

EMPLOYMENT REPORT  
UNIVERSITY  
DEGREES





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 2,000 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”.**

# RANKINGS AND RECOGNITIONS

## [Positioned among the best]

Important national and international media, as well as other prestigious institutions, have recognised the quality of ESIC's programmes, rewarding its leadership and placing it at the top of many rankings.



ESIC is recognised as a quality institution in the field of employability.

**#1**

SPAIN

**ELMUNDO**

It has the most demanded degrees, as well as being among the best rated Universities

**#5**

SPAIN

**RANKING  
CYD**

University of Spain in Teaching and Learning

**#6**

SPAIN



Universities specialising in Business and Management Studies

**#15**

SPAIN

**Forbes**

Focused on student experience, preparation for working life and international perspective

**TOP 100**

WORLDWIDE

**youth  
incorporated**

In the TOP 100 best universities in the world based on the opinion of students, alumni and employers

**#1**

SPAIN

**THE  
WORLD  
UNIVERSITY  
RANKINGS**

Private university in Reducing inequalities #ODS10

**#2**

SPAIN

**THE  
WORLD  
UNIVERSITY  
RANKINGS**

Private university in Gender Equality #ODS4

**#3**

SPAIN

**multirank**

University with the strongest international focus

**#5**

SPAIN

**multirank**

University with the strongest focus on Teaching and Learning

**TOP 100**

WORLDWIDE

**youth  
incorporated**

In Academic Reputation and Job Opportunities

**#9**

EUROPA

**StuDocu**

In Academic Reputation and Job Opportunities

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
- The EFMD is an international job fair with career opportunities at big multinational companies.

- 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.



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

**MEET**  
YOUR FUTURE  
By **esic**



## 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

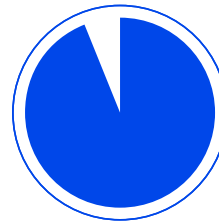
# EMPLOYABILITY ESIC

**+6,400**  
internship positions

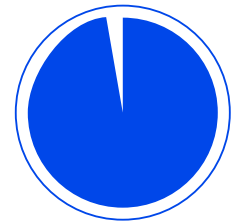
**+2,000**  
internships accomplished

**+3,000**  
job offers

## Employability

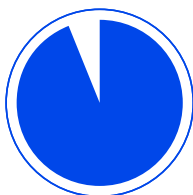


**92.6%**  
University  
Area

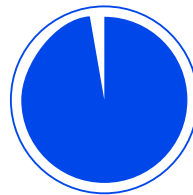


**96%**  
Business School  
Area

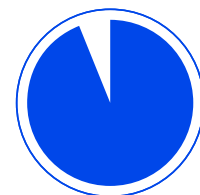
## EMPLOYABILITY RATIOS BY CATEGORIES\*



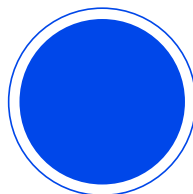
**91%**  
Advertising &  
Communication



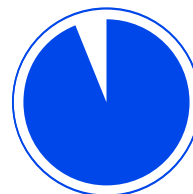
**96%**  
Digital Business



**92%**  
Marketing



**100%**  
International  
Business



**91%**  
Business  
Management

\* Promotion 2020/2021 all Campuses nationwide



# OFFERS BY AREA

## Internships



## Employment



\* Promotion 2020/2021 all Campuses nationwide

## EMPLOYABILITY

# EMPLOYERS

## Marketing and Communication Agencies:

AWIN GLOBAL | DENTSU | FUTURE BRAND | HAVAS GROUP | IPG MEDIA BRANDS | MAKING SCIENCE | OGILVY | PUBLICIS GROUPE | T2O | TAPTAP |

## Food and Beverages:

DELAVIUDA | LACASA | LACTALIS | PERNOD-RICARD

## Warehousing, Transport and Logistics:

ARTAL AUTOMOCIÓN | ASTARA | MSC MEDITERRANEAN SHIPPING COMPANY | TANGER MED | UBER

## Automobile:

AUDI | BMW GROUP | GOODYEAR DUNLOP | NORAUTO | PORSCHE | SEAT

## Banking and Financial Services:

APLAZAME | BANKINTER | BNP PARIBAS | EBURY | SANTANDER CORPORATE | UCI

## Business Consulting:

ABANTE ASESORES | ACCENTURE | DELOITTE | EY | NATEEVO

## Entertainment, Culture and Sport:

FEVER | PARQUES REUNIDOS | PRIMAVERA SOUND | REAL FEDERACIÓN ESPAÑOLA DE ESGRIMA | THE WALT DISNEY COMPANY | UNIVERSAL MUSIC | WAH SHOW | WARNER BROS

