIALS	PROGRAMME
MBA	MBA	<i>Master in Business Administration</i>
	EMBA	<i>Executive Master in Business Administration</i>
	IMBA	<i>International Master in Business Administration</i>
MASTERS	MIB	<i>Master International Business - Florida International University</i>
	GESCO	Master in Marketing & Sales Management
	MDCI	Master in International Trade Management
	DRHO	Master in Human Resources & Organizational Development
	MDF	Master in Financial Management
	MPC	Master in Communications & Advertising Management
	MMS	<i>Master in Marketing Science</i>
	MIM	<i>Master in Marketing Management</i>
	LOCS	Master in Logistics & Supply Chain
	MDM	Master in Digital Marketing
	MDB	Master in <i>Digital Business</i>
	MICEMD	Master in <i>Customer Center</i> Marketing
	MMD	Master in Digital Marketing
UNIVERSITY MASTERS	Spain	
	Rey Juan Carlos University:	
	Master in Sales Management	
	Master in Human Resources & Organizational Development	
	Master in Communication and New Technologies	
	Miguel Hernández University:	
	Master in Marketing and Sales Management	
	Master in Human Resources & Organizational Development	
	Master in Communication & Digital Advertising	
	Brasil	
EMBA	<i>Executive MBA in Business Management</i>	
EMBAP	<i>Executive MBA in Project Management</i>	
GESCO	Master in Marketing and Business Management	
DRHO	Master in Human Resources & Organizational Development	
MPC	Master in Communication & Digital Advertising	
MDF	Master in Financial Management	
MGP	Master in Public Management	
MEGI	Master in Marketing and Business Management	
MGIE	Master in Management of Educational Institutions	
LOCS	Master in <i>Supply Chain, Trade</i> y International Logistics	

HIGHER LEVEL PROGRAMMES

PIDD	Higher Programme in Managerial Development
PSME	Higher Programme in Strategic Marketing
PSMO	Higher Programme in Operational Marketing
PSDB	Higher Programme in Digital Business
PSDC	Higher Programme in Communications Management
PSDE	Higher Programme Small & Medium Enterprises Management
PSDF	Higher Programme in Financial Management
PSDV	Higher Programme in Sales Management
PSGP	Higher Programme in Advertising Management
PSDM	Higher Programme in Marketing Management
PSMKF	Higher Programme in Marketing & Business for the Pharmaceutical Industry
PSPC	Higher Programme in Communications & Advertising Management.
PSRH	Higher Programme in Human Resources
PSDIE	Higher Programme in Educational Institutions Management
PSCE	Higher Programme in E-Commerce
PSCEM	Higher Programme <i>Customer Experience Management</i>
PSHDM	Higher Programme in <i>Healthcare</i> Digital Marketing
PSMDPI	Higher Programme in Digital Marketing & Interactive Advertising
PSA360	Higher Programme in <i>Analytics 360°</i> : clients, channels, brand & reputation
PSGCC	Higher Programme in Contact Center Management
PSRSCM	Higher Programme in Social Networks Marketing & <i>Community Management</i>
PSMA	Higher Programme in <i>Marketing Analytics</i>
PSMR	Higher Programme in <i>Marketing Research</i>
PSMR	Higher Programme in Relational Marketing
PSLICE	Higher Programme in Innovative Leadership and Strategic Coaching
PSRM	Higher Programme in Retail Management
PSCM	Higher Programme in Consumer Management
PSDCI	Higher Programme in International Business Management
PSEMD	European Higher Programme in Digital Marketing
PSMDMM	Postgraduate Certificate in Social Media & Digital Marketing Management
PSMD	Postgraduate Certificate in Marketing and Digital Advertising



LANGUAGES

GENERAL LANGUAGE COURSES

- Extensive courses
- Intensive courses
- Preparation for official exams: Cambridge University and TOEFL
- Personalised Programmes
- Conversation
- Blended courses
- Spanish for foreigners (In Seville, Centre attached to the Instituto Cervantes)

BUSINESS COURSES

- In-company courses
- Business courses in English, French, German and Spanish for foreigners
- Specialised Business Seminars

ESIC is an official Cambridge, TOEFL and TOEIC examining centre



CUSTOM PROGRAMMES**HIGH INTENSITY PROJECTS**

Specialised training and projects by Functional Area

Specialised in-company Master Programmes

Management Development Programmes

Training & Advice on Company Start-ups

Training Plans

Corporate Schools' Design and Implementation

SEMINARS

Management & Strategy Area

Sales Management & Marketing Area

Human Resources Area

Economic Finance Area

Skills Development Area, both interpersonal and managerial

SPECIAL ACTIVITIES

E-learning Projects

Continuous Improvement & Coaching Projects

Other special activities

CORPORATE SALES SCHOOL

The mission of the Sales School centres on supporting organizational changes of attitude, habits and orientation in the sales activity that must be introduced for a specific time or post, through a sustainable, homogeneous and interwoven plan. Promoting cohesion, interrelationships and sales resources skills, focusing effort on meeting the organization's strategic business goals.

OPEN PROGRAMMES**HIGHER LEVEL PROGRAMMES**

Managerial Training Programs between 120 and 280 hours.

SPECIALISED COURSES

Medium length training courses focused on the job role to develop business skills, through the presentation of concepts, the use of management tools and the study of real cases.

INTENSIVE COURSES

Function and/or sector related programmes of between four and ten seminar days (between 40 and 50 hours). This category of programmes encompass all functional areas as well as skills development.

BUSINESS SEMINARS/CONFERENCES

Meetings lasting a maximum of four hours, given by experts, where participants exchange knowledge. *Networking*. Open and tailored formats.

WORKING BREAKFASTS

First thing in the morning, a short session where a small group of managers discuss current business topics.

TOP MANAGEMENT BREAKFASTS/ EVENTS

International gurus presenting, to a select and reduced number of participants, their research or experiences applicable to the business world.

SALES SCHOOL

Sales training solutions that cover the various needs required at the different hierarchical levels within companies sales departments. Open and tailored format. Open and tailored formats.

6 PARTICIPANTS IN THE PROGRAMMES

3,185 Undergraduate

2,850 Postgraduate

11,944 Executive Education*

6,734 Languages

24,713 Total Participants in ESIC

(*) Data refers to 2014

Remainder of data refers to participants who began their academic programme in 2014

The **most important clients** of our **Executive Education Programmes** in the **In-Company Area**, (both public and private companies):

- ADIDAS
- AGENTES ASOCIADOS
- AGRUCONF
- AIR LIQUIDE
- ALLIANCE HEALTHCARE
- AMADEUS
- ANTENA 3
- AVIVA
- AYO SEVILLA
- BANKINTER
- BBVA
- BBVA CONSULTORIA
- BMW
- BODEGAS SAN VALERO
- BOEHRINGER
- BRICODEPOT
- BSH
- CAJAMAR
- CÁMARA DE COMERCIO DE PALMA DE MAYORCA
- CARRERAS
- CASER
- CASESA
- CETM
- CHC
- COIE MURCIAESEMIA
- COLEGIO STA M^a DEL PILAR
- CONFEDERACIÓN DE EMPRESARIOS DE CASTELLÓN
- CONSEJO SUPERIOR DE CÁMARAS
- CONSELL COMARCAL BAIX EMPORDÀ
- CORTE INGLES
- COSENTINO
- COSMOCAIXA
- CPIFP LOS ENLACES
- CRUZCAMPO
- CUPA GROUP
- DEGREMONT IBERIA
- DKV
- EL CORREO
- ESPRINET
- EXCAL
- FAEEM
- FIRA BARCELONA
- FORUM DEL CAFÉ
- FSC INSERTA
- FUNDACIÓN CAJA RURAL
- FUNDACIÓN HORIZONTE XXII
- FUNDACION MARIANISTA
- GOMACAMPS
- GRUPO ALLIANCE
- GRUPO COMPASS
- GRUPO CORREOS
- GRUPO SANED
- HAZERA
- ICO
- IMQ
- INAP
- INERCO
- INGETEAM
- JAZZTEL
- KEMON
- LA ZARAGOZANA
- LABORATORIOS GENOVE
- LIMAGRAIN
- LINEA DIRECTA
- MAPFRE
- MERCEDES BENZ
- MONSANTO
- MONSANTO MOROCCO
- MOZO GRAU
- MP ASCENSORES
- MUTUA MADRILEÑA
- NSETV.COM
- NUTUR IMPORT
- ONDULINE
- ONEBOX IBERICA
- ONO
- ORANGE
- PASTORES
- PHILIPS
- PLATAFORMA EUROPA
- PWC
- R CABLE
- RAMOS
- REPSOL
- RIPLIFE
- ROCA
- ROYAL CANIN
- SAICA
- SAINT GOBAIN
- SAMCA
- SEUR
- TEVA
- THYSSENKRUPP
- VITEX
- WDFG
- YUDIGAR
- ZARAGOZA URBANA
- ZARDOYA OTIS
- ZOETIS

7 TEACHING STAFF

The subjects and modules of the Study Plans for Undergraduate, Postgraduate and research teams are grouped together into departments and integrated programmes with similar subject matter, looking for increased coordination and efficiency in the educational area.



The teaching staff numbers that follow include all teaching staff from all ESIC centres (Spain).

UNDERGRADUATE TEACHING STAFF	
Lecturers	278

POSTGRADUATE TEACHING STAFF	
Lecturers	298

EXECUTIVE EDUCATION AREA TEACHING STAFF	
Lecturers	289

LANGUAGES TEACHING STAFF	
Teachers	55
Non-national Teachers	75

8 RANKING & OTHER AWARDS

National and international media have recognised the **MBA** Programmes, the **Specialised Masters, Graduate** and **Executive Education** Programmes offered by ESIC and have placed ESIC in a prominent position in the most prestigious rankings.

This truly recognises our more than 45 years of dedication to top level education:

Publication	Type	Date	Position
AmericaEconomía	Executive Education	2014	ESIC is positioned the 16th Business School in the World.
QS	MBA Ranking	2014	Top of indicators of return on investment.
QS	Business Schools	2014	23rd Position in Europe
AmericaEconomía	Executive Education	2013	ESIC is positioned the 16th Business School in the World.
Mercado Empresas España	Corporate Reputation Ranking	2014	ESIC is positioned 4th , alongside the other most reputed business schools in the country.
Mercado Personas España	Corporate Reputation Ranking	2014	ESIC is positioned 4th as the best company to work for in Spain.
CNN Expansión	MBA Ranking	2014	Positions ESIC's Masters in Business Administration (MBA) as one of the best worldwide.
El Mundo	Postgraduate Specialization Ranking	2014	The Master in Marketing and Sales Management was awarded 1st place . The Master in Advertising and Public Relations was awarded 2nd place . The Master in Human Resources and Organizational Development was awarded 1st place . The Master in International Business was awarded 1st place .
Business Week	Executive Education	2011	Among the best Business Schools in the World in the Executive Education rankings (7th in Europe and 4th in Spain)
The Aspen Institute	CSR & Environment Listing	2011	Recognition for the CSR teaching given in the MBA Programmes
Thomson Reuters	University	2012	ESIC , among the world's most important universities and institutions
Financial Times	Master in Finance	2010	4th place of Spanish Business Schools with a Master in Finance.
Guia Vicê S/A (Brasil)	EMBA Ranking	2010	1st place Executive MBA and Executive MBA Projects
Guia Vicê S/A (Brasil)	Postgraduate Specialization Ranking	2009	The Master in Marketing and Sales Management was awarded 1st place .



