



ESIC SUMMER COURSES

Design the adventure that fits
your personality

June - July, 2023
Madrid. Spain.





**2 weeks living
the Madrid
Experience**



**International &
local students
and faculty**



**Personalized
business programs
& classes**



**Sports, cultural
trips, activities &
language courses**

The summer courses that we offer at ESIC are a unique opportunity to live a vital experience where training, leisure, and networking converge.

This is a once-in-a-lifetime opportunity to boost your professional skills whilst enjoying Spain; a country with an exceptional culture and out-of-the-ordinary gastronomy. More precisely, you will experience life in Madrid, which is at the forefront of the world's most cosmopolitan cities - and it has stunning weather!

Expand your knowledge and enjoy a memorable experience!





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**SUMMER COURSES
ESIC UNIVERSITY**

From Bitcoin to NFTs, surviving the natural selection

Department
Economy and Finance



Language of instruction: English 🇬🇧

Dates:

Option 1: 03/07/2023 - 07/07/2023

Option 2: 10/07/2023 - 14/07/2023

Duration: 1 week (30 hours)

Cost: 900€ (single payment)

Campus: ESIC University



Learning objectives

- Understanding the historical background that explains the rise of these new technologies
- Grasping the technological basis of Blockchain and crypto assets
- Be able to economically assess the realities that have arisen
- Understanding the legal and tax implications derived
- Be able to manage the metaverse, the lines that define it, the activities that are carried out within, its economic value and legal aspects, as well as its relationship with Blockchain technology
- Immersive Metaverse experience. Create your own avatar with ESIC-Tech



Additional activities

- Potential collaboration with Bet2Me
- Immersive experience in the metaverse, design your own avatar, with ESIC TECH



Course content

1.- Blockchain technology

There is a lot of talk about Blockchain, cryptocurrencies and metaverse, but very often it is not properly understood how this technology works. A review of the following aspects is proposed:

- **1.1 History:** Understanding where we are, requires knowing where we came from
- **1.2 Technological evolution:** From Bitcoin to the Metaverse
- **1.3 Objects of the metaverse:** Cryptocurrencies, NTFs, contracts and other realities that are currently operating under this technological layer.
- **1.4 Future Perspectives:** What can we expect from technological evolution

2.- Economic dimension of the Blockchain

- **2.1 History:** Economic evolution of Blockchain Technologies
- **2.2 Valuation models:** Ground for an objective valuation of Blockchain Technologies
- **2.3 DeFi:** Decentralized Finances projects. Overview and perspectives

3.- Legal dimension of Blockchain

- **3.1 Regulatory aspects:** We will see what regulations affect this sector
- **3.2 Tax aspects:** How these assets are taxed

4.- The metaverse

- **4.1 History:** We will analyze the historical realities that have led us to what we understand today by metaverse
- **4.2 Concept:** We will see where the limits of this concept are and what realities can be contemplated within its boundaries
- **4.3 Typology:** The main current metaverses and their characteristics
- **4.4 Practice:** Create your own avatar in the metaverse and interact.
- **4.5 Economic potential:** We will try to answer questions such as, how much is a metaverse worth? How can you make money in the metaverse? What is the value of the assets of the metaverse?
- **4.6 Future perspectives:** We will analyze the potential lines of evolution of this technology

Simulador de Marketing

Department
Marketing



Language of instruction: Spanish 🇪🇸

Dates:

Option 1: 03/07/2023 - 07/07/2023

Option 2: 10/07/2023 - 14/07/2023

Duration: 1 week (30 hours)

Cost: 900€ (single payment)

Campus: ESIC University



Learning objectives

- Saber manejar el mix de marketing orientado a resultados de ventas.
- Saber manejar las ventas de manera óptima para la mejora de la cuota de mercado en volumen y valor.
- Saber gestionar los costes y el beneficio de una empresa desde la perspectiva del marketing.
- Saber gestionar el ROMI
- Saber interpretar la información de mercado con habilidad analítica y holística.
- Saber tomar decisiones de marketing rápidas y eficaces.



Course content

- Manejo del simulador
- Variables críticas y decisión cero
- Análisis de marketing financiero
- Extraer información valiosa del mercado
- Decisión 1 a 5
- Toma de decisiones en entornos Vuca: decisiones 6, 7 y 8
- Preparación de feedback grupal desvelando las estrategias y aprendizajes



Methodology

El aprendizaje con simulador consiste en la toma de decisiones consecutivas siguiendo un loop de aprendizaje constante. En equipos de trabajo multidisciplinares, se trabaja en la comprensión de un mercado y se planifica la estrategia de desempeño del producto en el mercado. A partir de ahí se van tomando decisiones que implican un tramo simulado de 1 año de respuesta de mercado. De esta manera, cada equipo asume el rol de una empresa y el conjunto de equipos son las empresas que compiten en el mismo mercado. Cada decisión necesita de un trabajo analítico sobre el mercado (saber qué está pasando) y un trabajo estratégico de proyección para el año siguiente (definir qué queremos que pase). Tras cada decisión, el mercado entero recibe un informe de mercado detallado que va marcando la pauta de comportamiento de cada empresa. Se realizan un total de entre 7 y 8 decisiones, lo que equivale al manejo de un mercado durante 7 u 8 años. Al final del proceso, cada empresa comparte sus estrategias, decisiones y resultados multiplicando así el valor del feedback recibido.