## Consumer goods:

DYSON | FOUR LEAVES | HALEON | HASBRO | MIELE

## Hotel, Restaurant and Tourism:

COMPAÑÍA DEL TRÓPICO | HARD ROCK CAFÉ | ILUNION HOTELS

## Industry / Energy Industry:

ACCIONA | AVINTIA | EDP RENEWABLES | NAVAL | SAICA | SMURFIT KAPPA | THYSSENKRUP

## Pharmaceutical and Biotechnology Industry:

BIOMERIEUX | MERCK SHARP & DOHME ESPAÑA (MSD) | ROCHE FARMA | VIATRIS

## Real Estate:

CBRE | CUSHMAN & WAKEFIELD | EZENTIS | KELLER WILLIAMS REALTY | SAVILLS

## Media and Broadcasting:

IPROSPECT | LA RAZÓN | LAS PROVINCIAS | GRUPO PLANETA | GRUPO VOCENTO

## Fashion, Luxury and Cosmetics:

ECCO SHOES | HOFF | INDITEX | L'OREAL | UNODE50

## Technology:

ALTIM TI | DOCUSIGN | HP ENTERPRISE | IBM | NODRIZA TECH

## Telecommunications:

ORANGE | TELEFÓNICA | VODAFONE

## Sales and Distribution:

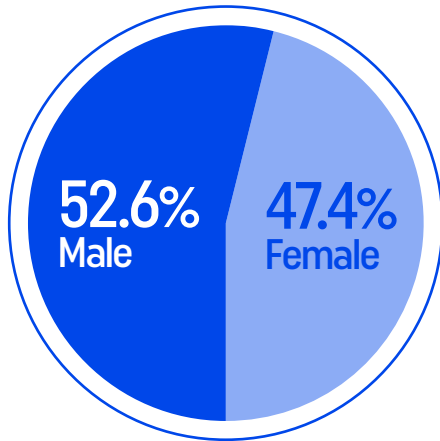
BIGBUY | CARREFOUR | DECATHLON | EL CORTE INGLÉS | GLOVO

\* Promotion 2020/2021 all Campuses nationwide



## EMPLOYABILITY

# STUDENT PROFILE\*



**BARCELONA**

**4.4%**

**MADRID**

**69.8%** (students from the Granada, Pamplona and Seville campuses come to do their last year in Madrid)

**VALENCIA**

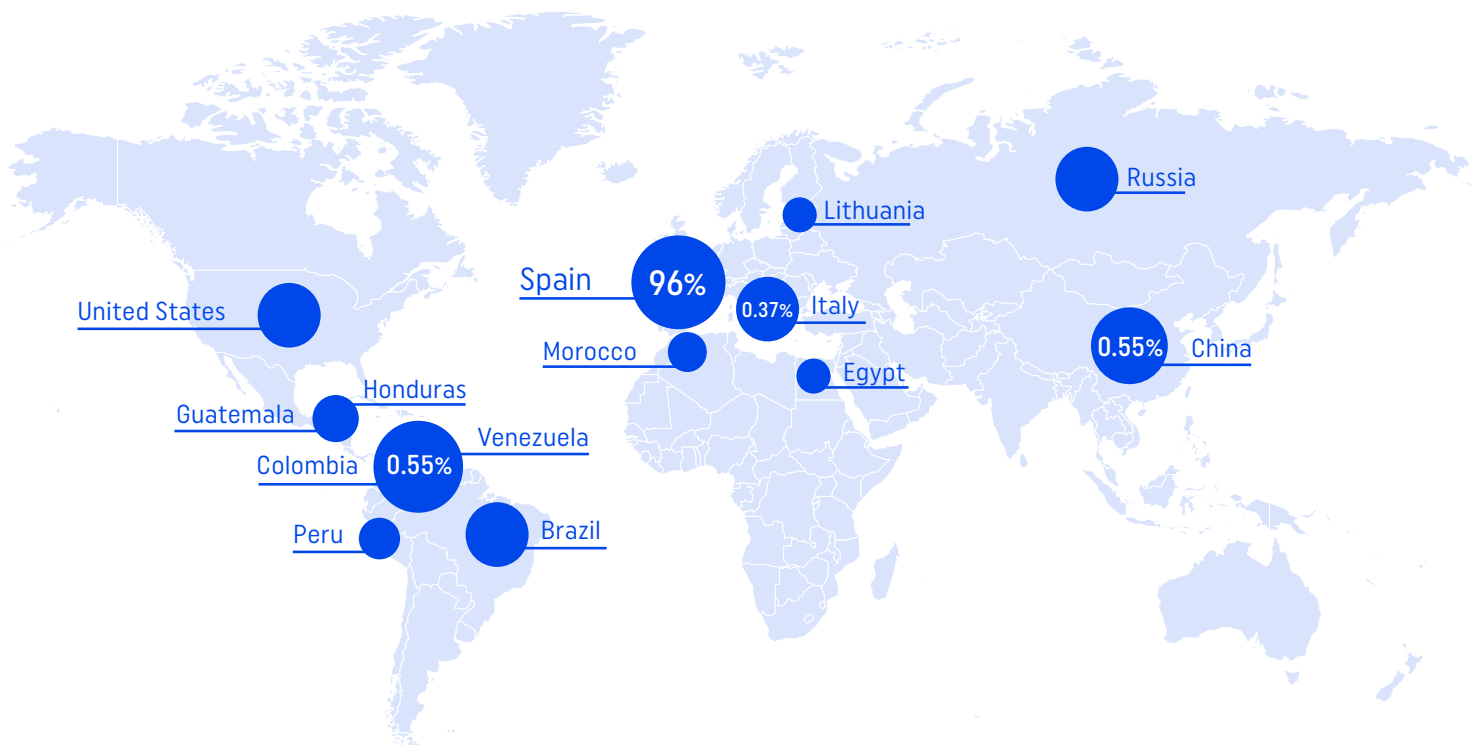
**21.2%**

**ZARAGOZA**

**4.6%**

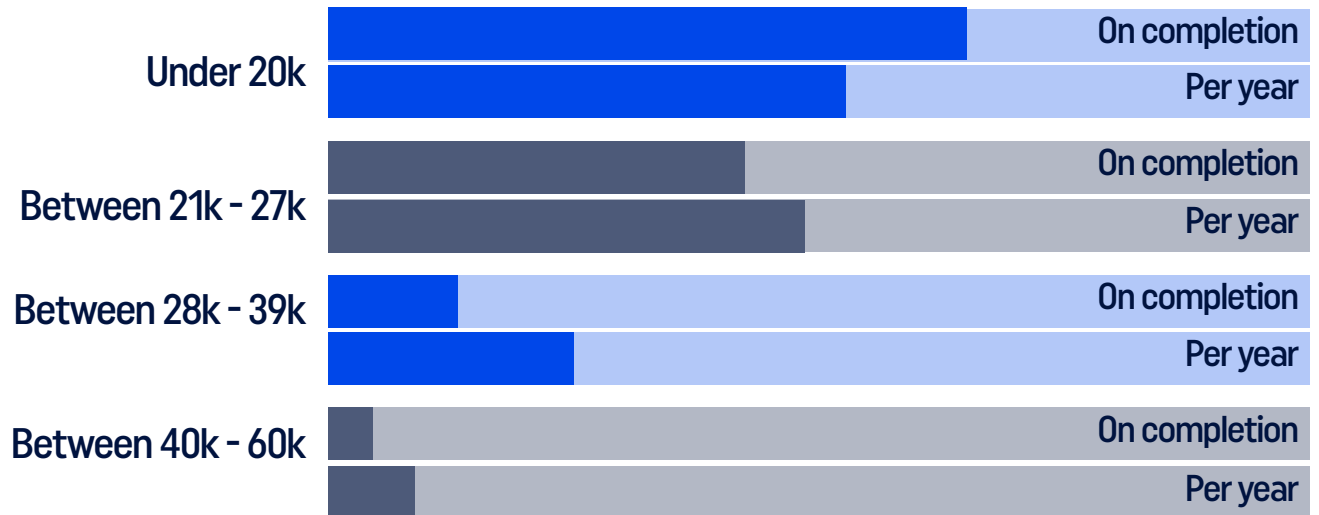
Average age of graduates is 25 years old

## 14 different nationalities



\* Promotion 2020/2021 all Campuses nationwide

## Salaries



\*Gross annual salary in euros

83% of graduates move to the next salary level within the first year after graduation.

