

STUDENT *Guide*



MAKE A DIFFERENCE

GRADUATE STUDIES

MADRID / 2017-2018



BUSINESS & MARKETING
ENTREPRENEURSHIP
INTERNATIONAL EXPOSURE
DIGITAL ECONOMY
EXCELLENCE
EMPLOYABILITY

Madrid • Barcelona • Valencia • Sevilla • Zaragoza • Málaga • Galicia • Navarra • Bilbao • Granada

 **ESIC**
BUSINESS & MARKETING SCHOOL



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Welcome

The main goal of this guide is to help you learn about the services ESIC has to offer to graduate students.

ESIC Business & Marketing School is a private institution founded in 1965 by the religious congregation Priests of the Sacred Heart of Jesus. ESIC is a leading business school in Spain specialized in business, marketing, and digital economy.

ESIC's graduate studies offer a wide variety of programs such as MBAs, Masters' degree, Dual Degrees, Certificates, and Diplomas. They are precisely designed to provide participants a holistic view of the current business environment, as well as the possibility to get an in-depth understanding of concrete aspects that enrich the students' professional development and facilitate its practical application.

Our culture is based on 5 values that allow us to stand out.

EXCELLENCE

WE ASK FOR MORE. WE DEMAND MORE. TO BE TODAY BETTER THAN YESTERDAY. TO ACHIEVE OUR CHALLENGES, TO OVERCOME THEM.

STAKEHOLDERS ORIENTATION/ SERVICES

WE MAKE EVERY DAY, OUR EFFORT TO OFFER YOU THE BEST SERVICE TO ACHIEVE YOUR SATISFACTION. YOU DESERVE IT.

DIVERSITY

IT IS OUR SOURCE OF INAGABLE WEALTH. MAKES US TOLERANT, OPEN AND SOLIDARIAN. IN FINAL, BETTER.

INNOVATION

WE DO NOT CONFORM WITH WHAT EXISTS, EVEN IF IT WORKS. WE LOOK FOR NEW WAYS. WE UNDERSTAND.

STEWARDSHIP

OUR CHALLENGE IS YOU. WE WANT TO INSPIRE PEOPLE AND PROFESSIONALS WITH A SENSE OF ETHICS AND SOCIAL RESPONSIBILITY.

"The essentials" your experience at ESIC.

You are going to begin a new training period of your life, a chapter that will most certainly involve lots of effort. In addition to acquiring new theoretic and practical knowledge, you will be able to share ideas and experiences with other professionals.

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Further on we will show you the main aspects that will end up being essential to your experience at ESIC.

Before starting any program, you should have received by email information about class schedules and program outline. Nonetheless, if you have any questions about them, you can go to the administration office for help.

Each program is assigned a classroom, except for those sessions that require the use of computers. For those sessions, you will need to go to the corresponding rooms indicated ahead of time.

Every classroom has audio-visual equipment that can be used by students and faculty. Flipcharts, chalk, and other materials are also available in the administration office, upon request.

In order to use the computers in the classrooms, you must enter the following:

- › **USERNAME:** ESIC (uppercase)
- › **PASSWORD:** invitado (lowercase)

If you notice anything wrong with the facilities or equipment, please notify the administration office so that we can resolve it as soon as possible.

1.1. ADMINISTRATION

You can go to the Administration to request information or ask any questions you may have. Here you will find information about all the academic paperwork and detailed information regarding your studies.

- Information on validation and transfer of credits.
- How to apply for accident insurance.
- Picking up your student card.
- Help with the application process.
- Help with requests for academic transcripts, admission application, and other documents.
- Information on how to contact faculty or other department members.
- How to reserve study rooms, computer rooms, audio-visual equipment, etc.
- Record and justification of absences, together with the program management team.
- Report any incidents in the facilities or of any kind so that it can be resolved as soon as possible

Hours:

Monday to Friday: 9:00am – 9:30pm
Saturdays: 9:00am – 2:00pm.



