THERE IS A GENERATION DESTINED TO CHANGE THE WORLD

BUSINESS ADMINISTRATION | MARKETING | DIGITAL BUSINESS COMMUNICATION/ADVERTISING & P.R. | INTERNATIONAL BUSINESS

[Logo]

Transforming people
THERE IS A GENERATION DESTINED TO TRANSFORM THE WORLD
ESIC is one of the leading business schools in Spain, with over fifty years of experience training business and marketing professionals.

We strive to incentivize, promote and maintain a direct relationship with the business environment in order to provide participants with practical academic training which focuses on the needs of the labor market, while offering training with values, so that our participants engage successfully as highly qualified professionals with excellent command and knowledge of the latest trends.

In addition, the quality of our programs is endorsed by national and international accreditation and certification institutions.
WHAT STUDY AT ESIC?

DIFFERENT SCHEDULE OPTIONS
FOR OUR PROGRAMS

Choose your preference!

BACHELOR’S DEGREES

4 YEARS

BUSINESS ADMINISTRATION & MANAGEMENT
Madrid / Valencia.

MARKETING
Madrid / Barcelona / Valencia / Zaragoza.

DIGITAL BUSINESS
Madrid / Valencia.

COMMUNICATION/ADVERTISING & PUBLIC RELATIONS
Madrid / Valencia.

INTERNATIONAL BUSINESS
Valencia.

DEGREE

4 YEARS

DIRECCIÓN DE MARKETING GLOBAL
Madrid / Barcelona / Sevilla / Málaga / Pamplona / Granada.

GLOBAL MARKETING MANAGEMENT
Barcelona / Valencia.

Add to your BACHELOR’S DEGREE a Specialised Diploma:
+ Professional Skills
+ Herramientas Digitales y Multimedia

BACHELOR’S DEGREE + DEGREE

5 YEARS

BUSINESS ADMINISTRATION & MANAGEMENT
Madrid / Valencia.

MARKETING
Madrid / Barcelona / Valencia / Zaragoza.

DIGITAL BUSINESS
Madrid / Valencia.

COMMUNICATION/ADVERTISING & PUBLIC RELATIONS
Madrid / Valencia.

INTERNATIONAL BUSINESS
Valencia.

Add to your BACHELOR’S DEGREE a Degree:
+ GLOBAL MARKETING MANAGEMENT
+ MARKETING
+ DIGITAL BUSINESS
+ DATA SCIENCE
+ ENTREPRENEURSHIP & INNOVATION

ESIC IS AFFILIATED TO PUBLIC AND PRIVATE UNIVERSITIES

1 Consult degrees, literacy and languages available by campus.
2 Degrees in Spanish, English or bilingual.
3 Only available for students at ESIC Granada Campus.
**Identify your career path...**

**Marketing**

- Defines the strategic lines of marketing and commercial policies of a company
  - Participants who wish to develop their career in marketing or sales.
  - Critical thinking.
  - Leadership and creative capabilities.
  - Interest in the use of new technologies.
- Madrid, Barcelona, Valencia & Zaragoza

**Marketing, Company Management & Skills**

- To provide students with deep knowledge on every area of the company and adding value to the development of any business strategy in order to improve and optimize results.
  - Interested in a company’s global vision.
  - Business management, financial management, sales and human management.
  - Logical analytical capacity.
  - Incorporate digital economy in business processes.
- Madrid & Valencia

**Communication/Advertising & P.R.**

- To provide students with the skills to manage the relationship between companies, their clients, and the rest of the agents involved, as well as many other capabilities in creativity, planning, strategy, design, and analysis and measurement of advertising campaigns.
  - Creative capabilities.
  - Digital mindset and omnichannel.
  - An international and global vision of communications.
  - Leadership and teamwork capabilities.
- Madrid & Valencia

**Digital Business**

- Prepare yourself for the creation and management of digital companies or lead the digital transformation of those companies getting into the digital world.
  - Attracted by technology.
  - Participants who wish to develop their career at international level.
  - Business leadership and entrepreneurial spirit.
  - Interest in improving the company’s efficiency by digitalizing its processes.
- Madrid & Valencia

