

EMPLOYMENT REPORT

2020 · 2021





INSPIRED

BY REAL

LIFE



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WELCOME

by the Professional Development Unit Director of ESIC



This report analyses the evolution of the employability of graduates and postgraduates who completed their degree at ESIC in 2020/21. The Professional Development Unit, through its observatory, annually evaluates the employability of graduates during the first year after their degree.

Closeness to the business world has always been one of ESIC's distinctive values. Tools like this provide very valuable information for the future academic offer and its adjustment to the needs of the market, as well as helping to provide better guidance and advice to students on employment options. Through this monitoring we can identify the current scenario, preparing students to face the challenges and take advantage of emerging opportunities.

The main objective of ESIC's Professional Development Unit is to facilitate the employability of its students. To this end, we offer various services to students in employability training, workshops with companies, individualized advice, and activities as important as the Meet your Future fair, among others. All these initiatives ensure that students can have a broad knowledge of the business reality and position themselves in a differential way in the professional world.

In addition to student services, we maintain a close relationship with more than 2000 companies that rely on ESIC talent on a recurring basis, thus providing them with a guarantee of the academic quality and professional and personal skills of our professionals.

The network of more than 62,000 Alumni who are already part of today's business world constitutes a high-value professional community where experienced professionals trained at the school come back to ESIC as a source of talent, aware of the preparation and skills developed by the students during their training.

This year's graduating class has an employability rate of 96% one year after completing their master's degree, two percentage points higher than the previous one, once again making ESIC a benchmark in Higher Education.

Raúl González Martín

Director of ESIC's
Professional Development Unit



MISSION

'The mission of the Professional Development Unit at ESIC is to improve, enhance and highlight the importance of the professional and personal development of our students and alumni, while helping them to connect with the business world and to raise their level of competitiveness through a range of lifelong services and resources that are available to our entire community'.

The PDU is a unit conceived to boost the professional career of our students and Alumni.

How we support you

WE INFORM YOU



Through informative resources on the labour market and the latest trends related to EMPLOYABILITY: company sessions, news, surveys, graphs.

WE TRAIN YOU



By implementing an online training plan in EMPLOYABILITY that puts the focus on:

- CV and positioning on LinkedIn
- Most sought after skill
- Networking
- Curricular storytelling



By holding face-to-face masterclasses and workshops on:

- CV and digital profile
- Strategy for search of opportunities
- Overcoming processes of selection

WE ADVISE YOU



Once you have finished your online training plan, you may attend a one-to-one counselling session and benefit from group coaching. If required, individual coaching can be arranged for a small fee.

We also run a Legal Counselling Service intended for non-EU students, giving them access to the Spanish job market.

WE CONNECT YOU



By linking ESIC's talent to the business world through a number of tools and multiple activities

- Internal EMPLOYABILITY portal
- International job portals
- Pivotal meeting point for students, Alumni and employers that source our graduates for their companies, the ESIC job fair MEET YOUR FUTURE sees the participation of firms from all sectors each year.
- The EFMD is an international job fair with career opportunities at big multinational companies.



MEET
YOUR FUTURE
By **esic**

- Employability events where talent programs are presented, HR experts share their learnings and advice, and other recruiting activities.



EMPLOYABILITY ACTIVITIES 2020-2021

- Insights and creativity for success
- Networking and positioning before headhunters
- Executive LinkedIn profile and job search
- Job Search Strategies
- Working in Spain
- Writing a CV to achieve your professional goal
- How to write a CV without experience
- Overcoming selection processes: Curricular interview
- CV: 20 years of experience in 2 pages
- Creation of a professional brand and search for opportunities for executive profiles
- Interview by competencies and Assessment Center
- Keys to undertake
- intrapreneurship
- Headhunters Insights: How to face the job search from unemployment
- The next 10 years of the labor market
- Highly demanding selection processes
- Gamification, selection trend



