



BUSINESS & MARKETING SCHOOL  **WU**

## 2013 Report Summary



<b>1</b>	THE MANAGEMENT OF A SOCIABLY RESPONSIBLE SCHOOL	3
<b>2</b>	STRUCTURE OF ESIC	4
<b>3</b>	WHERE OUR SCHOOLS ARE LOCATED: EDUCATION WITHOUT FRONTIERS	5
<b>4</b>	MISSION, VALUES & SOCIAL RESPONSIBILITY	6
<b>5</b>	MISSION	6
<b>6</b>	DECLARACION OF VALUES	7
<b>7</b>	SOCIAL RESPONSIBILITY	10
<b>8</b>	EDUCATIONAL PROGRAMMES	17
<b>9</b>	PARTICIPANTS IN THE PROGRAMMES	21
<b>10</b>	TEACHING STAFF	23
<b>11</b>	RANKING & OTHER AWARDS	24
<b>12</b>	INSTITUTIONAL DEVELOPMENT	26
<b>13</b>	ASSOCIATIONS, ACCREDITATIONS & CERTIFICATIONS	28
<b>14</b>	AGREEMENTS WITH OTHER SCHOOLS & UNIVERSITIES, NATIONAL & INTERNATIONAL	32
<b>15</b>	BUSINESS LINKS	35
<b>16</b>	MANAGEMENT SKILLS & LEADERSHIP	37
<b>17</b>	INTERNSHIPS & CAREERS DEPARTMENT	41
<b>18</b>	RESEARCH	42
<b>19</b>	PUBLISHING HOUSE	45
<b>20</b>	OTHER ACTIVITIES CARRIED OUT IN RESEARCH & DEVELOPMENT	46
<b>21</b>	ALUMNI ASSOCIATION	55
<b>22</b>	SCHOLARSHIPS & FINANCIAL ASSISTANCE	57
<b>23</b>	STAFF, RESOURCES & INFRASTRUCTURE	59
<b>24</b>	SERVICES AVAILABLE	72
	ANNEX: GLOBAL COMPACT PRINCIPLES. UNITED NATIONS	74



# 1 THE MANAGEMENT OF A SOCIABLY RESPONSIBLE SCHOOL



A standard analysis method of the economic system must begin with a classification outlining spirit, substance and form. The method itself is one of the elements that makes up, as a whole, the broadest system of human life in society. Nevertheless, the difference is conceptual and not real as in reality, everything is mixed together corresponding to its very definition as a system.

Spirit is normally understood as the combination of hypothesis, principles and doctrines that underlie the organisation of society in a completely conscious or unconscious manner.

The ideas and beliefs, the most complex philosophical, scientific, political and religious doctrines, prudent judgements and prejudices are woven together in an atmosphere that defines each age and that explains and significantly conditions the events that occur in it. In fact, in the said atmosphere, elements of differing ages coexist; in some the imprint of thoughts and feelings of centuries ago may be found, while others have emerged from history and some even appear with an aura of modernity that makes them especially "visible" in any analysis.

Form, which is generally deeply influenced by current spirit, substance and technology, refers to the organisational rules of society; the law, social, political and economic organisation, social customs and traditions.

In our age of globalization and awareness of this fact, analyses become complicated because there are obvious technology level differences between one place and another. However, such differences become even more patent in the spirit underlying each society, as can be seen reflected in the different ways in which various societies are formed and organised.

It is, therefore, not strange that, in these surroundings where the axis has been displaced from local to global, today's companies have, in their philosophy, strategy and culture, a vocation and inclination towards this desired globality. Even small and medium sized companies live in necessarily global surroundings that affect their factors of production, their finance and their markets. As a result, the businessperson, and company managers, must continually take decisions that require analysis formulation and forecasts on situations that are sometimes very complex and generally subject to rapid changes and with the pressure of stiff competition. In these circumstances, the business management variable takes on a special significance for the success or failure of the company.

A context like this explains the conscious decision of the need for training. A training need that must be necessarily updated throughout a person's working life and that must be adjusted to changes in complex surroundings, such as the one we are living in at the moment, in order to gather the fundamental theories and practical applications.

Among the educational bodies in developed countries, Business Schools offer this service of continuous training, adapted to change, as a "bridge" between basic university education and the true dynamism of businesses. In this sense, ESIC, with its over 45-year history, backed up by over 32,000 alumni, and a carefully chosen academic teaching staff with links to the business world, is an interesting choice for those wishing to do Undergraduate, Postgraduate and Executive courses.

In our School, we offer the student an advanced educational methodology that allows an easy and effective transition into the business world, which is in line with our concern to educate capable businesspeople, with initiative to set-up businesses or to work within them in a management role with creativity, efficiency and responsibility.

Yours

Simón Reyes Martínez Córdova  
Director General of ESIC

## 2 STRUCTURE OF ESIC

### Board of Governors

**Simón Reyes Martínez Córdova , scj**  
Director General

**Francisco Javier Larrea Pascal, scj**  
Secretary General

**Carlos Larrea Pascal, scj**  
Financial Director & Administrator of  
ESIC Madrid

**Eduardo Gómez**  
Deputy Director to the General Director

**José Luis Munilla Martínez, scj**  
Secretary of ESIC Valencia

**Marino Córdova García, scj**  
Financial Director & Administrator of  
ESIC Valencia

### Management Committee

**Simón Reyes Martínez, scj**  
Director General

**Francisco Javier Larrea Pascal, scj**  
Secretary General

**Eduardo Gómez**  
Deputy Director to the General Director

**Rafael Ortega**  
Dean

**Segundo Huarte**  
Assistant Dean of Undergraduate Studies

**Joaquín Calvo**  
Assistant Dean of Postgraduate Studies

**José María Suárez**  
Assistant Director to the General Management

**Felipe Llano**  
Assistant Director to the General Management &  
Director of Executive Education

**Richard Lander**  
Director of ESIC Idiomas

**Joost Van Nispen**  
President ICEMD

### Executive Committee

It is made up of the Board of Governors, the Management Committee,  
as well as the Directors of the following ESIC Centres and Areas:

**Ana Arcama**  
Director of ESIC Navarra

**Héctor Baragaño**  
Director of Marketing

**Enrique Benayas**  
Director of ICEMD

**José Luis Casado**  
Director of ESIC Sevilla

**Ramón Gómez**  
Assistant Director to the Secretary General

**Jorge Mateo**  
Director of ESIC Zaragoza

**Julián Peinador**  
Assistant Director of the General Management

**Ignacio de la Vega**  
Director of ESIC Málaga

**Ismael Olea**  
Director of ESIC Valencia

**Eduard Prats**  
Director of ESIC Barcelona



### 3 WHERE OUR SCHOOLS ARE LOCATED: EDUCATION WITHOUT FRONTIERS

#### Nuestros Campus



#### ESIC Madrid

Avda. Valdenigrales s/n; Pozuelo de Alarcón, Madrid (28223)  
Telephone: +34 91 452 41 00; Fax: +34 91 352 85 34  
Email: [admisiones@esic.es](mailto:admisiones@esic.es)

#### Executive Education

c/ Arturo Soria, 161; Madrid, (28043)  
Telephone: +34 91 744 40 40; Fax: +34 91 744 40 45  
Email: [executive@esic.es](mailto:executive@esic.es)

#### ESIC Brazil

Rua Padre Dehon, 814. Hauer. CEP 81630-090  
Telephone & Fax: +55 413 376 14 17, Curitiba  
Email: [info@esic.br](mailto:info@esic.br)

#### Other Campus:

#### ESIC Valencia

Avda. Blasco Ibáñez, 55; Valencia, (46021)  
Telephone: +34 963 614 811; Fax: +34 963 695 621  
Email: [direc.val@esic.es](mailto:direc.val@esic.es)

#### ESIC Bilbao (Bilbao Chamber of Commerce)

c/ Alameda Recalde, 50; Bilbao, Vizcaya, (48008)  
Telephone: +34 944 702 486; Fax: +34 944 434 145  
Email: [formación@camarabilbao.es](mailto:formación@camarabilbao.es)

#### ESIC Sevilla

Avda. Carlos III, s/n; Edificio de la Prensa. Isla de la Cartuja, Sevilla, (41092)  
Telephone: +34 954 460 003; Fax: +34 954 460 341  
Email: [info.sevilla@esic.es](mailto:info.sevilla@esic.es)

