



# WINTER & SUMMER COURSES

Design the adventure that fits  
your personality

January 2024 [ Winter courses ]  
July 2024 [Summer courses]

Madrid. Spain.

**esic**  
University



**1-2 weeks living  
the Madrid  
Experience**



**International &  
local students  
and faculty**



**Personalized  
business programs  
& classes**



**Sports, activities and  
cultural trips**

---

The winter & summer courses that we offer at Esic University 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!



## INDEX

- 1) Our Winter & Summer Courses
  - 2) Pricing
  - 3) Enjoy our campus life
  - 4) Living in Madrid
  - 5) Accommodation options
  - 6) Transport
  - 7) Cost of living in Madrid
- 





# WINTER & SUMMER COURSES ESIC UNIVERSITY

Our winter & summer are a good fit for those who are looking to combine the best of education and the professional world.

Designed for university students & recent graduates, these one week programs will bring you closer to forward-thinking practitioners, with a demonstrated experience in top business organizations, who are committed to sharing their knowledge and expertise.



# From Bitcoin to NFTs, surviving the natural selection

Field of study:  
Economy and Finance



## Dates:

### Winter courses:

**Option 1:** 15 January 2024 - 19 January 2024

**Option 2:** 22 January 2024 - 26 January 2024

### Summer courses:

**Option 1:** 01 July 2024 - 05 July 2024

**Option 2:** 08 July 2024 - 12 July 2024

**Language of instruction:** English 🇬🇧

**Duration:** 1 week (30 hours)

**Cost:** 900€ (single payment)

**Campus:** ESIC University (Madrid)

**Aimed at:** National and international university students and recent graduates



## 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

Field of study:  
Marketing



## Dates:

### Winter courses:

**Option 1:** 15 January 2024 - 19 January 2024

**Option 2:** 22 January 2024 - 26 January 2024

### Summer courses:

**Option 1:** 01 July 2024 - 05 July 2024

**Option 2:** 08 July 2024 - 12 July 2024

**Language of instruction:** Spanish 🇪🇸

**Duration:** 1 week (30 hours)

**Cost:** 900€ (single payment)

**Campus:** ESIC University (Madrid)

**Aimed at:** National and international university



## 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.



## 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.



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

Field of study:  
Management



## Dates:

### Winter courses:

**Option 1:** 15 January 2024 - 19 January 2024

**Option 2:** 22 January 2024 - 26 January 2024

### Summer courses:

**Option 1:** 01 July 2024 - 05 July 2024

**Option 2:** 08 July 2024 - 12 July 2024

**Language of instruction:** English 🇬🇧

**Duration:** 1 week (30 hours)

**Cost:** 900€ (single payment)

**Campus:** ESIC University (Madrid)

**Aimed at:** National and international university students and recent graduates

## 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

## TUESDAY

## WEDNESDAY

## THURSDAY

## FRIDAY

From 08:30h to 14:30h

- Welcoming session
- Introduction

- Conferences

- Classes
- Visits to companies and institutions

- Classes

- Closing ceremony
- Social event

- ESIC University winter & summer courses will be credit bearing (3 ects/course)
- Each course can be completed in one week
- Interested students can be enrolled in two winter courses (one per week) and two summer courses (one per week)





# ENJOY OUR CAMPUS LIFE



Wifi



Library



Outdoor activities



Virtual campus



Coworking areas  
and study rooms



Parking



IT, multimedia  
and work space  
classrooms



Restaurant - Cafeteria



Public transport parks,  
& restaurants near by



**ESIC UNIVERSITY**



# 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)



**IT IS ONE OF THE SUNNIEST CITIES IN EU!**  
**SUNLIGHT** (2,691 hours / year).



**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.

### 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](http://www.aena.es/es/abús-madridbarajas/index.html)



URBAN AND INTERCITY BUSES, TRAM /  
METRO LIGERO, ETC.  
[www.crtm.es](http://www.crtm.es)



SUBWAY (METRO):  
[www.metromadrid.es](http://www.metromadrid.es)



AVE (high speed train):  
[www.renfe.com/viajeros/larga\\_distancia/](http://www.renfe.com/viajeros/larga_distancia/)



COMMUTER TRAIN:  
[www.renfe.com/viajeros/cercanias/madrid](http://www.renfe.com/viajeros/cercanias/madrid)

## COST OF LIVING



### Accommodation

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](http://www.bicimad.com)

**ESIC UNIVERSITY**

[ius@esic.university](mailto:ius@esic.university)

**HOUSING CONTACT**

[info@meit.es](mailto:info@meit.es)