+60 national activities
+7,000 users
+4,000 participants
9 average rating

EMPLOYABILITY 2020 · 2021

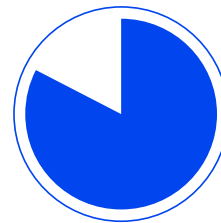
ESIC EMPLOYABILITY PORTAL

+6,400
internship positions

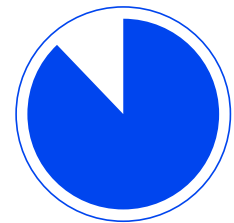
+2,000
internships accomplished

+3,000
job offers

Employability



92%
University
Area

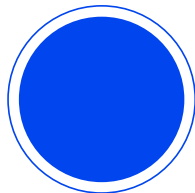


96%
Business
School
Area

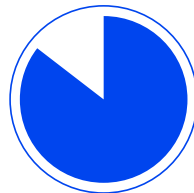
Annual Employability rates by area*



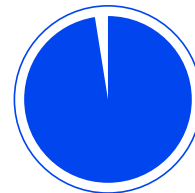
96,5%
MBAs



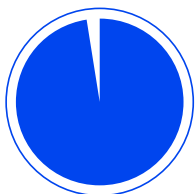
100%
Management



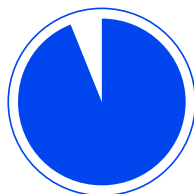
94%
Marketing
and sales



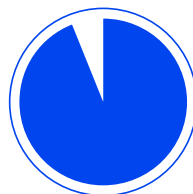
98,5%
Communication



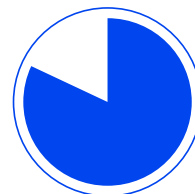
98,5%
Human
Resources



97%
International
and Trade



97%
Logistics and
Finance



91%
Technology

*Promotion 2020/2021 all Campuses nationwide.

OPENINGS BY SECTOR

Internships



Jobs



EMPLOYERS

Public Administration:

CÁMARA DE COMERCIO MADRID | GOBIERNO DE LA RIOJA | IFEMA | MINISTERIO DE HACIENDA | OEI | REGISTRO DE LA PROPIEDAD

Marketing and Communication Agencies:

DENTSU | GROUPM | HAVAS GROUP | IPG MEDIA BRANDS | KANTAR | LLYC | MAKING SCIENCE | MRM | WORLDWIDE | OGILVY | OMNICOM GROUP | PRISA BRAND SOLUTIONS ESPAÑA | PUBLICIS GROUPE | PUBLIESPAÑA | TBWA ESPAÑA | SEEDTAG...

Food and Beverages:

BODEGAS FRANCO-ESPAÑOLAS | BONDUELLE | DANONE | DELAVIUDA | DIAGEO | FLORETTE | GREFUSA | MAHOU-SAN-MIGUEL | KRAFTS-HEINZ COMPANY | LACTEAS GARCÍA-VAQUERO | PEPSICO IBERIA | PERNOD-RICARD

Storage, Transport and Logistics:

ALSA | AMAZON | CABIFY | CEVA LOGISTICS | CORREOS | DHL | ID LOGISTICS | STEF | WÜRTH

Automotive:

ALD AUTOMOTIVE | BMW GROUP | DS AUTOMOBILES | GESTAMP | HONDA | MAGNA INTERNATIONAL | MERCEDES-BENZ AG | NORAUTO | PSA GROUPE | RENAULT GROUPE

Banking and Financial Services:

BANCO SABADELL | BANCO SANTANDER | BANKINTER | BBVA | BNP PARIBAS | CAIXA BANK | DEUTSCHE BANK | IBERCAJA | KUTXABANK | MASTERCARD | MORGAN STANLEY | OPENBANK | REVOLUT | UCI

Business Consulting:

ACCENTURE | BOSTON CONSULTING GROUP | CAPGEMINI | CELONIS | DELOITTE | EY | GRANT THORNTON | IZO | KPMG | MAZARS | MINSAIT | NATEEVO DIGITAL | NTT DATA | ORACLE | PKF ATTEST | PWC | Wolters Kluwer

HR Consulting and Headhunting:

IWANTIC | MCKINSEY & COMPANY | MICHAEL PAGE | MORGAN PHILIPS | PAGE GROUP | RANDSTAD | TOP EMPLOYERS | TRIVU

Entertainment, Culture and Sports:

EUROSPORT / DISCOVERY | FIRA BARCELONA | GRUPO PLANETA | GRUPO SM | MADCUP | NBC SPORTS | REAL CLUB TENIS BARCELONA | TEATRO REAL | THE IRONMAN GROUP





Large Consumption:

BEAM SUNTORY | CECOTEC | CHEP | FAMOSA | KIMBERLY-KLARK |
HASBRO | HENKEL | LEROY MERLIN | MATTEL | PASCUAL | PROCTER &
GAMBLE

Hospitality, Restoration and Tourism:

ARAMARK | BARCELÓ HOTEL GROUP | CARLS JR | GRUPO LALALA
| MCDONALDS | MISS SUSHI | NH HOTEL GROUP | RIU HOTELS |
RADISSON | ROSEWOOD VILLAMAGNA | SINGULAR'S HOTELS | VIAJES
| EL CORTE INGLÉS

Pharmaceutical and Biotechnological Industry:

ABBVIE | ASTRA ZENECA | BAYER | BIOBEST | CINFA | GSK | JOHNSON
& JOHNSON | MERCK SHARP & DOHME ESPAÑA (MSD) | NOVARTIS |
PIERRE FABRE GROUP | ROCHE FARMA | TEVA PHARMACEUTICALS |
Zschimmer & Schwarz España

Media and Diffusion:

Abc | CRITEO | GRUPO EDELVIVES | LA RAZÓN |

Fashion, Luxury and Cosmetics:

AWWG | BABARIA | BULGARI | CHRISTIAN DIOR COUTURE | CITY TIME
| FASHIOLA | FRESHLY COSMETICS | HAVAIANAS | HAWKERS GROUP |
INDITEX | JOYERÍA TOUS | L'OREAL | LVMH GROUPE |
MANGO | PANDORA | PUIG | REVLON | SCALPERS | TENDAM |
UNODE50 | YSABEL MORA | YVES ROCHER

Insurance:

ADMIRAL | ALLIANZ | CATALANA OCCIDENTE | MAPFRE | METLIFE |
MUTUA MADRILEÑA | SANITAS

Technology:

ATOS | AVANADE | BLUETAB, AN IBM COMPANY | DELL | GLOBANT | HP
| INTEL | MICROSOFT | ORACLE | SAMSUNG | SIEMENS | SOPRA STERIA

Telecommunications:

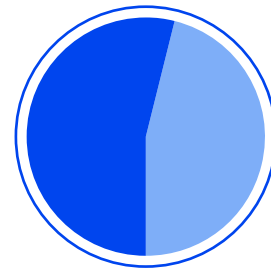
BT GROUP | MASMOVIL | MOVISTAR+ | ORANGE | TELEFÓNICA |
VODAFONE

Sale and Distribution:

AMAZON | BANAK | BIGBUY | BRICO DEPOT | CARREFOUR |
DECATHLON | EL CORTE INGLÉS | LEROY MERLIN | PRIVALIA

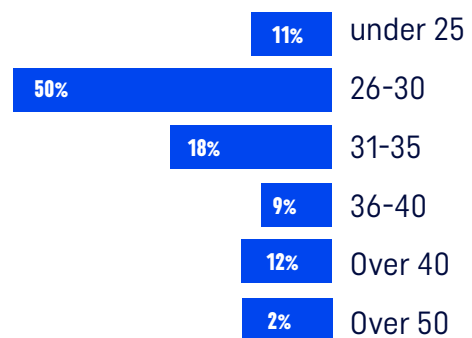
OVERALL STUDENT PROFILE*

Gender:



54% Female
46% Male

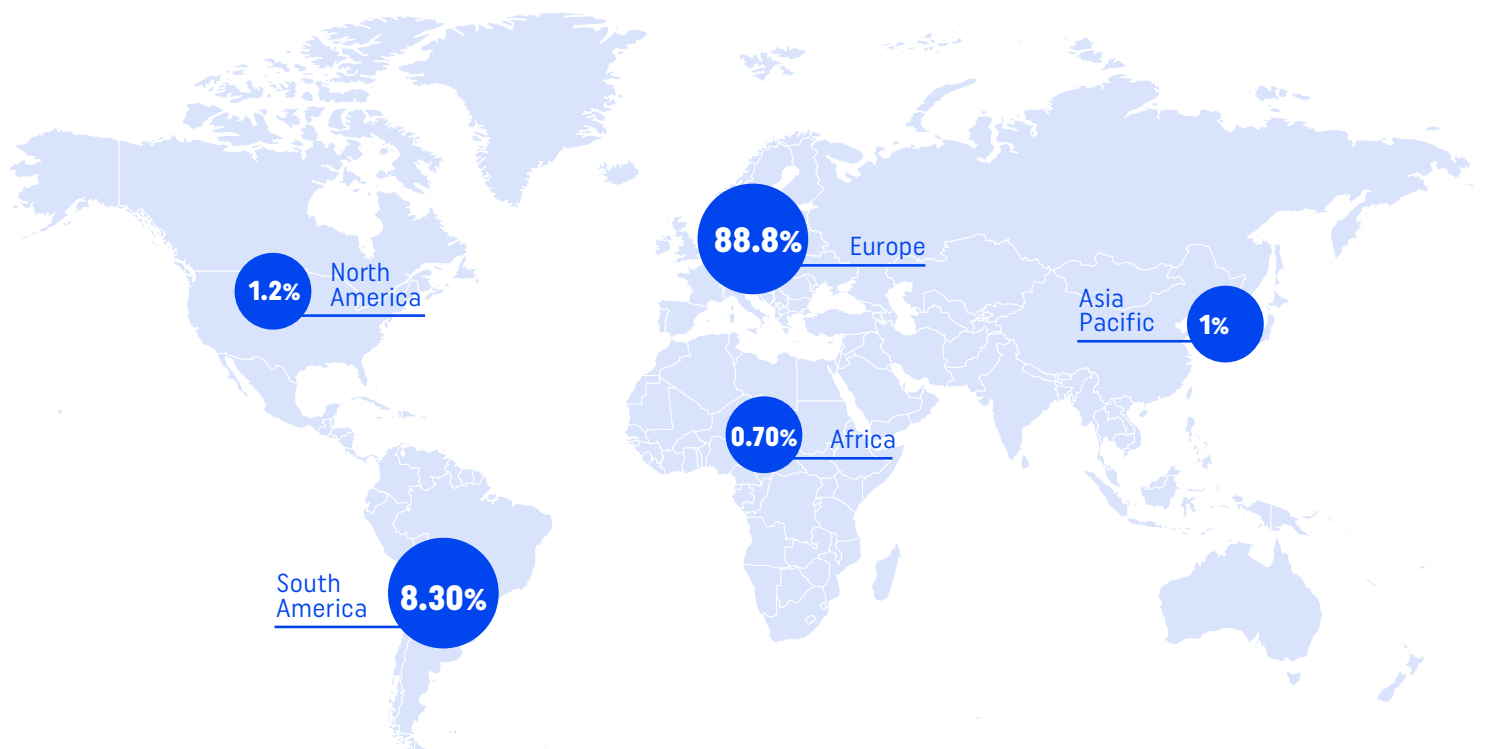
Age groups:



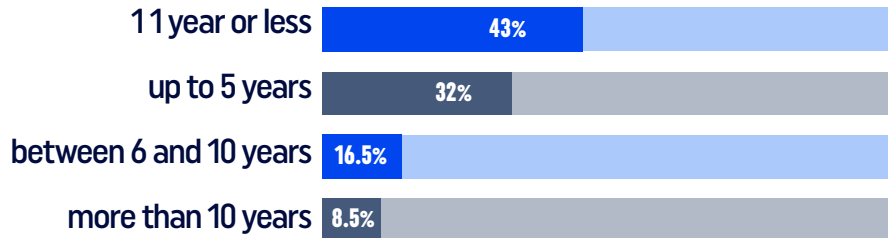
* Average age 30 years

International nature:

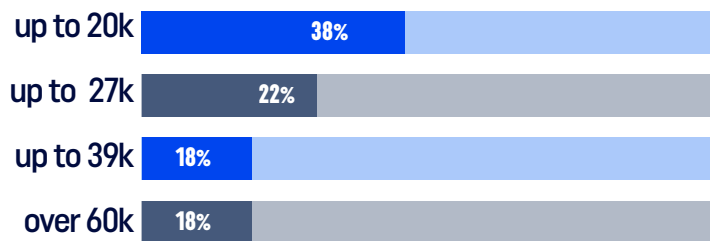
44 nationalities



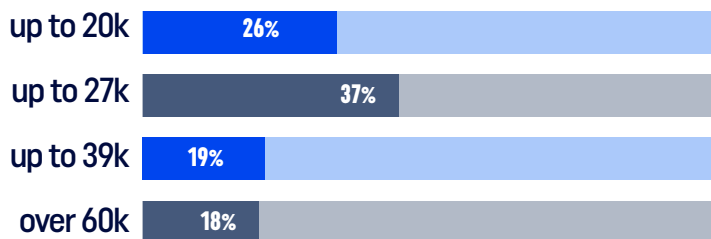
Previous experience



Salaries before the program



Salaries after the program



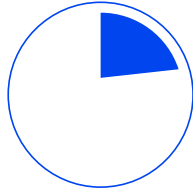
* Postgraduate students 2020-2021 national

Position Level

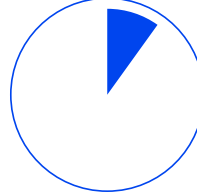
At the end of the program



71%
Technician or
specialist



22%
Middle
management

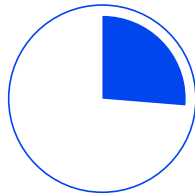


7%
Executive

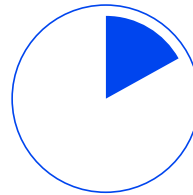
Year



64%
Technician or
specialist



28%
Middle management



8%
Executive



EMPLOYABILITY BY PROGRAMME

PROGRAMMES:

MBAs

- [MBA] Master in Business Administration
- [EMBA] Executive Master in Business Administration

MANAGEMENT

- [MBM] Master in Management
- [MDB] Master in Digital Business

MARKETING AND SALES

- [MICEMD] Máster en Customer Experience
- [GESCO] Máster en Dirección de Marketing y Gestión Comercial
- [MDMD] Máster en Dirección de Marketing Deortivo
- [MML] Máster en Dirección de Marketing y Comunicación de Moda & Lujo
- [MMD] Máster en Marketing Digital
- [MDM] Master in Digital Marketing
- [MOMD] Máster online en Marketing Digital
- [MIM] Master in Marketing Management
- [MUDM] Máster Universitario en Dirección de Marketing
- [MMGD] Máster Universitario en Marketing y Gestión Digital

COMMUNICATION

- [DCNT] Máster Universitario en Dirección de Comunicación y Nuevas Tecnologías
- [MPC] Máster en Dirección de Comunicación y Publicidad

