

MBAs
30+ YEARS TRAINING



**INTERNATIONAL
MASTER
IN BUSINESS
ADMINISTRATION
[IMBA]**



上海外国语大学
SHANGHAI INTERNATIONAL STUDIES UNIVERSITY

ESIC
BUSINESS & MARKETING SCHOOL

Transforming people

**TRAINING THE PROFESSIONALS DEMANDED
BY THE BUSINESS COMMUNITY FOR MORE THAN 50 YEARS:
THIS HAS BEEN, AND WILL CONTINUE TO BE,
OUR MISSION AS EDUCATORS.**

LEADING IN BUSINESS AND MARKETING TRAINING

We are one of the leading business schools in Spain, with an experience of over fifty years training business and marketing professionals. We strive to incentivize, promote, and maintain a direct relationship with the business environment in order to provide you with a practical academic training which focuses on the needs of the labor market. We offer training with values, to engage successfully as a highly qualified professional with excellent command and knowledge of the latest trends.



60,000+
ALUMNI



3 AREAS:
UNDERGRADUATE, GRADUATE
EXECUTIVE EDUCATION



**12 CAMPUSES IN SPAIN
AND STRATEGIC ALLIANCES
IN 5 CONTINENTS**



**AGREEMENTS WITH
125+
UNIVERSITIES**

ESIC's International MBA (IMBA) received the EPAS accreditation from the European Foundation for Management Development (EFMD) on February 2016. With this ESIC's IMBA joined the elite of EFMD-accredited programs reinforcing the leadership of the School in the field of marketing and boosting the employability of its graduates. EPAS recognises and accredits the quality and the international level of business and management programs.



The IMBA is accredited by the Association of MBAs (AMBA) and the European Foundation for Management Development (EFMD-EPAS). Due to this ESIC's IMBA is part of the elite of accredited MBA programs (less than 280 in the world) which strengthens its international positioning and boosts the employability of its graduates. Both AMBA and EFMD recognize and accredit the quality and the international level of business and management programs.



The quality of our programs is endorsed by national and international accreditations and certifications:



Rankings and awards

[latest positions in rankings]

ESIC systematically appears in most well-known international rankings of business education. This provides an external and objective recognition of the School's training quality over the last 50+ years.



Ranking MBA Full Time Best Business School 2018

Recognised among the best international business schools for MBA programs, holding 27th position.



QS EMBA Ranking 2018

The Executive MBA (EMBA) appears among the top 100 in the world, holding 31st place in Europe.



QS Global MBA and Business Masters 2019

Among the best 250 Business Schools in the world, one of the top Spanish schools in "Thought Leadership" and "Value for Money", with several programs holding first place.



Business School Ranking 2018

ESIC is placed in 24th place in the world, 17th in Europe, 2nd in Spain regarding its MBA. Furthermore, the 4th in the world with its Master in Finance Management. 2nd in Europe and 2nd in Spain.



University Ranking 2018

ESIC holds 72nd place in the world, 66th place in Europe and 5th in Spain in Business Studies.



International MBA Ranking 2018

ESIC has been recognised as the 66th best Business School in the world that offers international MBA programs.



Global B-School Rankings 2019

ESIC's MBAs appear in the Top 100 MBAs of the world and in the Top 50 in Management, Marketing, Finance and Executive MBA.



MBA Ranking for Global Schools 2018

ESIC is situated in the top Business Schools in the world, holding 23rd position on a Global level.



Ranking of the Top International MBA Programs 2019

Places the MBAs Full Time program at ESIC, holding 42nd position and Executive MBA is ranked in 44nd position, among the best MBAs programs in the world, EMBA global is ranked in 47th position, (17th Europe) and MBA global holding 41th position (17th Europe).



Merco Monitor Corporative Reputation 2018

ESIC is ranked as the 3rd business school with the best corporative reputation. And among the best 100 companies to work for in Spain.

Merco Talent 2018

2nd best business school in the training sector.



