



# INFORME DE RENDICION DE CUENTAS DE ESIC A LOS OBJETIVOS DE DESARROLLO SOSTENIBLE 2019

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## INTRODUCCIÓN

El objetivo de este informe es dar respuesta a la rendición de cuentas de ESIC en el ejercicio 2017-18 a los ODS en los que opera. De forma concreta, este documento hace referencia al ODS 4, Educación de Calidad. Se reporta información desde las diferentes áreas de ESIC y se anexan documentos que justifican los datos referenciados.

## 4. EDUCACIÓN DE CALIDAD

1. Numero de graduados 2170
2. Número de graduados en ISCED 6 (nivel de grado): 515
3. Número de graduados en ISCED 7 (nivel de master): 1655

Oportunidades de aprendizaje permanente proporcionadas

1. ¿Su universidad brinda **acceso a recursos educativos para quienes no estudian en la universidad**, por ejemplo: ¿PC, biblioteca, cursos online, acceso a conferencias, etc.?

- Gratuitas
- Pagando

2. ¿Su universidad organiza **eventos en la universidad que están abiertos al público en general**, por ejemplo: conferencias públicas, eventos educativos comunitarios.?

- Ambos, ad hoc y programados.

3. Su universidad organiza **eventos en la universidad que están abiertos al público en general: programas de educación ejecutiva** (cursos cortos para personas que no asisten a la universidad; esto excluye específicamente cursos como MBA) **y programas para el entorno empresarial gubernamental.**

- Ambos, ad hoc y programados.

4. ¿Su universidad realiza **actividades de divulgación educativa** (conferencias o demostraciones personalizadas) **más allá del campus?** por ejemplo en las escuelas locales, en la comunidad, incluidos los programas voluntarios dirigidos por estudiantes.

- Ambos, ad hoc y programados.

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5. ¿Su universidad tiene una **política que asegure que el acceso a estas actividades sea accesible para todos**, independientemente de su origen étnico, religión, discapacidad o género?

Si

Año de creación de la política: 2014

Año Política revisada 2018

6. Número de estudiantes que han empezado el grado en el primer curso 1 en esta Univerdiad (FTE) - ISCED 6: 2663

7. Número de estudiantes de primera generación que comienzan un primer grado. (FTE) ISCED 6: 2635

## ANEXOS

**Does your university as a body provide access to educational resources for those not studying at the university, e.g. computers, library, online courses, access to lectures, etc?**

ESIC provides different services of access to education for all types of public free of charge and with charged access.

- **Free Access:**

1. Library:

ESIC has a library that is for municipal use. The Library has the following services that are described on the web at the following link: <https://www.esic.edu/institution/librar> and in detail in the regulations in Spanish that can be seen below: <https://www.esic.edu/pdf/bmunormativa.pdf>

The regulations describe access to the Library, which can be seen in the regulations:

The BMU (Municipal University Library in Spanish) can be used by people who accredit with relevant documents as being studying or performing, at the moment of requesting it, one of the following studies or activities:

- Second year of Bachillerato (last year of high school/baccalaureate) students
- Professional/Vocational training students
- University studies or equivalent students
- Postgraduate university students
- PhD students
- Teachers currently teaching
- Civil Service exam students

The library has, among other services, the following documents available to access:

- 16,000 volumes in our library
- More than 700 of these and studies written by teachers and students
- 150 Journals
- 1,954 documentary material in English, among them are:
- 1,077 books
- 17 magazines
- 65 videos and dvd's
- 51 documentary tutorials in French

2. Campus services available 365 days:

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The Campus is open 365 days a year for anyone who wants to access and use computers, as well as other classrooms, to work in groups, study, etc., as described in ESIC's Annual Report 2017 in section 23. Services offered - Other services, available in Spanish at the following link:

<https://www.esic.edu/calidad/pdf/memoria-resumen-de-esic-2017-version-espanol.pdf>

### 3. Course / Online Game: Global Marketing Competition:

ESIC Business Games have evolved from 4 games: 1 national and 3 international, to a single global competition called Global Marketing Competition.

Web Access: [https://www.esic.edu/gmkc/en\\_EN](https://www.esic.edu/gmkc/en_EN)].

Among the academic partners of the new game are AACSB, CLADEA, EFMD and UNIVERSIA with sponsorship from Santander Bank, as well as the support of 16 companies ranging from SMEs to Multinationals coming from all sectors of production.

