

ESIC: Internationalization in our mission statement

ESIC as one of the leading educational institutions in Spain, offers a range of undergraduate and postgraduate programmes in the areas of business, management, marketing and communication. Given the global nature of business, there is a significant international focus to our programmes. This is reflected in ESIC's mission statement, part of which is reproduced here:

“The training of professionals (to occupy) managerial or technical positions within a company, - at any level, and in all areas of business activity (...) both nationally and internationally. The diffusion of a culture (which will help) to open channels of communication between academic and competitive business surroundings and to boost the entrepreneurial vocation of students in both the Spanish society and internationally. To carry out “scientific and technical research on business and marketing administration” (and provide) means of diffusion of research action to members outside the school in national and international environments”.

International and modernization strategy

Given the important role of international education and experience in the university's mission of, collaboration with institutions outside Spain is a key aspect of ESIC's strategy and has been, with increasing intensity, over the last 35 years.

We have developed active relations in Europe, USA, Latin America and Asia for the mutual validation of a complete academic year, and also double degrees for some undergraduate programmes.

At the same time, we have designed double degree , which include the possibility of studying part of the degree in a second country in partnership with universities in these countries in order to provide academic co-direction and faculty from both institutions.

As well as receiving tuition from ESIC faculty in their home country, the students study part of the programme at ESIC and receive a qualification from both institutions.

These programmes are included in our global strategy and even added to the digital transformation plan of the university. Erasmus programme and all the tools developed are aimed to create the best communication and homogeneity in order to make data processing faster and easier.

This focus also increases the possibilities in participating in programmes with online components in multicultural environments that are the future of education in a global context.

As ESIC is pioneer in digital studies, our mobility programmes are an integral part of the era we are in, to transform students into digital European citizens.

Choice of partners for international collaboration

We choose partners on the basis of reputation, programmes with compatible and complementary learning objectives, and the need to provide our students and faculty with relevant experience in a range of countries of particular interest for companies planning to develop their international business activities. ESIC has identified 5 different areas in its international strategy:

- Europe
- Latin America
- English- speaking countries (mainly UK and North America)
- Asia Pacific (mainly China)
- Africa/Middle East

Erasmus Programme: a key element of continuation in our international Strategy for ESIC

The opportunities provided under the Erasmus programme for student and staff mobility have been a key part of implementing our strategy for Europe, first through our partnership with the Universidad Rey Juan Carlos and, since 2010, with our own Erasmus Charter. We now have more than 140 academic partners in more than 70 countries providing a total of 700 outgoing and incoming places per year.

ESIC is ready to implement 3rd cycle programmes in addition to short and blended new ones. Other strategic objective is the participation in Research and European Universities projects, either leading consortiums or as participant in order to increase its international presence, mutual cooperation and cohesive educational offerings for both students and staff.

ESIC is in line with the European priorities:

- 1.-Inclusivity and diversity, offering transparency and opportunities to all students and staff on the values of tolerancy and equality, rejecting any kind of discrimination and providing with advising in mobility windows.
- 2.-Environmental sustainability and practices, encouraging more ecological transportation, creating sustainability awareness digitalizing processes to reduce carbon footprint.
- 3.-Digitalization itself, introducing Erasmus Without Paper for all communications among institutions, students and staff, stressing identification and authentication of students and using Erasmus+ new application

Target groups and objectives

Students and faculty benefit from exchange programmes, which provide useful international and intercultural insights and experience. Thanks to students and faculty those who are not in a position to spend an extended period abroad also benefit from the integration of many nationalities on our campus.

Students who take full advantage of the opportunities provided by these exchange programmes are in a much stronger position to make an effective contribution to the needs of companies to expand their international activities. In addition, enhancing their language skills, students develop their personal resilience and confidence to travel, work and live abroad; increasing their understanding and empathy with cultural diversity; and acquiring first-hand knowledge of a different country and culture. They acquire a set of skills, which make the students more employable and increase the contribution they make to their company and to the economy.

In addition, our community (students and teaching and administrative staff) are contributing to a cohesive but diverse European Education Area in order to develop better European citizens on the principles of equality and human rights as well as democracy. Those are the future and the strength of the European Union.