Best Masters Ranking 2018

ESIC has held, since 2008, the 1st place at the national level in its marketing, international commerce, communication and advertising & public relations programs and the 3rd in human resources and organization.

An innovative Dual MBA Degree program

IN A LEAGUE OF ITS OWN

ESIC + SISU. This strong partnership between two leading Chinese and European institutions is a beacon for globally-focused professionals to acquire the insight, expertise, networks, and mindset to become successful executives and managers in tomorrow's business environment. This International MBA is for people looking for a truly international and global business career.

Spain & Madrid-Barcelona

Spain is home to seven of the FT Global 500 companies and six of the Euro Stoxx 50. In addition, the country offers the opportunity to develop and strengthen business links with China and Latin America thanks to its close relationship with these regions. Madrid is a cosmopolitan city of great cultural and historical interest. It is also one of Europe's largest cities and a major business and financial centre.

China & Shanghai

China, along with other emerging economies, is the main strategic objective of most multinational corporations as it has been widely accepted that they will be the drivers of growth in the next decade. In Shanghai, China's largest city, participants will gain first-hand knowledge of the challenges and opportunities to be found in Asia, especially in China. It is a multicultural city and a major financial centre, dubbed the gateway for business in China.



ESIC

Internationally Accredited by
AMBA, EPAS and AUDIT

2 Business environment

2 degrees

Cross-cultural experience

Entrepreneurial environment

INTERNATIONAL MBA [IMBA]

ESIC Business and Marketing School (ESIC) and Shanghai International Studies University (SISU) have joined forces to create a unique and pioneering International MBA for businesswomen/men designed to enhance their management and leadership skills and provide them with the expertise to solve complex challenges in an increasingly globalized environment. Upon completion, participants will receive two MBA degrees from two prestigious institutions: ESIC IMBA + SISU MBA.



Award Ceremony of the 2016 class of the International MBA.

MADRID &
BARCELONA

PILLARS

A place for the West and East to meet

In-depth understanding of Eastern and Western business practices to seize business opportunities in an increasingly complex global environment.

A program designed for borderless management and global elites

Strong emphasis on inter-cultural and cross-border management in a multi-national group to sharpen participants' business vision.

First-hand global business experience

Participants become conversant with the reality and complexity of doing business in the West and East.

SHANGHAI

The Journey

CORE BUSINESS MODULES

- **Economic Models & Economic Systems**
Economics for Decision Making
- **Stakeholders Value & Financial Measurement. The Triple Bottom Line**
Accounting for Decision Making
- **Big Data & Analytics Management**
Management Information Systems
- **Managing Market-Oriented & Responsible Organizations**
Organizational Behavior
- **Understanding Markets and Consumers**
Strategic Marketing
- **Delivering Value Online/Offline**
Operations Management
- **Defining & Developing Unique Differentiation and Business Models**
Strategic Management
- **Innovating in a Disruptive Environment**
Managing Innovation
- **Trends in Work Models**
Entrepreneurial Management
- **Growth and Value Generation Beyond Home**
International Business Management
- **Global Corporate Citizenship**
Business Ethics & CSR

- **Human Resources Management**
- **Data Modelling & Decision Making**
- **Corporate Finance**
- **Electives (three):**
 - Simulation
 - Brand Management in Fashion and Luxury
 - Public Relations
 - International Finance
 - Marketing for Specific Sectors and Products
 - Innovation Management
 - Value Creation and Sports Management
 - Neuromarketing
 - Designing Competitive Organizations in the Digital Ecosystem
 - International Marketing off-line/on-line
 - Managing intangibles
 - International B2B
 - New management skills in a VUCA world
 - International Marketing