Salaries up to 20,000<sup>€</sup> are decreasing by a total of 17 percentage points, while the second level increases by 6 percentage points and the salary level of 28,000-39,000<sup>€</sup> increases by 10 percentage points.

From the first 61% at 20,000<sup>€</sup>, after 3 months 26% move to the next range and 11% to the third level; after one year 39% have moved up in rank, with a rise of 8,000<sup>€</sup> or more by 10%.

Of those who were at the second level at the end of the year, 43% moved up to the third level within a year.

**At a technical or specialist level, more than 60% significantly improve their salary in the first year, 40% by more than 8,000<sup>€</sup>.**



## Functional Areas, Main Sectors and Employing Companies

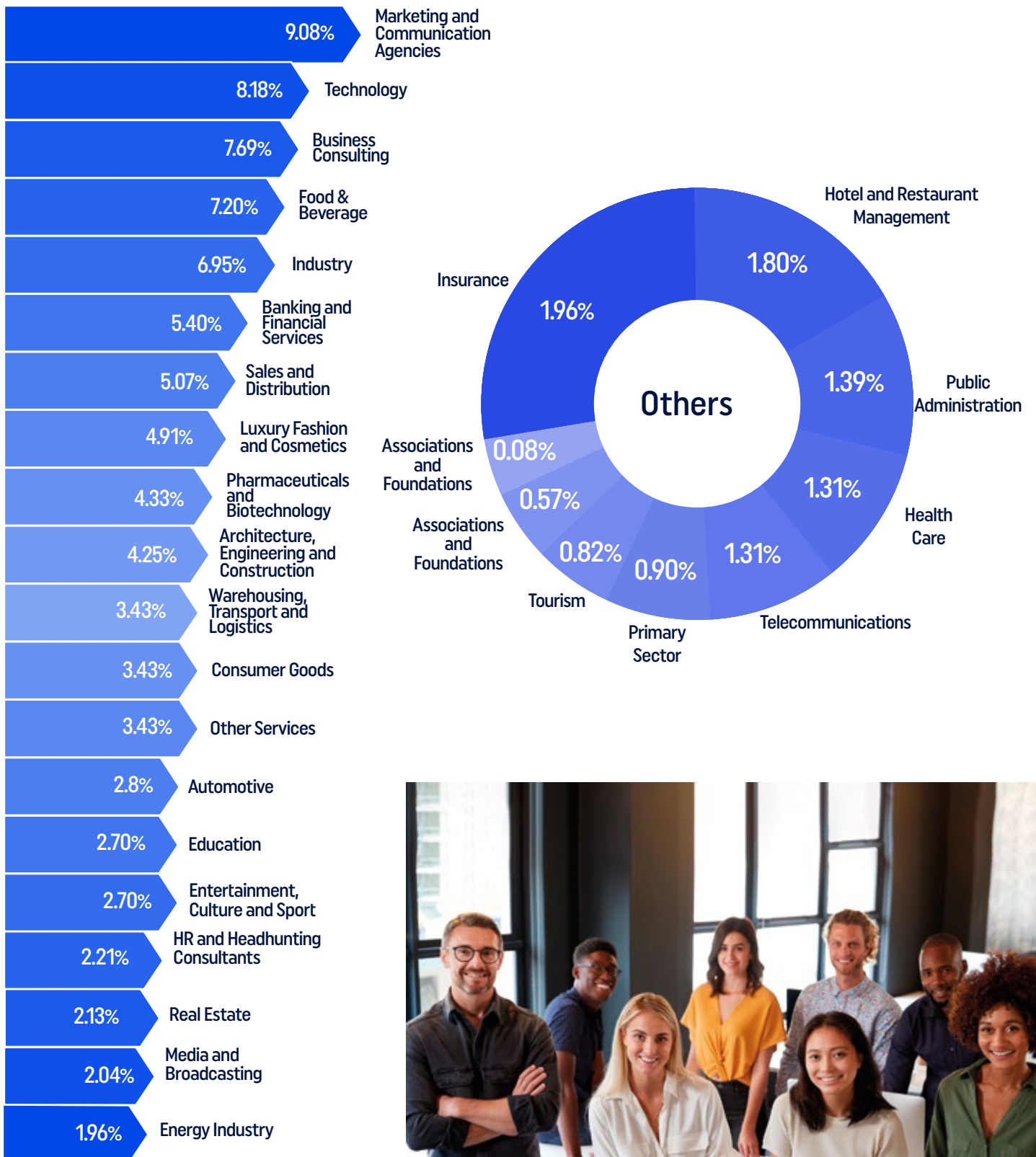
What was your field of expertise?