9 INSTITUTIONAL DEVELOPMENT

ESIC is a member of the national and international Associations and Institutions listed below:

NATIONAL

- **adigital -Asociación Española de la Economía Digital, (Spanish Digital Economy Association))**
- **AEEDE- Asociación Española de Escuelas de Dirección de Empresas (Spanish Business Schools Association)**
- **AEERC - Asociación Española de Expertos de Relación con Clientes (Spanish Client Relation Experts Association)**
- **AEMARK - Asociación Española de Marketing Académico y Profesional (Spanish Academic & Business Marketing Association)**
- **AJE – Asociación Jóvenes Empresarios (Young Entrepreneurs Association)**
- **APD – Asociación del Progreso para la Dirección (Progress Association for Management)**
- **CEDE * - Confederación Española de Directivos y Ejecutivos (Spanish Confederation of Managers & Executives)**
- **CEG - Club Excelencia en Gestión (Excellence in Management Club)**
- **CEIM - Confederación Empresarial de Madrid (Madrid Business Confederation)**
- **CEOE - Confederación Española de Organizaciones Empresariales (Spanish Confederation of Business Organisations)**
- **DIRCOM - Asociación de Directivos de Comunicación (Communications Managers Association)**
- **Red Pacto Mundial España (World Pact Network Spain)**
- **UNIVERSIA España (UNIVERSIA Spain)**
- **Charter de la Diversidad en España (Diversity Charter in Spain)**
- **Fundación Bequal (Bequal Foundation)**
- **Asociación de Marketing de España (Spanish Marketing Association)**
- **AED- Asociación Española de Directivos (Spanish Association of Managers)**
- **Club de Marketing del Mediterráneo (Mediterranean Marketing Club)**



INTERNATIONAL

- **AACSB (The Association to Advance Collegiate Schools of Business)**
- **AAPBS (Association of Asia-Pacific Business Schools)**
- **CEEMAN (Central and East European Management Development Association)**
- **CLADEA -Consejo Latinoamericano de Escuelas de Administración (Latin American Council of Management Schools)**
- **EQUAA (Educatio Quality Accreditation Agency)**
- **EFMD (European Foundation for Management Development)**
- **EMBA Council (Executive MBA Council)**
- **FEDMA (Federation of European Direct & Interactive Marketing)**
- **Global Compact (United Nations)**
- **PEEAC (Pan European Education and Accreditation Committee)**
- **PRME (Principles for Responsible Management Education)**
- **Business Transfer Programme**
- **UNICON (Executive Education Consortium)**



10 ASSOCIATIONS, ACCREDITATIONS & CERTIFICATIONS

ESIC carries out continuous quality process management under the action framework Quality Models which is accepted nationally and internationally, in the sector and multi-sect. For this reason, ESIC is a member of relevant national and international Associations, and holds Accreditations and Certifications granted by well-known prestigious Institutions.

ASSOCIATIONS

The image displays a collection of logos for various international and national associations and accreditation bodies. Each logo is accompanied by a small circular icon containing a plus sign (+). The logos include:

- AACSB INTERNACIONAL
- EFMD
- Executive MBA Council
- GLA DE A (CONSEJO LATINOAMERICANO DE ESCUELAS DE ADMINISTRACION)
- acreditado por AEEDE
- CEEMAN
- PRME
- THE GLOBAL COMPACT Red Pacto Mundial España
- @ECE
- adigital (Asociación Española de la Economía Digital)
- AAPBS (Association of Asia-Pacific Business Schools)
- UNICON Executive Education Consortium
- BUSINESS TRANSFER PROGRAMME
- Ministério da Educação (BRASIL - UM PAÍS DE TODOS GOVERNO FEDERAL)
- CIM (Accredited Study Centre 2015-2016)
- gestión E/i



ACCREDITATIONS & CERTIFICATIONS

ESIC has become a reference of quality in education through the development of institutional agreements and top level partnerships in the business sphere. A continuous management of the quality processes in an action framework that takes as its reference renowned national and international models.

The list of Accreditations and Certifications obtained are listed below:



The ESIC Business Simulator is accredited by EFMD

In September 2008, ESIC received the CEL Accreditation (Programme Accreditation for Technology-Enhanced Learning) for its Simulation Methodology, awarded by the prestigious EFMD Association. Re-accreditation was achieved in November 2011.

This methodology is applied both to Closed Programmes (Postgraduate Area) and to Open Programmes (Global Marketing Competition). The CEL Accreditation is one of the four internationally recognised prestigious accreditations awarded by the EFMD.

The integration of the accredited simulators into the ESIC programmes has led to an improvement in student learning, through contact with real business experiences during the period of their course.

The CEL Accreditation from the EFMD for ESIC reinforces the School's initiative in the use of business simulators as a fit-for-purpose learning methodology for the students participating in their programmes.



The ESIC Quality Management System is certified under ISO 9001:2008

ESIC has its Quality Management System certified under ISO9001: 2008 by the BSI certification body.

The scope of the certificate is:

The design and teaching of Postgraduate, Undergraduate, Executive Education (teaching, consultancy and advice to Companies, Socio-economic Bodies and Public Institutions), languages and training programmes on technology platforms. The processes of enrolment, participant (student or company) service, teaching service, complementary services and client retention.





“Excellent” assessment for ESIC EXECUTIVE EDUCATION as a teaching body.

The Executive Education area of ESIC annually receives a **Teaching Bodies Quality Assessment** from **Q *For Auditors** gained through a customer satisfaction and information transparency assessment.



5 Undergraduate & 2 Postgraduate Degrees from ESIC have a POSITIVE assessment from ANECA

ANECA, fulfilling Spanish Royal Decree 1393/2007 of 29th October, has positively assessed, as per the protocols and verification guidelines, the course plans presented by ESIC, as an Attached University Centre to both the Rey Juan Carlos University and the Miguel Hernández University.



THE ESIC QUALITY MANAGEMENT SYSTEM accredited by ANECA under the AUDIT Programme

On June 1st 2010, and after an eighteen-month assessment of its Quality Management System, the **National Quality Assessment and Accreditation Agency (ANECA)** granted the **AUDIT accreditation to ESIC**. The said accreditation comes under the new European regulatory framework, whose introduction is controlled by the Spanish Ministry of Education, through the aforementioned state agency. The Audit accreditation gives official recognition to ESIC for the effort it is making towards a management model focused on guaranteeing a quality of education given to the students.

The EHEA framework and the new changes introduced in Spain, establish that the universities must guarantee in their activities that the objectives associated with the courses they offer be met, and also a continuous improvement of the same. To this end, the universities must have policies and Internal Quality Assurance Systems formally established and publically available.

In July 2014 ESIC received by the Certification Commission consisting of ANECA, unconditional two favourable reports on the implementation of its System of Internal Quality Assurance in the Campus submitted for evaluation: Pozuelo de Alarcón (Madrid) and Valencia.





ESIC University Teaching Staff Accredited under the ACADEMIA Programme granted by ANECA

The national Accreditation Programme for access to university teaching bodies (ACADEMIA Programme) assesses the profile of the applicants wishing to access the official body of university teachers (Tenured University Lecturers & University Professors)

ESIC Teaching Staff are accredited under this ACADEMIA accreditation programme, granted by ANECA, fulfilling Royal Decree RD 1312/2007, of 5th October.



The **Chartered Institute of Marketing (CIM)**, founded in 1911 in the United Kingdom, is the largest body for marketing professionals in the world, with over 40,000 members worldwide.

Accredited Study Centre
2015-2016

The CIM establishes standards for the industry and is the reference point for all information relating to the marketing and communications sector.

Being a member means being part of a large community of specialists that Exchange ideas and experiences. The CIM also helps its members to continuously improve their skills and knowledge through a continuous programme of professional development recognised all over the world.



EVALUATION SYSTEM OF THE TEACHING ACTIVITIES AT ESIC by ANECA certified under the programme DOCENTIA

In the assessment process of the the quality assurance of teaching staff, an element that is essential is the performance of their teaching. Therefore, knowing how the teacher plans , develops , evaluates and improves their teaching is key to make a judgement on their teaching abilities.

ESIC joins the Docentia programme and receives an EXCELLENT rating in the design of the Model, Evaluation of Educational Activity of their Teaching Staff.

AUTHORISED EXAMINATION CENTERS FOR FOREIGN LANGUAGES

ESIC has become a reference for language teaching in Spain through the development of **institutional agreements** and **top level partnerships** at business level. A continuous management of the quality processes in an activity framework, taking as its example recognised national and international models.



11 AGREEMENTS WITH OTHER SCHOOLS & UNIVERSITIES, NATIONAL & INTERNATIONAL

International Agreements

ESIC students can apply for student Exchange and internships with those Universities and Business Schools that have international agreement with **ESIC**. Below, we list the Universities and Business Schools with which ESIC has an agreement for one or more of the academic areas (**Undergraduate, Postgraduate, Executive Education and Languages**):



COUNTRY	INSTITUTION
GERMANY	EUROPA-UNIVERSITAT FLENSBURG
	FACHHOCHSCHULE DORTMUND
	HOCHSCHULE HANNOVER
	HOCHSHULE TRIER
	HSBA HAMBURG SCHOOL OF BUSINESS ADMINISTRATION
	OSTBAYERISCHE TECHNISCHE HOCHSCHULE AMBERG-WEIDEN
	PFH PRIVATE HOCHSCHULE GOTTINGEN
	REUTLINGEN UNIVERSITY
	UNIVERSITAT PASSAU
A.Y.R. MACEDONIA	UNIVERSITY AMERICAN COLLEGE SKOPJE
ARGENTINA	ESEADE
	PONTIFICIA UNIVERSIDAD CATOLICA ARGENTINA
AUSTRIA	FACHHOCHSCHULE KREMS
BELGIUM	ERASMUSHOGESCHOOL BRUSSEL
	HAUTE ECOLE DE LA PROVINCE DE LIEGE
	HAUTE ECOLE PROVINCIALE DE HAINAUT-CONCORCET
CANADA	BROCK UNIVERSITY
	UNIVERSITE DU QUEBEC A CHICOUTIMI
CHINA	ANHUI UNIVERSITY OF FINANCE AND ECONOMICS
	BEIJING CITY UNIVERSITY
	BEIJING LANGUAGE AND CULTURE UNIVERSITY
	EUROPEAN ECONOMICS COLLEGE SHANGHAI
	HAINAN UNIVERSITY
	JILIN HUAQIAO FOREIGN LANGUAGE INSTITUTE
	NANJING UNIVERSITY
	QINGDAO TECHNOLOGY UNIVERSITY
	SHANDONG UNIVERSITY OF TECHNOLOGY
	SHANGHAI INTERNATIONAL STUDIES UNIVERSITY
	SHANGHAI JIAOTONG UNIVERSITY
	SHANGHAI UNIVERSITY
	SOUTH CHINA BUSINESS COLLEGE - GUANGDONG UNIVERSITY OF FOREIGN STUDIES
	SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS
	UNIVERSITY OF JINAN
YULIN UNIVERSITY	