#### ESIC Barcelona

c/ Santaló, 36 Edif. Las Américas; Barcelona, (08021)  
Telephone: +34 934 144 444; Fax: +34 934 142 535  
Email: [info@ismarketing.com](mailto:info@ismarketing.com)

#### ESIC Navarra

Avda. Anaitasuna, s/n; Mutilva Alta, Pamplona, (31192)  
Telephone: +34 948 290 155; Fax: +34 948 290 403  
Email: [info.pamplona@esic.es](mailto:info.pamplona@esic.es)

#### ESIC Zaragoza

Vía Ibérica 28-34; Zaragoza, (50012)  
Telephone: +34 976 350 714; Fax: +34 976 350 714  
Email: [info.zaragoza@esic.es](mailto:info.zaragoza@esic.es)

#### ESIC Idiomas Pamplona

c/ Sancho el Fuerte, 38  
Pamplona (31011)  
Telephone: +34 948 173 011; Fax: +34 948 172 569  
Email: [idiomas.pam@esic.es](mailto:idiomas.pam@esic.es)

#### ESIC Málaga

c/ Severo Ochoa, 49; Parque Tecnológico de Andalucía. Campanillas, Málaga, (29590)  
Telephone: +34 952 020 369; Fax: +34 952 020 145  
Email: [info.malaga@esic.es](mailto:info.malaga@esic.es)

#### ESIC Idiomas Tudela

c/ Juan Antonio Fernández, 30, 1º, 2º Izqda.  
Tudela (Navarra) (31500)  
Telephone: +34 948 848 300; Fax: +34 948 848 300  
Email: [idiomas.tud@esic.es](mailto:idiomas.tud@esic.es)

#### ESIC Granada (International School of Management)

c/ Eduardo Molina Fajardo, 20; Granada, (18014)  
Telephone: +34 958 222 914; Fax: +34 958 159 438  
Email: [master@esgerencia.es](mailto:master@esgerencia.es)



## 4 MISSION, VALUES & SOCIAL RESPONSIBILITY

### 4.1. 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).



## 4.2. DECLARACION 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 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.



## 4.3. 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 specialized 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

#### Tertiary Sector Campaigns

Creative Advertising Competition on a socially conscious topic. Design an advertising campaign for the NGO Children's Villages. Aim: To make the general public aware of this NGO activities with abandoned children.

#### ***EsicCrea: CEA Foundation*** ***2013/2014***

*Participants (Students, Teaching Staff, Coordinators)* 120

*Budget* €1,000

*Number of papers presented* 55





## 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 2013/2014**

##### **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. 83 entrepreneurs were assessed in 2013 and 51 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	€53,873
Number of handicapped students that received training	179

#### **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 & 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.

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.

#### **Promoting Women's Leadership in the business area**

ESIC has participated as a Technical Assistance in the Programme "Promoting Women's Leadership in the business area of Madrid", funded by the Comunidad de Madrid and the European Social Fund. It has been designed to promote leadership and professional advancement of women who have a technical background and middle management positions in companies of the Community of Madrid, by conducting group motivational sessions. Thus the aim was to promote the incorporation of the principle of equal opportunities between women and men in the work and business environment, involving companies through their HR departments.

##### **Relevant Figures**

Participating Companies	31
Number of participants	275

#### **TRAINING PROGRAM AIMED FOR ENTREPRENEURS FOR THE YEAR 2014**

ESIC works as Technical Assistance with Seville's town hall in this program 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.

##### **Relevant Figures**

Expected Number of Participants	1500
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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**

ESIC in its different areas and especially from the Careers and Internships department works with companies that have demonstrated their social corporate responsibility as well as their social enterprise, as foundations of all social areas, in over 50 entities.

#### **Some of the Socially-Committed Internships carried out by ESIC Students 2013:**

<b>Manantial Foundation</b>	<i>Non-profit organization whose mission is to provide comprehensive care for people with mental disorder.</i>
<b>Action Against Hunger Foundation</b>	<i>International humanitarian organization, neutral and independent that fight malnutrition whilst ensuring water.</i>
<b>GESTIONA Foundation</b>	<i>Our mission is to provide improvements in everything related to the management and future of schools.</i>
<b>RECAL Foundation</b>	<i>Non-profit organization that focuses on treating addictions</i>
<b>Collecion Thyssen-Bornemisza</b>	<i>Nonprofit organization whose purpose is the preservation, study, exhibition and dissemination of the collection of works of art at the Thyssen - Bornemisza Museum</i>
<b>Internships in the ANCAR Foundation</b>	<i>Help to at-risk children and teenagers</i>
<b>Internships in the Students Foundation</b>	<i>The Students Foundation was set up to promote the educational, person-building, integrating and socially aware values of basketball. It is based on the experiences and values of a club that is over 60 years old.</i>
<b>Save the Children Foundation</b>	<i>Promote significant advances in the way the world treats children, aimed at generating immediate and long-lasting changes to their lives.</i>
<b>Internships in the SM Foundation</b>	<i>Its main objective is to ensure that education and culture reach society's underprivileged.</i>
<b>Internships in the Paul VI Foundation</b>	<i>A cultural and third level institution, non-profit-making, that carries out activities for the socio-cultural development and education of Spaniards, promoting an ever new Christian social consciousness, putting forward the Church's Social Doctrine and emphasising the role that religion should play in society.</i>

### **ASTER Award for Marketing & 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 & 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**

**2013/2013**

#### ***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 and 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"*

**Budget: €24,000**



**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 the 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 successful students receive ESIC scholarships of between 50 and 100% their fees to allow them study their course.

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 2010-2013 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 in 2012.

### 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 Programme (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 specialized 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**

106.9 (kw/m <sup>2</sup> constructed)	Electricity
0.39 (m <sup>3</sup> water /m <sup>2</sup> constructed)	Water
22 (tonnes)	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.

### UNDERGRADUATE DEGREES

#### ESIC DEGREES

**Higher Degree in Marketing**  
ZARAGOZA, NAVARRA, SEVILLA & 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, France  
**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 [IN VALENCIA]

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

#### STATE DEGREE [IN BRASIL]

**Degree in Business Management & Administration**

#### 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 & Marketing + Higher Degree in Marketing Management**

**MASTERS- POSTGRADUATE DEGREES**

	<b>INITIALS</b>	<b>PROGRAMME</b>
<b>MBA</b>	MBA	Master in Business Administration
	EMBA	Executive Master in Business Administration
	IMBA	International Master in Business Administration
<b>MASTERS</b>	MIB	Master International Business - Florida International University
	GESCO	Master in Marketing & Sales Management
	MDCI	Master in International Commerce
	DRHO	Master in Human Resources & Organizational Development
	MDF	Master in Financial Management
	MPC	Master in Communications & Advertising Management
	MMS	Master in Marketing Science
	MIM	Master in Marketing Management
	LOCS	Master in Logistics & Supply Chain
	MDB	Master in Digital Business
	MICEMD	Master in Customer Centre Marketing
MMD	Master in Digital Marketing	
<b>UNIVERSITY MASTERS</b>	Master in Sales Management (Rey Juan Carlos University) + Master in Marketing Management (ESIC)	
	Master in Marketing & Sales Management (Miguel Hernández University)	
	Master in Human Resources and Organizational Development (Miguel Hernández University)	
	Master in Human Resources and Organizational Development (Rey Juan Carlos University)	
	Master in Communication and New Technologies (Rey Juan Carlos University)	
Master in Communication and Digital Advertising (Miguel Hernández University)		



## 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 in Small & Medium Enterprises Management
PSDF	Higher Programme in Financial Management
PSDV	Higher Programme in Sales Management
PSGP	Higher Programme in Advertising Management
PSMEB	Higher Programme in Marketing Management for the Entertainment Business
PSMKF	Higher Programme in Marketing & Business Management in 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 in Customer Experience Management
PSHDM	Higher Programme in Healthcare Digital Marketing
PSMDPI	Higher Programme in Digital Marketing & Interactive Advertising
PSA360	Higher Programme in Analytics 360º: clients, channels, brand & reputation
PSGCC	Higher Programme in Contact Centre Management
PSRSCM	Higher Programme in Social Networks Marketing & Community Management
PSMA	Higher Programme in Marketing Analytics
PSMR	Higher Programme in Marketing Research
PSRM	Higher Programme in Relational Marketing
PSDMICE	Higher Programme in Meetings, Congresses & Events Industry Organisations Management
PSLICE	Higher Programme in Innovative Leadership & Strategic Coaching
PSRM	Higher Programme in Retail Management
PSDCI	Higher Programme in International Business
PSEMD	European Higher Programme in Digital Marketing
PSMDMM	Postgraduate Certificate in Social Media & Digital Marketing Management
PSMPD	Postgraduate Certificate in Marketing and Digital Advertising



## LANGUAGES

### GENERAL LANGUAGE COURSES

- Extensive courses
- Intensive courses
- Preparation for official exams: Cambridge University (First Certificate, Advanced, Proficiency & Business English Certificate) & TOEFL
- Personalized 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
- Specialized Business Seminars

**ESIC is an official Cambridge examining centre.**



**IN COMPANY****HIGH INTENSITY PROJECTS**

Specialized training and projects by Functional Area

Specialized in-company Master Programmes  
Management Development Programmes  
Training & Advice on Company Start-ups  
Training Plans

**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 specialist 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, homogenous and interwoven plan. Promoting cohesion, interrelationships and sales resources skills, focusing effort on meeting the organization's strategic business goals.