The 2017 Global Marketing Competition event had 5,120 participants that qualified from over 881 Universities and Business Schools coming from 89 different countries and representing the five continents.

It can also be seen in the Annual Report 2017- in the section: 13- Training in Management and leadership skills- Simulators and Business Games:

<https://www.esic.edu/calidad/pdf/memoria-resumen-de-esic-2017-version-espanol.pdf>

### 4. Advice in Marketing and Communication to NGOs

Más ESIC carries out projects that provide advice to foundations regarding communication and marketing in order to boost the social work they do among their shareholders.

<https://www.esic.edu/responsabilidad-social/mas-esic.php>

### 5. ESIC Generation: <https://www.esic.edu/generacionesic/>

Conference destined to students of Baccaulaureate and / or Training Cycles of Higher Degree. A unique experience to discover what are the most demanded professions to work in the future, know the experience of prominent professionals in the sector and the professional routes that can be accessed.

### 6. Junior Challenge: [https://www.esic.edu/desafio/en\\_EN](https://www.esic.edu/desafio/en_EN)

It's a unique competition among students' groups from different Spanish schools. With the only help from their teacher, they recreate the setting up of a business, making a series of decisions about the main variables with the aim of learning to work in teams, competing, deciding and having fun developing their own business plan.

### 7. Open Days

These days are useful for young people interested in business, marketing, communication or advertising careers to know their contents, their professional

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opportunities, the experience of other young people who chose them, etc. as well as facilities that ESIC offers.

An experience that will serve both pre-university students and their families, to expand knowledge and resolve any doubts they may have.

### 8. BUSINESS SUMMER CAMP: <https://www.esic.edu/summercamp/>

It is an activity that helps pre-university students to know more about the careers that ESIC teaches, and guides them in the most important decision making of their professional life.

During the orientation sessions, the pre-university students have the opportunity to get to know the experience of ESIC professionals, teachers and former students. It takes place during one or several days in the month of June or July.

### 9. Young Business Talents <https://www.youngbusinesstalents.com/>

Initiative organized by **ESIC and Nivea**, Young Business Talents is a business simulator that allows FP (Professional/Vocational training) and Bachillerato (final year high school) students to make all kinds of decisions within a company. It is a national competition divided into 8 regions with a total duration of 5 months. The best teams from each region arrive in Madrid to celebrate a one-day in-person final.

A state and national competition that gives an exciting incentive to use a business simulator, and allows them to experience the same as those responsible for companies: Analyze, Plan and Control, using a sophisticated tool as a business simulator.

- **With charged Access:**

1. Online Courses: <https://www.esic.edu/postgraduate/catalogue/?formato=Online>

ESIC has numerous online course options for all audiences, available with different price ranges.

2. ESIC Idiomas: <https://www.esic.edu/idiomas/>

To boost the ability to use different languages (mainly English), the School has a Language Area, which focuses not only on the students, but also on alumni, faculty and staff of the School, as well as for anyone who wants to avail of this service from the community at large.

In addition, it offers the possibility of preparing official exams in English, German or French.

### Does your university as a body host events at university that are open to the general public: public lectures, community educational events?

- **ad-hoc**

#### 1. Advice in Marketing and Communication to NGOs

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<https://www.esic.edu/responsabilidad-social/mas-esic.php>

- **both, ad hoc and on a programmed basis**

ESIC maintains, in its activity, collaborative relationships with the local, professional and institutional community in which it is integrated:

- With the local community, organizing and promoting cultural activities: conferences, classical music concerts, theatrical performances, etc., as well as sports and cultural activities organized by the local community.
- In the company for companies [Executive Education training area] and ESIC Idiomas. We also have relationships through the Board of Advisors by professionals and management personnel, as well as by presence. • With colleges and secondary education institutes and vocational training centers, celebrations at each of their events, free training events for managers and counselors, as well as for students, also for the present at the information fairs.

With students and professionals from Spain and other countries. ESIC collaborates through the "Global Marketing Competition", the ASTER Awards, the employment forum "Know your future", the ESIC Advertising Creation Competition, the CAREM Marketing Plan Awards, the ESIC award for entrepreneurial initiative sponsored by La Caixa , The specialization for the relationship with professionals has the event "Today is Marketing", presentations by experts and marketing directors of the leading companies and attended by several miles of marketing professionals and the company. Here are some of them:

1. Course / Game Online: Global Marketing Competition:  
[https://www.esic.edu/gmkc/en\\_EN](https://www.esic.edu/gmkc/en_EN).