**Global Marketing Management**

- To train students into highly-qualified marketing, sales and digital area professionals that are able to meet the demands of the labor market.
  - Participants who wish to develop their career in marketing and/or sales at international level.
  - With an entrepreneurial spirit and creative capacity.
  - Interested in Business Digital Environment.
  - Leadership and teamwork capabilities.
- Madrid, Barcelona, Valencia, Sevilla, Málaga, Pamplona & Granada

**International Business**

- To provide students with a high-quality training so that they can develop the internationalization process of the company, as well as creating and managing companies operating overseas.
  - Participants who wish to develop their career at international level.
  - Leadership capabilities.
  - Diversity and multicultural awareness.
  - Language skills.
- Valencia
We promote the employment of our students by encouraging them to apply, during their internships, the practical academic training obtained in the School.

After the third year, classes are taken in the afternoon and internships in the morning.

**CAREER ADVICE**

Companies demand highly-qualified professionals in business, marketing, advertising, sales and digital economy. Besides academic training, it is also important to speak multiple languages, to be able to travel and to demonstrate entrepreneurial spirit, motivation and creativity.

**INTERNSHIP OPPORTUNITIES**

1,600 (INTERSHIPS GRANTED) 
94% PAID INTERNSHIPS 
30% STUDENTS HIRED AFTER INTERNSHIPS 
2x POSSIBILITY OF EXTENDING THE INTERNSHIP PERIOD 
+30% STUDENTS HAVE THEIR CONTRACT RENEWED TO EXTEND THEIR INTERNSHIP PERIOD

We provide students with the skills and knowledge to work in the best companies in the world.

You will be supported throughout your entire working life through **ESIC Alumni**, the largest network of former students of business, marketing, communication and digital economy, in Spain.

You will have a **FREE EMPLOYMENT DATABASE** throughout your professional life.

**ENTREPRENEURSHIP CENTER**

ESIC creates, promotes and integrates activities towards encouraging entrepreneurship, and offers support and training.

ESIC develops activities and programs in the area of company creation to support the business initiatives of ESIC students and alumni and to contribute towards their consolidation.
as an ESIC student, you will have the possibility to complete your training abroad during a semester or academic year, and to validate your studies through

5 DIFFERENT PATHWAYS

Erasmus+ / Munde ESIC / Horizon / Degree** / Terra

Erasmus+
Internship and Academic Mobility programs within the European Education Area subsidized by the European Union.

Degree**
Mobility programs aimed at taking the last year of the degree abroad to obtain a degree given by the host country.

Horizon
Mobility programs where the tuition fees are established by the host university / specific economic conditions without geographic limitations.

Munde ESIC
Mobility programs in universities that are not in the European Education Area.

Terra
Specific Mobility programs based academic recognition in educational institutions around the world.

REQUIREMENTS

- Having successfully passed the 1st academic course in the moment of applying.
- Language certification that accredits a minimum level of B2 in the language in which the mobility program will be developed, and in some cases, a specific certification required by the host university.

* In order to participate in this mobility program, it is necessary to have successfully passed the three previous academic years.

ESIC LANGUAGES

ESIC Languages School offers language training in English to help you get your language capabilities accredited. The School is an official examination center for the most renowned language examinations like DELE, TOEFL, or Cambridge.

We teach courses in several languages, as well as Spanish as a second language for foreigners. We help you improve and perfect your level with internships and language courses abroad.

www.esic.edu/idiomas
LEAD ANY CHALLENGE WITHIN THE COMPANY
The main objective of the Bachelor’s Degree in Business Administration and Management is to train professionals to perform management, advisory and evaluation tasks in production and service organizations. These tasks can be carried out in the global sphere of the organizations or in any of its functional areas.

In addition, ESIC provides you with specific training complements thanks to the combination of the degree with specialization diplomas and private degrees, which will make your training one of the most qualified in the national and international market.

**STUDENT PROFILE:**
- Interested in the global vision of the company.
- Logical-analytical capacity.
- Incorporation of the digital economy in business processes.

