



**WHY ESIC
UNIVERSITY?
ADDING VALUE
AROUND THE WORLD**

OUR PURPOSE TRANSFORMING PEOPLE

To contribute to student's transformation so that they can responsibly thrive in their professional lives, anchored in ethical values, and act as agents of change in their organizations and their social environment.

OUR GLOBAL ADDED VALUE

ESIC UNIVERSITY GLOBAL SCOPE

ESIC University works jointly with renowned Higher Education Institutions (HEIs) from around the world and is currently looking to expand our international networks in specific regions (USA and Canada; Australia, New Zealand and South Africa; Europe, Middle East, and South East Asia).

We value mutually beneficial partnerships based on joint responsibility, respect, diversity, excellence, and innovation.

Throughout our history, we have struck gold whenever these relationships share our values and together we work to provide our students a more comprehensive international experience while our faculty combine their efforts to produce cutting-edge, impactful research and educational innovation that can change the world for the better.

We have over a hundred of these kinds of partnerships working across sectors, disciplines and national borders.

58 years
Training professionals

65.000
Alumni

3.000
Yearly Job Offers

83
Nationalities

5
Continents





MILESTONES OF A HISTORY OF MORE THAN 58 YEARS

2021

ESIC INTERNATIONAL

ESIC University MBA program obtain international accreditation from AMBA: Only 2% of HEIs in the world have this prestigious MBA accreditation.



2000-2010

CREATING OUR FIRST INTERNATIONAL NETWORK

Signing of agreements with various institutions in Europe, China and Latin America begins.

1992

ESIC POZUELO NEW CAMPUS

The Institution inaugurates its new Campus in Pozuelo and also begins its first international activities with the signing of the first international agreement with Florida Atlantic University (FAU).

1965

START-UP OF ESIC

It begins its activity in the Fray Luis de Leon School, which belongs to the Congregation Padres Reparadores del Corazón de Jesús, founders of ESIC.

2019

ESIC UNIVERSITY

ESIC University becomes a state-accredited private university in Spain.

1999

ESIC AND THEIR OFFICIAL BACHELOR DEGREE

ESIC is an affiliated center of the Universidad Rey Juan Carlos (Madrid) and the Universidad Miguel Hernández (Valencia).

1986

ESIC STARTS THE NATIONAL GROWTH



**GLOBAL CHALLENGES
NEED
GLOBAL COLLABORATION**



ESIC UNIVERSITY



RECTORATE BUILDING

ACADEMIC SERVICES

CLASSROOMS BUILDING

CLASSES

SPORTS COURTS

GREEN AREA

LIBRARY & STUDY ZONE



CAMPUS LIFE

OUR MANTRA IS: WORK HARD, PLAY HARD & ENJOY THE RIDE!

ESIC University campus in Madrid is a place with all the services, resources, atmosphere and inspiration for you to find your place in the world and, moreover, live the best experience of your life.

LIVING IN MADRID, STUDYING AT ESIC



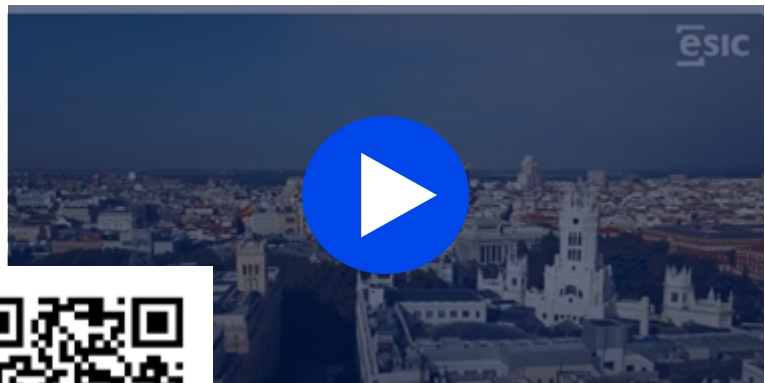


MADRID

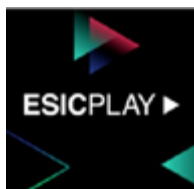
A WONDERFUL CITY TO LIVE AND STUDY IN

What is better than studying at one of Europe's top universities? Being able to do so in Madrid!