COLOMBIA	CESA UNIVERSIDAD SERGIO ARBOLEDA
SOUTH KOREA	SOLBRIDGE INTERNATIONAL SCHOOL OF BUSINESS, WOOSONG UNIVERSITY
DENMARK	INTERNATIONAL BUSINESS ACADEMY
USA	EASTERN MICHIGAN UNIVERSITY FLORIDA ATLANTIC UNIVERSITY FLORIDA INSTITUTE OF TECHNOLOGY FLORIDA INTERNATIONAL UNIVERSITY UNIVERSITY OF CALIFORNIA RIVERSIDE
SLOVAKIA	CATHOLIC UNIVERSITY IN RUZOMBEROK
SLOVENIA	UNIVERSITY OF JINAN
ESTONIA	ESTONIAN BUSINESS SCHOOL
FINLAND	JAMK UNIVERSITY OF APPLIED SCIENCES LAHTI UNIVERSITY OF APPLIED SCIENCES OULU UNIVERSITY OF APPLIED SCIENCES TURKU UNIVERSITY OF APPLIED SCIENCES
FRANCE	ECE-ECOLE DE COMMERCE EUROPEENNE ECOLE SUPERIEURE DE COMMERCE DE PAU ECOLE SUPERIEURE DE GESTION ESC RENNES SCHOOL OF BUSINESS ESSEC BUSINESS SCHOOL GRENOBLE ECOLE DE MANAGEMENT INSEEC BORDEAUX INSEEC PARIS INSTITUT LIMAYRAC LILLE 2 UNIVERSITY OF HEALTH AND LAW NEOMA BUSINESS SCHOOL NOVANCIA BUSINESS SCHOOL SKEMA BUSINESS SCHOOL
GREECE	TECHNOLOGICAL EDUCATIONAL INSITUTE OF ATHENS UNIVERSITY OF THE AEGEAN
HUNGARY	BUDAPEST COLLEGE OF COMMUNICATION, BUSINESS AND ARTS UNIVERSITY OF SZEGED
ITALY	LIBERA UNIVERSITA DI LINGUA E COMUNICAZIONE-IULM UNIVERSITA CA FOSCARI VENEZIA UNIVERSITA DEGLI STUDI DI BRESCIA UNIVERSITA DEGLI STUDI DI TERAMO
IRELAND	INTERNATIONAL SCHOOL OF BUSINESS
LITHUANIA	INTERNATIONAL SCHOOL OF LAW AND BUSINESS ISM UNIVERSITY OF MANAGEMENT AND ECONOMICS
LUXEMBOURG	UNIVERSITE DU LUXEMBOURG
MOROCCO	L'UNIVERSITÉ INTERNATIONALE DE RABAT
MEXICO	INSTITUTO TECNOLOGICO Y DE ESTUDIOS SUPERIORES DE MONTERREY UNIVERSIDAD AUTONOMA DE GUADALAJARA



THE NETHERLANDS	AMSTERDAM UNIVERSITY OF APPLIES SCIENCES FONTYS UNIVERSITY OF APPLIED SCIENCES THE HAGUE UNIVERSITY OF APPLIED SCIENCES
PERU	UNIVERSIDAD ESAN UNIVERSIDAD SAN IGNACIO DE LOYOLA
POLAND	KOZMINSKI UNIVERSITY POZNAN UNIVERSITY OF ECONOMICS
PORTUGAL	IADE-INSTITUTO DE ARTES VISUAIS, DESIGN E MARKETING INSTITUTO PORTUGUES DE ADMINISTRAÇÃO DE MARKETING INSTITUTO SUPERIOR MIGUEL TORGA ISAG EUROPEAN BUSINESS SCHOOL ISCTE-IUL
PUERTO RICO	UNIVERSIDAD DEL SAGRADO CORAZÓN
UNITED KINGDOM	EDINBURGH NAPIER UNIVERSITY LONDON SOUTH BANK UNIVERSITY NORTHUMBRIA UNIVERSITY NOTTINGHAM TRENT UNIVERSITY PLYMOUTH UNIVERSITY UNIVERSITY OF CHESTER UNIVERSITY OF STRATHCLYDE
CZECH REPUBLIC	CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE
ROMANIA	UNIVERSITATEA BABES-BOLYA
RUSSIA	PLEKHANOV RUSSIAN ACADEMY OF ECONOMICS
SWEDEN	KARLSTADS UNIVERSITET
SWITZERLAND	INTERNATIONAL UNIVERSITY IN GENEVA
TAIWAN	PROVIDENCE UNIVERSITY
TURKEY	IZMIR UNIVERSITY OF ECONOMICS
VENEZUELA	IESA

ESIC International Figures 2014

Undergraduate & Postgraduate ESIC Students through international agreements	123
International students studying ESIC Undergraduate and Postgraduate programmes through international agreements	515
Students of ESIC Hispánica	
Summer course students from Nottingham Business School (Undergraduate)	39
Summer course students from Florida Institute of Technology (Postgraduate)	15
TOTAL	692

Student Project: EUROPE-RENAISSANCE (Fachhochschule Dortmund)

European project carried out at the initiative of the University of Dortmund and whose aim is to involve students from universities in different countries to work on issues of the European Union and, in particular, on the future of the EU from different perspectives.

Project Data EUROPE-RENAISSANCE 2014

ESIC and University of Dortmund Students	30
ESIC and University of Dortmund Teaching Staff	12



National Agreements

ESIC is an attached centre to this university, in its Madrid campus.

URJC, Universidad Rey Juan Carlos (Madrid)

ESIC is an attached centre to this university, in its Valencia campus.

UMH, Universidad Miguel Hernández (Elche)

12 BUSINESS LINKS

ESIC has spent years building up a **network of top managerial contacts from premier national and international companies**. These agreements establish links to **ESIC** through different services focused towards students and teaching staff, such as:

- Internships and Careers Department
- Organizing top managerial events, for example, "Hoy es Marketing" (Today is Marketing), with various sponsors, Employment Forum "Meet", Aster Award, among others.
- Institutional type agreements
- Top Managerial Seminars and Events, etc.

Below, a list of **some of the companies with which ESIC has framework agreements**:

■ 3M ■ ABENGOA ■ ACCENTURE ■ ACCIONA ■ AC NIELSEN ■ ADECCO ■ ADIDAS SALOMON ■ AENA ■ AENOR ■ AHORRAMÁS ■ AIR LIQUIDE ■ ALTADIS ■ AMADEUS ■ AMERICAN EXPRESS ■ ANTENA 3 TELEVISIÓN ■ APPLE COMPUTER ESPAÑA ■ AVON COSMETICS ■ AXA WINTERTHUR ■ AYUNTAMIENTO DE POZUELO DE ALARCÓN ■ BANCO BANIF ■ BANCO SANTANDER ■ BANESTO ■ BANKINTER ■ BASSAT OGILVY ■ BBVA ■ BMW GROUP ■ BNP PARIS ■ BT ESPAÑA ■ BULL ESPAÑA ■ CADBURY SCHWEPPE ■ CAJA RURAL DE NAVARRA ■ CAMPOFRÍO ■ CANAL ISABEL II ■ CASER SEGUROS ■ CARREFOUR ■ CEPSA ■ CISCO SYSTEM ■ CM VOCENTO ■ COCA COLA ■ COLGATE-PALMOLIVE ■ CORREOS ■ CRÉDITO Y CAUCIÓN ■ DAF ■ DAIMLER-CHRYSLER ESPAÑA ■ DECATHLON ■ DELL ■ DELOITTE ■ DIAGEO ■ DIARIO EL PAÍS ■ DUN&BRADSTREET ■ EDELVIVES ■ EL CORTE INGLÉS ■ EL ECONOMISTA ■ EL MUNDO ■ ELECTROLUX ■ ELECTRONIC ARTS ■ ENDESA ■ ERICSSON ESPAÑA ■ EULEN ■ FNMT ■ FASA RENAULT ■ FERROVIAL ■ FNAC ESPAÑA ■ FRANCE TELECOM-ORANGE ■ FUJITSU ■ FUNDACIÓN DEHÓN ■ GAS NATURAL ■ GENERAL ELECTRIC HEALTHCARE ESPAÑA ■ GENERAL MOTORS ESPAÑA ■ GILLETTE ■ GLAXOSMITHKLINE ■ GÓMEZ-ACEBO & POMBO ■ GOODYEAR DUNLOP ■ GRÁFICAS DEHÓN ■ COFARES ■ CORTEFIEL ■ DANONE ■ FERROVIAL ■ HIPERCOR ■ JUTECO ■ ONCE FUNDOSA ■ GRUPO OSBORNE ■ GRUPO PASCUAL ■ PEPSICO ■ GRUPO PRISA ■ SOS CUÉTARA ■ GRUPO TELEFÓNICA ■ HEINEKEN ESPAÑA ■ HEINZ IBÉRICA ■ HENKEL IBÉRICA ■ HEWLETT-PACKARD ESPAÑOLA ■ HILTI ESPAÑOLA ■ IBERDROLA ■ IBERIA ■ ICEX ■ IKEA IBÉRICA ■ INDRA ■ IVECO PEGASO ■ JOHNSON & JOHNSON ■ JOHNSON'S WAX ESPAÑOLA ■ JONES LANG LASALLE ESPAÑA ■ KELLOG'S ■ KENTUCKY FRIED CHIKEN (KFC) ■ KIMBERLY-CLARK ■ KNIGHT FRANK ESPAÑA ■ KUTXA ■ KUWAIT PETROLEUM ESPAÑA ■ LEASEPLAN SERVICIOS ■ LEROY MERLIN ■ LG ELECTRONICS ■ LLEDO ILUMINACIÓN ■ LOEWE ■ L'OREAL ■ LVMH IBERIA ■ MAZDA ■ McCANN-ERICKSON ■ MERCEDES BENZ ■ MICHAEL PAGE INTERNATIONAL ESPAÑA ■ MOTOROLA ESPAÑA ■ NH HOTELES ■ NINTENDO ESPAÑA ■ ORACLE IBÉRICA ■ ORMAZABAL ■ PELAYO ■ PETROGAL ■ PEUGEOT ESPAÑA ■ PFIZER ■ PHILIPS ■ PHONEHOUSE ■ PRICEWATERHOUSECOOPERS ■ PROCTER & GAMBLE ■ PROSEGUR ■ RANDSTAND ■ RECOLETOS GRUPO DE COMUNICACIÓN ■ RENFE ■ REPSOL YPF ■ ROBERT BOSCH ■ ROCHE FARMA ■ ROYAL CANIN ■ SAINT GOBAIN ■ SAME DEUTZ FAHR ■ SANITAS, S.A. DE SEGUROS ■ SANTILLANA FORMACIÓN ■ SAP ESPAÑA ■ SECURITAS DIRECT ■ SEUR ■ SOGECABLE ■ SOLUZIONA ■ SPANAIR ■ SUPERMERCADOS SÁNCHEZ ROMERO ■ TEA CEGOS ■ TELECINCO-PUBLICESPAÑA ■ TELEFÓNICA MÓVILES ESPAÑA ■ TVE ■ THE WALT DISNEY CO. IBERIA ■ TOTAL ESPAÑA ■ UNIVERSAL PICT. INT. SPAIN ■ VALEO SERVICE ESPAÑA ■ VOCENTO ■ VODAFONE ■ VOLVO CAR ESPAÑA ■ WARNER BROS ESPAÑA ■ WELLA ■ XEROX ESPAÑA ■ YAHOO IBERIA ■ YOUNG&RUBICAM ■ YVES ROCHER ESPAÑA



ESIC & BUSINESS FORA

ESIC Business & Marketing School presents Hoy de Marketing (Today is Marketing) every year, the largest event for executives and managers from the business world, marketing and communication. An exclusive event where the keys to future success are presented by a panel of top experts. This event is held at ESIC centres in Pozuelo, Barcelona, Bilbao, Zaragoza, Navarra and Sevilla.