Currently, ESIC Business Games have evolved from 4 games: 1 national and 3 international, to an only global competition called Global Marketing Competition.



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### 2. ESIC Generation: <https://www.esic.edu/generacionesic/>

Conference destined to students of Baccalaureate and / or Training Cycles of Higher Degree. A unique experience to discover what are the most demanded professions to work in the future, know the experience of prominent professionals in the sector and the professional routes that can be accessed.

### 3. Junior Challenge: [https://www.esic.edu/desafio/en\\_EN](https://www.esic.edu/desafio/en_EN)

It's a unique competition among students' groups from different Spanish schools. With the only help from their teacher, they recreate the setting up of a business, making a series of decisions about the main variables with the aim of learning to work in teams, competing, deciding and having fun developing their own business plan.

### 4. Business Summer Camp <https://www.esic.edu/summercamp/>

This is an activity that helps pre-university students to know more about the careers that ESIC teaches, and guides them in making the most important decision of their professional life.

During the orientation sessions, the pre-university students have the opportunity to get to know the experience of ESIC professionals, teachers and former students. It takes place during one or several days in the month of June or July.

### 5. Young Business Talents <https://www.youngbusinesstalents.com/>

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A state and national competition that gives an exciting incentive to use a business simulator, and allows them to experience the same as those responsible for companies: Analyze, Plan and Control, using a sophisticated tool as a business simulator.

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### 6. Hoy es Marketing (Today is Marketing): <http://www.hoyesmarketing.com/>

For the past 15 years ESIC has been organizing Today is Marketing (Hoy es Marketing in Spanish), the largest gathering for professionals and management teams in the business world, in marketing, in communication and the digital economy in Spain, totally free of charge, where renowned professionals from relevant companies in our country publicize their success strategies and define the business trends of the future. In this forum of marketing par excellence, attendees can learn how companies approach the great challenges of these disciplines in a constantly changing global context. Until now, more than 33,000 professionals and management team members of the sector have participated in this meeting, declared a "must" on the business agenda of our country.

### 7. Meetings with Educational centres: <https://www.esic.edu/encuentrocentrosensenanza/>

Our meetings with educational centres are held in different campuses nationwide. The focus of this new edition will be the digital transformation and its involvement in the sector.

### 8. IMAT: <https://www.imat-symposium.com/>

This event deals with very important attributes for Spain and its future. The objective of the symposium is to open a space for reflection, around the technological frontier and knowledge in competitive intelligence, which allows to draw future paths and trends. In addition to creating an advanced frame of debate, we have the main investigators, managers and public managers, in fact, all professionals, who are in the forefront of trends in innovation, marketing and education strategy.

### 9. ESIC ALUMNI:

Regarding the activities developed from the Professional Development Unit, all of them are located on the ALUMNI website: [www.esic.edu/alumni](http://www.esic.edu/alumni)

In the majority of them, people from outside the School can also participate.

There are 3 types: Lifelong learning, Networking and Leisure.

They are more than 100 a year.

There is a calendar where you can see at what time of the year they run.

**Does your university as a body host events at university that are open to the general public: executive education programmes (this refers to short courses for people who are not attending the university; this specifically excludes courses like MBA) & capacity-building for business & government, vocational training?**

- both, ad hoc and on a programmed basis

The Madrid ESIC Executive Education area presents its offer of open access and customised training. Based on an overall and inclusive viewpoint. ESIC promotes

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personal growth as something which is indispensable for organisational growth within the new economic and social environments.

On the other hand, the ESIC webpage shows the services it offers the general public in this area: <https://www.esic.edu/madrid/executive-education/>

**Does your university as a body undertake educational outreach activities (e.g. tailored lectures or demonstrations) beyond campus, e.g. in local schools, in the community, including voluntary student-run schemes?**

- both, ad hoc and on a programmed basis

All the events mentioned below are events, workshops and conferences open to pre-university students of 1st, 2nd year of baccalaureate/final years of high school and professional training courses in all the locations of ESIC campuses. They are events that are celebrated annually.