PROFESSIONAL SKILLS DEVELOPMENT

Dynamics of Organizations

Team Building

Empowering Creative Thinking

Developing Yourself

Developing Effective Managers

Responsible Leadership and the Art of Decision Making
Leadership

Understanding China for Global Managers

Career Development

Chinese Language

Becoming a Global & Ethical Manager

WORLD MARKETS & INTRA-ENTREPRENEURSHIP WORKSHOPS

Emerging Themes
Europe
Asia
North America
Latin America
Africa

Current Economic Situation and Prospects

New Trends in Consumption

Digital Entrepreneurship

Digital Business Model Generation

Agile Project Management

Inbound Marketing (in International Contexts)

Growth Hacking

Positioning and Apps Monetization

Critical Thinking, Problem Solving & Independent Learning

Integrated Management & Critical Thinking

Final Project

The IMBA at a glance



Degrees awarded upon completion:

International MBA from ESIC Business and Marketing School and MBA from Shanghai International Studies University.



Teaching methods:

Student-centred learning guided by educators, tutors, and mentors to understand, practice, reflect, and apply both subject-specific knowledge and transferable skills.

The aim is to create a virtuous cycle of action-feedback-analysis-action for participants. All the delivery is in English. During the period in Shanghai, participants will join the MBA program at SISU.



Further double degree options:

After completing the teaching block in Shanghai, participants can continue their studies for 6 months at Florida International University (extra fees apply) and receive a Master of International Business.



Student profile:

Entrepreneurs who want to broaden their knowledge of international business practices, re-orientate their career or update their management knowledge with a global focus.

In addition, participants should be passionate about the opportunities that globalisation brings and the changes in the business environment that this is creating.



Final project:

The final project gives participants the opportunity to apply the knowledge and the experiences they have acquired during the program, both in Europe and China, to a real-world problem.

Supported by faculty from ESIC and SISU, participants will design, develop, and present individually a real business plan in China at the end of the programme.

The submission takes place in September and the presentation in mid-April of the following year. Candidates can return to their home countries after finishing the teaching period at the end of June, submit the project by post, and present it via Internet.



Teaching period:

55% in Spain and 45% in Shanghai.



Chinese Language course:

The programme includes a Chinese language course during the stay in Shanghai.

A strong partnership between leading business schools

ESIC, Business&Marketing School [Madrid & Barcelona]

ESIC is a leading business school specialized in marketing in Spain and systematically appears in most well-known international rankings of business education. It offers education from an international, integrated, comprehensive and global perspective. ESIC Business & Marketing School has developed a strong presence in China with the aims of strengthening the curriculum of its programmes and also enhancing the career prospects of its graduates.

Shanghai International Studies University [Shanghai]

SISU is positioned among the “Top 200 universities in BRICs countries” by QS in its “QS University Ranking”, and is also one of China’s “100 key Universities for the 21st Century”. In this context, SISU MBA aims at cultivating a new generation of global elites on the basis of oriental philosophy. These professionals are expected to have distinct and sustainable competencies, a global mindset, and the ability to integrate business knowledge with real-world experience while complying with business ethics and professionalism.



ESIC's Pozuelo de Alarcón Campus where the Madrid part of the IMBA takes place.

Global network and international dimension

A unique global network

ESIC and SISU promote networking as a form of active feedback between business and academia. This becomes tangible in the organization of conferences, talks, meetings, cultural visits, etc. supporting the development of relations to enhance participants' professional careers. In this context, the program offers access to the combined alumni network from ESIC and SISU, an extraordinary international web of students, professionals and renowned academics across the world.

An international dimension for professional careers

Participants will benefit from the professional career services from both institutions. ESIC and SISU provide career services and resources to participants and help them to meet their career aspirations; this offers a golden opportunity to access the global labor market.

PROGRAM DIRECTOR: Luis A. Sanchez Villa, SFHEA

Alan Butt Philip

PhD in Philosophy, Politics and Economics, Oxford University. Bachelor Degree in Philosophy, Politics and Economics, Oxford University. Former special adviser to the House of Lords Select Committee on the European Communities responsible for regional policy and the structural funds. Honorary Jean Monnet Reader in European integration, University of Bath. Convenor and a trustee, John Stuart Mill Institute.