Figures for Hoy es Marketing 2013

Attendees at <i>Hoy es Marketing</i>	6,730
Companies represented at <i>Hoy es Marketing</i>	40

ESIC Business & Marketing School organises **MEET**, the employment forum where national and international companies come in search of talent among our students and alumni for their selection processes. More than forty top level companies from a variety of sectors attend.



The aims of this employment fair are, among others, to promote job placements for ESIC students and facilitate a proper transition from the School to the jobs market; to put the companies searching for managerial employees into contact with students from the School every year; in order to increase relationships and knowledge between the recruiting companies and the potential candidates so they may be hired and improve the knowledge students have of the current labour market.

MEET is held in the following ESIC centres: Madrid and Valencia.

Relevant figures for MEET 2014

Attendees at Fora	1,794
Alummni attendees	358
Undergraduate attendees	1,077
Postgraduate attendees	359
Number of companies participating	42



13 MANAGEMENT SKILLS & LEADERSHIP

A prime objective of the School is to educate businesspeople to have managerial skills, and to achieve this they organise, complementary to the study programmes, activities that develop these abilities, among which are:

Simulators & Business Games

Currently the ESIC Business Games have evolved from four games (1 national and three international) to one global competition called the **Global Marketing Competition**.
www.globalmarketingcompetition.com

Among the academic partners of the new game are AACSB, CLADEA, EFMD and UNIVERSIA with sponsorship from Santander Bank, as well as the support of 54 companies ranging from SMEs to Multinationals coming from all sectors of production.

The 2014 Global Marketing Competition event had **4,365 participants** that qualified from over **860 Universities and Business Schools** coming from **81 different** countries and representing the five continents.

The finalist teams from Ecuador, Peru, India, Russia and Spain attended the Grand Final in Madrid in the Santander Bank’s Financial City in November 2014. In the final, an international panel of judges decided the placings and awarded €17,500 in prizes and masters for the winning team which went to one of the finalist teams coming from India.

Figures for the GLOBAL MARKETING COMPETITION 2014

Participants	4,635
Teams	1,957
Countries represented	81
Partner Institutions and companies	20
Total value of prize money	17,500€



Training & Advice Projects for setting up and consolidating companies

For more than 20 years, ESIC has been carrying out activities aimed at promoting the setting up and strengthening of SMEs, in the form of support through training and advice, to more than 4,500 new Business startups and business strengthening projects.

The above-mentioned activities are done through:

- **Setting up and strengthening SMEs**
 - Increasing awareness and the promotion of the enterprise spirit.
 - Structure organisation in response to enterprise initiatives.
 - Assessment, monitoring and dissemination of enterprise programmes.
 - Training and tuition. Diagnostic and advice on carrying out business plans and SME improvement plans.
- **Technical assistance, consultancy and advice**
 - For European projects in the areas of: EMPLOYABILITY, ADAPTABILITY, COMPANY STARTUPS, EQUAL OPPORTUNITIES AND DIVERSITY MANAGEMENT.
 - For International cooperation in Development and management of trans-national activities.

These training and advice projects are made-to-measure in order to ensure their correct design and implementation.

Enterprise Programs 2014

Number of participants	1,531
Number of training hours	2,557
Number of projects	496



ESIC Emprendedores



In 2013 ESIC Emprendedores (Entrepreneurs) was born, whose missions are

- Coordinating and valuing what is already being done in entrepreneurship.
- Promoting entrepreneurship among our students, creating a favourable environment and consequently improving their employability.
- Supporting the implementation of our student and alumni's entrepreneurial projects, especially during early stages and launch.

It also makes media and support services for the implementation of these entrepreneurial projects available to students and alumni:

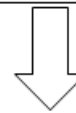
- Counselling
- Mentoring
- Assistance in achieving funding.
- Investor Forums.
- Provision of physical spaces (Incubator).
- Training
- Meetings with Entrepreneurs, Awards, etc.

Table of Entrepreneurship Programs and Activities:

Perfil	Fines	Programas	Acciones
Estudiantes de bachillerato y ciclos formativos	Fomento del emprendimiento entre jóvenes estudiantes	Desafío Junior Empresarial.	Concurso entre equipos de jóvenes de centros formativos
		Young Business Talent	Simulador empresarial para centros formativos
Jóvenes universitarios	Conocimientos y desarrollo de habilidades para emprender	Estudios de Grado: <ul style="list-style-type: none"> ▪ Grado en Administración de Empresas (1). ▪ Grado en Publicidad y RRRPP ▪ Grado en Marketing ▪ Título Superior Dirección de Marketing y Gestión Comercial. 	Premios <ul style="list-style-type: none"> ▪ Creación de Empresas ▪ TFG Iniciativa Emprendedora. Feria Empleo y Emprendimiento MEET Asignaturas: <ul style="list-style-type: none"> ▪ Creatividad e Innovación ▪ Iniciativa Emprendedora ▪ Creación de empresas ▪ Soluciones de financiación para emprendedores ▪ Gestión proyectos empresariales ▪ Trabajo Fin de Grado
Programas de Postgrado: <ul style="list-style-type: none"> ▪ Máster Digital Business ▪ MBA's. ▪ Máster Universitario en Gestión Comercial y Marketing ▪ Máster Gestión Comercial y Marketing (GESCO) 		Premio Mejor Iniciativa Emprendedora Feria de Empleo y Emprendimiento Módulos: <ul style="list-style-type: none"> ▪ Iniciativa Emprendedora ▪ Innovación empresarial ▪ Proyecto Fin Master Business Plan 	
Graduados universitarios y profesionales junior (-3 años de esp. laboral)	Formación y entrenamiento	Programas de Postgrado <ul style="list-style-type: none"> ▪ Executive MBA (EMBA) ▪ Programa Integral Desarrollo Directivo (PIDD) ▪ Máster Executive Gestión Comercial y Marketing ▪ Programas Superiores Especializados 	Premio Mejor Iniciativa Emprendedora Seminarios. <ul style="list-style-type: none"> ▪ Creatividad e Innovación. ▪ Desarrollo modelos de negocio ▪ Entorno societario ▪ Financiación para emprendedores ▪ Gestión proyectos empresariales ▪ Business Plan ▪ Proyecto Fin de Master
Profesionales con experiencia laboral (+3 años)		Identificación y sistemas de evaluación de oportunidades empresariales.	Foros de emprendedores Seminarios y conferencias emprendedores Revista Alumni emprendedores
Antiguos Alumnos		Programas de AAAA	
Empresas, Instituciones públicas Profesionales	Formación, consultoría, asesoramiento en innovación, y creación y consolidación de empresas	Programas de Executive Education . <ul style="list-style-type: none"> ▪ Creación de empresas ▪ Viveros Corporativos ▪ Consolidación empresarial. 	Programas a medida para clientes privados e instituciones. Programas abiertos Premio ASTER Mejor Emprendedor



Actividades de ESIC Emprendedores		
Para quién	Qué	Cómo
Alumnos de grado, postgrado y AAAA de ESIC, con iniciativas empresariales	Apoyos a los emprendedores para el desarrollo y puesta en marcha de sus proyectos	<ul style="list-style-type: none"> ▪ Formación (programas /seminarios) ▪ Asesoramiento general y especializado ▪ Acceso a la financiación ▪ Networking ▪ Espacios de trabajo (incubadora). ▪ Mentoring ▪ Visibilidad de sus empresas. ▪ Premios a la Iniciativa Emprendedora



Fases desarrollo de un proyecto				
Selección	Ajuste de proyecto	Validación	Puesta en marcha	Consolidación
Proyecto	Apoyo técnico	Mercado	Técnica, comercial y financiera	Mentoring

Digital Economy

Through the Instituto de la Economía Digital (Digital Economy Institute), ESIC Business & Marketing School offers the most complete course portfolio in the most innovative disciplines of the new digital models of business and communication, with high prospects for the present and future.

The main objective of these educational plans is to prepare today's and tomorrow's businesspeople in digital strategies, in centres throughout the country.

Since its foundation in 1995 ESIC is a reference in offering specialised training in the most avant-garde disciplines of new marketing: relational marketing and management of client relationships, digital marketing, e-commerce, new forms of communication and Customer Contact Centre.

It offers innovative programmes that employ an in-house cutting-edge methodology, based on work in class, on-line, blended, e-learning or in company, to continue to promote competitiveness in companies and the development of their managers, helping them to successfully compete in the Digital Economy.

Digital Economy Figures 2014

Number of participants 682

Language Abilities

To promote abilities in the use of different languages (mainly English), the School has its own **Language Area** that not only focuses itself on students, but also on alumni, teachers and School staff.

In addition, it offers the possibility of preparing for official exams in English, German or French.

Figures 2014

Number of ESIC Idiomas Teachers 130
 Non-national teachers in ESIC Idiomas 75
 Undergraduate Students Average Level of English Intermediate
 (Equivalent to a Bⁿ in the Council of Europe table)



14 INTERNSHIPS & CAREERS DEPARTMENT

ESIC offers the students of Undergraduate and Postgraduate courses the possibility of doing internships in national and international companies. On finalizing their programmes, ESIC students have the Careers Department service to help them into the jobs market, or, to help them make a change in their career path.



- **Company Internships:** It constitutes one of the natural approaches of the School to the **business world**. It exists to strengthen the presence of students in companies, through integrated activities in their educational development, so that they can apply in them the theoretical-practical knowledge learned in the classroom. Annually, **ESIC** has contact with more than 2,000 private and public companies to implement the internship programmes.

Figures 2014

Number of Company Agreements	1,803
Number of total Internships processed	3,110
Number of Undergraduate Internships	1,081
Number of Postgraduate Internships	722

- **Careers Department:** This department's mission is to facilitate alumni's joining the jobs market and professional development in accordance with the alumni's interests, wants, needs and preferences.

Furthermore, the department centres on meeting companies needs for qualified personnel, offering a comprehensive search, recruitment and pre-selection of candidates from among **ESIC** alumni, for any position, level or location.

Figures 2014

Total number of job opportunities processed	2,271
Number of Undergraduate job placements	181
Number of Postgraduate job placements	273

15 RESEARCH

The following are some of the works published by the School's teaching staff in the main knowledge areas.