**OPEN****HIGHER LEVEL PROGRAMMES**

Managerial Training Programmes of between 100-300 hours

**SPECIALIZED 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 14 and 40 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.

## 6 PARTICIPANTS IN THE PROGRAMMES

**2,966 Undergraduate**

**2,761 Postgraduate**

**17,953 Executive Education \***

**7,848 Languages \***

**30,660 Total Participants in ESIC**

(\*) Data refers to 2013/2014 academic year

Remainder of data refers to participants who began their academic programme in 2013

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

### LOCAL GOVERNMENT

#### TOWN HALLS

- ALCALÁ DE GUADAIRA
- ALCAZAR DE SAN JUAN
- ALCOBENDAS
- ALCORCÓN
- CÁDIZ
- COSLADA
- GUADALAJARA
- MADRID.
- MAJADAHONDA
- MALAGA
- MOSTOLES
- POZUELO DE ALARCÓN
- PUERTO REAL
- RIVAS-VACIAMADRID
- SAN SEBASTIAN DE LOS REYES
- SEVILLA

#### PROVINCIAL GOVERNMENTS

- DIPUTACIÓN DE ALMERÍA
- DIPUTACIÓN DE BARCELONA
- DIPUTACIÓN DE CÁDIZ. IEDT INSTITUTO DE EMPLEO Y DESARROLLO SOCIOECONÓMICO Y TECNOLÓGICO
- DIPUTACIÓN DE CÓRDOBA
- DIPUTACIÓN DE GRANADA
- DIPUTACIÓN DE HUELVA
- DIPUTACIÓN DE JAÉN
- DIPUTACIÓN DE MÁLAGA
- DIPUTACIÓN DE ORENSE
- DIPUTACIÓN DE SEVILLA

#### MANCOMUNIDADES

- ALJARAFE
- ALTOS DEL SUR DE SEVILLA, S.A.
- ASOCIACIÓN COMARCAL GRAN VEGA DE SEVILLA
- CENTRO DEL DESARROLLO DEL SOMONTANO
- DESARROLLO DEL CONDADO DE HUELVA
- EL ZANCARA
- FOMENTO LOS ALCORES
- GUADIATO Y PEDROCHES
- MUNICIPIOS BAJO GUADALQUIVIR
- MUNICIPIOS SIERRA NORTE DE SEVILLA
- SOCIEDAD COMARCAL LA ACEÑA

#### REGIONAL GOVERNMENTS

- COMUNIDAD DE MADRID. DIRECCIÓN GENERAL DE LA MUJER, IMADE INSTITUTO MADRILEÑO DE DESARROLLO, IMAF, PROMOMADRID PROMOCIÓN EXTERIOR DE MADRID
- GOBIERNO DE ARAGON. INSTITUTO ARAGONÉS DE FOMENTO
- GOBIERNO DE EXTREMADURA. FOMENTO DE EMPRENDEDORES DE EXTREMADURA.
- GOBIERNO DE NAVARRA. POLICÍA FORAL
- JUNTA DE ANDALUCÍA. EXTENDA AGENCIA ANDALUZA DE PROMOCIÓN EXTERIOR, IAM INSTITUTO ANDALUZ DE LA MUJER
- JUNTA DE CASTILLA Y LEÓN. ADE AGENCIA DE INNOVACIÓN, FINANCIACIÓN E INTERNACIONALIZACIÓN EMPRESARIAL, EXPORTACIONES DE CASTILLA Y LEÓN
- JUNTA DE EXTREMADURA, FOMENTO DE MERCADOS
- PRINCIPADO DE ASTURIAS. IDEPA INSTITUTO DE DESARROLLO ECONÓMICO DEL PRINCIPADO DE ASTURIAS

### CENTRAL GOVERNMENT

- MINISTERIO AGRICULTURA, PESCA Y ALIMENTACIÓN
- MINISTERIO DE EMPLEO Y SEGURIDAD SOCIAL. TESORERÍA GENERAL DE LA SEGURIDAD SOCIAL
- MINISTERIO DE HACIENDA Y ADMINISTRACIONES PÚBLICAS. INAP INSTITUTO NACIONAL DE ADMINISTRACIONES PÚBLICAS
- MINISTERIO DE SANIDAD, SERVICIOS SOCIALES E IGUALDAD. INSTITUTO DE LA JUVENTUD, INSTITUTO DE LA MUJER
- MINISTERIO DEFENSA
- MINISTERIO DEL INTERIOR. DIRECCIÓN GENERAL DE LA POLICÍA
- MINISTERIO ECONOMÍA Y HACIENDA. AGENCIA TRIBUTARIA

### BUSINESS CONFEDERATIONS, FEDERATIONS & ASSOCIATIONS

- ADEMAN ASOCIACIÓN DE EMPRESARIOS DE LA MADERA DE NAVARRA
- AEGRAN ASOCIACIÓN DE EMPRESARIOS DE ARTES GRÁFICAS DE NAVARRA
- AETIC ASOCIACIÓN DE EMPRESAS DE ELECTRÓNICA, TECNOLOGÍAS DE LA INFORMACIÓN Y TELECOMUNICACIONES DE ESPAÑA
- ASINTRA FEDERACIÓN ESPAÑOLA EMPRESARIAL DE TRANSPORTES DE VIAJEROS
- ASPRIMA ASOCIACIÓN DE PROMOTORES INMOBILIARIOS DE MADRID
- CAEB CONFEDERACIÓN DE ASOCIACIONES EMPRESARIALES BALEARES
- CEFTRAL-CETM CONFEDERACIÓN ESPAÑOLA DE FORMACIÓN DEL TRANSPORTE Y LA LOGÍSTICA
- CEIM-CEOE CONFEDERACIÓN EMPRESARIAL DE MADRID
- CEOE CONFEDERACIÓN ESPAÑOLA DE ORGANIZACIONES EMPRESARIALES, INSTITUTO SUPERIOR ESTUDIOS EMPRESARIALES
- CEOPAN CONFEDERACIÓN ESPAÑOLA DE ORGANIZACIONES DE PANADERÍA
- CEPYME CONFEDERACIÓN ESPAÑOLA DE LA PEQUEÑA Y MEDIANA EMPRESA
- CROEM CONFEDERACIÓN REGIONAL DE ORGANIZACIONES EMPRESARIALES DE MURCIA
- FEAPS CONFEDERACIÓN ESPAÑOLA DE ORGANIZACIONES EN FAVOR DE LAS PERSONAS CON DISCAPACIDAD INTELECTUAL
- FEDECE-FORMACIÓN FEDERACIÓN NACIONAL DE ENTIDADES EMPRESARIALES DE PREFABRICADOS Y DERIVADOS DEL CEMENTO
- FER FEDERACIÓN DE EMPRESARIAL DE LA RIOJA
- TECNIBERIA/ASINCE ASOCIACIÓN ESPAÑOLA DE EMPRESAS DE INGENIERÍA, CONSULTORÍA Y SERVICIOS TECNOLÓGICOS.
- UAHE UNIÓN DE ALMACENISTAS DE HIERROS DE ESPAÑA