Explore the vibrant and cosmopolitan allure of a city that buzzes with activity year-round—a place that promises to captivate your senses like no other.



NEW CHALLENGES



ONLINE PROGRAMS

We have strengthened our marketing, management and technology offerings.

ESIC PLAY

The first informative entertainment platform specialized in the world of Management, Marketing and Technology.

ESIC TECH

Interactive Project to facilitate our students with a better understanding of new technologies.

WE ARE THE UNIVERSITY WHERE ONLY BUSINESS IS DISCUSSED



BUSINESS



INNOVATION



MARKETING



INSPIRING PEOPLE



TRENDS



ENTREPRENEURSHIP



EMPOWERMENT



SOCIAL IMPACT

STUDENT FOCUS AND TRIPLE IMPACT



STUDENTS

- › Quality and value-based education.
- › Qualified, stable, and quality employment.
- › Acceleration and promotion of entrepreneurship.
- › International Experience.

COMPANIES

- › Contribution of knowledge, talent and competitiveness.
- › Knowledge + skills + values.
- › Adding value and solutions for the main business challenges.



SOCIETY

- › Wealth generation.
- › Generation of talent and employment.
- › Positioning Madrid as a Higher Education Hub.



NEW EXPERIENCE SAME PURPOSE



TRANSFORMATIVE LEARNING



HYBRID



TECHNOLOGY



METRICS



MICROLEARNING



FEEDBACK



CONTINUUM

WHAT DO WE OFFER?

Bachelor's Degrees

- INTERNATIONAL BUSINESS
- DIGITAL BUSINESS
- DATA SCIENCE
- BUSINESS ADMINISTRATION AND MANAGEMENT
- MARKETING
- ADVERTISING AND PUBLIC RELATIONS
(Spanish only)
- LAW & NewLaw



SPECIALIZATION DIPLOMA IN:

- + Management skills
- + Digital and Multimedia Tools

Advanced Degrees

- SUSTAINABILITY
- MARKETING MANAGEMENT
- ENTREPRENEURSHIP AND INNOVATION
- DIGITAL BUSINESS
- DATA SCIENCE

DUAL PROGRAMS

Additionally, our students join a second program

Advanced Degrees + Master's Degrees

- MARKETING MANAGEMENT
- PEOPLE MANAGEMENT AND ORGANIZATIONAL DEVELOPEMENT
- COMMUNICATION MANAGEMENT AND NEW TECHNOLOGIES
- MASTER IN BUSINESS ADMINISTRATION [MBA]
- MASTER IN MANAGEMENT
- MASTER IN INTERNATIONAL RELATIONS AND GLOBAL ECONOMICS (ESIC-LSE)

PhD Programs

+ PHD PROGRAM IN PROJECTS
ENGINEERING

+ PHD PROGRAM IN
MANAGEMENT

OUR STRATEGIC GOAL

GLOBAL OFFER

Is to increase the opportunities of multicultural experiences through study abroad options in its different forms for our students and reciprocate the offer to partner institute students.

STUDENTS GLOBAL CITIZENSHIP

- › Improve our internationalization framework.
- › Become an institution of Excellence in Multicultural experiences.

WHY CHOOSE US?

We are in it for the long-term. We are looking to be your trusted partner for years to come to share our stellar track record, our commitment, and value generation with our partners by increasing the size of the pie. We want to continue addressing the most pressing global issues by developing global citizenship in students and promoting collaborative world-class research.

EXCELLENCE IN TEACHING

ESIC University is the only Advance Higher Education authorized accrediting institution in Spain that can award Advance HE fellowship, a highly sought-after accreditation in the UK.

OUR REGIONAL OFFER

Our partners' students love the freedom and opportunity that ESIC provides them to be able discover Spain and gain exposure to the stark differences in mindsets within the same country.

STATE-OF-THE ART FACILITIES

Our newly constructed mega-campus in Pozuelo de Alarcón (Madrid) will give a whole new meaning to student engagement by hosting large scale **monthly global seminars.**

INTERNATIONAL

OFFER FOR OUR STUDENTS



BUSINESS STUDY TOURS

From the 2nd year, our students go on Summer Study Tours to different countries and regions around the world.



SUMMER & WINTER COURSES

We also open our Campus to International Students who wish to join European students and experience the Spanish way of life.