Contact information:

E: secretaria.postgrado@esic.edu
T: +34 914 524 116 / 17

The Academic Handbook includes the regulations of graduate studies, you will find it at:

https://www.esic.edu/pdf/guia_academica_postgrado.pdf

Lost and found

We recommend that you **do not leave valuable objects unattended in class.**

If you ever find or lose anything at the School, please take it to the administration office.

Schedule Changes

Although rare, it is possible that under special circumstances there may be a time change that affects the class schedules. We, at ESIC, will always try to warn you of any changes ahead of time.

We appreciate your understanding during these situations. Please, remember that our goal is to hold all classes as normal, without any modifications.



1.2. PROGRAM MANAGEMENT TEAM

Along with the administration office, the program management team will be your usual means of requesting information and reporting incidences, especially those that have to do with the internal functioning of the program and its academic content. The program management team (Director or Coordinator) will help you, among other things, to:

- Find the syllabus, study handbook, student guide, and the other academic material.
- Contact faculty members.
- Resolve any difficulties that may arise in your academic life and give advice based on your academic records.
- Record and justify absences, along with the administration office.
- Answer any questions students might have about programs regarding functionality or academic content.

Program Introduction

When introducing the Master's or Certificate program (normally the first day of class), the program management team will indicate the classroom assigned to the group, as well as the technology rooms. The program's Director will go over the academic content, resolve any doubts, and provide his/her contact information.

Graduation Ceremony

Graduation for all the programs is celebrated at the Palacio Municipal de Congresos de Madrid, located in the Campo de las Naciones. Around 1,500 people attend this special occasion. It usually is held in February of the course following the one you enrolled in. When the time comes, we will inform you of all the details.



1.3. MADRID CAMPUS

1.3.1. Facilities and how to arrive

ESIC's Madrid Campus in Pozuelo de Alarcón has 12,500 m² of educational buildings, 3,500 m² of library, 2,200 m² of sports complexes, and 9,300 m² of parking.

The facilities designed for Graduate Studies are located in a wing of the main building, accessible by two direct entrances.

This area also contains the administration office, the offices of the programs' directors, the admissions office, the ESIC Auditorium, work and study rooms, computer rooms, and, of course, rooms where you will have your classes.

The ESIC Library, which is also available to you, is in a separate building attached to the main building.

BUS

EMT and Llorente have several bus lines that stop near the ESIC Campus. Here you can find information about bus schedules and routes.

EMT: www.emtmadrid.es

Llorente: www.empresallorente.com

TRAIN

You can also take the train to get to ESIC. Here you can find information about train schedules and routes.

Renfe Cercanías:

www.renfe.com/viajeros/cercanias/madrid/

Metro ligero:

www.melimadrid.es/

CAR

You can design your route capturing the following QR code:



PARKING

Parking is a problem for everyone, so it is recommended that you arrive early. Parking is public at the ESIC campus, so you must take into account that if your vehicle is parked illegally, you may get fined. We also suggest that you never leave valuables in your car.

1.3.2. Computer services

In the Graduate Studies area, there are 2 computer rooms that have a good number of computers and Internet connection. You may use these rooms provided that they are not being used for other teaching reasons. To use a computer, you need to leave an ID card in the administration office while you are using the room. The administration team will tell you how to log in.

1.3.3. Study rooms

There are also 28 study rooms for you to use, equipped with a table, chairs, and whiteboards. They are here for you to comfortably work in groups, without being interrupted. To reserve them, someone from the group must leave an ID card in the administration office while using the room.

1.3.4. Library

› Where is the library located?

The ESIC Library is located next to the main building and sport fields (Ctra. de Húmera, 88).

› How can I access the library?

To access the facilities, you just have to identify yourself as an ESIC student and register your fingerprint. No card will be required.

› What will I find within the facilities?

289 reading and study places, 14 workrooms (upon reservation), 24 Internet-access points and good Wi-Fi coverage throughout the library.

› How can I reserve a workroom?

By calling the phone number given below.

› What kind of book collection will I have access to?

- 19,000 volumes specialized in Marketing, Advertising, Finance, Economy and Business.
- 100+ academic and professional journals related to these disciplines.
- The electronic book platform "e-libro".
- Academic and case-based databases (Emerald).
- Information about Spanish companies (Dicodi and Duns 100,000).