HUMAN RESOURCES

- [DRHO] Máster en Dirección de Personal y Gestión de Recursos Humanos
- [MDPO] Máster Universitario en Dirección de Personas y Desarrollo Organizativo

INTERNATIONAL TRADE, LOGISTICS, FINANCE, TECHNOLOGY

- [MBDA] Máster en Big Data y Analytics
- [MDF] Máster en Dirección Financiera
- [LOC] Máster en Dirección de Logística, Transporte y Cadena de Suministro
- [MITB] Master in International Trade & Business

[EMBA] · Executive Master in Business

Employability

Annual ratio  96,5%

Our graduates are working in

60% Spain |
30% Peru |
10% Netherlands |

[MBA] · Máster in Business Administration

Employability

Annual ratio  93%

Our graduates are working in

60% Spain |
30% Peru |
10% Netherlands |

[MBM] · Master in Management

Employability

Annual ratio  100%

Our graduates are working in

100% Spain |

*Based on data collected from 92% of graduates

[MDB] · Master in Digital Business

Employability

Annual ratio  100%

Our graduates are working in

100% Spain |

*Based on data collected from 83% of graduates

[MICEMD] · Master in Customer Experience

Employability

Anual ratio  92%

Our graduates are working in

95% Spain |
5% Dominican Republic |

*Based on data collected from 87% of graduates

[GESCO] · Master in Marketing and Commercial Management

Employability

Anual ratio  94%

Our graduates are working in

93% Spain |
4% Peru |
2% Colombia |
1% UK |

*Based on data collected from 88% of graduates

[MDMD] · Master in Sports Marketing Department

Employability

Anual ratio  89%

Our graduates are working in

100% Spain |

*Based on data collected from 88% of graduates

[MML] · Master in Fashion and Luxury Marketing & Communication Department

Employability

Anual ratio  91%

Our graduates are working in

100% Spain |

*Based on data collected from 83% of graduates

[MMD] · Master in Digital Marketing**Employability**

Annual ratio  **95%**

Our graduates are working in

98% Spain |
1% USA |
1% Mexico |

*Based on data collected from 86% of graduates

[MDM] · Master in Digital Marketing**Employability**

Annual ratio  **93%**

Our graduates are working in

100% Spain |

*Based on data collected from 95% of graduates

[MOMD] · Online Master in Digital Marketing**Employability**

Annual ratio  **93%**

Our graduates are working in

77% Spain | 10% Perú |
7% Colombia | 3% Chile |
3 % Latvia |

*Based on data collected from 82% of graduates

[MIM] · Master in Marketing Management**Employability**

Annual ratio  **98%**

Our graduates are working in

88% Spain |
6% Bolivia |
6% Mexico |

*Based on data collected from 94% of graduates

[MUDM] · Master Universitario in Marketing Direction

Employability

Ratio anual  100%

Our graduates are working in

75% Spain |
13% Brazil |
13% Ecuador |

*Based on data collected from 67% of graduates

[DCNT] · Master Degree in Communication Management and New Technologies

Employability

Ratio anual  100%

Our graduates are working in

88% Spain |
8% Ecuador |
4% Guatemala |

*Based on data collected from 92% of graduates

[MPC] · Master in Communication and Advertising Department

Employability

Ratio anual  97%

Our graduates are working in

92% Spain |
4% Peru |
4% Uruguay |

*Based on data collected from 77% of graduates



[DRHO] · Master in People Management and Human Resources Management

Employability



Our graduates are working in

100% Spain |

*Based on data collected from 92% of graduates

[MDPO] · Master Degree in People Management and Organizational Development

Employability



Our graduates are working in