DOUBLE DEGREES

We are developing a stronger competitive offer for our students to join and obtain International Double Degrees.



ESIC MEET&UP

Discover, Connect, Thrive: ESIC Meet&Up - Your Gateway to Cultural Immersion and Global Friendships at ESIC University.

HOUSING AND SUPPORT SERVICES

At ESIC University, we understand that finding a comfortable and secure place to live is crucial for the success and well-being of our international students. Our Housing and Support Services are designed to make this process as smooth and stress-free as possible. We offer a range of accommodation options to suit different preferences and budgets, including students residences, shared apartments. Each option is carefully vetted to ensure a safe, welcoming, and conducive environment for studying and relaxation.

Beyond just providing a roof over your head, our support services are here to assist with the logistics and challenges of living in a new country. From navigating lease agreements and local laws to understanding cultural norms and finding your way around the city, our dedicated team is always on hand to help. We also organize regular check-ins and social events, ensuring that you feel connected and supported throughout your stay. With ESIC's Housing and Support Services, you're not just finding a place to stay you're finding a home away from home.

PERSPECTIVE FOR THE UNDERGRADUATE STUDENTS

- › Internationalization at home
- › Students
- › Professors
- › Projects
- › Content
- › Double Degrees:
- › Buddies
- › International Week
- › Visiting Professors
- › Summer & Winter Courses
- › Summer Camps
- › Study Tours

STRONG INTERNATIONAL PRESENCE



OUR INTERESTS

Dual/Double degree exchange

ESIC offers its undergraduate degrees to the students of academic partners as well. This further promotes an in-class and out-of-class internationalization. We want students to live, experience, and feel what it truly means to be a global citizen.

ESIC undergraduate degrees open for **double-degree collaboration**:

- Bachelor's Degree in International Business [BIB]
- Bachelor's Degree in Business Administration & Management [BBAM]
- Bachelor's Degree in Digital Business [GRDB]
- Bachelor's Degree in Marketing [BDM]



Sumer & Winter Courses at a partner University

ESIC is attempting to form partnerships with foreign universities who may cater to the specific topics needs of our students whilst giving them an enriching professional experience via company visits, social leisure activities, and much more.

Period: June & January

Duration: short-stay (2-3 weeks)

Student count: 20-35



Study Tours at a partner University

ESIC wants to offer its students a visit to each continent for every year of their degree with us.

Period: July-August

Duration: short-stay (2-3 weeks)

Student count: 65-120

INTERNATIONAL WEEK

Visiting scholars present their research, teach at ESIC, and connect with others from our wide partner network.

Period: April



Research collaborations

ESIC is looking to forge **research collaborations with foreign universities** that share common values, goals, and lines of research. Our researchers have industry experience with a proven track record as senior executives.

WHY?

- › Bring together different perspectives and skills
- › Achieve synergistic outcomes
- › Improve research productivity
- › Improving teaching in our institutions by offering innovative content

ESIC researchers have published in:

- › Technological Forecasting & Social Change
- › Business Strategy and the Environment
- › Journal of Business Research
- › Journal of Business Ethics
- › Journal of International Management
- › IEEE Access
- › International Entrepreneurship and Management Journal
- › Journal of Hospitality and Tourism Management
- › Comunicar
- › Review of Managerial Science
- › BRQ-Business Research Quarterly
- › Research-Technology Management
- › Economic Research



Research Lines

- › Digital Marketing and Communication
- › Entrepreneurship, Innovation & Digital Transformation
- › CSR & Sustainable Management
- › New lines of research (Digitalisation, A.I. & Robots)

Benefits

ESIC University funds its lines of research and provide accesss to its laboratories focused on facilitating research.

MindLab

Based on neurobiological and neuropsychological sciences to directly understand the response of brain activity to marketing stimuli.

ESIC Tech

Researchers can explore all the possibilities offered by robotics and new technologies, such as 5G, the Internet of Things or Artificial Intelligence, to understand the consumer and the manager in the wake of digital transformation.

Digital Marketing Lab

Unlimited hosting and websites are made available to the entire university community so that they can analyze the theoretical and practical effects of the implementation and subsequent analysis of different SEO strategies (SEO and SEM).

