INTERNATIONAL MBA
[IMBA]
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.

ESIC’s International MBA (IMBA) received the EPAS accreditation from the European Foundation for Management Development (EFMD) on February 2016. With this ESIC’s IMBA joined the elite of EFMD-accredited programs reinforcing the leadership of the School in the field of marketing and boosting the employability of its graduates. EPAS recognises and accredits the quality and the international level of business and management programs.

The IMBA is accredited by the Association of MBAs (AMBA) and the European Foundation for Management Development (EFMD-EPAS). Due to this ESIC’s IMBA is part of the elite of accredited MBA programs (less than 280 in the world) which strengthens its international positioning and boosts the employability of its graduates. Both AMBA and EFMD recognize and accredit the quality and the international level of business and management programs.

The quality of our programs is endorsed by national and international accreditations and certifications:
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 Business Week ranking of Best Business Schools 2017**
ESIC’s International MBA (IMBA) appears in the 27th 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,
- 10-year Return on Investment, position 8,
- Fostering entrepreneurship, position 11,
- Shortest payback period, position 1,
- 20-year Return on Investment, position 8,
- 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 seven “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 programs in the world, occupying the 29th position in Europe.

**U-Multirank 2017/18**
ESIC is positioned 29th among 492 higher education institutions for Graduate Business Studies in the world.

**Poets & Quants 2017**
ESIC has been recognized as the 61st best business school in the world delivering International MBA programs within the new edition of the “International MBA programs 2017” ranking. Among European business schools, ESIC is ranked in the 34th position.

**Youth Incorporated Global B-School Rankings 2018**
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 2017**
ESIC’s MBAs appear 18th in the ranking of the best 49 programs for Latin American students.

**CNN Expansion Ranking of the top international MBA programs 2018**
The MBAs from ESIC are included in the elite of 71 international programs, occupying the 42nd position in MBA and the 44th position in Executive MBA according to CNN Expasion.

**Merco Talent & Companies report 2017**
ESIC appears in the 3rd position in education among the 5 most renowned Spanish Business Schools in the 2017 version of this ranking which measures the reputation and talent development of companies. In the same ranking, ESIC appears in the 72nd position among the top 100 companies with the strongest reputation in Spain (2017).

**El Mundo 2017 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.
An innovative Dual MBA Degree program

Spain & Madrid
Spain is home to seven of the FT Global 500 companies and six of the Euro Stoxx 50. In addition, the country offers the opportunity to develop and strengthen business links with China and Latin America thanks to its close relationship with these regions. Madrid is a cosmopolitan city of great cultural and historical interest. It is also one of Europe’s largest cities and a major business and financial centre.

China & Shanghai
China, along with other emerging economies, is the main strategic objective of most multinational corporations as it has been widely accepted that they will be the drivers of growth in the next decade. In Shanghai, China’s largest city, participants will gain first-hand knowledge of the challenges and opportunities to be found in Asia, especially in China. It is a multicultural city and a major financial centre, dubbed the gateway for business in China.

IN A LEAGUE OF ITS OWN
ESIC + SISU. This strong partnership between two leading Chinese and European institutions is a beacon for globally-focused professionals to acquire the insight, expertise, networks, and mindset to become successful executives and managers in tomorrow’s business environment. This International MBA is for people looking for a truly international and global business career.
ESIC Business and Marketing School (ESIC) and Shanghai International Studies University (SISU) have joined forces to create a unique and pioneering International MBA for businesswomen/men designed to enhance their management and leadership skills and provide them with the expertise to solve complex challenges in an increasingly globalized environment. Upon completion, participants will receive two MBA degrees from two prestigious institutions: ESIC IMBA + SISU MBA.
STRUCTURE OF PROGRAM
INTERNATIONAL MBA [IMBA]

PILLARS

A place for the West and East to meet
In-depth understanding of Eastern and Western business practices to seize business opportunities in an increasingly complex global environment.

A program designed for borderless management and global elites
Strong emphasis on inter-cultural and cross-border management in a multi-national group to sharpen participants’ business vision.

First-hand global business experience
Participants become conversant with the reality and complexity of doing business in the West and East.
The Journey

**CORE BUSINESS MODULES**

- 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

**PROFESSIONAL SKILLS DEVELOPMENT**

- Dynamics of Organizations
- Team Building
- Empowering Creative Thinking
- Developing Effective Managers
- Leadership
- Understanding China for Global Managers
- Career Development
- Chinese Language

**WORLD MARKETS & INTRA/ENTREPRENEURSHIP WORKSHOPS**

- 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

**SUBJECT TO CHANGE**
Degrees awarded upon completion:
International MBA from ESIC Business and Marketing School and MBA from Shanghai International Studies University.

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. During the period in Shanghai, participants will join the MBA program at SISU.

Further double degree options:
After completing the teaching block in Shanghai, participants can continue their studies for 6 months at Florida International University (extra fees apply) and receive a Master of International Business.

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 globalisation brings and the changes in the business environment that this is creating.

Final project:
The final project gives participants the opportunity to apply the knowledge and the experiences they have acquired during the program, both in Europe and China, to a real-world problem.

Supported by faculty from ESIC and SISU, participants will design, develop, and present individually a real business plan in China at the end of the programme.

The submission takes place in September and the presentation in mid-April of the following year. Candidates can return to their home countries after finishing the teaching period at the end of June, submit the project by post, and present it via Internet.

Teaching period:
55% in Madrid and 45% in Shanghai.

Chinese Language course:
The programme includes a Chinese language course during the stay in Shanghai.
A strong partnership between leading business schools

ESIC, Business & Marketing School [Madrid]

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 Business & Marketing School has developed a strong presence in China with the aims of strengthening the curriculum of its programmes and also enhancing the career prospects of its graduates.

Shanghai International Studies University [Shanghai]

SISU is positioned among the “Top 200 universities in BRICs countries” by QS in its “QS University Ranking”, and is also one of China’s “100 key Universities for the 21st Century”. In this context, SISU MBA aims at cultivating a new generation of global elites on the basis of oriental philosophy. These professionals are expected to 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.

Global network and international dimension

A unique global network

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

An international dimension for professional careers

Participants will benefit from the professional career services from both institutions. ESIC and SISU 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.
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*SUBJECT TO CHANGE
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 60,000 former students working in different positions worldwide.
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.

**Encouraging entrepreneurship**

ESIC Entrepreneurship Center provides the environment, facilities, support, and advice for participants to develop their business ideas.

Around 7% of MBA graduates start their own business at graduation which places ESIC in the 1st position in Spain and 11th position in Europe in the creation of companies, according to QS.

**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.