› How does the loan service work?

3 academic books for 7 days and 5 literature books for 21 days. Loan terms are extended during holidays (Christmas, Easter and Summer).

Hours:

Monday to friday: 9:00am - 9:00pm

Saturdays: 10:00am - 2:00pm.

During exams:

Open 22hrs per day. During the extended hours, library service, loans, etc. are unavailable.



Contact information:

E: biblio.mad@esic.edu

T: +34 914 524 144



1.3.5. Multimedia center

The Multimedia Center is an open space where students can work with a production set equipped with Trust LED lighting, chroma, and audiovisual equipment.

This room is located on the 2nd floor of the undergraduate building (classroom 220). The main purpose of this service is to provide students with practical knowledge, by using and working with professional equipment, to create and produce digital content.



Contact information:

E: aula.multimedia@esic.edu

T: +34 914 524 144

1.3.6. Café / Dining hall

It is a place to take a break, meet up, have a bite to eat, and share experiences with your colleagues and faculty. Students will find, within our dining hall services, a wide range of options at affordable price.

Payment with card available.

Café

Hours:

Monday to Friday:
7:30am – 10:00pm.

Saturdays:
8:00am – 12:30pm.

Dining Hall

Hours:

Monday to Friday: 1:30pm – 3:30pm.

1.4. STUDENT SERVICES

1.4.1. Financial office

In the Financial Office you can request receipts, justification of payments, and resolve any problems related to the payment of your studies.



Contact information:

E: administracion.pozuelo@esic.edu

T: +34 914 524 176

1.4.2. WiFi ACCESS

There are two Wi-Fi hotspots available separated into two SSIDs (wireless network identifiers):

ESIC: free access to Wi-Fi, with limited quality.

ESIC2: WPA2-Enterprise will provide higher quality. Credentials will be required to access this network.

These credentials will be created for all students to access email, Wi-Fi, and applications (RDS).

New students will be informed of this process via email. If students do not have credentials, they will be able to find detailed information about this by accessing the open network.



1.4.3. Virtual Campus

ESIC'S VIRTUAL CAMPUS is an online tool to help you manage your daily life at school www.esic.edu/campus. From the Virtual Campus, you have access to:

- A** | Academic information related to the academic calendar, course management, absences, etc.

- B** | **Virtual Classroom:** An intuitive system designed to manage high-quality online courses and virtual and collaborative learning environments. It includes training activities and resources, program documents, program calendar, testing material, and the material that the faculty provides for your learning.

- C** | Professional Development Center (Internships Services, Careers Advice, Entrepreneurship Center, and Alumni), Quality Center, Library e-books, International Office, among other services.

? HOW DO I GAIN ACCESS TO THE PLATFORM?

At www.esic.edu/campus
you can request your - **username and password** -

1.4.4. Stay informed

› News Section

All the news related to the School, management, marketing, advertising, communication and digital economy can be found in the news section on our website, blog, and YouTube channel.

› Social Media:

	@ESIC
	@ESICmadrid
	@ESICes
	ESIC Business Marketing School
	@ESICmarid
	@ESICmarketing

› Newspaper:

You have access to a free daily newspaper. You can pick one up in the rest area by the elevators.

1.4.5. Suggestion Box

We would like to remind you that the best way of communicating incidences, suggests, opinions, improvement ideas, etc. is through those in charge of your program or through the Graduate Studies administration office. That said, the Quality Center has a Suggestions Box for anything you would like to share with them.

A virtual box is accessible in various parts of the web and specifically at:
www.esic.edu/calidad/buzon_virtual

1.4.6. Reprographics

All year long students have 24/7 access to a self-service copy machine/printer (black and white) located next to the computer rooms. Coin-operated system.

› Horario:

Monday to Friday: 9:30am – 2:00pm.
3:00pm – 6:00pm.

If you need help, we will show you how to bind, make copies in color, and use the machine in general.

1.4.7. ATM

If you need cash, there is a Banco Santander ATM inside the main building.



