

UNIVERSITY DEGREES



**THERE IS A GENERATION
DESTINED TO CHANGE THE WORLD**

**BUSINESS ADMINISTRATION | MARKETING | DIGITAL BUSINESS
COMMUNICATION/ADVERTISING & P.R. | INTERNATIONAL BUSINESS**

 **HESIC**
BUSINESS & MARKETING SCHOOL

Transforming people

THERE IS
A GENERATION
UNIVERSITY DEGREES
DESTINED TO
TRANSFORM
THE WORLD

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50+ YEARS TRAINING GLOBAL PROFESSIONALS IN BUSINESS, MARKETING AND DIGITAL ECONOMY

**Leaders in business
and marketing training in Spain**

ESIC is one of the leading business schools in Spain, with over fifty years of experience training business and marketing professionals.

We strive to incentivize, promote and maintain a direct relationship with the business environment in order to provide participants with practical academic training which focuses on the needs of the labor market, while offering training with values, so that our participants engage successfully as highly qualified professionals with excellent command and knowledge of the latest trends.

In addition, the quality of our programs is endorsed by national and international accreditation and certification institutions.

ESIC AT A GLANCE

60,000+ ESIC Alumni represent the largest business and marketing network of professionals in Spain

3 areas of activity: undergraduate studies, graduate studies and executive education

12 campus in Spain and strategic alliances in **5 continents**

Strategic agreements with 120+ universities in **40+** countries

Affiliated to public and private Spanish universities

Top ranked among the most important business and marketing rankings

ESIC, amongst the best Universities and Business Schools in the world:



ESIC in **Ranking U-Multirank 2018** university centres
TOP 5 IN SPAIN in Business Studies
TOP 25 IN THE WORLD in continuous training



TOP 6 in Spain
2nd PRIVATE UNIVERSITY in GLOBAL RANKING of spanish universities



youth incorporated
TOP 100 universities



ESIC is a member of the AACSB International Association www.aacsb.edu/about/

WHAT STUDY AT ESIC?

DIFFERENT SCHEDULE OPTIONS FOR OUR PROGRAMS

Choose your preference!

BACHELOR'S DEGREES

4 YEARS

BUSINESS ADMINISTRATION & MANAGEMENT

Madrid / Valencia.

MARKETING

Madrid / Barcelona / Valencia / Zaragoza.

DIGITAL BUSINESS

Madrid / Valencia.

COMMUNICATION/ADVERTISING & PUBLIC RELATIONS

Madrid / Valencia.

INTERNATIONAL BUSINESS

Valencia.

Add to your **BACHELOR'S DEGREE**
a **Specialised Diploma**¹:

+ Professional Skills

+ Herramientas Digitales y Multimedia **NEW**

DEGREE

4 YEARS

DIRECCIÓN DE MARKETING GLOBAL

Madrid / Barcelona / Sevilla / Málaga /
Pamplona / Granada.

GLOBAL MARKETING MANAGEMENT

Barcelona / Valencia.

+ BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION

EE.UU. Florida Atlantic University
Alemania Fachhochschule Dortmund
Francia ESSEC Business School
Reino Unido Derby University²

BACHELOR'S DEGREE + DEGREE

5 YEARS

BUSINESS ADMINISTRATION & MANAGEMENT

Madrid / Valencia.

MARKETING

Madrid / Barcelona / Valencia / Zaragoza.

DIGITAL BUSINESS

Madrid / Valencia.

COMMUNICATION/ADVERTISING & PUBLIC RELATIONS

Madrid / Valencia.

INTERNATIONAL BUSINESS

Valencia.



Add to your
BACHELOR'S DEGREE
a **Degree**¹:

+ GLOBAL MARKETING MANAGEMENT

+ MARKETING

+ DIGITAL BUSINESS

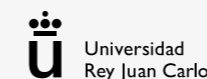
+ DATA SCIENCE **NEW**

+ ENTREPRENEURSHIP & INNOVATION **NEW**

¹ Consult degrees, itinerary and languages available by campus.
Degrees in Spanish, English or bilingual.

² Only available for students at ESIC Granada Campus

ESIC IS AFFILIATED TO PUBLIC AND PRIVATE UNIVERSITIES



Fundamentals to choose better:
IDENTIFY YOUR CAREER PATH....

DISCOVER YOUR DEGREE COURSE AT ESIC



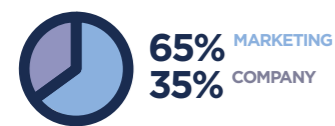
IF YOU RATHER STUDY MARKETING...

OR YOU RATHER STUDY ENTREPRENEURSHIP...