1 Academic contributions in research periodicals

- 19 Articles published in relevant scientific periodicals
- 2 Book reviews
- 26 Reviews in relevant scientific periodicals
- 4 Membership in scientific committee
- 8 Membership of editorial councils
- Memberships of management/editorial committees

2 Editorial Publications

- 5 Books and manuals
- 15 Book chapters

3 Doctoral Theses

- 5 Doctoral theses read and approved
- 18 Doctoral theses in progress
- 3 Doctoral theses supervisions
- 6 Tribunal memberships

4 Teaching development and innovation

- 7 Documentation booklets
- 6 University technical notes
- 12 Case Studies
- 2 Documents and Research Papers
- 181 Supervisions of Master Projects, undergraduate these and other academic contributions

5 Research Projects

"Brand communication strategies and CSR in Spanish multinationals"

Research Area / Focus: CRS, multinational Spanish companies.

"Open Innovation. Management of Intellectual Capital and good practice application in Spanish companies"

Research Area/ Focus: Open Innovation/ Intangibles

"Determining success factors of businesses coming from national and international business incubators"

Research Area / Focus: Business/ Setting up Businesses

"Integrated Marketing in NGOs"

Research Area/ Focus: Marketing

"Tourism Marketing:

Research Area/ Focus: Marketing

"CIAE Project: Centre of Innovation /and Application of Ethics"

Research Area/ Focus: Ethics



"Performance Analysis by Financial series: Copper prices in the "London Metal Exchange" market through neural networks

Research Area/ Focus: Performance Analysis, financial series"

"Competitiveness and transport costs of goods by road".

Research Area/ Focus: Logistics, transport and supply chain.

6 Participation at Congresses, Seminars and Scientific Conferences

- 34 Communications and speeches.
- 2 Coordination, management and revision activities
- 2 Organising events
- 2 Workshops

7 Other research activities

- 10 Training activities
- 10 Communication media
- 11 Disseminations of research and innovation
- 13 Conferences
- 9 Collaboration with Research Institutes
- 1 Award



Relevant Academic Research: Emerging Markets (China and Latin America).

Collaboration between various ESIC researchers and other national and international universities, as well as with Business Schools and other Centres (University of Bristol, University of Bath, Ningxia Foreign Experts Bureau, Instituto de Empresa, Shandong University of Technology, Anhui University of Finance and Economics, Nanjing University, INCAE, etc.) has led to activities being carried out focusing on the importance of China as an emerging market in a range of aspects: internationalization, SMEs, relationships with other European and Latin American countries and potential determinants in Research and Development. Said activities are summarised as follows:

Scientific articles in international periodicals

Asia Pacific Journal of Management; Asia Pacific Business Review, Journal of Business Research, AIB Insights, Journal of Chinese Entrepreneurship; Journal of Applied Business Research; Bulletin of Latin American Research; International Journal of Case Studies in Management; European Business Review; Journal of US-China Public Administration; International Journal of Emerging Markets; Chinese Business Review.

Books and manuals

The China-Latin America Axis. Emerging markets and the future of globalisation. Basingstoke. Foreign Exchange Exposure in Emerging Markets. How Companies Can Minimize it, Basingstoke. 'Setting the Scene for the Development of Differentiation Strategies in Emerging Markets: The Case of Chinese MNCs in Latin America'. in B Christiansen (ed.), Economic Growth and Technological Change in Latin America. IGI Global, Hershey. National and International Expansion of Chinese SMEs. A Different Story? In Fu, X. (Ed.) China's Role in Global Economic Recovery. Chinese MNCs in Latin America. L Wang (ed.), in: Rising China in the Changing World Economy. Potential Determinants of China's R&D. J Saeed (ed.), in: China and the Global Economy in the 21st Century. Globalization and Spain's SMEs. J Haar & J Meyer-Stamer (Eds), in: Small Firms, Global Markets: Competitive Challenges in the New Economy.

Communications at congresses and other fora

China and its relationship with Latin America, Miami; Chinese Economic Association, Dublin, London; Academy of Management, Philadelphia, Anaheim, Montreal, Boston; EU-China, What's next?, Shanghai; China and Latin America, London; Approaching Latin America, Bristol; China Goes Global, Boston, Dresden, Shanghai; Academy of International Business, Milan.

Conferences

University College London; Beijing City University; University of Bristol; Harvard University; University of Miami; Shanghai University; Southwestern University of Finance and Economics; Shanghai International Studies University; Ningxia Foreign Experts Bureau; Nanjing University; Government of Mendoza, Argentina; Yinchuan's City Council; Anhui University; Ningxia State-Owned Assets Management Bureau; Universidad San Andrés, Argentina; Universidad de Desarrollo, Chile.

Revision at Academic Congresses

Academy of Management; Chinese Economic Association; Academy of International Business; China Goes Global.

Media dissemination

BBC Radio (Reino Unido); Foreign Affairs en Español (Spain); The Times Weekly (China); ABC (Spain); Perspective (United Kingdom); El País (Spain); Intereconomía TV y Radio (Spain), Leadership (Colombia), Cinco Días (Spain).

16 PUBLISHING HOUSE

ESIC Editorial (ESIC Publishing House) is ESIC's flagship in the publishing world, offering research and dissemination of economic, business and marketing topics.

Its editorial catalogue, in constant revision, has 500 live titles, whose authors are mainly university professors and businesspeople with expert knowledge of our business environment.

More than 40 years publishing business books on marketing, advertising, sales, human resources, managerial skills, finance, strategy, economics, mathematics and statistics that combines rigour, experience, research and accessibility.

Our areas of work are:

Books for Professionals

That offer businesspeople, students and researchers the basic lines on how economic, business and market institutions operate. Irreplaceable material for work and study.

Dissemination

Allows for quick Reading, full of examples and business experiences, centred on specific areas of the current business world.

Academic Research

Contributes to enlarging scientific knowledge in social, economic, business and ethical aspects. The basic research, applied or analytical contributes to the good of the scientific community and society as a whole.

Documentation Booklets

Includes the publications of practical cases and documents that help in the learning of useful concepts and techniques for future businesspeople.

University Technical Notes

Essential material for the university student, these are documents that clarify, expand or set out examples of some of the undergraduate subject topics.

Digital Contents

A meeting point where business people can share knowledge. With just a click you have access to business documentation, to master classes on video given by the ESIC teaching staff and to all the speakers of Hoy es Marketing, the biggest event for executives and managers from the world of marketing and communications.

Scientific-Technical Periodicals

The House publishes three prestigious periodicals which compile the research carried out in the marketing and communications world: ESIC Market (first position in its category in IN-REC 2008), la Revista Española de Investigación de Marketing ESIC (ESIC Spanish Journal for Marketing Research) and aDResearch ESIC.

Relevant figures for the Publishing House 2014

Total:	62
Books	35
Documentation Booklets	5
University Technical Notes	5
Ebooks	17

ESIC Publishing House has 10 national distributors that work with 450 bookshops and all Spanish universities.

In addition, it works with 11 international distributors in Latin America and 3 distributors that cover Europe and the USA.



17 OTHER ACTIVITIES CARRIED OUT IN RESEARCH & DEVELOPMENT

ESIC Periodicals

The periodicals that serve as an outlet for the Works published by the ESIC teaching staff have improved their standing in the marketplace in the last few years. Below is a list of relevant reference data:

EsicMarket

Founded in 1970, it is an international economics and business journal published quarterly that aims to offer researchers and businesspeople a common space for thought and dialogue.

Esic Market is a publication that promotes academic research and the dissemination of business knowledge, putting special emphasis on marketing related contents from all perspectives.

It exists to strengthen the development of research and to act as a link for academics and researchers from all over the world.

In addition, it strives to strengthen the links between the academic world and business through a common space for thought and dialogue, rejecting all detachment between action and intellect, as they are aspects of the same ordered action for a caring, open and efficient economy; an economy that Esic Market envisages from a personal perspective and which is institutionally grounded in business and the marketplace.



The Editorial Committee is made up of national and international lecturers and researchers and has established a double blind revision of the original texts. The periodical is published in two languages, **Spanish and English**. There is a free electronic version of the journal at www.esic.edu/esicmarket that is one issue behind the printed version.

- **149 issues published** to date, bilingual from no. 118 onwards.

ESIC Market Quality Indicators:**CABELL'S DIRECTORY**

Included in the Cabell Directory of scientific publications

CINDOC

Scientific Documentation and Information Center (Centro de Información y Documentación Científica),
High Council for Scientific Research(Consejo Superior de Investigaciones Científicas)

DIALNET

The University of La Rioja network for dissemination of Hispanic scientific production

DICE-IEDCYT

Included on the DICE platform of the Scientific Publications Research Group IEDCYT (CCHS-CSIC)

EBSCO

Included on EBSCO Online Research Databases

ECONLIT

Included in the American Association of Economy

e-magazines

Open Access Platform of Spanish and Latin American Electronic Scientific Journals

GALE

Included in the Gale database, as part of Cengage Learning.

IN-RECS

Spanish Social-science periodicals impact index
First place (of 116) in the Economics category in 2008

LATINDEX

Regional on-line information system for scientific journals from Latin America, the Caribbean, Spain and
Portugal

NORWEGIAN REGISTER OF SCIENTIFIC JOURNALS AND PUBLISHERS

Included in Level 1 of the Norwegian Register of Scientific Journals and Publishers

RECYT-FECYT

Included in the Spanish Repository of Science and Technology (RECYT) of the Spanish Foundation of Science
and Technology (Fundación Española de Ciencia y Tecnología - FECYT)

RESH

Integrated Assessment System of Spanish Humanities and Social Science Journals.
First place (of 134) in the Economics category 2005-2009
Impact Index 2005-2009: 1,027



ESIC SPANISH JOURNAL FOR MARKETING RESEARCH (REVISTA DE INVESTIGACIÓN DE MARKETING ESIC)

A specialist journal that sets out to be the focal point of dissemination and debate **for today's lines of research in marketing**. Founded in 1997, published bi-annually and based on the blind assessments of two assessors. Thirty issues have been published so far. The journal has a free electronic version at www.esic.edu/reimke.

Its **Editorial Committee** is composed of university research and business marketing professors from the main Spanish Universities. It belongs to the Committee on Publication Ethics (COPE) www.publicationethics.org and agrees to its principles and procedures.



Quality Indicators:

DIALNET

The University of La Rioja network for dissemination of Hispanic scientific production

DICE-IEDCYT

Included on the DICE platform of the Scientific Publications Research Group IEDCYT (CCHS-CSIC)

EBSCO

Included on EBSCO Online Research Databases

e-magazines

Open Access Platform of Spanish and Latin American Electronic Scientific Journals

IN-RECS

Spanish Social-science periodicals impact index

ISOC (CSIC)

CSIC Information System

LATINDEX

Regional on-line information system for scientific journals from Latin America, the Caribbean, Spain and Portugal

RESH

Integrated Assessment System of Spanish Humanities and Social Science Journals.
First place (of 134) in the Economics category 2005-2009
Impact Index 2005-2009: 1,027



aDResearch ESIC

International Communications Research Journal

Founded in 2010 and published bi-annually. It is run by university lecturers and researchers from the Communications, Advertising and Public Relations spheres.