Adan Black

Acting training with Harold Guskin and Gene Frankel, New York City. Advanced scene study with Elaine Strich, The Stella Adler Conservatory of Acting, New York City. Former director, actor, playwright and founder of own theatre company, New York City. Cheek by Jowl Young Directors and Designers Summer School, London/Oxford. Founder of Theatre for the People, artistic director and acting coach, Madrid. 14 years of acting coach experience with more than 90 productions directed.

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PhD in Financial Economics, University of New Orleans. Master in Financial Economics, University of New Orleans. MBA, Clemson University. Bachelor Degree in Finance, Wingate University. Member of Financial Management Association (FMA) and Asian Finance Association (AFA), among others; Former Training Consultant, Hilton Hotels and Anantara Resort.

Yue Gu

PhD in English and American Literature, Nanjing University. Master in English and American Literature, Nanjing University. Bachelor Degree in English Language and Literature, Beijing Foreign Studies University. Recipient of the "China's New Academic Star" (issued by the Chinese Ministry of Education) and the "Top Ten Most liked Professors" awards.

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Belen Lopez

PhD in Advertising and Public Relations, Universidad del País Vasco. Bachelor Degree in Advertising and Public Relations, Universidad del País Vasco. Author of "Emotional Advertising. Creative strategies". ESIC (2007).

Javier Marcos Cuevas

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PhD in Management, Universidad Rey Juan Carlos. DDG, IESE. Bachelor Degree in Management, ICADE. LLB Law, ICADE. Former Marketing Director at P&G, Pepsico, and Gonzalez Byass. Author of "Consumering" ESIC (2007) and "Reset & Reload" ESIC (2011).

Luis A. Sanchez Villa

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PhD in Mathematics, Sichuan University. Master in Mathematics, Guangxi University. Bachelor Degree in Mathematics, Nanchang University. Vice Chairman of the Disabled Association of Guangdong Province. Vice Chairman of the Chinese Scientific Decision Making Association, Director of Guangdong Economics Association, Independent Director of Fenghua High Tech Corporation.

Mario Weitz Schneir

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PhD in US Diplomatic Studies and Strategic Communication, Master in International Relations and Bachelor Degree in English Language and Literature, Shanghai International Studies University. Executive Director of the Trade Union, Director of the Women Working Committee and Deputy Director of the Institute of Intercultural Communication, Shanghai International Studies University. Member of the Academic committee of the China International Public Relations Association. Author of "Strategic Communication: A Study of American International Image building in the Middle-east in the Post Cold War Era", Shishi Press (2008).



Alumni

ADD

OPPORTUNITIES
BACKGROUND
EXPERIENCE
PEOPLE

The ESIC Alumni network was created in 1972. It aims to maintain, promote and strengthen professional links among ESIC's graduates and public and private organizations, and support the development and progress of their members and the institutions they belong to.

There are more than 60,000 former students working in different positions worldwide.



ESIC offers help and support for graduates in their professional development after finishing the program of studies. The Professional Development Unit is responsible for giving advice, services, and related resources to help participants and graduates to meet their career aspirations. This service is available from the moment they enrol in the School until their retirement; i.e. graduates can use the Professional Development Unit during their whole professional life. Every academic year the Professional Development Unit processes more than 2,000 placements/internships and another 3,500 job opportunities.

Encouraging entrepreneurship

ESIC Entrepreneurship Center provides the environment, facilities, support, and advice for participants to develop their business ideas.

Around 7% of MBA graduates start their own business at graduation which places ESIC in the 1st position in Spain and 11th position in Europe in the creation of companies, according to QS.



ESIC Language School offers language training (general and/or business oriented) in French, Chinese, Spanish, and English.

The School is an official examination center for the most renowned language examinations like DELE, TOEFL, or Cambridge.



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www.esic.edu/postgrado



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