### CHAMBERS OF COMMERCE

- ALMERÍA
- BILBAO
- CASTELLÓN
- CORDOBA
- HUESCA
- LAS PALMAS DE GRAN CANARIA
- MURCIA
- PALMA DE MALLORCA
- SALAMANCA

### PROFESSIONAL BODIES

- AGENTES DE LA PROPIEDAD INMOBILIARIA
- APAREJADORES Y ARQUITECTOS TÉCNICOS DE MADRID
- APAREJADORES Y ARQUITECTOS TÉCNICOS DE SEVILLA
- COLEGIO DE VETERINARIOS DE MADRID
- COLEGIO DE VETERINARIOS DE ZAMORA
- DECORADORES DE MADRID
- GRADUADOS SOCIALES DE MADRID
- INGENIEROS INDUSTRIALES DE ARAGÓN Y LA RIOJA
- QUÍMICOS DE ZARAGOZA
- TÉCNICOS INDUSTRIALES DE MADRID
- TÉCNICOS INDUSTRIALES DE ZARAGOZA

### FOUNDATIONS

- BIODIVERSIDAD Conservación y el uso sostenible de la biodiversidad
- FADAIS Atención e incorporación social
- FIDES Cooperación del Valle del Jerte
- HORIZONTE XXII (GLOBALCAJA) Desarrollo social y económico de Castilla-La Mancha
- MUJERES Igualdad de oportunidades entre hombres y mujeres
- ONCE FSC INSERTA Inserción Laboral
- TECNOLOGÍAS DE LA INFORMACIÓN Desarrollo y fomento de la formación y los servicios de telecomunicaciones entre empresas

### OTHER BODIES

- CEEI - CASTELLON Centro Europeo de Empresas de Innovación de Castellón
- CEEI - VALÉNCIA Centro Europeo de Empresas de Innovación de Valencia
- CEEI - VALLADOLID Centro Europeo de Empresas de Innovación de Valladolid
- CLUB DE MARKETING DE LA RIOJA
- CLUB DE MARKETING DE NAVARRA
- COCEMFE Confederación Española de Personas con Discapacidad Física y Orgánica
- CONSORCIO ZONA FRANCA DE CADIZ
- FEDERACIÓN NACIONAL DE BALONCESTO
- HOSPITAL ALCORCÓN
- HOSPITAL CLÍNICO DE VALENCIA
- HOSPITAL GENERAL DE CASTELLÓN
- HOSPITAL GRAL. UNIV. GREGORIO MARAÑÓN
- HOSPITAL LA FE DE VALENCIA
- HOSPITAL RAMÓN Y CAJAL
- HOSPITAL RÍO CARRIÓN
- HOSPITAL SAS -LA LÍNEA DE LA CONCEPCIÓN
- HOSPITAL UNIVERSITARIO LA PAZ
- LIGA NACIONAL DE FÚTBOL PROFESIONAL



**FOOD SECTOR**

- ANDAÑUZA DE CAFÉS, S.A
- ALLIED DOMECQ
- CAMPOFRÍO
- EL POZO
- FRIPOZO
- GREFUSA
- HERO
- IMPORTACO
- JOYCO ESPAÑA
- KELLOG S
- MAHOU
- NANTRA
- NUTRECO
- NUTREXPA
- ROYAL CANIN
- SCHWEPPES
- VITAL FRUIT

**AUTOMOTIVE SECTOR**

- GRUPO CATSA
- IVECO
- JOHN DEERE
- MERCEDES BENZ
- PEUGEOT
- SCANIA
- VALEO
- VOLVO ESPAÑA
- VOLVO RED

**BANKING SECTOR**

- BANCAJA
- BANCO MADRID
- BARCLAYS BANK
- BSCH
- BSN BANIF
- CAIXA DE CATALUÑA
- CAJA AHORROS INMACULADA (CAI)
- CAJA ASTURIAS
- CAJA RURAL DE VALENCIA
- CAJAMAR
- DEUTSCHE BANK
- KUTXA
- LA CAIXA

**FMCG SECTOR**

- ADIDAS
- BANG & OLUFSEN ESPAÑA
- BAUSH & LOMB
- BDF NIVEA
- BELLOTA HERRAMIENTAS
- CHICCO ESPAÑOLA
- CILESA
- ERICSSON
- FAGOR
- GILLETTE
- HENKEL IBÉRICA
- KODAK
- LA PERLA
- L'OREAL
- MARIE CLAIRE

**FMCG SECTOR (Cont.)**

- MOTOROLA ESPAÑA
- NINTENDO
- OLIVETTI ESPAÑA
- PHILIPS ELECTRÓNICA DE CONSUMO
- POLO RALPH LAUREN
- ROCA RADIADORES
- S.M.H. SWATCH
- SUAVINEX
- VIRGIN INTERACTIVE

**DISTRIBUTION SECTOR**

- AKI BRICOLAGE
- ALCAMPO
- AMICHI
- AURGI
- CAOBA PERFUMERÍAS
- CONFORAMA
- DECATHLON
- EL CORTE INGLÉS
- ENACO
- FNAC
- GRUPO HERMANOS MARTÍN
- GRUPO IFA
- GRUPO INTERMOBIL
- HIPERCOR
- LEROY & MERLIN
- NEFITEL
- RADIOPHONE
- RADISA
- SUPERMERCADOS SABECO
- UNITEC

**PUBLISHING SECTOR**

- ABETO
- ALHAMBRA LOGMAN
- EDELVIVES
- ESPASA CALPE
- GLOBALIA
- GRUPO PRISA
- GRUPO ZETA
- PÍAS DISCÍPULAS
- PRENSA ESPAÑOLA. ABC
- PRENTICE HALL
- SAN PABLO CÍA. EDITORIAL
- SANTILLANA

**ENERGY SECTOR**

- BP OIL
- CEPSA
- CLH CIA. LOGÍSTICA DE HIDROCARBUROS
- IBERDROLA
- PETROGAL ESPAÑA
- REPSOL
- SHELL
- TOTAL ESPAÑA

**PHARMACEUTICAL SECTOR**

- ALTHANA PHARMA
- BAYER
- BYK ELMU

**PHARMACEUTICAL SECTOR (Cont.)**

- CECOFAR
- GLAXO
- INDAS
- INTERVET
- PFIZER
- ROCHE
- SANKYO FARMA
- SANOFI-SYNTHELABO

**INDUSTRIAL SECTOR**

- ABB
- ABENGOA
- AGERE SYSTEMS
- AIR LIQUIDE
- BAYER CROPSCIENCE
- CIBAVISION
- COLORÍFICO CERÁMICO BONET
- COLORTEX
- CONPOSAM
- FERRO SPAIN
- FERTIBERIA
- GRUPO DRAGADOS
- GRUPO POLANCO
- GRUPO RIMAR
- GRUPO HIERROS SERRANO GÁMEZ
- HIDRAL
- INDRA
- INDUSTRIAS MOVA
- IZAR
- KERABEN
- LLUCH Y CHULVI
- MADE
- MOLDURAS POLANCO
- RELESA
- ROBERT BOSCH
- SIEMATIC
- STEETLEY IBERIA
- TUROLENSE DE TABLEROS
- VALENCIANA DE CEMENTOS
- VALLEHERMOSO
- VALRESA
- VIDRES
- WD 40

**IT SECTOR**

- CISCO SYSTEM
- COMPAQ
- DELL COMPUTER
- DINSA
- HEWLETT PACKARD
- IASOFT
- IBERMÁTICA
- MICROSOFT
- ORACLE
- SCHLUMBERGERSEMA
- SOFTWARE FINANCIERO

**SERVICES SECTOR**

- 3M
- AGUAS DE MURCIA

**SERVICES SECTOR (Cont.)**

- ANTENA 3 TELEVISIÓN
- APD
- ASEVAL
- AUTO BAR SPAIN
- AVIS
- CANAL DE ISABEL II
- CASINO GRAN MADRID
- CENTRO EST. UNIV. RAMÓN ARECES
- CINTRA
- COFACE
- DKV PREVIASA
- FERROSER
- FOSTER 5 HOLLYWOOD
- GAN SEGUROS
- GES SEGUROS
- GRUPO EULEN
- HEYDE
- ICEX
- MANINVEST
- MASTER D
- PROGRESA
- PROSEGUR
- RADIO ESPAÑA
- SECURITAS SEGURIDAD
- SELECT SERVICE PARTNER
- SENSORMATIC
- UNICASA INMOBILIARIA
- URBASER
- VIDEO DRUGSTORE
- VITERRA

**TELECOMMUNICATIONS SECTOR**

- AMENA
- AUNA CABLE
- AUNA GRANDES CLIENTES
- COLT TELECOM
- ERESMAS
- GRUPO AUNA
- JAZZTEL
- ONO
- LA EMPRESA DATA
- LA EMPRESA DE ESPAÑA
- LA EMPRESA I+D
- LA EMPRESA MÓVILES
- TELYCO
- UNIZ