"your possibilities" Additional services at ESIC

2.1. INTERNATIONAL OFFICE

In today's globalized world, having international experience is fundamental. ESIC's graduate students can have this international experience according to the agreements that ESIC has with institutions and universities abroad.

To request more information, please contact the International Office.



Contact information:

E: oficina.internacional@esic.edu

T: +34 914 524 100 Ext. 346
+34 662 172 410

Support to our foreign students

The International Office, along with the Graduate Studies Administration office, will give you information to help you with the required administrative paperwork (NIE, Visa extensions, etc.). They will also offer you advice to help you adapt to the country: support during your accommodation search, medical insurance, information about customs and Spanish institutions, among others.



2.2. LANGUAGE SCHOOL



As a graduate student, it is highly recommended to have a language certificate.

If you are interested in improving your level of English, French, German or even start learning Chinese, ESIC Language school offers a wide variety of extracurricular programs during hours that are compatible with your classes. ESIC Language school is a preparation and examination center for the Cambridge and TOEFL Examinations and offers the possibility of taking them any month of the year in our own facilities.



Spanish for foreigners

If you are an international student, with the need to improve your level of Spanish, we have Spanish programs that will prepare you for the DELE exams. ESIC's campuses in Madrid, Valencia, and Sevilla are also DELE examination centers.



Contact information:

E: idiomas.madrid@esic.edu

T: +34 914 524 191

Hours:

Monday to Thursday after 1:00pm.

Friday afternoons (intensive courses):
4:00pm - 7:00pm.

Saturdays: 9:00am - 1:00pm.



2.3. OTHER ADDITIONAL SERVICES

2.3.1. Extracurricular Events

We are constantly organizing events, conferences, seminars and competitions. So as not to miss out on any of these, you can visit our agenda at www.esic.edu/agenda/

Don't miss out!

2.3.2. Global Marketing Competition

The Global Marketing Competition is one of the events we organize so that our students learn and put into practice everything they have learned.

It is completely free to participate, and it allows you to train yourself in business management. You will compete with students from 89 countries, around 8,000 students in total, who will be divided into 3,000 teams.

This activity is supported by Banco Santander's University Department, ABC, and ESIC. The prizes awarded to the winners vary between 3,000 and 6,000 euros, in addition to an ESIC scholarship for Graduate Studies.

Do you want to participate?

www.esic.edu/gmkc



Contact information:

E: globalmarketingcompetition@esic.edu

2.3.3. Publishing House / Book sale

Faculty members from each subject will provide you with study material and will inform you which books and manuals you will be using throughout the year. In most cases, students can find these books at the ESIC Publishing House (500+ books published) with these discounts:

40% Subsidized by ESIC on books purchased from our publishing house.

20% Discount on purchases of school merchandise.



Contact information:

E: editorial@esic.edu

T: +34 914 524 188

www.esic.edu/editorial

2.3.4. Information Technology

MICROSOFT OFFICE 365

Every ESIC student will have, free of charge, an individual account with the **@students.esic.edu** domain, accessible from <http://mail.esic.edu> with the following benefits:

1. Download the latest version of Microsoft Office for free on up to **15 different devices** (5 PCs / Mac + 5 Tablets / iPads + 5 Android IOS)
 - To download, go to your email and click on Office 365 (top-left corner)
 - Click on Install.
 - You will always have the latest version of Office 365.
2. You have 1TB storage for files, music, pictures, etc., in your One Drive Office 365 virtual disk – online apps: Word, PowerPoint, Excel, Outlook, OneNote, Yammer, Sway, Forms, etc.
3. Access your documents to look at, create, or edit from anywhere and any device.
4. Use the same programs that faculty and students use, without incompatibility risks.
5. Share your files through the cloud and work on them as a team.

To set up your email account, we recommend going to <https://support.office.com/> and looking for the following manuals:

- Set up email on mobile device.
- Set up email on a PC or Mac.

If asked for the email server, use: **outlook.office365.com**

PRINTER USE

In room B-01 there are resources for students to use. By using any of the computers in the computer rooms, you can print from either of the two color printers in room B-01, using the coin slots attached to the printers (you will find detailed instructions on them).