10 issues have been published so far. The electronic version of the journal is available at <http://adresearch.esic.edu>

Number of printed issues. 600

Distributed by paid subscription Distributed by exchanging among the main Communications Faculties and libraries nationally and internationally.

Quality Indicators: LATINDEX

Regional on-line information system for scientific journals from Latin America, the Caribbean, Spain and Portugal

CCHS of CSIC
Directory of Human and Social Sciences Journal

DIALNET
Library of on-line Hispanic scientific articles. Integrated assessment and quotes index.

DICE
Dissemination & Quality of Spanish Journals of Humanities, Social Sciences and Legal Issues

IN-RECS
Spanish Social-science periodicals impact index



ESIC ALUMNI

It is a quarterly publication of the ESIC Alumni Association **AESIC** (Asociación de Antiguos Alumnos de ESIC), founded in 2006, to help communicate with members and, in general, marketing professionals.

Each issue centres on one specific topic of the business world and marketing.

It also includes a wide range of activities aimed at Alumni with sections dedicated to Human Resources, Business Start-ups, International partnerships, Careers Department, ESIC news and current affairs



Figures 2014

5,000 copies per issue

33 issues published

ESIC ACTUALIDAD

ESIC Actualidad (ESIC Today) is an original digital platform on the day-to-day happenings at the School, a new on-line publication integrated into the ESIC website, where the internet user can get information about the School, general information by department, relevant news, event agenda, articles, interviews, representative on-line image galleries, access to all social platforms where ESIC has a presence, as well as various microsites, information on new publications, videos, alumni services, ESIC student and alumni blogs and collaboration with a large number of experts from each study area.



ESIC Actualidad began in September 2012, with the aim of becoming the meeting point for the general public, the communications media and everyone that is part of the School community, where all ESIC Centres take on a special importance. In short, it is an attractive and constantly updated source of information of what is happening on a daily basis in the School. www.esic.edu/actualidad

Some 2014 Statistics

Users visits	64,985
Visits	87,005
Pages visited	157,569



ESIC Aster Awards

The ASTER AWARDS are held every year with the same original spirit, to strengthen the ties between academic teaching and business life.

Annual prizes awarded in recognition of the merits of individuals and bodies in their business activity.

The statuette, designed in the form of a star, is a symbol that shines over all the winners chosen by the members of various juries.

The juries are made up of important individuals from the business, academic and political fields. Their make-up is defined in the specific rules for each of the Awards. A Committee made up of people from all School areas coordinate the planning of the ASTER awards.

These awards are given for different areas, as well as for different geographical regions subject to the specific rules for each of the categories.



Aster for Best Business Career

Aster for Best Professional Career

Aster for Best Entrepreneur

Aster for Communications

Aster for Research

Aster Award for Marketing and Values

Aster for Business Project



BRAINS IN MOTION

“Brains in Motion Construyendo una sociedad con valores” an initiative driven by the **Colegio Brains** in which 150 Secondary and Baccalaureate students participated, coming from six schools from the Spanish network **CICAE**.

BIM School Master in Cause-related marketing, a unique training model, specially designed for teenagers and taught by **ESIC Business and Marketing School**. Students carry out a professional audit on the situation that Spanish society is going through using tools as SWOT analysis.

Some 2014 figures

No. of student participants	150
No. of teacher participants	6



CAREM Marketing Plan Awards

ESIC holds the X CAREM Hotel Sector Marketing Plan Awards

Within the tourist sector, the widely-recognised driving force behind our economy, hotel activities represent a great business opportunity in today's market. Big brands and powerful marketing strategies define the market, so more than seven years ago this was chosen as a work topic for final year undergraduate students, with the aim of developing and encouraging the design of the Marketing Plans which are part of the final year course study plan.

Once again, the Awards were received with enthusiasm by both the students and the sector professionals who have become involved in the competition.

Caso de alto rendimiento en marketing

As with all planning, for the intellectual development of the plan, the abilities of analysis and synthesis are required, something which is understood as a mix of abilities, knowledge and techniques that the ESIC Marketing Plan subject lecturers stimulate among the students who take part in the competition, thereby completing the subject's classwork.



Awards were given for the Best Marketing Plan, the best tactics and there was also a special jury award.

Some 2013/2014 figures

Number of papers presented	175
No. of student participants	620
No. of Lecturers involved	11

Entrepreneurial Junior Challenge

An initiative promoted by ESIC and the Rey Juan Carlos University with collaboration of Pozuelo's Town Hall and Banco Popular support for the development of undertaking in schools.

It's a unique competition among students' groups from different Spanish schools. With the only help of their teacher, they recreate the setting up of a business, making a series of decision about the main variables with the aim of learning to work in teams, competing, deciding and having fun developing their own business plan.



Some 2014 figures

No. of student participants	1,500
No. of teacher participants	180



ESIC MK PREDATOR

ESIC MK PREDATOR is the name of an open group on Facebook designed to gather spontaneous commentaries from the participating students on the current state of marketing, communications and sales.



Participation is completely voluntary. The student joins the group and begins to post and comment in the group with the rest of the participants. The contents of the posts are made up of, on the one hand, an example of a marketing, communications or sales action in the form of a photo, spot, or viral link in whatever open format digital source available and, on the other, the corresponding comments or personal evaluations on the technical basics of marketing the proposed action.

Periodically, these inputs are assessed by the teachers in charge of creating, administering and following this social network group. With this academic initiative, ESIC rewards ingenuity and involvement of those students that show their desire to learn in other areas apart from the classroom.

This page is running continuously. Today, ESIC MkPredator has gone viral with ESIC students. There is activity every single day of the year with posts and commentaries, a good measure of the fact that it is an activity that has had a profound effect on a significant part of the student population.

Some 2013/2014 figures

Starting date	01/11/2010
Members	1,900
Posts	more than 20,000
Answers and conversation generated	more than 30,000

ESIC ON THE SOCIAL NETWORKS

Currently, ESIC has a presence on the social networks where students, lecturers, alumni, companies, and many more people wishing to collaborate share information, debates and, in general, participate in ESIC activities.

Some 2014 figures

Facebook www.facebook.com/ESIC	20,120	followers
Twitter @ESICEducation	15,300	followers
ESIC in LinkedIn University	37,333	followers
ESIC in LinkedIn Business	11,511	followers
Google+	270	followers
Instagram	121	followers
Youtube Channel	278,314	followers
	987	suscribers





Initiative organised by **ESIC and Nivea, Young Business Talents** is a business simulator that allows VT and Baccalaureate students to make any kind of decisions inside of a business. It's a national competition divided into 8 regions with a total length of 5 months. The best teams of each region arrive in Madrid to celebrate a face-to-face final which lasts for one day.

A state and national competition that is a fascinating attraction when using the business simulator, and allows students to feel the same as people in charge of the businesses. **Analysing, Planning and Controlling**, using a sophisticated tool as a business simulator.

Some 2014 figures

No. of student participants	7,565
Awards	14.420€



18 ALUMNI ASSOCIATION

ESIC provides a link to continued learning and advice for the Alumni through the Alumni Association. This way, the students stay in contact with **ESIC** by participating in different open training programmes given by the School, and receive advice on their career and personal development.

ESIC Alumni 2014

40,796 ESIC Alumni 2014

2,175 Associated Alumni

Some 2014 Figures

70 Commercial Agreements

Alumni Activities 2014

8	2 hour Conferences
310	Participants
2	Associated Alumni Workshops
37	Participants
1	Finance Forum
32	Participants
2	Hoy es Marketing (Today is Marketing)
6,730	Participants
14	Cultural Activities
836	Participants
3	Sports Activities
97	Participants
2	Entrepreneurial Forum
69	Participants
1	Business Creation Course
12	Participants
1	ICEMD
12	Participants
1	Tribute Promotion
117	Participants
35	Total Activities
8,252	Total Participants





Campus is a **Virtual Community** on the Internet created **to service the ESIC collective through new technologies**, making restricted areas available for Administration, Teaching and E-mails. The **ESIC Collective** in the virtual community is made up of the following:

- **Students**
- **Teaching Staff**
- **Alumni**
- **Administration Staff**

Each of the community's user profiles can, in real time, be in communication with all other community users and be able to Access personal services. The **three pillars** on which the portal is based are: **personalization, updating and service.**

Reference data on Campus 2014

Professors	276
Administration Staff	255
Students	2,866
Alumni	3,459



19 SCHOLARSHIPS AND FINANCIAL ASSISTANCE

In addition to the preferential financial conditions offered to students, ESIC also has scholarship programmes and invests important resources to make grants available to the students and/or candidates that meet the requirements set out by the scholarship programme. The following mentions some of the scholarships available:

Socrates-Erasmus Universitaria Scholarship Programme (Applies to State Degree students)

All students that study for the State Degrees offered by ESIC, as an attached centre to the Rey Juan Carlos University in Madrid and the Miguel Hernandez University in Elche, have the opportunity of studying in more than 150 Universities and Business Schools in Europe through the ERASMUS Programme.

Furthermore, ESIC students taking State Degrees are also able to use the Leonardo da Vinci Programme, which promotes internships in companies based in the European Union.

Scholarship Programme for Latin American Students from the Carolina Foundation

ESIC, together with the Carolina Foundation, awards four scholarships (two for the full-time MBA Programme and two more for the International MBA Programme) that cover 100% of registration fees, a return air-ticket from the student's country of origin and a medical insurance policy for the length of the course. In addition, the scholarship students have access to preferential finance to cover the costs of the rest of the programme through bank loans.

ESIC-Expiga Scholarships to strengthen social leaders

ESIC and the EXPIGA Association grant two scholarships for the Master in Marketing Management & Business Administration and one scholarship for the Master in Communications & Advertising Management, whose aim is to educate and strengthen three people with leadership capacity in social organisations that work for Peace and the development of least favoured communities.

Each of these scholarships covers the complete cost of the Master course, the possibility of working part-time with EXPIGA members, which guarantees sufficient income for upkeep, and a fund of €500 for travel cost from the place of origin of the student.

Aimed at students coming from countries or situations where educational opportunities of this type are limited.

Scholarships applicable to the IMPULSA PLAN

The Impulsa Plan is an educational support programme aimed at 5 specific collectives. According to the needs of each of them, packets have been developed that include complementary education, adapted finance and jobs advice. The five Impulsa Plans exist to promote and develop:

- University Development
- Professional Improvement
- Professional Activation
- The ESIC Community
- International



Diversity Scholarships

ESIC, signatory to the Spanish Diversity Charter from the Diversity Foundation, carries out a project promoted by the European Commission and the Spanish Ministry for Equality and in line with its commitment to respect the current regulations on equal opportunity and anti-discrimination through its Diversity Scholarship.

The goal set out by ESIC is to bring diversity to the business world through its classrooms and its Internships & Careers Department.

The Diversity Scholarship is directed at any person who, for reason of sex, race, colour, creed or incapacity, is discriminated against in a business environment.

Grants for companies

We offer an additional and free service to administer the educational grant funding from the state body, the Tripartita Foundation, to help companies and their staff access the most qualified training in the Executive and Postgraduate areas of ESIC.

Grants and Economic Aid from ESIC to Postgraduate students

In addition to the preferential financial conditions offered to students, ESIC gives important aid to those students and/or candidates that meet the requirements set out in each scholarship programme.