**CAREER OPPORTUNITIES:**
- Sales Manager
- Human Resources Manager
- Finance Manager
- Project Manager
- Brand Manager
- Product Manager
- Business Planning Manager
- Financial Advisor
- Marketing Manager
- Business Intelligence Analyst
- Customer Relationship Manager
- Key Account Manager
- Business Development Manager
- Trade Marketing Manager
- E-Commerce Manager

**STUDY PLAN**

**BUSINESS ADMINISTRATION & MANAGEMENT**

**FIRST YEAR**

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60 ECTS FIRST YEAR

**SECOND YEAR**

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60 ECTS SECOND YEAR

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60 ECTS THIRD YEAR

**FOURTH YEAR**

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60 ECTS FOURTH YEAR

240 TOTAL ECTS

**PATHWAYS**

CHECK OPTIONS FOR CAMPUS

**Madrid / Valencia Bachelor’s Degree in Business Administration & Management + DIPLOMA IN**
- Professional Skills
- Digital Tools and Multimedia

4 YEARS

**Madrid / Valencia Bachelor’s Degree in Business Administration & Management + DEGREE**
- GLOBAL MARKETING MANAGEMENT
- DATA SCIENCE
- ENTREPRENEURSHIP & INNOVATION

5 YEARS

ESIC teaches this degree as an affiliated centre to the Rey Juan Carlos University in Madrid and Miguel Hernández in Valencia.
What about you? Will you enjoy the ESIC GENERATION?
It is the moment to believe in yourself, to choose the differentiating path, show the world what you are capable of... talent / involvement / commitment / excellence...

We create the competition’s MOST IMPORTANT FROM ACADEMIA

5,000+ 2,150 881 89
participants teams universities and business schools countries

ENTREPRENEURS
We help you start your business projects we generate, promote and integrate the actions for the promotion of entrepreneurship, providing support and training. We develop activities such as meetings, forums, investors, hubs, simulators, accelerator projects, etc, in order to make your business idea become a reality.

CONTESTS & COMPETITIONS
Excellence awards Entrepreneurship Carem ESIDrea Aster Award for research Debate Club

MULTIMEDIA TOOLS
OWN MULTIMEDIA TOOLS

CERTIFICATIONS...
OWN CERTIFICATIONS...

We organize the biggest event in University...
8 campus 3,500+ students

AND THE LARGEST GATHERING for professionals in business, marketing, communications and digital economy in Spain...

A different way to approach the business reality in the classroom
Enjoy masterclasses where we address cutting edge and relevant issues through the experience of professionals and industry experts, professors or prestigious speakers.

A new space to live unique learning experience based on the possibilities of Robotics and disruptive technologies. You will master the tools that are already transforming the present and will mark the future of the business.

We have our own publishing branch, providing the research and dissemination economy, business, marketing, etc. Our editorial background, in constant renovation, has more than 500 published titles whose authors are mainly in academia or professionals, expert members of our business environment.

Masterclasses

Networking

Meet your future

Meet on employability and entrepreneurship that brings together national and international entrepreneurs, and companies where you can share experiences, attend lectures and participate in selection processes.

The original tech methodology

Global Marketing Competition

More than a University
YOU PUT IN THE EFFORT, THE MOTIVATION AND THE DEDICATION WHILE WE MAKE SURE THAT ECONOMIC ISSUES ARE NOT AN OBSTACLE FOR YOU

ALUMNI SCHOLARSHIPS
DIVERSITY SCHOLARSHIPS
FINANCIAL AID SCHOLARSHIPS
LARGE FAMILY DISCOUNT SCHOLARSHIPS
INTERNATIONAL STUDENTS SCHOLARSHIPS
SIBLINGS that are ESIC students or alumni scholarships

25% 20% 15% 30% 10% 30%

Find all the information and requirements about our scholarships at:

www.esic.edu/grado/becas-ayudas

THERE IS A GENERATION DESTINED TO TRANSFORM THE WORLD
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www.esic.edu/grado