**TRANSPORT/LOGISTICS SECTOR**

- AENA
- CEFTRAL-CTM
- CORREOS Y TELÉGRAFOS
- GRUPO CAT
- RENFE
- SEUR

**TOURISM SECTOR**

- OCCIDENTAL HOTELES
- PARADORES
- PORT AVENTURA
- SOL MELIÁ



## 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	380

POSTGRADUATE TEACHING STAFF	
Lecturers	372

EXECUTIVE EDUCATION AREA TEACHING STAFF	
Lecturers	376

LANGUAGE TEACHING STAFF	
Teachers	48
Non-national teachers	81

## 8 RANKING & OTHER AWARDS

National and international media have recognised the **MBA Programmes, the Specialized 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 <b>16th</b> Business School in the World.
QS	Business Schools	2013	ESIC has moved up the ranking from <b>26th</b> position to the <b>23rd</b> position in Europe. It is the first time it has been placed in the MBA ranking by industry specialization, in the top 50 worldwide in the Corporate Social Responsibility and Marketing fields. <b>4th</b> place with the greatest rise in the ranking of schools that specialize in marketing.
AmericaEconomía	Executive Education	2013	ESIC is positioned the <b>16th</b> Business School in the World.
Merco España	Corporate Reputation Ranking	2013	ESIC is positioned <b>4th</b> , alongside the other most reputed business schools in the country.
CNN Expansión	MBA Ranking	2013	Positions ESIC's Masters in Business Administration (MBA) as one of the best worldwide.
El Mundo	Postgraduate Specialization Ranking	2013	The Master in Marketing and Sales Management was awarded <b>1st place</b> . The Master in Advertising and Public Relations was awarded <b>1st place</b> . The Master in Human Resource Management and Organizational Development was awarded <b>1st place</b> . The Master in International Business was awarded <b>1st place</b> . The Master in Digital Business was awarded <b>5th place</b> .
QS	Business Schools	2012	ESIC is among the leading Business Schools: <b>26th</b> in Europe, and <b>4th</b> in Spain
AmericaEconomía	Executive Education	2012	ESIC is placed as the <b>12th</b> Business School in the World, <b>4th</b> in Europe, and <b>4th</b> in Spain
Business Week	Executive Education	2011	Among the best Business Schools in the World in the Executive Education rankings ( <b>7th</b> in Europe and <b>4th</b> in Spain)
The Aspen Institute	CSR & Environment Listing	2011	Recognition for the CSR teaching given in the MBA Programmes
Thomson Reuters	University	2012	<b>ESIC</b> , among the world's most important universities and institutions
CNN Expansión	MBA Ranking	2012	<b>61st place</b> in the world's best MBAs
Financial Times	Master in Finance	2010	<b>4th place</b> of Spanish Business Schools with a Master in Finance.





<b>AmericaEconomía</b>	<b>MBA Ranking</b>	2012	<b>22nd place</b> in the best Business School at world level and, <b>11th place</b> in the best European Schools, <b>4th place</b> as the best Business School in Spain.
<b>Guia Vicê S/A (Brazil)</b>	<b>EMBA Ranking</b>	2010	<b>1st place</b> Executive MBA and Executive MBA Projects
<b>Guia Vicê S/A (Brazil)</b>	<b>Specialized Postgraduate Ranking</b>	2009	<b>1st place</b> Postgraduate Marketing & Sales Management
<b>El Mundo</b>	<b>Specialized Postgraduate Ranking</b>	2012	<b>1st place</b> Postgraduate Marketing & Sales Management <b>1st place</b> Postgraduate Advertising & Public Relations <b>1st place</b> Postgraduate Human Resources & Organizational Management <b>1st place</b> Postgraduate International Commerce Management
<b>Estudio Merco</b>	<b>Corporative Reputation Ranking</b>	2012	<b>5th Position</b> among Spanish Business Schools <b>67th Position</b> in the General Ranking of the Most Prestigious Spanish Companies <b>90th Position</b> in Most Prestigious Company Leaders in Spain Ranking



## 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)**
- **Asociación de Marketing de España (Spanish Marketing Association)**



**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 Business Schools Council)**
- **EFMD - European Foundation for Management Development**
- **EMBA Council - Executive MBA Council**
- **FEDMA - Federation of European Direct 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



## 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.





**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.



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 program 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 judgment on their teaching abilities.

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

**AUTHORIZED EXAMINATION CENTRES FOR FOREIGN LANGUAGES**

ESIC Idiomas 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
<b>ARGENTINA</b>	PONTIFICIA UNIVERSIDAD CATOLICA ARGENTINA ESEADE
<b>AUSTRIA</b>	UNIVERSITY OF APPLIED SCIENCES KREMS
<b>BELGIUM</b>	ERASMUSHOGESCHOOL BRUSSEL HAUTE ECOLE DE LA PROVINCE DE LIEGE HAUTE ECOLE PROVINCIALE DE HAINAUT-CONCORCET
<b>CANADA</b>	UNIVERSITE DU QUEBEC A CHICOUTIMI BROCK UNIVERSITY
<b>CHINA</b>	BEIJING LANGUAGE AND CULTURE UNIVERSITY QINGDAO TECHNOLOGY UNIVERSTIY NANJING UNIVERSITY SHANDONG UNIVERSITY OF TECHNOLOGY SHANGHAI UNIVERSITY SHANGHAI JIAOTONG UNIVERSITY ANHUI UNIVERSITY OF FINANCE AND ECONOMICS SHANGHAI INTERNATIONAL STUDIES UNIVERSITY BEIJING CITY UNIVERSITY HAINAN UNIVERSITY YULIN UNIVERSITY UNIVERSITY OF JINAN SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS SOUTH CHINA BUSINESS COLLEGE - GUANGDONG UNIVERSITY OF FOREIGN STUDIES JILIN HUAQIAO FOREIGN LANGUAGE INSTITUTE EUROPEAN ECONOMICS COLLEGE SHANGHAI
<b>COLOMBIA</b>	CESA
<b>CZECH REPUBLIC</b>	CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE
<b>DENMARK</b>	INTERNATIONAL BUSINESS ACADEMY
<b>ECUADOR</b>	UNIVERSIDAD CATÓLICA DE GUAYAQUIL
<b>ESTONIA</b>	ESTONIAN BUSINESS SCHOOL
<b>FINLAND</b>	LAHTI UNIVERSITY OF APPLIED SCIENCES OULU UNIVERSITY OF APPLIED SCIENCES TURKU UNIVERSITY OF APPLIED SCIENCES





COUNTRY	INSTITUTION
FRANCE	FRANCE BUSINESS SCHOOL
	ECE-ECOLE DE COMMERCE EUROPEENNE
	CERGY-PONTOISE ESSEC BUSINESS SCHOOL
	GRENOBLE ECOLE DE MANAGEMENT
	LILLE 2 UNIVERSITY OF HEALTH AND LAW
	PARIS INCEEC PARIS
	NOVANCIA BUSINESS SCHOOL
	PARIS ECOLE SUPERIEURE DE GESTION
	PAU ECOLE SUPERIEURE DE COMMERCE DE PAU
	RENNES ESC RENNES SCHOOL OF BUSINESS
	ROUEN NEOMA BUSINESS SCHOOL
SKEMA BUSINESS SCHOOL	
TOULOUSE INSTITUT LIMAYRAC	
GERMANY	OSTBAYERISCHE TECHNISCHE HOCHSCHULE AMBERG-WEIDEN
	FACHHOCHSCHULE DORTMUND
	HOCHSHULE TRIER
	HOCHSCHULE HANNOVER
	PFH PRIVATE HOCHSCHULE GOTTINGEN
	REUTLINGEN UNIVERSITY
UNIVERSITAT PASSAU	
GREECE	TECHNOLOGICAL EDUCATIONAL INSITUTE OF ATHENS
	UNIVERSITY OF THE AEGEAN
HUNGARY	BUDAPEST COLLEGE OF COMMUNICATION, BUSINESS AND ARTS
ITALY	LIBERA UNIVERSITA DI LINGUA E COMUNICAZIONE-IULM
	UNIVERSITA DEGLI STUDI DI BRESCIA
	UNIVERSITA DEGLI STUDI DI TERAMO
	UNIVERSITA CA FOSCARI VENEZIA
LITUANIA	INTERNATIONAL SCHOOL OF LAW AND BUSINESS
	ISM UNIVERSITY OF MANAGEMENT AND ECONOMICS
MEXICO	INSTITUTO TECNOLOGICO Y DE ESTUDIOS SUPERIORES DE MONTERREY
	UNIVERSIDAD AUTONOMA DE GUADALAJARA
PERU	ESAN
	UNIVERSIDAD SAN IGNACIO DE LOYOLA
POLAND	KOZMINSKI UNIVERSITY
	POZNAN UNIVERSITY OF ECONOMICS
PORTUGAL	INSTITUTO SUPERIOR MIGUEL TORGA
	ISCTE-IUL
	IADE-INSTITUTO DE ARTES VISUAIS, DESIGN E MARKETING
	INSTITUTO PORTUGUES DE ADMINISTRAÇÃO DE MARKETING