MARKETING 🇪🇸 🇬🇧

BUSINESS ADMINISTRATION & MANAGEMENT 🇪🇸 🇬🇧



DEFINES THE STRATEGIC LINES OF MARKETING AND COMMERCIAL POLICIES OF A COMPANY

TO PROVIDE STUDENTS WITH DEEP KNOWLEDGE ON EVERY AREA OF THE COMPANY AND ADDING VALUE TO THE DEVELOPMENT OF ANY BUSINESS STRATEGY IN ORDER TO IMPROVE AND OPTIMIZE RESULTS



- Participants who wish to develop their career in marketing or sales.
- Critical thinking.
- Leadership and creative capabilities.
- Interest in the use of new technologies.

- Interested in a company's global vision •
- Business management, financial management, sales and human management •
- Logical analytical capacity •
- Incorporate digital economy in business processes •



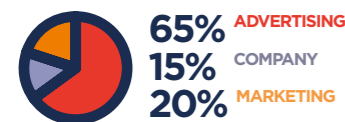
MADRID, BARCELONA, VALENCIA & ZARAGOZA

MADRID & VALENCIA



COMMUNICATION/ADVERTISING & P.R: 🇪🇸

DIGITAL BUSINESS 🇬🇧



TO PROVIDE STUDENTS WITH THE SKILLS TO MANAGE THE RELATIONSHIP BETWEEN COMPANIES, THEIR CLIENTS AND THE REST OF THE AGENTS INVOLVED, AS WELL AS MANY OTHER CAPABILITIES IN CREATIVITY, PLANNING, STRATEGY, DESIGN, AND ANALYSIS AND MEASUREMENT OF ADVERTISING CAMPAIGNS

PREPARE YOURSELF FOR THE CREATION AND MANAGEMENT OF DIGITAL COMPANIES, OR LEAD THE DIGITAL TRANSFORMATION OF THOSE COMPANIES GETTING INTO THE DIGITAL WORLD



- Creative capabilities.
- Digital mindset and omnichannel
- An international and global vision of communications.
- Leadership and teamworking capabilities.

- Attracted by technology •
- Participants who wish to develop their career at international level •
- Business leadership and entrepreneurial spirit •
- Interest in improving the company's efficiency by digitalizing its processes •



MADRID & VALENCIA

MADRID & VALENCIA



GLOBAL MARKETING MANAGEMENT 🇪🇸 🇬🇧

INTERNATIONAL BUSINESS 🇬🇧



TO TRAIN STUDENTS INTO HIGHLY-QUALIFIED MARKETING, SALES AND DIGITAL AREA PROFESSIONALS THAT ARE ABLE TO MEET THE DEMANDS OF THE LABOR MARKET

TO PROVIDE STUDENTS WITH A HIGH-QUALITY TRAINING SO THAT THEY CAN DEVELOP THE INTERNATIONALIZATION PROCESS OF THE COMPANY, AS WELL AS CREATING AND MANAGING COMPANIES OPERATING OVERSEAS



- Participants who wish to develop their career in marketing and/or sales at international level.
- With an entrepreneurial spirit and creative capacity.
- Interested in Business Digital Environment.
- Leadership and teamworking capabilities.

- Participants who wish to develop their career at international level •
- Leadership capabilities •
- Diversity and multicultural awareness •
- Language skills •



MADRID, BARCELONA, VALENCIA, SEVILLA, MÁLAGA, PAMPLONA & GRANADA

VALENCIA



ENTREPRENEURSHIP

Udip
UNIDAD DE DESARROLLO PROFESIONAL

PRÁCTICAS EN EMPRESA
CARRERAS PROFESIONALES
EMPRESARIADO
ALUMNI

ESIC
BUSINESS MARKETING



WE PROVIDE STUDENTS WITH THE SKILLS AND KNOWLEDGE TO WORK IN THE BEST COMPANIES IN THE WORLD

www.esic.edu/empleabilidad



INTERNSHIP OPPORTUNITIES

1,600 (INTERNSHIPS GRANTED	94% PAID INTERNSHIPS	30% STUDENTS HIRED AFTER INTERNSHIPS	2x POSSIBILITY OF EXTENDING THE INTERNSHIP PERIOD	+30% STUDENTS HAD THEIR CONTRACT RENEWED TO EXTEND THEIR INTERNSHIP AND WORK
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We promote the employment of our students by encouraging them to apply, during their internships, the practical academic training obtained in the School.

After the third year, classes are taken in the afternoon and internships in the morning.

CAREER ADVICE

2,000 (JOB OPPORTUNITIES MANAGED BY ESIC YEARLY	93% EMPLOYMENT RATE OF OUR STUDENTS	21% INTERNATIONAL JOB OPPORTUNITIES	90% OF OUR STUDENTS HAVE BEEN EMPLOYED IN LESS THAN 6 MONTHS	75% OF OUR STUDENTS WORK AT A MULTINATIONAL COMPANY
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Companies demand highly-qualified professionals in business, marketing, advertising, sales and digital economy. Besides academic training, it is also important to speak multiple languages, to be able to travel and to demonstrate entrepreneurial spirit, motivation and creativity

ENTREPRENEURSHIP CENTER



ESIC creates, promotes and integrates activities towards encouraging entrepreneurship, and offers support and training.

