

MBA



GLOBAL MBA

[EUROPE + ASIA + AMERICA]

**TRAINING THE PROFESSIONALS DEMANDED
BY THE BUSINESS COMMUNITY FOR MORE THAN 50 YEARS:
THIS HAS BEEN, AND WILL CONTINUE TO BE,
OUR MISSION AS EDUCATORS.**

LEADING IN BUSINESS AND MARKETING TRAINING

We are one of the leading business schools in Spain, with an experience of over fifty years training business and marketing professionals. We strive to incentivize, promote, and maintain a direct relationship with the business environment in order to provide you with a practical academic training which focuses on the needs of the labor market. We offer training with values, to engage successfully as a highly qualified professional with excellent command and knowledge of the latest trends.

We are accredited and certified by the principal quality agencies and are members of the mail business and sectorial trade associations.



52,000+
ALUMNI



5 AREAS:
UNIVERSITY DEGREE /
GRADUATE / EXECUTIVE /
PUBLISHING HOUSE /
LANGUAGE SCHOOL



12 CAMPUSES IN SPAIN
+
2 CAMPUSES IN BRAZIL



AGREEMENTS WITH
120+
UNIVERSITIES

The quality of our programs is endorsed by national and international accreditations and certifications:



Rankings and awards

[latest positions in rankings]

ESIC systematically appears in most well-known international rankings of business education. This provides an external and objective recognition of the School's training quality over the last 50+ years.

Bloomberg
Businessweek

Bloomberg Business Week ranking of Best Business Schools 2016

ESIC's International MBA (IMBA) appears in the 28th position among International MBAs.



QS Return on Investment 2015

ESIC's MBAs stand out among 46 European MBA programs in this ranking; they appear in the top position in two of the six categories, 'employment within 3 months of graduation' and 'shortest payback period'. They also appear within the top 15 in most of the categories, and first in Spain in all areas except two in which it appears second and third. Details of key categories follow:

- Employed within 3 months of graduation, position 1,
- Shortest payback period, position 1,
- 10-year Return on Investment, position 8,
- 20-year Return on Investment, position 8,
- Fostering entrepreneurship, position 11,
- Salary uplift, position 15.



QS Global 250 Business Schools 2017

ESIC is ranked within the top 250 Business Schools in the world and more importantly one of the six "Top-Tier Employability" business schools in Europe.



QS Global 100 EMBA Ranking 2017

ESIC's EMBA appears in this ranking of the top 100 EMBA in the world, occupying the 29th position in Europe.



U-Multirank 2017/18

ESIC is positioned 30th among 492 higher education institutions for Graduate business studies in the world.



Poets & Quants 2016

ESIC's MBAs are included within the top 170 MBA programs in the world, ranked number 62 outside the US.



Youth Incorporated Global B-School Rankings 2017

ESIC is ranked within the top 100 MBAs in the world, and more importantly within the top 50 for Marketing (Master in Marketing Management, MIM), Finance (Master in Finance, MDF), and for the Executive MBA (EMBA).



America Economia MBA Global 2016

ESIC's MBAs appear 20th in the ranking of the best 49 programs for Latin American students.



CNN Expansion Ranking of the top international MBA programs 2017

The MBAs from ESIC are included in the elite of 77 international programs, occupying the 52nd position in this ranking.



Merco Talent & Companies report 2016

ESIC appears in the second position in education among the 5 most renowned Spanish Business Schools in the 2016 version of this ranking which measures the reputation and talent development of companies. In the same ranking, ESIC appears in the 46th position among the top 100 companies with the strongest reputation in Spain (2015).



El Mundo 2016 ranking of graduate programs

ESIC's Master in Marketing, Master in Advertising and Public Relations, Master in Human Resources and Organizational Development, and Master in International Trade & Business have been ranked in the top positions of their categories by El Mundo since 2012.

A UNIQUE MANAGEMENT TRAINING:

three continents, three business environments, three degrees

Europe + Asia + America

ESIC Business & Marketing School (ESIC), in collaboration with Shanghai International Studies University (SISU), and Florida International University Chapman School of Business (FIU), has designed a training experience for globally-focused professionals intended to provide a deep exposure to varied business practices, regulatory and cultural issues, and entrepreneurial environments. Over a full-time immersion of 18 months participants live, work, learn, and operate in the three continents that represent more than 80% of the world's economy.