TECHNICAL SUPPORT:

For help regarding any issues related to the previous information, email IT at:

E: tic.pozuelo@esic.edu



2.3.5. Theater Hall

Experience the ESIC Theater Hall as a powerful instrument of personal growth and learn other communication aspects focused on improving your professional development, such as team management, synergy, teamwork, assertiveness, empathy, among others.



E: aula.teatro@esic.edu

2.3.6. Sports club

In ESIC's Sports Club we transmit values such as teamwork, commitment, responsibility and hard work.

The sports you can choose from are football, paddle, golf, among others.

Between the main building and the library, you will find **two sports fields** that belong to the City Hall and are always open.

ESIC'S SPORTS PARTNERSHIPS:

The Sports Club has several partnerships with different gyms and sports entities:

- FITNESS SPORT (Valle de las Cañas – Pozuelo)
- ALTAFIT (Pozuelo)
- FITNESS4ALL (Pozuelo)
- GN SPORT CENTER (Pozuelo)
- INFINIT FITNESS (Pozuelo)

Hours:

- ▶ From 2:00pm – 7:00pm
(Hours subject to Sports Club activities)



E: deportes@esic.edu

T: 914 524 166 / 600 438 226



2.3.7. Religious Services

At ESIC there is religious freedom. There is a chapel that is always open and celebrates daily mass (M-F at 9:15am).

There is also a **Christian Reflection** group that meets regularly and organizes many cultural and entertaining activities.



Contact information:

E: masesic@esic.edu

2.3.8. Travel Agency

If for personal or professional reasons you need to prepare a trip, buy tickets, make reservations, etc., **Marfa travel** will help you with anything you need.

► **Hours:**

From 9:30am – 2:00pm / 4:00pm – 7:00pm.



Contact information:

E: rceratto@marfatravel.com

T: +34 917 151 181

2.4. SOCIAL RESPONSIBILITY



2.4.1 Diversity and Special Educational Needs

Through our Diversity Project, we promote training and employability for people who may, for various circumstances, experience some kind of discrimination in the work environment. We also provide equal opportunities to people with disabilities.

The Diversity Center offers the following services:

- Facilitating the access to education in our school.
- Daily and individualized advising.
- Academic adjustments (teaching–learning and evaluation processes).
- Coordinating and improving the accessibility within our center and classrooms for people with disabilities.
- Giving Diversity Scholarships: beca.diversidad@esic.edu
- Offering specialized employment services: empleo.diversidad@esic.edu.

We invite you to join us promoting a culture based on diversity and equal opportunities for everyone. Making diversity a part of life, we will help this culture reach businesses and all of society.

If you would like to be a Student-Guide and work with other classmates that may require help at ESIC, please, contact the Diversity Center.



Contact information:

E: diversidad@esic.edu

T: +34 914 524 182

www.esic.edu/institucion/diversidad/

2.4.2 Sustainability

ESIC offers its students the opportunity to collaborate with our Sustainability Project by responsibility using resources.

We would like to remind you that it is prohibited to smoke within the school's grounds, including the building entrances.



Contact information:

E: responsabilidadsocial@esic.edu

T: 914 524 100

2.4.3 **MÁS ESIC**

MÁS ESIC is an open group of faculty and students that develops volunteering activities, collaborates with the ORBAYU Foundation, and organizes cultural and humanitarian activities.

- International and national volunteering.
- ORBAYU Foundation.
- Joy&Smile Project.
- Marketing and Values.
- Dialogue with culture.
- Humanitarian field.
- Humanitarian events organization.



Contact information:

E: masesic@esic.edu

www.esic.edu/institucion/responsabilidad-social/

"Your future" ESIC and your career



3.1.

The Professional Development Center's mission is to improve, promote, and add value to the development of our students and alumni.

3.1.1 | INTERNSHIP SERVICES

If you are a **young professional** and want to do an internship to get previous experience before entering the job market, ESIC has a department dedicated especially for you. Applying to these internships is voluntary, except for those programs in which they are mandatory. If you have any interest in this service, please, contact the Internships Services division at the start of the program.