ESIC develops activities and programs in the area of company creation to support the business initiatives of ESIC students and alumni and to contribute towards their consolidation.



ADD

OPPORTUNITIES
BACKGROUND
EXPERIENCE
PEOPLE

You will be supported throughout your entire working life through **ESIC Alumni**, the largest network of former students of business, marketing, communication and digital economy, in Spain.

You will have a **FREE EMPLOYMENT DATABASE** throughout your professional life.

INTERNATIONAL MOVILITY PROGRAMS

as an ESIC student you will have the possibility to complete your training abroad during a **semester** or **academic year**, and to validate your studies through

5

DIFFERENT PATHWAYS

Erasmus+ / Munde ESIC / Horizon / Degree+* / Terra

Erasmus+

Internship and Academic Mobility programs within the **European Education Area** subsidized by the European Union.

Degree+*

Mobility programs aimed at **taking the last year of the degree abroad** to obtain a degree given by the host country

Horizon

movility programs where the tuition fees are established by the host university / specific economic conditions without geographic limitations

Munde ESIC

Mobility programs in universities that are not in the European Education Area

Terra

Specific Mobility programs based academic recognition in educational institutions around the world.

BACHELOR'S DEGREES

ESIC DEGREES

REQUIREMENTS

having successfully passed the 1st academic course in the moment of applying

language certification that accredits a **minimum level of B2** in the language in which the mobility program will be developed, and in some cases, a specific certification required by the host university.

* in order to participate in this mobility program, it is necessary to have successfully passed the three previous academic years.

BROADEN YOUR MIND, MULTIPLY YOUR EMPLOYMENT

120+ agreements WITH UNIVERSITIES NATIONAL & INTERNATIONAL



AGREEMENTS IN 40+ COUNTRIES IN 5 CONTINENTS



STUDY TOURS



500+ STUDENTS IN INTERNATIONAL MOBILITY PROGRAMS EVERY YEAR



ESIC
International Office

CHANGING LIVES
OPENING MINDS

ESIC LANGUAGES

ESIC Languages School offers language training in English to help you get your language capabilities accredited. The School is an official examination center for the most renowned language examinations like DELE, TOEFL, or Cambridge.



We teach courses in several languages, as well as Spanish as a second language for foreigners. We help you improve and perfect your level with internships and language courses abroad.

www.esic.edu/idiomas

- GERMANY
- A.R.Y. MACEDONIA
- ARGENTINA
- AUSTRALIA
- AUSTRIA
- BELGIUM
- BRAZIL
- CANADA
- CHILE
- CHINA
- COLOMBIA
- SOUTH KOREA
- CROATIA
- DENMARK
- U.S
- SLOVAKIA
- SLOVENIA
- ESTONIA
- FINLAND
- FRANCE
- GREECE
- HUNGARY
- IRELAND
- ITALY
- LATVIA
- LITHUANIA
- LUXEMBOURG
- MOROCCO
- MEXICO
- NORWAY
- NETHERLANDS
- PERU
- POLAND
- PORTUGAL
- PUERTO RICO
- UK
- CZECH REPUBLIC
- ROMANIA
- RUSSIA
- SWEDEN
- TAIWAN
- TURKEY
- VENEZUELA



ICAS EN EMPRESAS
EMPRENDIMIENTO

LEAD ANY CHALLENGE
WITHIN THE **COMPANY**

BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION & MANAGEMENT

The main objective of the **Bachelor's Degree in Business Administration and Management** is to train professionals to perform management, advisory and evaluation tasks in production and service organizations.

These tasks can be carried out in the global sphere of the organizations or in any of its functional areas.

In addition, ESIC provides you with specific training complements thanks to the combination of the degree with specialization diplomas and private degrees, which will make your training one of the most qualified in the national and international market.



STUDENT PROFILE:

- INTERESTED IN THE GLOBAL VISION OF THE COMPANY.
- BUSINESS MANAGEMENT, FINANCIAL MANAGEMENT, COMMERCIAL AND PEOPLE MANAGEMENT.
- LOGICAL-ANALYTICAL CAPACITY.
- INCORPORATION OF THE DIGITAL ECONOMY IN BUSINESS PROCESSES.



CAREER OPPORTUNITIES:

- SALES MANAGER
- HUMAN RESOURCES MANAGER
- FINANCE MANAGER
- PROJECT MANAGER
- BRAND MANAGER
- PRODUCT MANAGER
- BUSINESS PLANNING MANAGER
- FINANCIAL ADVISOR
- MARKETING MANAGER
- BUSINESS INTELLIGENCE ANALYST
- CUSTOMER RELATIONSHIP MANAGER
- KEY ACCOUNT MANAGER
- BUSINESS DEVELOPMENT MANAGER
- TRADE MARKETING MANAGER
- E-COMMERCE MANAGER