Networking
+ cross-cultural experience
+ deep international immersion

By joining existing groups at each Institution participants are at the driving seat for working with like-minded professionals in each of the locations multiplying the opportunities for networking and cross-cultural awareness. The hands-on approach for learning in the three places contribute for the creation and development of diverse workgroups that reflect the reality of an increasingly borderless business world. Participants collaborate with classmates and faculty on multifaceted projects; they learn and work together.

Global Career Opportunities

Graduates from this program are equipped with a diverse toolkit to deal with a business environment that has been truly transformed by the forces of globalization to be a more interconnected and cross-cultural landscape.



GLOBAL **MBA** Experience [**IMBA ESIC + MBA SISU + MIB FIU**]

A truly international training provided by leading Business Schools in Europe, Asia, and America. Upon completion, participants receive three separate degrees **ESIC IMBA + SISU MBA + FIU MIB***.

*each university awards its degree independently.

GLOBAL MBA

CORE BUSINESS MODULES

MADRID

- Economics for Decision Making
- Accounting for Decision Making
- Management Information Systems
- Organizational Behavior
- Strategic Marketing
- Operations Management
- Strategic Management
- Managing Innovation
- Entrepreneurial Management
- International Business Management
- Business Ethics & CSR

SHANGHAI

- Human Resources Management
- Data Modelling & Decision Making
- Corporate Finance
- Electives
Three Electives (options vary each year)

SAMPLE LIST OF ELECTIVE UNITS OFFERED IN THE PAST

- Simulation
- Brand Management in Fashion and Luxury
- Public Relations
- International Finance
- Marketing for Specific Sectors and Products
- Value Creation and Sports Management
- Neuromarketing
- Designing Competitive Organizations in the Digital Ecosystem
- International Marketing off-line/on-line
- Managing intangibles
- International B2B
- New management skills in a VUCA world
- International Marketing
- Consumer Behavior in a digitized environment

MIAMI

- International Business Environment
- International Business Policy
- Global Financial Strategy
- Managing Global Production and Technology
- International Marketing
- International Business Law
- Two Electives
(options vary each semester)

**PROFESSIONAL
SKILLS
DEVELOPMENT**

**WORLD MARKETS
& INTRA/ENTREPRENEURSHIP
WORKSHOPS
-ONLY IN MADRID-**

**Dynamics
of Organizations**

Team Building

**Empowering
Creative Thinking**

**Developing
Effective Managers**

Leadership

**Understanding
China for Global
Managers**

Career Development

Chinese Language

**Emerging Themes
Europe
Asia
North America
Latin America
Africa**

**Current Economic
Situation
and Prospects**

**New Trends
in Consumption**

**Digital
Entrepreneurship**

**Digital Business
Model Generation**

**Agile Project
Management**

**Inbound Marketing
(in International Contexts)**

Growth Hacking

**Positioning and Apps
Monetization**

**Integrated
Management
& Critical Thinking**

Final Project

Hosts and Degrees

Europe/International Master of Business Administration (IMBA)

ESIC, Business&Marketing School

www.esic.edu/imba



ESIC is a leading business school specialized in marketing in Spain and systematically appears in most well-known international rankings of business education. It offers education from an international, integrated, comprehensive and global perspective. ESIC's IMBA is designed to enhance the management and leadership skills of businesswomen/men and provide them with the expertise to solve complex challenges in an increasingly globalized environment. ESIC's IMBA is accredited by the EFMD.



America/Master of International Business (MIB)

Florida International University (FIU)

<https://business.fiu.edu/graduate/international-business/index.cfm>



FIU's Chapman Graduate School of Business is South Florida's leading business school, accredited by AACSB, and consistently ranked among the top US schools in international business by Bloomberg Business Week, US News & World Report, America Economia, and CNN Expansion, among others. The School is renowned for its global perspective, faculty, and cutting-edge curriculum that reflects real-life business challenges; its MIB is one of the country's top-ranked international business programs, ranked #6 by US News & World Report (2016).



