

**MBAs**  
30+ YEARS TRAINING



# GLOBAL MASTER IN BUSINESS ADMINISTRATION [GMBA]



**FIU** | Business  
FLORIDA INTERNATIONAL UNIVERSITY



上海外国语大学  
SHANGHAI INTERNATIONAL STUDIES UNIVERSITY

**ESIC**  
BUSINESS & MARKETING SCHOOL

*Transforming people*







## 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.

### 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.

### 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.



Internationally Accredited by  
AMBA and EPAS

3 continents

3 Business environment

3 degree

Cross-cultural experience

Entrepreneurial environment

## 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

- **Economic Models & Economic Systems**  
*Economics for Decision Making*
  - **Stakeholders Value & Financial Measurement. The Triple Bottom Line**  
*Accounting for Decision Making*
  - **Big Data & Analytics Management**  
*Management Information Systems*
  - **Managing Market-Oriented & Responsible Organizations**  
*Organizational Behavior*
- **Understanding Markets and Consumers**  
*Strategic Marketing*
  - **Delivering Value Online/Offline**  
*Operations Management*
  - **Defining & Developing Unique Differentiation and Business Models**  
*Strategic Management*
  - **Innovating in a Disruptive Environment**  
*Managing Innovation*
- **Trends in Work Models**  
*Entrepreneurial Management*
  - **Growth and Value Generation Beyond Home**  
*International Business Management*
  - **Global Corporate Citizenship**  
*Business Ethics & CSR*

- **Enhancing Diverse Talents and Human Capital**  
*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

- **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

- Dynamics of Organizations**
  - Team Building**
  - Empowering Creative Thinking**
  - Developing Yourself**  
*Developing Effective Managers*
- Responsible Leadership and the Art of Decision Making**  
*Leadership*
  - Understanding China for Global Managers**
  - Career Development**
  - Chinese Language**
- Becoming a Global & Ethical Manager**

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

- 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**

- Critical Thinking, Problem Solving & Independent Learning**  
*Integrated Management & Critical Thinking*
  - Final Project**

SUBJECT TO CHANGE

## 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 FIU Chapman Graduate School of Business.



## 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 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.





MADRID  
SHANGHAI  
MIAMI

GLOBAL MBA







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 1<sup>st</sup> position in Spain and 11<sup>th</sup> position in Europe in the creation of companies, according to QS.

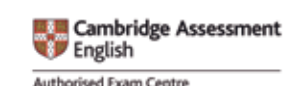


ESIC Language School offers language training (general and/or business oriented) in French, Chinese, Spanish, and English. The School is an official examination center for the most renowned language examinations like DELE, TOEFL, or Cambridge.



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.**



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