STUDY PLAN
BUSINESS
ADMINISTRATION
& MANAGEMENT



80% BUSINESS
20% MARKETING

BBAM FIRST YEAR

CR	S	TP	
6.0	S1	BE	ECONOMIC HISTORY
6.0	S1	COM	CORPORATE MATHEMATICS
6.0	S1	BE	INTRODUCTION TO CORPORATIONS I
6.0	S1	BE	PROFESSIONAL ETHICS, BASIC PRINCIPALS OF LAW AND EQUALITY (PROFESSIONAL ETHICS)
6.0	S1	BE	HISTORY OF SPANISH INSTITUTIONS (HUMANITIES)
6.0	S2	BE	INTRODUCTION TO ECONOMICS
6.0	S2	COM	FINANCIAL MATHEMATICS
6.0	S2	COM	INTRODUCTION TO CORPORATIONS II
6.0	S2	BE	MERCANTILE LAW
6.0	S2	BE	COMPUTER SCIENCE APPLIED TO CORPORATIONS

60,0 ECTS FIRST YEAR

BBAM SECOND YEAR

CR	S	TP	
6.0	A	BE	CHINESE
6.0	S1	BE	INTRODUCTION TO MARKETING AND COMMUNICATIONS AT THE COMPANY
6.0	S1	COM	FINANCIAL ACCOUNTING I
4.5	S1	COM	MICRO-ECONOMICS
6.0	S1	COM	CORPORATE STATISTICS I
6.0	S1	BE	CORPORATE SOCIOLOGY
4.5	S2	COM	FINANCIAL ACCOUNTING II
6.0	S2	COM	PRODUCTION MANAGEMENT
4.5	S2	COM	MACRO-ECONOMICS
6.0	S2	COM	CORPORATE STATISTICS II
4.5	S2	COM	MARKETING MANAGEMENT

60,0 ECTS SECOND YEAR

BBAM THIRD YEAR

CR	S	TP	
4.5	S1	COM	CORPORATE TAXATION
6.0	S1	COM	STRATEGIC MANAGEMENT AND CORPORATE POLITICS I
4.5	S1	COM	ANALYTICAL ACCOUNTING
4.5	S1	COM	COMMERCIAL MANAGEMENT
6.0	S1	COM	FINANCIAL MANAGEMENT I
4.5	S1	COM	CORPORATE DECISION METHODS
4.5	S2	COM	MANAGEMENT INFORMATION SYSTEMS
6.0	S2	COM	STRATEGIC MANAGEMENT AND CORPORATE POLITICS II
4.5	S2	COM	HUMAN RESOURCES
6.0	S2	COM	FINANCIAL MANAGEMENT II
4.5	S2	COM	BALANCE ANALYSIS
4.5	S2	COM	NATIONAL AND INTERNATIONAL ECONOMIC ENVIRONMENT OF THE FIRM

60,0 ECTS THIRD YEAR

BBAM FOURTH YEAR

CR	S	TP	
6.0	S1	COM	LABOUR LAW
4.5	S1	EL	ELECTIVE 1
4.5	S1	EL	ELECTIVE 2
4.5	S1	EL	ELECTIVE 3
4.5	S1	EL	ELECTIVE 4
6.0	S1	COM	ACADEMIC RECOGNITION OF CREDITS
24	A	COM	EXTERNAL PRACTICES
6.0	A	COM	END OF DEGREE PROJECT

60,0 ECTS FOURTH YEAR

240 TOTAL ECTS

ELECTIVES BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION FOURTH YEAR

ELECTIVES: OPERATIONS MANAGEMENT IN SERVICES CORPORATION / BUSINESS SIMULATOR / ENTREPRENEURSHIP / ORGANIZATIONAL BEHAVIOR AND DESIGN / ADMINISTRATIVE LAW IN REGULATED SECTORS / ECONOMETRICS / INTERNATIONAL ECONOMIC ANALYSIS / FINANCIAL SYSTEM IN SPAIN / CORPORATE ACCOUNTING / GLOBAL AND INTERNATIONAL MARKETING / SECTORIAL MARKETING / CORPORATE ASSESSMENT AND ACQUISITION

PROGRAMS SUBJECT TO CHANGE.

PATHWAYS

CHECK OPTIONS FOR CAMPUS

4 YEARS

Madrid / Valencia

Bachelor's Degree in Business Administration & Management

+ DIPLOMA IN

- > Professional Skills
- > Digital Tools and Multimedia

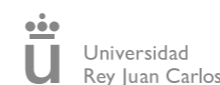
5 YEARS

Madrid / Valencia

Bachelor's Degree in Business Administration & Management

+ DEGREE

- > GLOBAL MARKETING MANAGEMENT
- > DATA SCIENCE
- > ENTREPRENEURSHIP & INNOVATION



ESIC teaches this degree as an affiliated centre to the Rey Juan Carlos universities in Madrid and Miguel Hernández in Valencia.