COUNTRY	INSTITUTION
<b>RUSSIA</b>	PLEKHANOV RUSSIAN ACADEMY OF ECONOMICS
<b>SWEDEN</b>	KARLSTADS UNIVERSITET
<b>TAIWAN</b>	PROVIDENCE UNIVERSITY
<b>TURKEY</b>	IZMIR UNIVERSITY OF ECONOMICS
<b>UNITED KINGDOM</b>	EDINBURGH NAPIER UNIVERSITY LONDON SOUTH BANK UNIVERSITY NORTHUMBRIA UNIVERSITY NOTTINGHAM TRENT UNIVERSITY QUEEN'S UNIVERSITY BELFAST UNIVERSITY OF CHESTER PLYMOUTH UNIVERSITY UNIVERSITY OF STRATHCLYDE
<b>U.S.A.</b>	EASTERN MICHIGAN UNIVERSITY FLORIDA INTERNATIONAL UNIVERSITY FLORIDA INSTITUTE OF TECHNOLOGY FLORIDA ATLANTIC UNIVERSITY UNIVERSITY OF CALIFORNIA RIVERSIDE
<b>VENEZUELA</b>	IESA

Note: The agreements are listed by country, university and programme type meaning that the university may appear more than once.

## International Data ESIC 2013

<b>Undergraduate &amp; Postgraduate ESIC students through international agreements</b>	<b>134</b>
<b>International students studying ESIC Undergraduate or Postgraduate programmes through international agreements</b>	<b>320</b>
<b>Students of ESIC Hispánica</b>	
Summer course students from Nottingham Business School (Undergraduate)	<b>39</b>
Summer course students from Florida Institute of Technology (Postgraduate)	<b>15</b>
<b>TOTAL</b>	<b>334</b>

## National Agreements

### URJC, Rey Juan Carlos University (Madrid)

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

### UMH, Miguel Hernández University (Elche)

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



## 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 SCHWEPES ■ CAJA RURAL DE NAVARRA ■ CAMPOFRÍO ■ CANAL ISABEL II ■ CASER SEGUROS ■ CARREFOUR ■ CEPESA ■ 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-PUBLIESPAÑA ■ 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**

<b>Attendees at Hoy es Marketing</b>	<b>6,822</b>
<i>Companies represented at Hoy es Marketing</i>	<i>38</i>

**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.

**Figures for MEET 2014**

<b>Attendees at Fora</b>	<b>2,620</b>
<i>Alumni attendees</i>	<i>1,320</i>
<i>Undergraduate attendees</i>	<i>950</i>
<i>Postgraduate attendees</i>	<i>350</i>
<i>Number of companies participating</i>	<i>64</i>



## 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](http://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 last Global Marketing Competition received a good practice and Benchmarking mention from the CEG (Managerial Excellence Club)

The 2013 Global Marketing Competition event had **4,362 participants** that qualified from **over 800 Universities and Business Schools** coming from **79 different countries** and representing the five continents.

The finalist teams from Peru, India, Turkey and Russia attended the Grand Final in Madrid in the Santander Bank's Financial City in July 2013. 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 2013

<i>Participants</i>	<b>4,362</b>
<i>Teams</i>	<b>1,894</b>
<i>Countries represented</i>	<b>79</b>
<i>Partner Institutions and companies</i>	<b>42</b>
<i>Total value of prize money</i>	<b>€17,500</b>



## 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 4,200 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 Programmes 2013

<b>Number of participants</b>	<b>540</b>
<b>Number of training hours</b>	<b>890</b>
<b>Number of projects</b>	<b>243</b>



# 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 favorable 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:

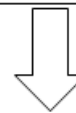
- Counselling.
- Mentoring.
- Assistance in achieving funding.
- Investor Forums.
- Provision of physical spaces (Incubator).
- Training.
- Meetings with Entrepreneurs, Awards, etc.

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"> <li>Grado en Administración de Empresas (1).</li> <li>Grado en Publicidad y RRRPP</li> <li>Grado en Marketing</li> <li>Título Superior Dirección de Marketing y Gestión Comercial.</li> </ul>	Premios <ul style="list-style-type: none"> <li>Creación de Empresas</li> <li>TFG Iniciativa Emprendedora.</li> </ul> Feria Empleo y Emprendimiento MEET Asignaturas: <ul style="list-style-type: none"> <li>Creatividad e Innovación</li> <li>Iniciativa Emprendedora</li> <li>Creación de empresas</li> <li>Soluciones de financiación para emprendedores</li> <li>Gestión proyectos empresariales</li> <li>Trabajo Fin de Grado</li> </ul>
Graduados universitarios y profesionales junior (-3 años de exp. laboral)	Formación y entrenamiento	Programas de Postgrado: <ul style="list-style-type: none"> <li>Máster Digital Business</li> <li>MBA's.</li> <li>Máster Universitario en Gestión Comercial y Master en Dirección de Marketing</li> <li>Máster Gestión Comercial y Marketing (GESCO)</li> </ul>	Premio Mejor Iniciativa Emprendedora Feria de Empleo y Emprendimiento Módulos: <ul style="list-style-type: none"> <li>Iniciativa Emprendedora</li> <li>Innovación empresarial</li> <li>Proyecto Fin Master Business Plan</li> </ul>
Profesionales con experiencia laboral (+3 años)	Identificación y sistemas de evaluación de oportunidades empresariales.	Programas Postgrado Ejecutivo <ul style="list-style-type: none"> <li>Executive MBA (EMBA)</li> <li>Programa Integral Desarrollo Directivo (PIDD)</li> <li>Máster Ejecutivo Gestión Comercial y Marketing</li> <li>Programas Superiores Especializados</li> </ul>	Premio Mejor Iniciativa Emprendedora Seminarios. <ul style="list-style-type: none"> <li>Creatividad e Innovación.</li> <li>Desarrollo modelos de negocio</li> <li>Entorno societario</li> <li>Financiación para emprendedores</li> <li>Gestión proyectos empresariales</li> <li>Business Plan</li> <li>Proyecto Fin de Master</li> </ul>
Antiguos Alumnos		Programas de AAAA	Foros de emprendedores Seminarios y conferencias emprendedores Revista Alumni emprendedores
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"> <li>Creación de empresas</li> <li>Viveros Corporativos</li> <li>Consolidación empresarial.</li> </ul>	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"> <li>Formación (programas /seminarios)</li> <li>Asesoramiento general y especializado</li> <li>Acceso a la financiación</li> <li>Networking</li> <li>Espacios de trabajo (incubadora).</li> <li>Mentoring</li> <li>Visibilidad de sus empresas.</li> <li>Premios a la Iniciativa Emprendedora</li> </ul>



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 specialized 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 2013

<b>Number of participants</b>	<b>341</b>
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## 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, and it has its own in-house Virtual Platform for Blended Programmes, for both general and business English.