Why do things happen? understanding the world from a cultural perspective

Department
Management



Language of instruction: English 🌐

Dates:

Option 1: 03/07/2023 - 07/07/2023

Option 2: 10/07/2023 - 14/07/2023

Duration: 1 week (30 hours)

Cost: 900€ (single payment)

Campus: ESIC University



Learning objectives

- Grasp a clear understanding of the multiple ways in which organisations create both social and economic value in a world where the way of doing business is being challenged and redefined.
- Develop global management skills and cultural intelligence to face workplace challenges as well as understanding where and how to use them, such as having difficult conversations, and leading cross-cultural teams.
- Understand relevant concepts, including: ethics/morality, responsibility, digital rights, data governance, human-data interaction, and innovation.
- Apply professional critical judgement and reflexivity to moral problems with no clear solutions.



Special requirements

(Visits to companies, institutions, others)

- Participating students are required to have read the following book prior to the start of the summer course:
- Hamid, M. (2017). Exit West: a novel. New York, Riverhead Books.



Course content

1: Management across cultures: an introduction

- Cultural insights and management tools to develop multicultural capabilities for our future global leaders.

2: The role of managers in negotiating global partnerships: challenges and responsibilities

- Explore the functions and dynamics of high-performance leadership.

3: The impact of culture in organisational environments

- Learn about vision and engagement as two core activities of leaders.

4: Communicating across cultures

- Reflect on the relationship between effective leadership and performance in organisations.

5: Leading and managing global teams

- Explore strategies to manage the complexity inherent in leadership.

6: Managing ethical conflicts

- Learn about decision-making and connection as two core activities of leaders.



COURSES CALENDAR

MONDAY

- Welcoming session
- Introduction

TUESDAY

- Conferences

WEDNESDAY

- Classes
- Visits to companies and institutions

THURSDAY

- Classes

FRIDAY

- Closing ceremony
- Social event

From 08:30h to 14:30h

- ESIC University summer courses will be credit bearing (3 ects/course)
- Each course can be completed in one week (July, 3rd-7th or July, 10th-14th)
- Interested students can be enrolled in two courses (one per week), having optional social programmes on the 9th and 10th.



An aerial view of a city street, likely in Mexico City, showing a wide road with multiple lanes. The street is flanked by tall, ornate buildings. A large white L-shaped graphic element is positioned on the left side of the image, and another similar one is on the right side. The text "SUMMER COURSES" and "ESIC BUSSINES SCHOOL" is centered in the middle of the image in a bold, white, sans-serif font. The entire image has a blue color overlay.

SUMMER COURSES ESIC BUSSINES SCHOOL

Marketing innovation executive program: trends in data, experience & growth

Department
Marketing



Language of instruction: English 🇺🇸

Dates: 12/06/2023 - 22/06/2023

Duration: 2 weeks (55 hours)

Cost: 2,500€

Campus: ESIC Bussines School



Learning objectives

- To understand the relevance of a Data-Driven organization and to learn about new business models based on data management.
- To understand how digitalization affects consumer experience, as well as the impact of new technologies in simulation and personalization in real-time.
- To optimize customer management processes with new technologies, in order to enrich the customer base, and apply new acquisition techniques
- To master and apply innovative methodologies in the development of new businesses
- To develop and boost a creative thinking mindset



Course content

2 - INNOVATION IN CUSTOMER EXPERIENCE

- Innovation in customer service
- User experience
- Digital transformation and Customer experience
- Real-Time personalization
- Multisensory experiences
- Technology and Customer Experience
- Stimulating experiences

3 - GROWTH: INNOVATION IN DIGITALIZATION AND MARKETING AUTOMATION

- Communication and sales: Martech to Growth.
- Marketing technologies
- Realtime research and new techniques
- Attribution and acquisition.
- Digital omnichannel Customer journey map.
- Growth Hacking y Product Led growth.
- RPA – SPA – BPA – BPM

4 - INNOVATION IN BUSSINES MODELS

- Importance of the innovative business model
- The dificulty of innovating in a business model
- Business model – building blocks
- Creativity in business model innovation



Course content

1 – DATA INNOVATION

- Data value
- Data thinking to identify a Data Driven Innovation in Business.
- Innovation with Machine learning
- The new data management: First Party Data, Cookless & GDPR
- New ecosystems: Need of data sharing and data ownership