ESIC offers a professional development plan (Plan de Desarrollo Profesional) that consists of a fund that offers economic aid to cover up to 20% of the cost of the Master.

**Plan
Desarrollo
Profesional**

20 STAFF, RESOURCES AND INFRASTRUCTURE



In the Spanish Campuses: Madrid, Barcelona, Valencia, Sevilla, Zaragoza, Málaga, Pamplona, and in Brasil: Curitiba, all the main areas of the School are operational:

- Undergraduate
- Postgraduate
- Executive Education
- Languages

In the other two centres, Bilbao y Granada, Postgraduate and Executive Education are available. In all ESIC Campus there are, in addition, the necessary departments to meet all the student’s needs:

- Internships and Careers Department.
- Alumni Department.
- International Relations Department:
- Books & Publications Department:

RESOURCES

Facilities and Technology

57,770 m²

- 175 Classrooms
- 81 Study Rooms
- 865 Computers
- 10 Conference Halls

ESIC Personnel

- 539** People
- 313 Teaching Staff (*)
- 226 Administration & Service Staff

Administration & Service Staff

- 57% female
- 43% male
- 38 years average age

ESIC Training

9,500 Total Teaching Hours

- 6,507 Administration & Service Staff
- 2,993 Teaching Staff

(*) Only ESIC Teaching Staff are counted.



RESOURCES

MEETINGS WITH THE MANAGEMENT

ESIC Academic & Operations Management have an open-door policy promoted by the ESIC General Management that allows any member of the interest groups wishing to express their opinion a continuous opportunity to do so.

Furthermore, the "Your Opinion Counts" Systems is up and running as a communications channel for any opinion that helps maintain and improve ESIC's existing Policies.

Opinions dealt with by ESIC Personnel

2013/2014 through the virtual mailbox: 15 Opinions

COLLECTIVE AGREEMENT AND WORKERS COMMITTEE

ESIC is subject to the State Collective Agreement for university and research centres of education. Procedures and Human Resource Policies exist allowed by the ESIC Quality System accessible to all employees. The ESIC Quality System is accessible to all employees through the Intranet (ESIC Virtual Community).

The Communication Policy with the Employee is covered through the Employee Portal put into operation in 2010 and which facilitates access to and communication of the employee's personal and economic data as well as employee holidays. Furthermore, there is a Health & Safety Committee that periodically analyses health and safety indicators of the employees in order to put into operation the preventative or corrective measures required.

SOCIAL BENEFITS

The social and/or economic benefits that ESIC offers to its employees are the same regardless of gender. (Life and accident insurance, free tuition, subsidised meals, sporting events, free social outings, etc. among others)

Merco Study Results for ESIC Employees 2014

ESIC is positioned 3rd in the Training Sector

CONCILIATION

ESIC has a Professional & Personal Conciliation Service: Posts are occupied by people that meet the required profile, and depending on their personal needs (100% of those who applied to have flexible work hours for personal reasons got them).

ESIC employees have the possibility of adapting their agendas when personal need arises if they communicate this to Management and as long as it does not affect the work being done by the person, by getting help from work colleagues and the head of the area where the person works.

To assist conciliation in ESIC, the following practices have been used over the last few years: Flexible work entry and exit times, work day similar to school day, overtime compensated with free time, job-sharing (a post divided between two part-time staff), quota payments to Social Security to contract substitutes and days off.

SUPPLIER POLICY: HOMOLOGATION & DEVELOPMENT

ESIC has a very close relationship with its Suppliers and promotes the incorporation among all parties of CSR and the principles of the World Pact in their management models.

ESIC carries out a strict control making sure suppliers meet regulations and agreements. The development of the Quality System has meant a deeper knowledge of not only Suppliers but also purchases. . All suppliers are audited annually and, based on the results, improvements or changes are proposed.



Main ESIC Centres

1. Campus Madrid (Pozuelo de Alarcón)



Facilities:

The campuses in Pozuelo has the following facilities used by all areas:

- 1 Conference Hall with capacity for 200 people.
- Internships and Careers Department
- Alumni Department.
- Research Department.
- International Office.
- Actual and virtual library.
- Multimedia Hall.
- Books & Publications Department.
- ESIC Languages.
- ICT.
- Self-service dining hall and private dining rooms.
- Travel Agency.
- Photocopying Service.
- Chapel.

Undergraduate Area:

- The area has 39 classrooms with a total area of approximately 2,200 m² and with space for between 30 and 55 students each. All classrooms have all the necessary audio-visual equipment, projector, lectern, DVDs, sound and retractable screen, computer and Internet connection.
- 5 Computer rooms with 200 fully-equipped computers in both hardware and software (Microsoft environment, specific graphic design, statistics and professional business programmes).
- Study rooms in the library for group work (6/8 students) with air-conditioning and Wi-Fi service.

Postgraduate Area:

- 12 classrooms, in an amphitheatre, with a total useable area of approximately 1,000 m², with space for 40 students and equipped with all the required support technology (Computer with multimedia desk, Internet connection and Wi-Fi, with all the software needed to teach classes).
- 2 Computer rooms with 100 computers for use both in class and for student work.
- Conference Hall with capacity for 80-85 people.
- 33 Study rooms equipped with independent air-conditioning, Wi-Fi and capacity for 6-8 people.



2. Campus Madrid (C/ Arturo Soria)



The Executive Education Area is based in its own 3,000 m² building in Calle Arturo Soria 161 and equipped with the following facilities:

- 11 Classrooms with a total surface area of approximately 500 m² with capacity for 28-30 students per class and equipped with, like the rest of the School's classrooms, a computer and multimedia kit.
- 1 Computer room with 20 fully-equipped multimedia computers.
- 2 Study rooms for 6 people each.
- Cafeteria.



3. Campus Valencia



The Valencia Campus has a 9,000 m² building in the centre of the city in the university area where it carries out all of its activities.

Facilities:

The Valencia site has the following facilities used by all areas:

- Conference Hall with capacity for 200 people.
- Conference Hall with capacity for 60 people.
- Research Department.
- Internships and Careers Department.
- Alumni Department.
- Research Department.
- International Office.
- Actual and virtual library.
- Books & Publications Department.
- Photocopying Service.
- ICT.
- Wi-fi network through
- Cafeteria.
- Self-service dining hall.

Undergraduate & Postgraduate Area:

- There are 22 classrooms with an approximate total area of 1,200 m² with sizes ranging from 30 to 55 students per class. All classrooms have all the necessary audio-visual equipment, projector, DVDs, sound and retractable screen, computer and Internet connection.
- 4 Computer rooms with 100 fully-equipped computers in both hardware and software (Microsoft environment, specific graphic design, statistics and professional business programmes).
- Study rooms attached to the library for group work (6/8 students) with air-conditioning and Wi-Fi service.

ESIC LANGUAGES.

300 m² of classroom space for Languages (3 classrooms/ study rooms).

Students Residence:

In addition, this Campus has a residence open to both ESIC students and to students of other Faculties and Universities.

100 spaces are available in the residence where students stay in single rooms with en-suite bathroom, air conditioning and Wi-Fi connection.

The Residence also has 4 study rooms, each with space for 8/10 students.

San Francisco Javier parish church, adjoining ESIC, offers space and religious services to the School.



4. Campus Barcelona



This campus is made up of two buildings with a total area of 2,000 m² with the following facilities:

- There are 12 classrooms with an approximate total area of 850 m² with 40 students per class. All classrooms have audio-visual equipment, projector, DVDs, sound and retractable screen, computer, Internet connection and 3 classes have a computer at each desk.
- 2 Computer rooms with 40 fully-equipped computers in both hardware and software (Microsoft environment, specific graphic design, statistics and professional business programmes).
- 6 Study Rooms seating 10-12 people each.
- Study Hall with capacity for 30 people.
- Book Shop.
- Conference Room with seating for 100 people.

5. Campus Barcelona



The Brazil Campus is situated in the grounds the Dehonian Fathers have in the city of Curitiba. The Campus has 20,000 m² of facilities divided up between teaching blocks, a chapel, a conference hall and sports grounds.

Facilities:

- Conference Hall with capacity for 200 people.
- Internships and Careers Department.
- Alumni Department.
- International Office.
- Library.
- Multimedia Hall.
- ESIC Languages.
- Photocopying Service.
- Books & Publications Department.
- Wi-fi network throughout the building.
- Chapel.
- Cafeteria.
- Self-service dining hall.

Undergraduate & Postgraduate Area:

- There are 16 classrooms with an approximate total area of 900 m² with sizes ranging from 30 to 45 students per class. All classrooms have all the necessary audio-visual equipment, projector, DVDs, sound and retractable screen, computer and Internet connection.
- 2 Computer rooms with 93 fully-equipped computers in both hardware and software (Microsoft environment, specific graphic design, statistics and professional business programmes).
- Study rooms attached to the library for group work (6/8 students).



6. Campus Málaga



This campus is a stand-alone building of 1,150 m² equipped with the following facilities

- There are 10 classrooms with 30 students per class. All classrooms have audio-visual equipment, projector, DVDs, sound and retractable screen, computer and Internet connection.
- 1 Computer room with 24 fully-equipped computers in both hardware and software (Microsoft environment, specific graphic design, statistics and professional business programmes).
- Library.
- Photocopying Service and Book Shop.
- Conference room with capacity for approximately 100 people.

7. Campus Sevilla



The campus is a 3,500 m² stand-alone building situated on the Isla de la Cartuja and equipped with the following facilities:

- There are 15 classrooms with an approximate total area of 900 m² with a capacity of 40 students per class. All classrooms have audio-visual equipment, projector, DVDs, sound and retractable screen, computer and Internet connection.
- 2 Computer rooms with 70 fully-equipped computers in both hardware and software (Microsoft environment, specific graphic design, statistics and professional business programmes).
- 5 Study Rooms for group works, each holding 15 students.
- Library.
- Photocopying Service and Book Shop.
- Conference Hall with capacity for 100 people.

8. Campus Zaragoza



This 10,000m² campus is equipped with the following facilities:

- There are 11 classrooms with an approximate total area of 900 m² with a capacity of 30 students per class. All classrooms have audio-visual equipment, projector, DVDs, sound and retractable screen, computer and Internet connection.
- 2 Computer rooms with 45 fully-equipped computers in both hardware and software (Microsoft environment, specific graphic design, statistics and professional business programmes).
- 5 Study Rooms for group work, each with room for 15 students and with a computer and plasma TV for case presentations.
- Library.
- Photocopying Service and Book Shop.
- Conference Room with capacity for 120 people.
- Parking for 200 vehicles.

9. Campus Pamplona (Mutilva)



This campus is a stand-alone building of 2,000 m² equipped with the following facilities

- There are 9 classrooms with an approximate total area of 600 m² with a capacity of 40 students per class. All classrooms have all the necessary audio-visual equipment, projector, DVDs, sound and retractable screen, computer and Internet connection.
- 2 Computer rooms with 80 fully-equipped computers in both hardware and software (Microsoft environment, specific graphic design, statistics and professional business programmes).
- 6 Study Rooms seating 8-10 people each.
- Library.
- Photocopying Service and Book Shop.
- Conference Room with capacity for 76 people.