Abbreviations: P Own qualification CR Credits S Term TP Type of subject C Core COM Compulsory EL Elective PA Specific to the DIPS

Add one of these two specialization diplomas to your official degree:

4 YEARS DIPLOMA IN **PROFESSIONAL SKILLS**

FIRST YEAR

CHINESE I / CHINESE II

12,0 TOTAL CREDITS FIRST YEAR

SECOND YEAR

MULTIMEDIA SOFTWARE / ANTHROPOLOGY / CHINESE III

12,0 TOTAL CREDITS SECOND YEAR

THIRD YEAR

CREATION OF DIGITAL SPACES / CRITICAL THINKING /

MARKET RESEARCH / CHRISTIAN SOCIAL THINKING /

CREATIVE MINDSET

12,0 TOTAL CREDITS THIRD YEAR

FOURTH YEAR

MINDLAB / BUSINESS ETHICS / LEADERSHIP / THE DIGITAL ME

12,0 TOTAL CREDITS FOURTH YEAR

48 TOTAL CREDITS

4 YEARS DIPLOMA IN **DIGITAL TOOLS AND MULTIMEDIA** NEW

FIRST YEAR

PROJECT PLANNING: MS PROJECT / DIGITAL IMAGE

EDITING: PHOTOSHOP / VECTORIAL DESIGN AND

COMPUTER GRAPHICS: ILLUSTRATOR / AUDIOVISUAL

NARRATIVE AND VIDEO EDITING: PREMIERE

12,0 TOTAL CREDITS FIRST YEAR

SECOND YEAR

MOTION GRAPHICS AND 3D: AFTER EFFECTS /

INFORMATION ARCHITECTURE AND UX: INVISION, XD,

OPTIMIZE 360 / WEB DESIGN: WORDPRESS /

ANTHROPOLOGY

12,0 TOTAL CREDITS SECOND YEAR

THIRD YEAR

SEO, SEM AND ASO: GOOGLE TOOLS, SEMRUSH,

SISTRIX / ECOMMERCE DESIGN: PRESTASHOP,

MAGENTO / SEO AUDITING: SCREAMMING FROG, SEO

META IN ONE CLICK / CHRISTIAN SOCIAL THOUGHT

12,0 TOTAL CREDITS THIRD YEAR

FOURTH YEAR

DATA DISPLAY IN BSS INTELLIGENCE: POWERBI,

TABLEAU / CUSTOMER MANAGEMENT AND

COMMUNITY MANAGEMENT: SALES FORCE / BUSINESS

ETHICS / FINAL PROJECT DIPLOMA

12,0 TOTAL CREDITS FOURTH YEAR

48 TOTAL CREDITS

URJC students taking the Bachelor's Degree in Business Administration will be able to obtain the ESIC's Diploma in Professional Skills or ESIC's Diploma in Digital Tools and Multimedia by taking **48 additional credits**.

Add one of these Degrees to your official degree:

5 YEARS DEGREE IN **GLOBAL MARKETING MANAGEMENT**

CR S TP

6,0 S1 P CHINESE I

3,0 S1 P ANTHROPOLOGY

6,0 S2 P CHINESE II

3,0 S2 P CRITICAL THINKING

18,0 TOTAL CREDITS FIRST YEAR

3,0 S1 P CREATIVE MINDSET

6,0 S1 P CHINESE III

4,5 S2 P SCIENTIFIC INVESTIGATION

3,0 S2 P MULTIMEDIA SOFTWARE

16,5 TOTAL CREDITS SECOND YEAR

3,0 S1 P CREATION OF DIGITAL SPACES

3,0 S1 P DIGITAL ENVIRONMENT

4,5 S1 P MARKET RESEARCH

3,0 S2 P CHRISTIAN SOCIAL THINKING

4,5 S2 P TREND SEARCH AND ANALYSIS

18,0 TOTAL CREDITS THIRD YEAR

3,0 S2 P BUSINESS ETHICS

3,0 S2 P LEADERSHIP

3,0 S2 P DIGITAL FOOTPRINT

4,5 S2 P CONSUMER BEHAVIOR

4,5 S2 P PRODUCT MANAGEMENT

4,5 S2 P PRICING

22,5 TOTAL CREDITS FOURTH YEAR

3,0 S1 P DIGITAL REALITY

4,5 S1 P TRADE & RETAIL MARKETING

4,5 S1 P BUSINESS COMMUNICATION

4,5 S1 P SALES FORECASTING

4,5 S1 P DIGITAL MARKETING STRATEGIES

4,5 S1 P MARKETING INTELLIGENCE

4,5 S1 P DIGITAL MARKETING METRICS & ANALYTICS

3,0 S2 P MINDLAB

3,0 S2 P GLOBAL MINDSET

4,5 S2 P GLOCAL MARKETING

3,0 S2 P CUSTOMER MARKETING

3,0 S2 P BUSINESS INNOVATION

4,5 S2 P DATA DRIVEN MARKETING

4,5 S2 P E-MARKETS

4,5 S2 P MARKETING PLAN

60,0 TOTAL CREDITS FIFTH YEAR

135 TOTAL CREDITS

Students enrolled in the Official Degree in Business Administration by URJC will in turn receive ESIC's Degree in Global Marketing Management, granting **135 additional credits** to those already obtained in the Official Degree syllabus.