100% Spain |

* Based on data collected from 88% of graduates

[MBDA] · Máster en Big Data y Analytics

Employability

Ratio anual  91%

Our graduates are working in

100% Spain |

*Información recogida del 69% de los egresados

[MDF] · Máster en Dirección Financiera

Employability

Ratio anual  98%

Our graduates are working in

89% España |
11% India |

*Información recogida del 83% de los egresados

[LOCS] · Máster en Dirección de Logística, Transporte y Cadena de Suministro

Employability

Ratio anual  96%

Our graduates are working in

86% España |
5% Estados Unidos |
5% Mexico |
5% Portugal |

*Información recogida del 82% de los egresados

[MITB] · Master in International Trade & Business

Employability

Ratio anual  97%

Our graduates are working

96% España |
4% Perú |

*Información recogida del 91% de los egresados



THE ALUMNI EXPERIENCE

INTERVIEWS WITH ALUMNIS:



Meritxell Serra
Alumni de [LOCS] · Master in Logistics,
Transport and Supply Chain Management



Jorge Mosquera
Alumni de [DRHO] · Master in Personnel
Management and Human Resources Management



Álvaro Massó
Alumni de [MDB] · Master in Digital Business



Emilio Martínez
Alumni de [MBM] · Master in Management



Gustavo Ramón González
Alumni de [MDF] · Master in Financial Management



Marcelo Bellini
Alumni de [[GESCO] · Master Degree in
Marketing and Commercial Management



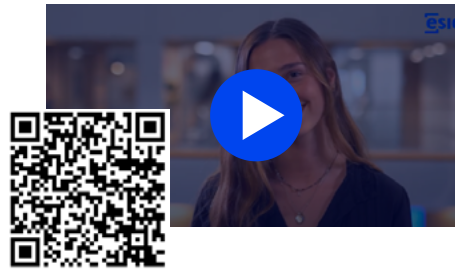
Carmen Torres Herrero
Alumni de [MMD] - Master in Digital Marketing



Gabriel Alonso Díaz
Alumni de [PMA] - Project Management



Gerardo Fernández Farfán
Alumni de [GESCO] - Master Degree in Marketing and Commercial Management



Andrea Moya
Alumni de [GESCO] - Master Degree in Marketing and Commercial Management



María García Broto
Alumni de [MDF] - Master in Financial Management

ENTREPRENEURSHIP

esic Emprendedores

THE ESIC Entrepreneurship Area supports entrepreneurs and business initiatives and fosters an entrepreneurial culture, developing activities to promote innovation and entrepreneurship in the student body and among members of the Alumni community.

- General and specialised guidance to accelerate the design and implementation of projects.
- A Business Incubator complete with working spaces and technical support.
- Support and define capital needs and access to funding.
- Programme for e-commerce projects.
- Acceleration programme for innovative projects: ESIC helps high potential entrepreneurs to promote their business idea.
- Workshops on entrepreneurship, round tables, investor forums.
- Awards:
 - Business Creation
 - TFG Awards to the Best Entrepreneurial Initiative
 - Emprende con Marca (entrepreneurs contest in partnership with Spanish sports newspaper Marca)
 - Best Postgraduate Business Venture
 - ASTER to the Best Entrepreneur

+250

Business ventures given counselling

+100

Projects in the making

16

Projects in the Business Incubator





5
Activities



815
Participants

Rating: ★★★★★★☆☆

Entrepreneurship-related activities 2020-2021

- Final TFG Entrepreneurship Awards (145 attendees)
- Final TFM Entrepreneurship (54 attendees)
- Final Contest Emprende con Marca (46 attendees)
- Session what does a StartUp contribute to my professional career (435 attendees)
- Session advantages of working in a startup (135 attendees)

Our Made-in-ESIC entrepreneurs include:

FARMIDABLE | SOUJI | SOCIAL SONS | MALACABRA |

Top:



[SOUJI](#) | Catalina Trujillo



[Idai Nature](#) | Carlos Ledó



[GROSSO NAPOLETANO](#) |
Hugo Rodríguez De Prada

MARCH 2023