### Figures 2013

<b>Number of ESIC Idiomas Teachers</b>	<b>129</b>
<b>Non-national teachers in ESIC Idiomas</b>	<b>81</b>
<b>Undergraduate Students Average level of English</b>	<b>Intermediate</b>
(Equivalent to a B2 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 2013

Number of Company <b>Agreements</b>	<b>4,425</b>
Number of <b>total Internships</b> processed	<b>2,195</b>
Number of <b>Undergraduate</b> Internships	<b>734</b>
Number of <b>Postgraduate</b> Internships	<b>322</b>

- **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 2013

Total number of <b>job opportunities</b> processed	<b>1.752</b>
Number of <b>Undergraduate</b> job placements	<b>358</b>
Number of <b>Postgraduate</b> job placements	<b>261</b>



## 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

- 28 Articles published in relevant scientific periodicals
- 4 Book reviews
- 22 Reviews in relevant scientific periodicals
- 5 Membership of scientific committees
- 9 Membership of editorial councils
- 5 memberships of management/editorial committees

### 2 Editorial publications

- 12 Books and manuals
- 22 Book chapters
- 2 Book reviews
- 3 Prologues

### 3 Doctoral Theses

- 5 Doctoral theses read and approved
- 11 Doctoral theses in progress
- 30 Doctoral theses supervisions
- 4 Tribunal memberships

### 4 Teaching development and innovation

- 6 Documentation booklets
- 9 University technical notes
- 8 Case Studies
- 1 Business lectures
- 28 Supervisions of Master projects, undergraduate these and other academic contributions

### 5 Research projects

#### "Absenteeism in the private university. Analysis of deterring factors".

Area / Research area: Human Capital / Absenteeism and socio-emotional capabilities in university students.

#### "Corporate Social Responsibility in emerging markets"

Research area/focus: CSR, Emerging markets / CSR of Spanish multinational companies in Latin American countries.

#### "Innovation and improving teaching methods"

Research area/focus: Teaching Method / Innovation for learning and teaching

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

Research area/focus: Open innovation / Intangibles

#### "Determinant factors of success of companies originating 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 for 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

36 Teachers participated in Internal / External Investigations.

### 6 Participation at Congresses, Seminars and Scientific Conferences

36 Communications and speeches  
19 Coordination, management and revision activities

### 7 Other research activities

13 Training activities  
46 Communication media  
5 Disseminations of research and innovation  
29 Conferences  
18 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; 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.*  
*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; 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 (United Kingdom); Foreign Affairs en Español (Spain); The Times Weekly (China); ABC (Spain); Perspective (United Kingdom); El País (Spain); Intereconomía TV y Radio (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.

### Document Records

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.

### Figures for the Publishing House 2013

<b>Total</b>	<b>83</b>
<b>Books</b>	<b>47</b>
<b>Document Records</b>	<b>13</b>
<b>University Technical Notes</b>	<b>2</b>
<b>EBooks</b>	<b>21</b>

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](http://www.esic.edu/esicmarket) that is one issue behind the printed version.

- **146 issues published** to date, bilingual from nº 118 onwards.
- **10º place in the IN-RECS** (Spanish Social-science periodicals impact index) last published in 2010:
  - o **0.319 impact index 2010**
  - o **47 total articles**
  - o **30 total quotes**

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

Included in the Cabell Directory of scientific publications

**CINDOC**

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

**DIALNET**

La Rioja University 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 e-magazines

**e-revistas**

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 ESPAÑOLA 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](http://www.esic.edu/reimke) that is one year behind the printed version.

Its **Editorial Committee** is composed of university research and business marketing professors from the main Spanish Universities.



### Quality Indicators:

#### DIALNET

La Rioja University 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-revistas

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 between 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.



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

#### Quality Indicators:

##### LATINDEX

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

##### CCHS of CSIC

Directory of Human and Social Sciences Journals

##### DIALNET

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

##### DICE

Dissemination & Quality of Spanish Journals on 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 2013

**5,000 copies per issue**

**30 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. <http://esic.edu/actualidad/>

### Some 2013 statistics

<b>User visits</b>	<b>42,175</b>
<b>Visits</b>	<b>62,234</b>
<b>Pages visited</b>	<b>118,098</b>

## 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 for Marketing and Values**
- Aster for Business Project**



## ESICrea Awards

### ESIC holds the VIII ESICrea (Advertising Creativity Competition)

In this eighth edition, the central theme proposed is environmental awareness, with the aim of making all the people that are part of the **Spanish Red Cross** aware of the need to make efficient and responsible use of the resources available: water, electricity, air-conditioning, recycling, eco-friendly driving, etc.

ESICrea promotes and systematically takes on board the involvement of under and postgraduate students of the School on topics of a distinct social character. Accordingly, the latest editions of the competition have been:

"Environmental awareness campaign (2011-12)", sponsored by the Spanish Red Cross.

"Awareness campaign on child vulnerability in times of economic crisis (2012-13)" sponsored by SOS Children's Villages and SONY PlayStation.



#### Some 2013 figures

<b>Number of projects presented</b>	<b>55</b>
<b>Number of participating students and teachers</b>	<b>120</b>

## CAREM Marketing Plan Awards

### ESIC holds the VIII 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 incentivising 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.

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 figures

<b>Number of entries</b>	<b>160</b>
<b>Number of student participants</b>	<b>560</b>
<b>Number of Lecturers involved</b>	<b>9</b>



## 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 figures

<b>Starting date</b>	<b>01/11/2010</b>
<b>Group members</b>	<b>1437</b>
<b>Posts</b>	<b>more than 15,000</b>
<b>Answers and conversations generated</b>	<b>more than 20,000</b>

## 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 2013 figures

<b>Facebook</b> <a href="http://www.facebook.com/ESIC">www.facebook.com/ESIC</a>	<b>17,807</b>	<b>followers</b>
<b>Twitter</b> @ESICEducation	<b>12,536</b>	<b>followers</b>
<b>ESIC in linkedin university</b>	<b>3,081</b>	<b>followers</b>
<b>ESIC in linkedin business</b>	<b>30,118</b>	<b>followers</b>
<b>Google+</b>	<b>161</b>	<b>followers</b>
<b>Youtube Channel</b>	<b>230,656</b>	<b>followers</b>
	<b>707</b>	<b>subscribers</b>



## ENTREPRISE INITIATIVE Awards

### ESIC holds the IV ESIC Enterprise Initiative Awards sponsored by La Caixa.

Since 2008, the EISC Business Management Department has held the Enterprise Initiative Award in recognition of the work and effort of ESIC students studying the **"Entrepreneurs"** course which is part of the study plans for the Marketing & Business Administration, Business Management & Administration and Advertising & Public Relations Degrees.

These students, working in groups, prepare a final project that is part of the final assessment of the course. Each class chooses a finalist project that will be presented to a jury on the day of the final. This preliminary phase is supervised by the course lecturers.



The fundamental idea behind the final is that the projects are presented to people that can decide if the project could be financed on account of the opportunities presented in it, its originality and its business and economic viability.

In order to achieve this we collaborate with the Madrid Young Entrepreneurs Association, which offers, as part of the final prize, free advice to allow the winning project be put into action.

### Some figures from the 2013 event

<b>Groups and finalist projects presented</b>	<b>15</b>
<b>Student finalists</b>	<b>45</b>
<b>Class project participants</b>	<b>60</b>
<b>Total number of student participants</b>	<b>400</b>
<b>Number of teachers involved</b>	<b>9</b>



## 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 Association Data 2013

**35,557** ESIC Alumni

2,745 Associated Alumni

### Some 2013 figures

150 **Commercial Agreements**

4,535 **Alumni who received Education discounts**

### Alumni Activities in 2013

10 **2 Hour Conferences**

450 Participants

1 **Alumni Association Workshops**

15 Participants

7 **Fiance Forum**

210 Participants

3 **Hoy es Marketing (Today is Marketing)**

3,500 Participants

16 **Cultural Activities**

760 Participants

4 **Sports Activities**

130 Participants

8 **ICEMD**

360 Participants

1 **Tribute Promotion**

120 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:**

- |                       |              |
|-----------------------|--------------|
| 1. <b>Professors:</b> | <b>344</b>   |
| 2. <b>Students:</b>   | <b>4,644</b> |
| 3. <b>Alumni:</b>     | <b>2,516</b> |





## 19 SCHOLARSHIPS & 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.

In this line ESIC offers a bag of 5 scholarships of between 50-100 % (excluding admin fee) applicable to any of the master programs that are taught in any of the ESIC campuses in Spain during the academic year 2013-14.

### **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**



## STAFF, RESOURCES & INFRASTRUCTURE



In the Spanish Campuses: Madrid, Barcelona, Valencia, Sevilla, Zaragoza, Malaga, Pamplona, and in Brazil: 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:

- Internship & Careers Department.
- Alumni Department.
- International Relations Department.
- Books & Publications Department.