QUALIFICATION OBTAINED:

Bachelor's Degree in Business Administration + Degree in Global Marketing Management

5 YEARS **TÍTULO SUPERIOR EN DATA SCIENCE** TAUGHT IN SPANISH NEW

CR S TP

3,0 S1 P TECNOLOGÍA EN CIENCIA DE DATOS I: ARQUITECTURA DE SISTEMAS

3,0 S1 P ORGANIZACIÓN Y GESTIÓN DE DATOS I: BASE DE DATOS

3,0 S1 P ANTROPOLOGÍA

3,0 S2 P TECNOLOGÍA EN CIENCIA DE DATOS II: ARQUITECTURA DE DATOS

3,0 S1 P ORGANIZACIÓN Y GESTIÓN DE DATOS II:

CURACIÓN DE CONTENIDOS

3,0 S2 P ESPÍRITU CRÍTICO

18,0 TOTAL CRÉDITOS PRIMER CURSO

4,5 S1 P PROGRAMACIÓN PARA CIENCIA DE DATOS I: JAVA / SQL

3,0 S1 P PROGRAMACIÓN DE CIENCIA DE DATOS II: PHYTON

3,0 S2 P PENSAMIENTO SOCIAL CRISTIANO

6,0 S2 P MODELACIÓN ESTADÍSTICA CON R

16,5 TOTAL CRÉDITOS SEGUNDO CURSO

4,5 S1 P VISUALIZACIÓN Y PERSPECTIVA DE DATOS

3,0 S1 P ÉTICA EMPRESARIAL

6,0 S2 P MODELOS PREDICTIVOS I: PATRONES DE CONSUMO

4,5 S2 P SOFTWARE AS A SERVICE (SAS)

18,0 TOTAL CRÉDITOS TERCER CURSO

6,0 S2 P BUSINESS INTELLIGENCE

6,0 S2 P CLOUD SERVICES PROVIDERS

4,5 S2 P DATA DRIVEN CORPORATIONS:

GESTIÓN DE DATOS DE SENSIBILIDAD MEDIA

6,0 S2 P APLICACIONES BIG DATA I:

IMPLEMENTACIÓN DE PROYECTOS DE BIG DATA I

22,5 TOTAL CRÉDITOS CUARTO CURSO

6,0 S1 P APLICACIONES BIG DATA II:

IMPLEMENTACION DE PROYECTOS DE BIG DATA II

6,0 S1 P APLICACIONES BIG DATA III: BIG DATA EN LA INDUSTRIA 4.0

6,0 S1 P DATA DRIVEN CORPORATIONS II:

GESTIÓN DE DATOS DE ALTA SENSIBILIDAD

6,0 S1 P APLICACIONES BIG DATA IV: IDENTIFICACIÓN DE BLACK OPS

6,0 S1 P INTELIGENCIA ARTIFICIAL Y REDES NEURONALES

6,0 S2 P MODELIZACIÓN DE VARIABLES CATEGÓRICAS

6,0 S2 P MODELOS PREDICTIVOS II: PATRONES DE ABANDONO ON-LINE

6,0 S2 P MODELOS PREDICTIVOS III: OPINIÓN PÚBLICA Y CONSENTIMIENTO

6,0 S2 P PROCESAMIENTO DEL LENGUAJE NATURAL: CHAT-BOTS

6,0 S2 P NEUROMARKETING ANALÍTICO

60,0 TOTAL CRÉDITOS QUINTO CURSO

135 TOTAL CRÉDITOS

Students enrolled in the Official Degree in Business Administration by URJC will in turn receive ESIC's Título Superior en Data Science granting **135 additional credits** to those already obtained in the Official Degree syllabus.

QUALIFICATION OBTAINED:

Bachelor's Degree in in Business Administration + Título Superior en Data Science