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## Functional Areas, Core Sectors and Employing Companies

### Sectors where graduates work



## EMPLOYABILITY

# EMPLOYABILITY BY PROGRAMME

## [GRADE] · Bachelor's Degrees in Business Management and Administration

### Employability

Annual rate  91%

### Countries where they work

95% Spain |  
1.5% France |  
3.5% Ireland |

\*Data collected from 91% of graduates

## [GRMK] · Bachelor's Degrees in Marketing

### Employability

Annual rate  93%

### Countries where they work

96% Spain |  
1.3% France |  
1.3% Belgium |  
1.3% Brazil |

\*Data collected from 97% of graduates

## [GRDB] · Bachelor's Degrees in Digital Business Administration and Management

### Employability

Annual rate  98%

### Countries where they work

100% Spain |

\*Data collected from 90% of graduates

## [GRPUB] · Bachelor's Degree in Advertising and Public Relations

### Employability

Annual rate  94%

### Countries where they work

98% Spain |  
2% United Arab Emirates |

\*Data collected from 94% of graduates

## [GRIB] · Bachelor's Degree in International Business

### Employability

Annual rate  96%

### Countries where they work

96% Spain |  
4% Denmark |

\*Data collected from 96% of graduates

## [TSMK] · Degree in Marketing and Commercial Management

### Employability

Annual rate  90%

### Countries where they work

90% Spain |  
5% France |  
5% Netherlands |

\*Data collected from 88% of graduates



# EXPERIENCES by ESIC ALUMNI

## Testimonial Interviews:



**Alberto Martínez**  
Bachelor's Degree in Business Administration and Management + Diploma in Marketing Management



**Ricardo Larrea**  
Bachelor's Degree in Marketing + Diploma in Entrepreneurship and Innovation



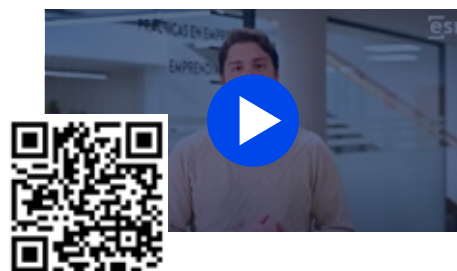
**María Lucía Benavent Barrios**  
Bachelor's Degree in Advertising and Public Relations + Diploma in Marketing Management



**Pablo Suárez Cano**  
Degree in Digital Business + Diploma in Marketing Management



**Begona Álvarez Aranda**  
Degree in Business Administration and Management + Diploma in Marketing Management



**Javier Martín-Sonseca Alonso**  
Bachelor's Degree in Marketing + Diploma in Digital Business

## EMPLOYABILITY

# UNIVERSITY DEGREES

The best specialised training with various curricular itineraries...

## BACHELOR'S DEGREES

4 years

- + BUSINESS ADMINISTRATION 
- + MARKETING 
- + DIGITAL BUSINESS 
- + COMMUNICATION/ADVERTISING AND PR 
- + INTERNATIONAL BUSINESS 

## ADD A DIPLOMA TO YOUR BACHELOR'S DEGREE

- + MARKETING MANAGEMENT 
- + SUSTAINABILITY MANAGEMENT 
- + DIGITAL BUSINESS 
- + DATA SCIENCE & BUSINESS ANALYTICS 
- + ENTREPRENEURSHIP AND INNOVATION 

## SPECIALISATION DIPLOMA

Add a specialisation diploma to your Bachelor's degree:

- + MANAGEMENT SKILLS
- + DIGITAL AND MULTIMEDIA TOOLS



Community of Madrid

ESIC is an affiliated centre:



Valencia



Barcelona



Zaragoza

**i** Consult degrees, itinerary and languages available by campus. Madrid | Barcelona | Valencia | Zaragoza | Pamplona | Seville | Málaga | Granada

<sup>1</sup>International destinations with limited places subject to possible modifications. All international options have additional costs.



# 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





 **10**  
Activities

 **450**  
Participants

Rating: ★★★★★★☆☆

## Entrepreneurship-related activities

- 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