[https://www.esic.edu/pdf/resumen\\_general\\_actividades\\_grafico.pdf](https://www.esic.edu/pdf/resumen_general_actividades_grafico.pdf)

### MADRID

- **Encounters of Educational Centres:** Acts with an approximate duration of an hour and a half oriented to teaching centres, in which topics related to innovation, new technologies, etc. are discussed.
  - Speaker: ESIC Professor / Professional (The last seminar given by a renowned technology guru in Spain)
  - ESIC Staff: Corporate Director and Business Development in Madrid / Headquarters Campus Director: Explain the institutional part of ESIC, Director of Admissions, General Director in Madrid / Campus Director in rest of venues.
  - Attendees: Directors of schools, teaching staff and counsellors of the Community of Madrid
  - Links: <https://www.esic.edu/encuentrocentrosensenanza>
- **ESIC Generation:** Pre-university orientation event. Event with a duration of 3 hours and a half that serves as orientation for the attendees as well as a first contact with the world of the company.
  - Speaker: ESIC Professor
  - ESIC Staff: Business Development Director
  - Speakers: Participating Company staff (This year companies such as Tesla, Goiko Grill, etc.)
  - Attendees: students from (1º y 2º de bachillerato) final two years of high school and from professional training courses.
  - Links: <https://www.esic.edu/generacionesic/>
- **Weekend Seminar:** Business orientation events in Spanish and English, about 3 hours long, which address the different branches offered in ESIC (Digital Business, Marketing, Creativity, Finance):

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- ESIC Staff: Undergraduate Admission Dept.
  - Speaker: ESIC Professor specialised in this sector
  - Attendees: students from (1º y 2º de bachillerato) final two years of high school and from professional training courses.
  - Links: <https://www.esic.edu/learningcenters/>
- Seminar EVAU: Similar to the “**Weekend Seminar**” but oriented at the preparation for the the Spanish public university entrance exam:
    - ESIC Staff: Undergraduate Admission Dept.
    - Speaker: ESIC Professor
    - Attendees: Students in last year of high school
    - Links: <https://www.esic.edu/learningcenters/>;
- **SOGE** (Seminar of Orientation and Business Management) and Workshop on new professions: Talks of approximately one hour held in educational centres and focused on the orientation of the students.
    - Speaker: ESIC Professor
    - Attendees: Students from (1º y 2º de bachillerato and 4º de la ESO) final two years of high school and 4<sup>th</sup> year of high school.
    - Links: <https://www.esic.edu/learningcenters/>;
- Seminar for teaching professionals: Presentations aimed at different positions in the education sector that addresses relevant issues, future trends, etc.
    - Speakers: Professors/Professionals
    - Attendees: Professors, middle management, directors, school counsellors.
    - Links: <https://www.esic.edu/learningcenters/>

### BARCELONA

- Encounter of Educational centres: <https://www.esic.edu/encuentrocentrosensenanza/> ;
- Generation ESIC (pre-university oriented event): <https://www.esic.edu/generacionesic/> ;
- Weekend Marketing Seminar (Business-oriented event): <https://www.esic.edu/learningcenters/> ;
- SOGE (Business Management Seminar)
- Seminar for professional faculty <https://www.esic.edu/learningcenters/>;

### VALENCIA

- Encounter of Educational centres: <https://www.esic.edu/encuentrocentrosensenanza/>
- IMAT International two-day symposium on educational innovation that addresses the reality and future of the sector:
  - Speakers: ESIC Academic and company staff.
  - Links: <https://www.imat-symposium.com/>

- Generation ESIC (pre-university oriented event):  
<https://www.esic.edu/generacioneesic/>
- Weekend Marketing Seminar (Business-oriented event):  
<https://www.esic.edu/learningcenters/>
- SOGE (Business Management Seminar)
- Seminar for professional faculty <https://www.esic.edu/learningcenters/>;

### ZARAGOZA

- Encounter of Educational centres:
- <https://www.esic.edu/encuentrocentrosensenanza/>
- Generation ESIC (pre-university oriented event):  
<https://www.esic.edu/generacioneesic/>
- Weekend Marketing Seminar (Business-oriented event):  
<https://www.esic.edu/learningcenters/>
- SOGE (Business Management Seminar) and workshop on new professions
- Seminar for professional faculty <https://www.esic.edu/learningcenters/>;

