



EFMD CEL

Certificate of Conformity
to International Quality Standards of
teChnology-Enhanced Learning
ACCREDITED

This is to certify that

**ESIC Business and Marketing School
(Spain)**

has successively undergone
EFMD CEL Programme Accreditation for ICT-based Learning
for its Business Simulations.

A handwritten signature in black ink, appearing to be 'Eric Cornuel'.

Prof. Dr. Eric Cornuel
Director General, EFMD

A handwritten signature in black ink, appearing to be 'Alain Dominique Perrin'.

Alain Dominique Perrin
President, EFMD

A handwritten signature in black ink, appearing to be 'Dieter Euler'.

Prof. Dr. Dieter Euler
Chairman, CEL Awarding Body

ESIC Business and Marketing School, Spain

This is to certify that the *ESIC Business & Marketing School* has successfully undergone the EFMD CEL (teChnology Enhanced Learning) Accreditation process designed by the European Foundation for Management Development (EFMD) for *Business Simulations*.

This rigorous process required the submission of a Self-Assessment Report in which *ESIC Business & Marketing School* critically examined the programme in the light of a comprehensive set of internationally-agreed criteria covering the state-of-the-art technology enhanced Management Courses and Programmes.

On receipt of this report, the EFMD's Executive Office at the Swiss Centre for Innovations in Learning (scil), University of St.Gallen, organised an Audit Team visit by a team of two people:

- **Jan Kingsley**, Corporate Services, EFMD, Brussels and
- Prof. Dr. **Ulrich Bernath**, former Director, Center for Distance Education, Carl von Ossietzky University of Oldenburg, Germany and Adjunct Professor, University of Maryland University College, USA

Apart from interviews with selected participants, the Audit team spent two days in Madrid interviewing *ESIC Business & Marketing School* staff in charge of the programme in order to establish a complete quality audit.

Through this process, *ESIC Business & Marketing School* has demonstrated:

- That all relevant questions in the field of programme strategy, pedagogy, economics, technology, organisation and culture are convincingly addressed.
- That the ESIC's Business Simulation Methodology provides a major learning opportunity on a number of levels and target groups in a highly professional manner.
- That the business model in terms of overall resourcing is appropriate since there was clear evidence of both the longevity of the simulators and their future usage.
- That the ESIC programme management is highly committed to an ongoing process of quality development.