COURSE CALENDAR

WEEK #1

	Morning 9:30 - 13:30	Break 13:30 - 15:00	Afternoon 15:00 - 18:00
M 6/12/2023	Reception & Orientation	Welcome lunch	Experiential activities Immersive experience: esic tech lab Cultural experience: Madrid tour
T 6/13/2023	Data innovation	Lunch	Data innovation
W 6/14/2023	Company visit	Lunch	Innovation management Project: briefing & group work
TH 6/15/2023	Innovation customer experience	Lunch	Innovation customer experience
F 6/16/2023	International Masterchef Boost your soft skills whilst cooking your own lunch!		Free
S 6/17/2023	Optional activity: Puy Du Fou	Free	Free

WEEK #2

	Morning 9:30 - 13:30	Break 13:30 - 15:00	Afternoon 15:00 - 18:00
M 6/19/2023	Growth: Innovation in digitalization and marketing automation	Lunch	Innovation in marketing Growth
T 6/20/2023	Company visit	Picnic in Madrid	Experiential activity: Bernabeu or Prado Museum
W 6/21/2023	Innovation in Business Models	Lunch and round table with professionals	Final project team
TH 6/22/2023	Final project presentation & assessment	Farewell lunch	Closing ceremony



PRICING



1. From bitcoins to NFTS, surviving the natural selection
2. Simulador de Marketing
3. Why do things happen? Understanding thw world from a cultural prespective

- Standard price (per course) : 900€
- 1 Course + Housing: 1,500€



1. Marketing innovation executive program:Trends in data, experience & growth

- Standard price: 2,500€
- Reduced price for ESIC Alumni: 1,625€
- Reduced price for ESIC Partners: 2,125€





ENJOY OUR CAMPUS LIFE



ESIC UNIVERSITY



ESIC BUSSINES SCHOOL

-  Wifi
-  Virtual campus
-  IT, multimedia and work space classrooms
-  Library
-  Coworking areas and study rooms
-  Restaurant - cafeteria
-  Gym and outdoor activities
-  Parking
-  Public transport parks, & restaurants near by



LIVING IN MADRID

SPAIN AT A GLANCE

Spain is one of the most attractive countries to study in.

Our universities and business schools welcome a large number of international students from all over the world, as it is the perfect combination of top quality teaching and a one-of-a-kind lifestyle experience.

Spain stands out for its climate, its unique philosophy of life, its festivals, its rich cuisine, the diversity of its landscapes, its historical and monumental legacy, its cultural wealth... Some even say that 'Spain is a small Europe within Europe, holding different identities'.

And what to say about Madrid... The capital of Spain.

It is a cosmopolitan, lively, hive of activity year-round, special city; which will not leave you indifferent... We dare you to prove us wrong!



POPULATION OF 4 MILLION.(7M throughout the Metropolitan area).



MILD SUMMERS / WARM (20-32°C)



SUNLIGHT (2,691 hours / year).
It is one of the sunniest cities in EU!



SPANISH IS THE OFFICIAL LANGUAGE

ACCOMMODATION OPTIONS

- If you want to live near the School: In this case, The closest areas to the Campus are **Pozuelo de Alarcón, Aravaca, Majadahonda, Las Rozas and Boadilla**
- If you want to live in the city center: **Moncloa, Ciudad Universitaria, Madrid centro, Barrio de Salamanca** ...These are some of the options among others.

SHORT-TERM ACCOMMODATION OPTIONS

1) STUDENTS RESIDENCES:



2) ROOMS & APARTMENTS:

- AirBnB
- Roomless Rent
- Mi casa Inn
- The Oliver Apartments

3) HOTELS

- Sercotel Pozuelo
- AC Hotel "Marriott" La Finca
- Olblanc Plaza de España
- Acta Madfor



TRANSPORT



MADRID-BARAJAS ADOLFO SUÁREZ AIRPORT:
www.aena.es/es/abús-madridbarajas/index.html



SUBWAY (METRO):
www.metromadrid.es



COMMUTER TRAIN:
www.renfe.com/viajeros/cercanias/madrid



URBAN AND INTERCITY BUSES, TRAM / METRO LIGERO, ETC.
www.crtm.es



AVE (high speed train):
www.renfe.com/viajeros/larga_distancia/products

COST OF LIVING IN MADRID



Acommodation

STUDENT RESIDENCE:

From: **45€ per night**

HOTEL:

From: **60€ per night**

FLAT:

From: **350€ per week**



Feeding and leisure

Baguette: **0,75€ - 1,15€**

Menu of the day: **12€ - 20€**

Coffee / tea: **1,30€ - 2,50€**

Draught beer: **1,50€ - 3€**

Cinema ticket: **5€ - 10€**



Transport

10 Metro-bus trips **12.20€**

Monthly ticket: **54,60€ ***

Young/student card (under 26 years) **20€** (monthly, unlimited travel in all zones)

Public bicycle: **4€/hour** www.bicimad.com

ESIC UNIVERSITY SUMMER COURSES

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ESIC BUSINESS SCHOOL SUMMER COURSES

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