### RESOURCES

#### Facilities & Technology

**57,770 m<sup>2</sup>**

- 175 Classrooms
- 81 Study rooms
- 865 Computers
- 10 Conference halls

#### ESIC Personnel

- 514** People
- 293 Teaching staff (\*)
- 221 Administration & Service staff

#### Administration & Service staff

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

#### ESIC Training

**9,405** Total Teaching Hours

- 3,901 Administration & Service staff
- 5,504 Teaching staff

#### Average Training Hours

- 23.2 average training hours of Administration & Service staff
- 34.6 average training hours of 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

2012/2013 through the virtual mailbox: 22 Opinions

### COLLECTIVE AGREEMENT & 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, subsidized meals, sporting events, free social outings, etc. among others)

#### Merco Study Results for ESIC Employees 2012

(scale of 0 to 10 where 0 is totally unsatisfied and 10 is totally satisfied)

**Global Satisfaction Evaluation** (Workplace quality, Employer Brand and internal Reputation): 8.17 points

### 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 campus in Pozuelo has the following facilities used by all areas:

- 1 Conference Hall (capacity 200 people).
- Actual and virtual library.
- Cafeteria.
- Self-service dining hall and private dining rooms.
- Photocopying service.
- Multimedia Hall.
- Business Internships and Careers Department.
- Alumni Department.
- International Relations Department.
- Books & Publications Department.
- ESIC Languages
- Chapel.

#### **Undergraduate Area:**

- The area has 39 classrooms with a total area of approximately 2,200 m<sup>2</sup> 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 m<sup>2</sup>, 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 m<sup>2</sup> building in Calle Arturo Soria 161 and equipped with the following facilities:

- 11 Classrooms with a total surface area of approximately 500 m<sup>2</sup> 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 m<sup>2</sup> 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 (capacity for 200 people).
- Conference Room with seating for 60 people.
- Actual and virtual library.
- Cafeteria.
- Self-service dining hall.
- Photocopying service.
- Business Internships & Careers Department.
- Alumni Department.
- International Relations Department.
- Books & Publications Department.
- Wi-Fi network throughout the building.

#### **Undergraduate & Postgraduate Areas:**

- There are 22 classrooms with an approximate total area of 1,200 m<sup>2</sup> with sizes ranging from 30 to 55 students per class. All classrooms have all the necessary audio-visual equipment, projector, DVDs, sound, retractable screen and a computer with 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 beside the library for group work (6/8 students) with air-conditioning and Wi-Fi service.

#### **ESIC LANGUAGES:**

300 m<sup>2</sup> 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 m<sup>2</sup> with the following facilities:

- There are 12 classrooms with an approximate total area of 850 m<sup>2</sup> 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 Brazil



The Brazil Campus is situated in the grounds the Dehonian Fathers have in the city of Curitiba. The Campus has 20,000 m<sup>2</sup> of facilities divided up between teaching blocks, a chapel, a conference hall and sports grounds.

### **Common facilities:**

- Conference Hall with seating for 200 people.
- Library.
- Cafeteria.
- Self-service dining room.
- Photocopying Service.
- Business Internships & Careers Department.
- Alumni Department.
- International Relations Department.
- Books & Publications Department.

### **Undergraduate & Postgraduate Area:**

- There are 16 classrooms with an approximate total area of 900 m<sup>2</sup> with between 30 and 45 students per class. All classrooms have 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).
- 6 Study Rooms attached to the library for group work (6/8 students each).



## 6. Campus Malaga



This campus is a stand-alone building of 1,150 m<sup>2</sup> 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 & Bookshop.
- Conference Hall with seating for approximately 100 people.



## 7. Campus Sevilla



The campus is a 3,500 m<sup>2</sup> 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 m<sup>2</sup> with a capacity of 40 students per class. All classrooms have audio-visual equipment, projector, DVDs, sound and retractable screen, computer and Internet connection.
- 3 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 work, each holding 15 students.
- Library.
- Photocopying Service & Bookshop.
- Conference Room with seating for 100 people.

## 8. Campus Zaragoza



This 10,000m<sup>2</sup> campus is equipped with the following facilities:

- There are 15 classrooms with an approximate total area of 900 m<sup>2</sup> with 40 students per class. All classrooms have audio-visual equipment, projector, DVDs, sound and retractable screen, computer and Internet connection.
- 2 Computer rooms with 50 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 & Bookshop.
- Conference Hall with seating for 140 people.
- Parking for 200 vehicles.



## 9. Campus Pamplona (Mutilva)



This campus is a stand-alone building of 2,000 m<sup>2</sup> equipped with the following facilities:

- There are 9 classrooms with an approximate total area of 600 m<sup>2</sup> with 40 students per class. All classrooms have 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 for group work, each with room for 8/10 students.
- Library.
- Photocopying Service & Bookshop.
- Conference Room with seating for 76 people.

## 10. Campus Pamplona (C/Sancho el Fuerte)



The campus building is 320 m<sup>2</sup> and is located in one of the most central areas of Pamplona, equipped with the following facilities:

- There are 6 classrooms, 3 of which seat 25 students, and the remaining seat between 8 and 10 students.
- 2 classrooms for one-to-one classes.
- All classrooms have a sound system and Internet connection.
- Both students and teachers have computers and Wi-Fi access available.
- Free book and film lending service and Bookshop.

## 11. Campus de Tudela



This campus has 6 classrooms totalling approximately 200 m<sup>2</sup> with seating for 12 students per class.

- All classrooms have 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.

## LIBRARY/CENTRAL DOCUMENTATION CENTRE

The central library, in ESIC Madrid, has a **core library** so that any person from within the **ESIC** Community can access basic books and texts and the rest of the documentation in the video library.

Teaching State Degrees through the Public University has given **ESIC** the opportunity of entering the **circle of public libraries**. This allows **ESIC** to offer its students/participants and lecturers the possibility of consulting, not only the **ESIC** library documents, but also those of:

- **Rey Juan Carlos University**
- **Miguel Hernández University**
- **Florida Atlantic University**

In addition, access is also available to the collective catalogues of various library consortia: REBIUN, MCU, MADROÑO, The Madrid Region's Public Library Network, etc.

In regard to databases, the ESIC library is subscribed to *Emerald Management 95* and *Emerald Emerging Markets Case Studies* and to the EBSCO *E Journals Database*.

It also has access to free electronic resources that are of interest to the community, among which are:

- INEbase
- Iberlex-BOE
- YCIT Summaries database (Science & Technology), ISOC (Social Sciences & Humanities), Spanish periodicals directory, all prepared by CSIC
- Dialnet
- European Central Bank
- Ministry of Economy
- International macro-economic and statistical information
- International Monetary Fund
- World Bank
- EUROSTAT
- European Central Bank
- ICEX
- Bank of Spain



## 20 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 29<sup>th</sup> 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.
- **CAFETERIAS & 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.
- **DATABASES:** 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. 880 PCs, 800 desktops and 80 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/](http://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"> <li>• ESIC Training</li> <li>• Mission</li> <li>• Declaration of Values</li> <li>• Social Responsibility</li> </ul>	61 6 7 10
2. Business should make sure that they are not complicit in human rights abuses.	<ul style="list-style-type: none"> <li>• Supplier Policy: homologation and development</li> </ul>	62
3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.	<ul style="list-style-type: none"> <li>• Meetings with Management</li> <li>• Collective Agreement and Workers Committee</li> </ul>	62 62
4. Businesses should support the elimination of all forms of forced and compulsory labour.	<ul style="list-style-type: none"> <li>• Conciliation</li> <li>• Social Benefits</li> </ul>	62 62
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"> <li>• Social Responsibility: Promoting Social Responsibility in Business</li> <li>• Social Responsibility: Generating Changes Project: Equal Opportunities and Diversity</li> <li>• Social Responsibility: Linked to Socially Responsible Companies</li> <li>• Equality and Diversity Plan in ESIC</li> <li>• Social Benefits</li> </ul>	10 12 12 13 61
7. Businesses should support a precautionary approach to environmental challenges.	<ul style="list-style-type: none"> <li>• Declaration of Values: Social Commitment</li> <li>• Social Responsibility: Environment Programme.</li> </ul>	7 16
8. Businesses should undertake initiatives to promote greater environmental responsibility.	<ul style="list-style-type: none"> <li>• Social Responsibility: academic sphere</li> <li>• Social Responsibility: ESICrea</li> </ul>	10 10
9. Businesses should encourage the development and diffusion of environmentally-friendly technologies.	<ul style="list-style-type: none"> <li>• Social Responsibility: Initiative to reduce the use of paper and improve energy efficiency</li> <li>• Social Responsibility: Recycling and Environment Policy</li> </ul>	16 16
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>	

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