5 YEARS DEGREE IN **ENTREPRENEURSHIP & INNOVATION** NEW

CR S TP

6,0 S1 P CHINESE I

3,0 S1 P BUSINESS MODELS I: PRODUCT-MARKET FIT

6,0 S2 P CHINESE II

3,0 S2 P AGILE METHODOLOGIES

18,0 TOTAL CREDITS FIRST YEAR

3,0 S1 P BUSINESS MODELS II: SOCIAL ENTREPRENEURSHIP

3,0 S1 P ENTREPRENEURIAL ECOSYSTEM I

3,0 S1 P CRITICAL THINKING

3,0 S2 P CHRISTIAN SOCIAL THOUGHT

4,5 S2 P NEGOTIATION AND SELLING METHODS

16,5 TOTAL CREDITS SECOND YEAR

4,5 S1 P PERSONAL COMPETENCES I: PERSONAL BRAND & NETWORKING

3,0 S1 P BUSINESS MODELS III: INTRAPRENEURSHIP

3,0 S2 P ANTHROPOLOGY

3,0 S2 P ENTREPRENEURIAL ECOSYSTEM II: FINANCE AND LAW

4,5 S2 P NARRATIVE METHODS

18,0 TOTAL CREDITS THIRD YEAR

3,0 S2 P BUSINESS ETHICS

3,0 S2 P BUSINESS MODELS IV: GO TO MARKET

3,0 S2 P PERSONAL COMPETENCES II: LEADING, SELF-MANAGING

AND MANAGING TEAMS

3,0 S2 P ENTREPRENEURIAL ECOSYSTEM III: PRESENCE AL TRADE

FAIRS, COMPANIES, BOOTCAMPs AND AWARDS

4,5 S2 P E-MARKETS

6,0 S2 P ESIC GARAGE I: COACH IN TEAMS

22,5 TOTAL CREDITS FOURTH YEAR

6,0 S1 P DIGITAL PRODUCTION I

4,5 S1 P GLOBAL INNOVATION:

STRUCTURE, PRODUCT AND PROCESSES

3,0 S1 P ELECTIVE SUBJECT I

4,5 S1 P ELECTIVE SUBJECT II

12,0 S1 P ESIC GARAGE II: COACH IN TEAMS

4,5 S2 P ELECTIVE SUBJECT III

3,0 S2 P PERSONAL COMPETENCES III: DEBATING, PUBLIC SPEAKING

AND INTERPRETATION TECHNIQUES

6,0 S2 P DIGITAL PRODUCTION I

4,5 S2 P GLOBAL MINDSET

12,0 S1 P ESIC GARAGE III: COACH IN TEAMS

60,0 TOTAL CREDITS FIFTH YEAR

135 TOTAL CREDITS

Students enrolled in the Official Degree in Business Administration by URJC will in turn receive ESIC's Degree in Entrepreneurship & Innovation, granting **135 additional credits** to those already obtained in the Official Degree syllabus.

QUALIFICATION OBTAINED:

Bachelor's Degree in in Business Administration + Degree in Entrepreneurship and Innovation



What about you?

Will you enjoy the

GENERATION ESIC?

GENERATION





It is the moment to believe in yourself, to choose the differentiating path, show the world what you are capable of...
talent / involvement / commitment / excellence...

MORE THAN A UNIVERSITY

We organize the biggest event in University...

8 campus **3,500+** students



MEET Forum on employability and entrepreneurship that brings together national and international entrepreneurs, and companies where you can share experiences, attend lectures and participate in selection processes.



We create the competition's MOST IMPORTANT FROM ACADEMIA

5,000+ participants	2,150 teams	881 universities and business schools	89 countries
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ENTREPRENEURS

We help you start your business projects

we generate, promote and integrate the actions for the promotion of entrepreneurship, providing support and training. We develop activities such as meetings, forums, investors, hubs, simulators, accelerator projects, etc, in order to make your business idea become a reality.



A new space to live unique learning experience based on the possibilities of Robotics and disruptive technologies.

You will master the tools that are already transforming the present and will mark the future of the business.



A different way to approach the business reality in the classroom

Enjoy **masterclasses** where we address cutting edge and relevant issues through the experience of professionals and industry experts, professors or prestigious speakers.



CONTESTS & COMPETITIONS

- Excellence awards
- Entrepreneurship
- Carem
- ESICrea
- Aster Award for research
- Debate Club



PUBLISHING

Own specialized publishing
We have our own publishing branch, providing the **research and dissemination economy, business, marketing**, etc. Our editorial background, in constant renovation, has more than **500 published titles** whose authors are mainly in academia or professionals, expert members of our business environment.

CERTIFICATIONS...

- OWN **QUANTY LAB NEUROMARKETING**
- MULTIMEDIA TOOLS
- DIGITAL TOOLS



**OUTDOORS
WELCOME**



**SELF-SERVICE
& CAFETERIA**

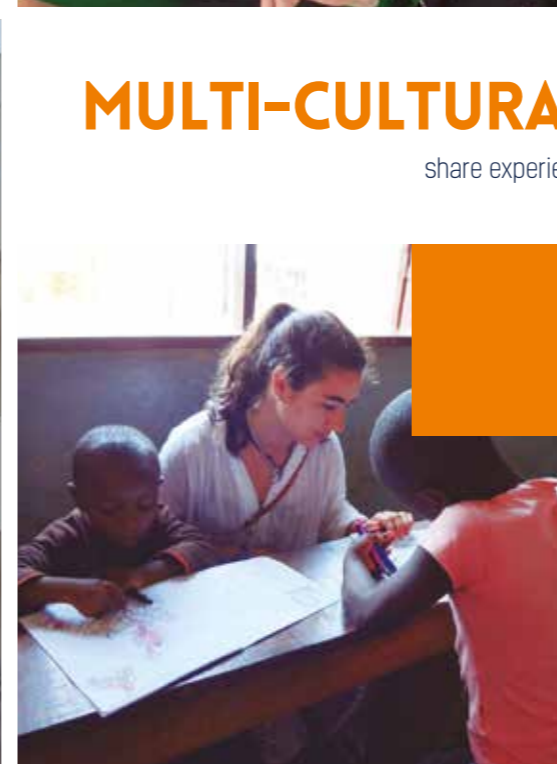
we have a cafeteria and self-service area with menus specially prepared for students.