10. Campus Pamplona (C/Sancho el Fuerte)



The campus building is 320 m² and is located in one of the most central areas of Pamplona, and it is equipped with the following facilities:

- There are 6 classrooms, 3 of which seat 25 students, and the remaining seat between 8 and 10 students. The three biggest classrooms are on the ground floor and the other three on the first floor.
- 2 Classrooms for one-to-one classes.
- All classrooms have a sound system and Internet connection. The three on the ground floor have interactive whiteboards and projectors.
- Both students and teachers have computers and Wi-Fi access available.
- Free book and film lending service and Bookshop.

11. Campus Tudela



The campus building is located in the centre of Tudela. It has two floors and an approximate surface of 200m² (both floors) and it is equipped with the following facilities:

- There are 6 classrooms with 12 students per class.
- All classrooms have all the necessary audio-visual equipment, projector, DVDs, sound and retractable screen, computer and Internet connection.
- 1 Study Room for group work, with space for 6 students, with a video and book library in various languages.
- Teachers Room with everything needed to prepare classes and 500 language books available.
- Teachers have computers and Wi-Fi access available.
- Free book and film lending service and Bookshop.

21 LIBRARY/CENTRAL DOCUMENTATION CENTRE



The library is an ESIC Business & Marketing School service. Its aim is to support the learning process, teaching and research through selection, organization, preservation and dissemination of the different information resources. Furthermore, it has collaborated in any process of knowledge creation.

The library has its services centralised in the campus of Pozuelo de Alarcón (Carretera de Húmera, 88).

The opening times are from Monday to Friday 9:00 am to 9:00pm; Saturdays 10:00 am to 2:00 pm and in the examination period it opens 22 uninterrupted hours 9:00am to 7:00 am.

Facilities

- Three Study Rooms
- 14 Study Rooms for group work. All of them have a blackboard and Wi-Fi connection.
- Reading Rooms.
- Computer room with free Internet access for consultation.
- Newspaper archives.
- Conference Hall.
- Access to the library's on-line catalogue.

Services

- Bibliographical and reference service.
- Access to documents (personal and interlibrary loan, room).
- Document reservation.
- User training.
- Newspaper archives, free access to daily newspapers, academic and professional periodicals.
- Database access.
- Reservations of work rooms for groups.
- Computer room with free Internet access for consultation
- Wifi connection throughout the library.

Catalogue & Resources

- **ESIC Online Catalogue** Data stock, books, periodicals, etc., specialised in Marketing, Advertising, Company, Business, and all those subjects related with the studies taught in ESIC.
- **Electronic books:** through the Online platform e-Libro, you can access to digital and full texts of books, articles, scientific research, and doctoral dissertations from all academic disciplines.
- **Ebsco Discovery Service (EDS):** a unified index of ESIC information resources that allows everyone to access to the whole content through a searching interface.
- **Emerald Management95:** access to references and full texts of articles published in high-level academic publications reviewed by professionals specialised in marketing, company, business, advertising, etc.
- **Emerald Emerging Markets Case Studies:** access to cases made and reviewed by professionals who work in countries whose economies are expanding and focused in decision making, business management, emerging markets, etc.
- Through **WebOpac**, electronic resources are available in the Net, organised by subjects: collective catalogues (REBIUN); statistics (INE, ALMUDENA, EUROSTAT, etc.); impact factor of publications (INRECS, DICE, RESH, SJR, etc.); legislation (BOE); doctoral theses (TESEO, TDR, etc.).
- Access to magazines published by **Esic Editorial:** AdResearch, Esic Market, Esic Alumni y Revista Española de Investigación y Marketing.



22 SERVICES AVAILABLE

- **REFLECTION GROUP:** Coming from an initiative by a group of students and with growing participation, it is currently led by a teacher from the Centre. It meets on a weekly basis to debate topics on an ethical, anthropological, philosophical, sociological and the like. In addition to the weekly meeting in the School, the members organise excursions and short trips out of Madrid. Furthermore, the **Volunteer** project allows students, alumni, administrative staff and teachers to volunteer to spend a period in developing countries.
- **FILM CLUB:** Another student initiative where films are shown and discussed on a monthly basis by teachers and students. The discussion between them does not just focus on the films themselves but also the sociological, historical and political implications of what they have watched.
- **DRAMA CLUB:** Managed by a teacher from the School and a theatre director, it is an important medium to learn about culture as well as developing communication skills. Plays are acted out in the School and in other venues. The club has received many awards including one from Madrid Town Hall.
- **CLASSICAL MUSIC CONCERTS:** Each year the Alumni Association organise, in the Conference Hall of the School, a Classical Music Season where top soloists and orchestras come and perform. This was the 19th year of the event.
- **SPORTS CLUB:** with the participation of 700 students, it offers a wide range of activities where the values of sport are recognised (not only in their fitness aspect, but also those of self-esteem, the capacity for effort, teamwork, self-control, etc.) The Sports Club participates in various Complutense University competitions as well as other local ones within Madrid, in addition to internal events within **ESIC**.
- **OTHER SERVICES** The School remains open Monday to Sunday, 24 hours a day, 365 days of the year (in Pozuelo), where study halls and computer rooms with continuous Internet access can be used by the students.
- **CAFETERIA & SELF-SERVICE:** Open from Monday to Friday from 9.00 to 22.00. Furthermore, in the larger centres, there are vending machines selling food at very reasonable prices.
- **NATIONAL & ECONOMIC PRESS:** Local daily papers as well as the business newspapers are available to the students for free in each of the centres.
- **ACCIDENT INSURANCE:** The School has taken out an Insurance Policy for students that covers them against accidents 24 hours a day, including weekends.
- **DATA BASES:** ESIC administers its databases through two systems, one of which includes all information relating to Students, Alumni, Teachers, Administrative Staff, etc.
- **"COURSE CONTINUITY" INSURANCE:**
We guarantee course continuity for our students, where the person is covered against a family misfortune where death or permanent and total incapacity occurs.
- **EUCHARIST:** From Monday to Friday, those Campus students or staff who wish to do so, may attend Mass which is held in the School Chapel.



- **IT SERVICES:** Currently ESIC has:
 - Student Services: 5 central servers in Pozuelo and one in each of the centres interconnected by VPN. 700 PCs, 650 desktops and 50 laptops. Photocopying services.
 - Administration Services: 7 central servers and at least one in each of the centres, all interconnected by VPN. 290 PCs, nearly all desktops. 48 printers with all formats.
 - Internet access: Independent system (Fibre optic cable at 100Mbps + Wireless at 34Mbps) with own routing in Pozuelo. System balanced with at least two operators in each centre, all connected by VPN.
 - Students have free access to Internet, in the computer rooms through cable and throughout the campus through Wi-Fi.
 - Public Access Services: E-mail, FTP (archives server), SQL (Data: absys, eriete, WWW), SCJ (webmaster), WWW (webmaster), Eriete (Network community).
- **SEMINARS:** During the course there are specialist seminars with the most innovative content available in the market.
- **INTERNATIONAL RELATIONS:** ESIC, aware of the importance of international relations, has a specific department for it that administers partnership agreements with prestigious business and academic bodies and institutions. (See International Agreements list)
- **ALUMNI ASSOCIATION:** AESIC is the Alumni Association that links together those students that complete their studies in ESIC in order to encourage, promote and support their professional and personal development.
- **BANKING SERVICES:** ESIC offers its students a variety of financial opinions, preferential financing, 24-hour ATM, etc.
- **CONTAINER MUSEUM:** Unique in Spain, with more than 3,000 references on display, where you can discover from classic containers to original designs donated by the students.
- **BUSINESS SIMULATORS:** Postgraduate students have the possibility of participating for free in the GLOBAL MARKETING COMPETITION for business management training.
- **OTHER TEACHING PROGRAMMES:** Organised during the year are: Business Seminars, Top Management Conferences, Top Management Breakfasts, Working Breakfasts, Higher-level Programmes, Advanced and on-line programmes in the Executive Education Area.
- **ERIETE.COM:** It is the Virtual Community on the Internet for Students, Alumni, Teachers, Partners, Employees and Friends of ESIC that offers special services to its users.
- **QUALITY UNIT:** ESIC has a student service area, Quality Unit, whose role is to work with the Programme managers in resolving possible incidents that could arise during the academic programme and to implement the corrective and/or preventative measures required.

This area has a Suggestions and Acknowledgement service with actual boxes available in all centres as well as a virtual Mailbox (www.esic.edu/calidad/), in order to identify and implement those improvements that have come from our programmes' participants and thereby promote the ESIC Continuous Improvement Project.

ANNEX: GLOBAL COMPACT PRINCIPLES. UNITED NATIONS

PRINCIPLES	RELATED POINTS IN THE REPORT SUMMARY	PAGE
1. Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence.	<ul style="list-style-type: none"> • ESIC Training • Mission • Declaration of Values • Social Responsibility 	58 7 8 11
2. Business should make sure that they are not complicit in human rights abuses.	<ul style="list-style-type: none"> • Supplier Policy: homologation and development 	59
3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.	<ul style="list-style-type: none"> • Meetings with Management. • Collective Agreement and Workers Committee. 	59 59
4. Businesses should support the elimination of all forms of forced and compulsory labour.	<ul style="list-style-type: none"> • Conciliation • Social benefits 	59 59
5. Businesses should support the effective abolition of child labour.	<p>Given the institution's activity, there is no risk of child labour. By subscribing to the 10 Global Compact principles, ESIC is clearly committed to the abolition of child labour.</p>	
6. Businesses should support the elimination of discrimination in respect of employment and occupation.	<ul style="list-style-type: none"> • Social Responsibility: Promoting Social Responsibility in Business 	13
	<ul style="list-style-type: none"> • Social Responsibility: Generating Changes Project Equal Opportunities & Diversity 	12
	<ul style="list-style-type: none"> • Social Responsibility: Linked to Socially Committed Companies 	12
	<ul style="list-style-type: none"> • ESIC Equality & Diversity Plan 	13
	<ul style="list-style-type: none"> • Social benefits 	59
7. Businesses should support a precautionary approach to environmental challenges.	<ul style="list-style-type: none"> • Declaration of Values: Social Commitment 	9
	<ul style="list-style-type: none"> • Social Responsibility: Environment Programme 	17
8. Businesses should undertake initiatives to promote greater environmental responsibility.	<ul style="list-style-type: none"> • Social Responsibility: academic sphere 	11
	<ul style="list-style-type: none"> • Social Responsibility: ESICrea 	11
9. Businesses should encourage the development and diffusion of environmentally-friendly technologies.	<ul style="list-style-type: none"> • Social Responsibility: Initiatives to reduce paper consumption and improve energy efficiency 	17
	<ul style="list-style-type: none"> • Social Responsibility: Recycling and Environment Policy 	17
10. Businesses should work against corruption in all its forms, including extortion and bribery.	<p>By subscribing to the 10 Global Compact principles, ESIC shows it is explicitly and publicly against corruption and extortion.</p>	

Acknowledgements

The team that coordinated and prepared this Summary Report would like to express their gratitude to all the people that have given their help and cooperation in making this project possible. It has been prepared with the greatest care and attention possible. For any note on improving, please contact: gracia.serrano@esic.edu