### NAVARRA

- Encounter of Educational centres:
- <https://www.esic.edu/encuentrocentrosensenanza/>
- Generation ESIC (pre-university oriented event):  
<https://www.esic.edu/generacioneesic/>
- Weekend Marketing Seminar "MARKETING DAY": Lecture / Workshop of about 3 hours in which general marketing concepts are explained and a practical case will be applied in the second part of the workshop
  - Speaker: ESIC Professor (PRE-University section)
    - Attendees: Students from (1<sup>o</sup> y 2<sup>o</sup> de bachillerato) final two years of high school and professional training courses
  - Links: <https://www.esic.edu/marketingday/>
- SOGE (Business Management Seminar) and workshop on new professions
- Seminar for professional faculty <https://www.esic.edu/learningcenters/>;

### SEVILLA

- Encounter of Educational centres:
- <https://www.esic.edu/encuentrocentrosensenanza/> ;
- Generation ESIC (pre-university oriented event):  
<https://www.esic.edu/generacioneesic/> ;
- Weekend Marketing Seminar: <https://www.esic.edu/learningcenters/> ;
- SOGE (Business Management Seminar) Seminar for professional faculty  
<https://www.esic.edu/learningcenters/>;

### MÁLAGA

- Encounter of Educational centres:

- <https://www.esic.edu/encuentrocentrosensenanza/> ;
- Generation ESIC (pre-university oriented event):
- <https://www.esic.edu/generacionesic/> ;
- Weekend Marketing Seminar (Business-oriented event): <https://www.esic.edu/learningcenters/> ;
- SOGE (Business Management Seminar) Seminar for professional faculty <https://www.esic.edu/learningcenters/> ;

### GRANADA

- Generation ESIC <https://www.esic.edu/generacionesic/> ;
- SOGE
- Encounter with profesional faculty in May

**Does your university as a body have a policy that ensures that access to these activities is accessible to all, regardless of ethnicity, religion, disability or gender?**

- ESIC Diversity Project: <https://www.esic.edu/institution/diversity/>

The Diversity Project of ESIC is committed to being an inclusive training center, fostering a society with equal opportunities and non-discrimination of people. ESIC aims to be a mirror for the labor market, offering training and social-labor inclusion to people who have suffered some discrimination in employment or have a disability.

The group that ESIC wants to bring to their classrooms is the person who, because of their gender, race, religion, or functional diversity, is being discriminated against in a business environment. In addition, the Diversity Project includes the group of people with functional diversity (legally accrediting a disability equal to or greater than 33%).

Inclusion in ESIC classrooms must be and is a reality. Learning spaces in a real environment, where students, teachers and management staff are a reflection of our society. The University must simulate the social reality and allow environments for the exchange of experiences in a culture of respect and coexistence with all.

**Diverse Classrooms - Diverse Companies** inspiring the culture of diversity to both the person who has not suffered discrimination or does not have a functional diversity and developing actions that facilitate access to training, the acquisition of skills and the promotion of employment of people who have suffered discrimination or have a functional diversity.



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For all these reasons, ESIC is launching the DUE (in Spanish) Diversity Project (Diversity Business University). The Project articulates an adequate organizational structure, procedures, policies and resources to develop an annual Action Plan integrated in the School's Quality Policy. The Project is directed from the General Secretariat of ESIC and has a national scope. Its process of monitoring, review and proposals for improvement are carried out by the General Secretariat of ESIC.

**In addition, there is a disability specific written policy:**

[https://www.esic.edu/pdf/politica\\_apoyo\\_discapacidad\\_edicion1.pdf](https://www.esic.edu/pdf/politica_apoyo_discapacidad_edicion1.pdf)

- **ESIC 5 Cultures Project:** <https://www.esic.edu/cinco culturas/>

Our mission is to train professionals capable of creating companies or carrying out managerial or technical work, **supported by two values that we share in ESIC:** Commitment and Closeness. The "5 Cultures Project" was born to further root these values.

5 cultures that complete our identity, that enrich our stamp, the seal of ESIC, the one that unites us and at the same time, differentiates us:

- Diversity
  - Excellence
  - Service to stakeholders
  - Responsibility
  - Innovation
- 
- **Year policy created: 1 sept 2014**
  - **Year policy revised: 21 sept 2018**