OUR INTERESTS



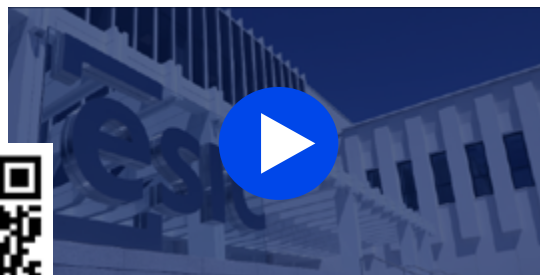
FACULTY EXCHANGE PROGRAM

The faculty exchange program would provide participating faculty with the opportunity to teach or conduct research for one semester or an academic year at the other partner university. Additionally, this would open up another channel to exchange ideas and observe a variety of teaching styles. Both institutions will develop a vibrant and diverse faculty through which students will benefit immensely by learning concepts and ideas presented in an entirely new and different manner. We firmly believe that this program will create a greater bond with the partner institution and be a powerful recruitment and retention tool.

The positions available are:

- International Visiting Professor
- Guest Lecturer
- Research only

THIS IS THE WAY OUR STUDENTS WOULD
LIKE TO SHARE THEIR EXPERIENCES WITH US



LET US EXPLAIN
WHO WE ARE

RESEARCH ACTIVITIES

RESEARCH JOURNALS:



HOST SCIENTIFIC CONFERENCE:

- 2020/2023



- 2024



- 2021



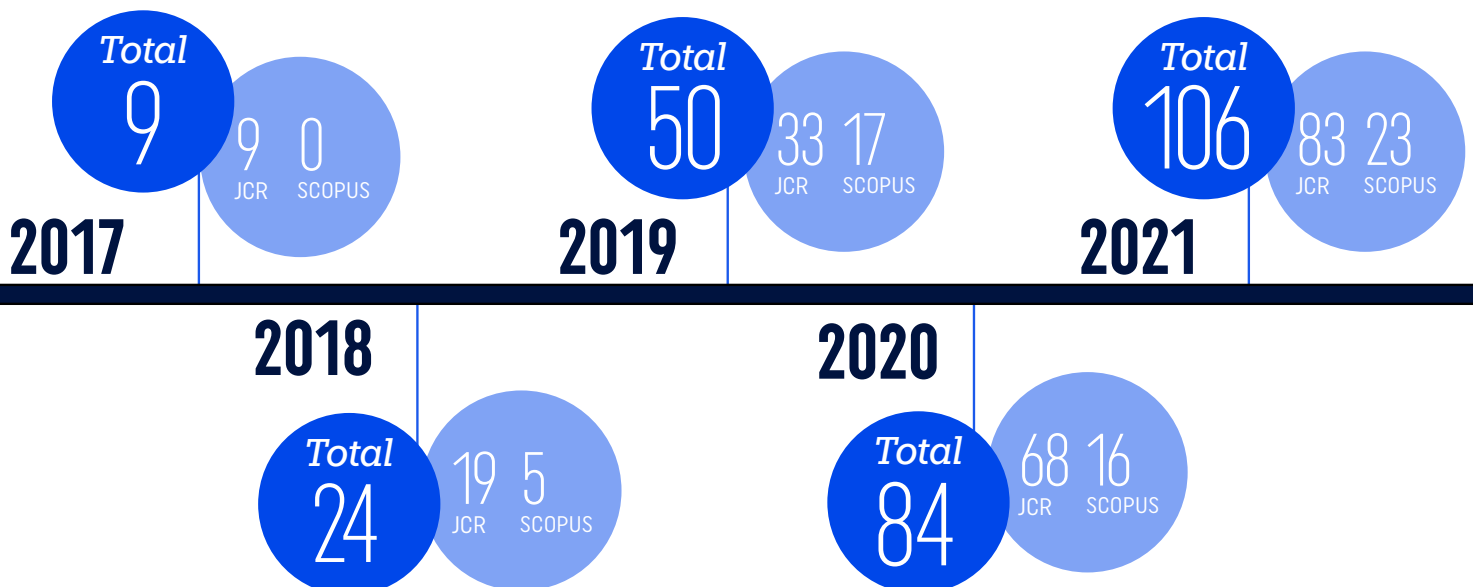
- Since 2014



INSTITUTIONAL COLABORATIONS:

Scopus®

EVOLUTION 2017-2021



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