

ESIC: Internationalization in the mission statement

ESIC, one of the leading business schools in Spain, offers a range of undergraduate and postgraduate programmes in the areas of management, marketing, human resources and finance. 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 Strategy

Given the important role of international education and experience in the school'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 25 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 some undergraduate programmes.

At the same time, we have designed double degree Master's programmes, which include the possibility of studying part of the degree in a second country (China, United States, ...) and have also implemented a model of international development which involves offering our Master's programmes in other countries (Peru, Columbia, ...), in partnership with universities from the country in question 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.

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 4 different areas in its international strategy:

- Europe
- Latin America
- English- speaking countries (principally UK and North America)
- China

Erasmus Programmes : a key element of the international Strategy

The opportunities provided under the Erasmus programme for student and, to a lesser extent, 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 50 academic partners in 16 countries providing a total of 140 outgoing and incoming places per year.

Target groups and objectives

Students and faculty benefit from exchange programmes, which provide useful international and intercultural insights and experience. Thanks to incoming 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 to enhancing their language skills, students will have developed the personal resilience and confidence to travel, work and live abroad; increased their understanding and empathy with cultural diversity; and acquired first-hand knowledge of another country. 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.

Erasmus in ESIC

Due to the type of degree programmes offered there, the ERASMUS programme is available on two of our campuses: Madrid and Valencia (a range of other international agreements are available to students from all campuses).

Communication and Support

Given the importance of the ERASMUS programmes to our international strategy, they are given significant prominence in our communication to students, prospective students and to their parents and schools. This is done via web, intranet, brochures, school visits, and information sessions provided not only to all eligible students but also to all students (and their families) considering studying at ESIC.

Incoming and outgoing students are supported by the International Relations Department and specifically the Erasmus Coordinator (information, documents and advice) and by 4 academic coordinators (learning agreements).