Contact information:

E: practicas@esic.edu
T: +34 914 524 100

98% Internships provided to those students who requested them.

60% Internships in marketing departments.

35% Students hired after internship.

► **Hours: MONDAY TO FRIDAY:**
9am. - 2pm. / 4pm. - 7pm.

3.1.2. | CAREER ADVISE

If you are an experienced professional, from the moment you enroll as an ESIC graduate student, you will be able to access our advising and improvement services related to developing your career.

- Job search strategy.
- CV revision.
- Personal brand.



Contact information:

E: empleo@esic.edu
T: +34 914 524 100

www.esic.edu/empleabilidad

► **Hours: MONDAY TO FRIDAY:**
9am. - 2pm. / 4pm. - 7pm.

3.1.3. | ENTREPRENEURSHIP CENTER

If you have an idea to start an entrepreneurial project, ESIC can help you. We offer you advice, training, and financial support.



Contact information:

E: emprendedores@esic.edu
www.esic.edu/emprendedores

► **Hours: MONDAY TO FRIDAY:**
9am. - 2pm. / 4pm. - 7pm.

3.1.4. | ESIC ALUMNI



Once you finish your ESIC program, you will then become part of the ESIC Alumni. With more than 55,000 members, ESIC Alumni is the biggest marketing, business, and communication community of professionals in Spain.

ESIC Alumni works on your professional and personal development by constant training and enhancing your networking. It also offers both the opportunity to participate in a wide number of activities and have access to many services that will be very helpful for your career.

As alumni, you will have lifetime access to the **Professional Development** Services.

+2.000 recruitment processes managed by ESIC

93% student employment rate

90% students find a job in less than 6 months



Contact information:

E: alumni@esic.edu

T: +34 914 524 134

www.esic.edu/alumni

► **Hours:** MONDAY TO FRIDAY:
9am. - 2pm. / 4pm. - 7pm.



3.2. EXECUTIVE EDUCATION

As an experienced professional or manager, someday you may consider enhance your management skills. Executive Education programs are adapted to every professional profile. In this area, you will find two different training solutions:

- **Open Programs:** designed for people.
- **Custom Programs:** designed for companies.



Contact information:

E: executive@esic.edu

T: +34 917 444 040

www.esic.edu/executive

ESIC Madrid

Avda. Valdenigrales s/n
Pozuelo de Alarcón. 28223 Madrid
admisiones@esic.edu

ESIC Arturo Soria

Arturo Soria, 161. 28043 Madrid
executive@esic.edu

ESIC Barcelona

C/ Marià Cubí, 124. 08021 Barcelona
Passeig Santa Eulàlia, 2 08017 Barcelona
info.barcelona@esic.edu

ESIC Valencia

Avda. de Blasco Ibáñez, 55. 46021 Valencia
info.valencia@esic.edu

ESIC Sevilla

Edificio de la Prensa
Avda. de Carlos III, s/n. 41092 Isla de la Cartuja (Sevilla)
info.sevilla@esic.edu

ESIC Zaragoza

Vía Ibérica, 28-34. 50012 Zaragoza
info.zaragoza@esic.edu

ESIC Málaga

C/ Severo Ochoa, 49
Parque Tecnológico de Andalucía. 29590 Campanillas
info.malaga@esic.edu

ESIC Galicia**IESIDE-Vigo**

Avda. de Madrid, 60
36204 Vigo
vigo@ieside.edu

IESIDE-A Coruña

Ronda de Nelle, 31
15007 A Coruña
coruna@ieside.edu

ESIC Pamplona

ESIC - CLUB DE MARKETING DE NAVARRA
Avda. de Anaitasuna, 31. 31192 Mutilva
info.pamplona@esic.edu

ESIC Bilbao

CÁMARA DE COMERCIO DE BILBAO
C/ Licenciado Poza, 17. 48011 Bilbao
formacion@camarabilbao.com

ESIC Granada

ESCUELA INTERNACIONAL DE GERENCIA
C/ Eduardo Molina Fajardo, 20. 18014 Granada
master@esgerencia.com