Asia/Master of Business Administration (MBA)
Shanghai International Studies University (SISU)

mba.shisu.edu.cn



SISU is positioned among the “Top 200 universities in BRICs countries” in the “QS University Ranking”, and is also one of China’s “100 key Universities for the 21st Century” (also known as Project 211). SISU MBA’s objective is to cultivate a new generation of global elites on the basis of oriental philosophy. Graduates from SISU have distinct and sustainable competencies, a global mindset, and the ability to integrate business knowledge with real-world experience while complying with business ethics and professionalism. SISU’s MBA is accredited by the EFMD.



An international dimension for professional careers

Participants benefit from the professional career services from the three institutions. ESIC, SISU, and FIU provide career services and resources to participants and help them to meet their career aspirations; this offers a golden opportunity to access the global labor market.

In particular, and subject to relevant regulations, participants have access to FIU's Optional Practical Training (employment that is directly related to a student's major or field of study, to be eligible students must have been on valid F-1 status for at least two consecutive semesters prior to application for practical training).



ESIC's Pozuelo de Alarcon Campus where the Madrid part of the Global MBA takes place.

A unique global network

ESIC, SISU, and FIU promote networking as a form of active feedback between the business world and academia. This becomes tangible in the organisation of conferences, talks, meetings, cultural visits, etc. supporting the development of relations to enhance participants' professional careers. In this context, the programme offers access to the combined alumni network from ESIC, SISU, and FIU, an extraordinary international web of students, professionals and renowned academics across the world.

At a glance



Student profile:

Entrepreneurs who want to broaden their knowledge of international business practices, re-orientate their career or update their management knowledge with a global focus.

In addition, participants should be passionate about the opportunities that globalization brings and the changes in the business environment that this is creating.



Teaching period:

Approximately 35% in Madrid, 30% in Shanghai, and 35% in Miami. The program starts early October with the IMBA in Madrid and finishes in early May of the following year in Miami. Depending on the calendar, there is no teaching in most of July and August.



Teaching methods:

Student-centred learning guided by educators, tutors, and mentors to understand, practice, reflect, and apply both subject-specific knowledge and transferable skills.

The aim is to create a virtuous cycle of action-feedback-analysis-action for participants. All the delivery is in English. Participants join the existing groups of the IMBA, MBA, and MIB in Madrid, Shanghai, and Miami respectively.



Final project:

The final project gives participants the opportunity to apply the knowledge and the experiences they have acquired to a real-world problem. Supported by faculty, participants will design, develop, and present individually a real business plan in China at the end of the program. The presentation takes place in mid-April of the following year.

Candidates can return to their home countries after finishing the teaching period, submit the project by post, and present it via Internet.



Degrees awarded upon completion:

International MBA from ESIC Business & Marketing School, MBA from Shanghai International Studies University, and Master of International Business from Florida International University.



pdu
PROFESSIONAL
DEVELOPMENT
UNIT



 **LANGUAGES**

ESIC Language School offers language training
(general and/or business oriented)
in French, Chinese, Spanish, and English.
The School is an official examination center for the most renowned
language examinations like DELE, TOEFL, or Cambridge.



52,000+
ALUMNI



Professional Development Unit

ESIC offers help and support for graduates in their professional development after finishing the program of studies. The Professional Development Unit is responsible for giving advice, services, and related resources to help participants and graduates to meet their career aspirations.

This service is available from the moment they enrol in the School until their retirement; i.e. graduates can use the Professional Development Unit during their whole professional life. Every academic year the Professional Development Unit processes more than 2,000 placements/internships and another 3,500 job opportunities.



Alumni

ADD

OPPORTUNITIES
BACKGROUND
EXPERIENCE
PEOPLE

The ESIC Alumni network was created in 1972. It aims to maintain, promote and strengthen professional links among ESIC's graduates and public and private organizations, and support the development and progress of their members and the institutions they belong to.

There are more than 52,000 former students working in different positions worldwide.



www.esic.edu/gmba

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