Many experiences from
AROUND THE WORLD...



**PUBLIC COLLEGE
LIBRARY**



CAMPUS

MULTI-CULTURAL CLASSROOM

share experiences with student from all over the world.



Volunteer groups that allow students to grow by helping others, learn about other realities and actively participate in the rebuilding of a better world.

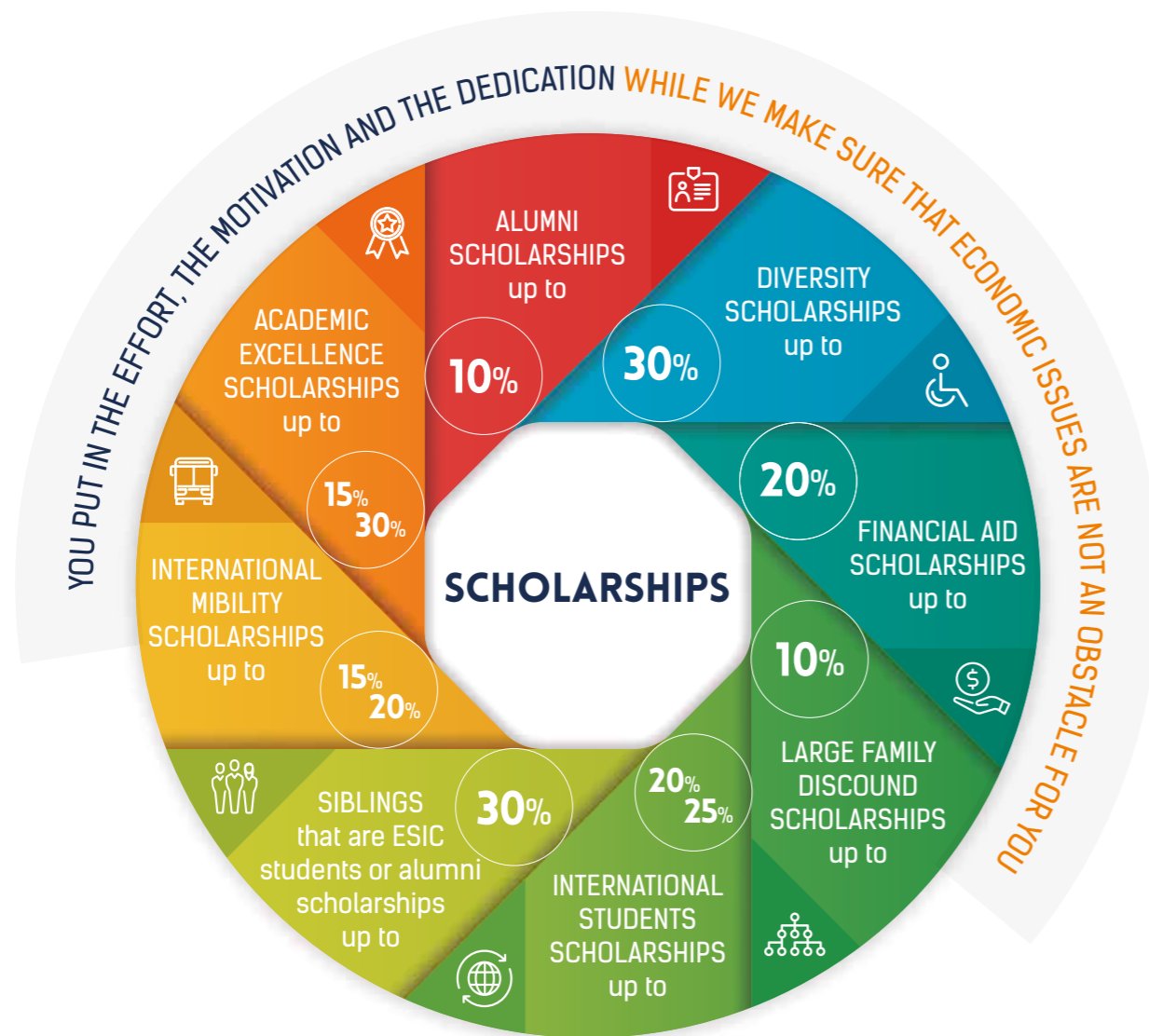
GIVING BACK PROJECTS

SPORTS CLUB



LIFE!

SCHOLARSHIPS AND FINANCIAL AID PLAN



Find all the information and requirements about our scholarships at:

www.esic.edu/grado/becas-ayudas

THERE IS
A GENERATION
UNIVERSITY DEGREES
DESTINED TO
TRANSFORM
THE WORLD

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