



**WELCOME  
TO ESIC**

**esic**

22

23

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# WHY STUDY AT ESIC?



## Welcome to ESIC



Welcome to ESIC Business & Marketing School. First, I thank you for choosing us to guide you and accompany you in your training process. You are arriving at a School that aims to transform you to succeed in your professional life and be an actor of change in the organisations for which you work and in society, all while respecting the ethical principles that guide our conduct. To put it simple: we want our students to contribute to improving companies and their environments, because we are convinced that this world can be improved.

Our educational model combines knowledge, values and experiences. As knowledge evolves rapidly, the key is to teach you how to learn, to activate your curiosity so that you know how to adapt with agility to a constantly moving environment.

You will also contribute to our transformation. Your experience is essential to help us improve our teaching daily. You will also be a part of our transformation. Therefore, I invite you to discover ESIC, its people and its services, and to get fully involved in the life of a School that is full of possibilities.

Study, participate, learn, give your opinion, enjoy, mix, but, above all, be yourself and be happy. Welcome to the home of your learning.

**P. Eduardo Gómez Martín**

General Director.

A handwritten signature in black ink, appearing to read 'Eduardo Gómez Martín'.

# Rankings and Recognitions

## [Accreditations]



By obtaining the AMBA accreditation, ESIC becomes part of the elite best business schools worldwide. Only the most prestigious business schools achieve this accreditation, around 2%.



An international program accreditation system operated by EFMD. Its aim is to assess the quality of any business and/or management program that has an international perspective and, where appropriate, to accredit it.

## [Rankings]

### Forbes

<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
Spain New Graduates and young professionals	Spain Senior Management	Spain MBA	Spain Executive Programs

### ELMUNDO

<b>1</b>	<b>1</b>	<b>3</b>	<b>4</b>
Spain Marketing	Spain Foreign Trade	Spain Human Resources	Spain Advertising and Communication

### Bloomberg Businessweek

<b>23</b>
Europe Business School



<b>12</b>	<b>34</b>	<b>34</b>	<b>34</b>	<b>50</b>
Europe Logistics	Europe MBA Executive	Europe Business Analytics	Europe Marketing	Europe Management

<b>51</b>	<b>64</b>	<b>51</b>
Europe MBA	Europe Finance	Global MBA especialidad en Marketing



<b>40</b>	<b>87</b>
Global Business School	Global Business School



<b>5</b>	<b>19</b>
Global Widest selection of courses in the areas of Marketing, Technology and Sales	Global Business School

<b>37</b>	<b>41</b>	<b>47</b>	<b>49</b>	<b>85</b>
Global Executive MBA	Global Management	Global Marketing	Global Finance	Global Business School



<b>4</b>	<b>24</b>
Global Finance	Global MBA

<b>30</b>	<b>41</b>
Global Business School	Global Executive MBA

<b>1</b>	<b>5</b>
Latin America Online Digital Marketing	Latin America Online Training Centre

<b>5</b>
Latin America Digital Innovation



<b>2</b>	<b>2</b>	<b>2</b>	<b>57</b>
Spain Most reputable company in the Education Sector.	Spain University and Business School with the greatest capacity to attract and retain talent.	Spain University and Business School in Accountability and Corporate Governance	Spain Eduardo Gómez Martín, General Director of ESIC, Business Leader

# STUDY IN SPAIN, STUDY AT ESIC



Valencia

Spain is one of the most attractive countries to study in. We have an array of universities and business schools with great international prestige and recognition. Perhaps that is why we are also the largest host of Erasmus students in Europe. But, besides the quality of our education, Spain stands out for its climate, lifestyle and philosophy of life, parties, rich gastronomy, the diversity of landscapes, the historical and monumental legacy, the cultural richness... This is why it is sometimes said that Spain is a small Europe with very different identities.

Madrid, Barcelona and Valencia are the 3 main cities in Spain, and ESIC has a presence in all of them (ESIC is present in 10 Spanish cities). They are cosmopolitan, open, and full of life 24 hours a day... They have international airports and are perfectly connected to the rest of Spain and Europe.

The cultural offer in both cities is permanent and covers all activities and shows: music, theatre, dance, painting, sculpture, etc.

Its gastronomy is exquisite. You will be able to enjoy the typical Spanish tapas (in Madrid in such traditional areas as La Latina or the Barrio de las Letras. In Barcelona, in the Born and Gràcia districts). You will also find avant-garde Spanish cuisine restaurants, markets and gastronomic fairs.

## Madrid Campus






University

Business & Marketing  
School

-  **Capital of Spain and capital of the Community of Madrid.** (Autonomous Community).
-  **4 Million inhabitants** (7 throughout the metropolitan area).
-  **Cold winters** (Minimum 4-5° C and Maximum 12°C) **and mild/warm summers** (20-32°C).
-  **Pozuelo campus 20 minutes from Madrid.**
-  **Spanish is the official language and classes are taught in spanish and/or english.**

## Barcelona Campus

-  **Capital of Catalonia** (Autonomous Community of Spain).
-  **1.6 million inhabitants** (5.6 in the whole province).
-  **Cold/mild winters** (Minimum 4-5°C and Maximum 16-17° C) **and warm summers** (19-28°C).
-  **Barcelona campus in the city centre.**
-  **Spanish and catalan are the official languages and classes are taught in spanish and/or english.**



## Valencia Campus



-  **Capital of Comunidad Valenciana** (Autonomous Community of Spain).
-  **800.000 inhabitants** (2 million for the entire metropolitan area). It is the third most populated city in Spain.
-  **Cold / mild winters** (Min. 4-5°C and Max. 16-17°C) **and hot summers** (19-33°C).
-  **Valencia campus in the city centre.**
-  **Spanish and valencian are the official languages and classes are taught in spanish and/or english.**



## WHAT SERVICES DOES ESIC OFFER YOU?

*When you decide to study in another country, it is normal to have many doubts. Where am I going to stay? What means of transport are there to get to the campus? What scholarships can I apply for? Will I be able to do professional internships in that country? Where do I go if I get sick?*

**ESIC has a department that will help you solve all your doubts.**

### Professional Development Unit

This unit includes the Department of Professional Careers, Internships, ESIC Entrepreneurs and ESIC Alumni.

### International Office\*

Together with the Secretary of Students (Undergraduate and Postgraduate), will provide you with information for the handling of administrative documents – NIE, visa extensions, etc. - that are demanded. It will also advise you to facilitate your adaptation to the country: support in finding accommodation, health insurance, information on Spanish customs and institutions, scholarships and grants, etc.

*\* Only available at the ESIC Madrid Campus.*





We are at your entire disposal to clarify any questions and to provide you with an answer in Spanish or English.

These are our main services:



**Library**



**Volunteering**



**Virtual Campus**



**Computer, multimedia and work rooms**



**Canteen-Cafeteria**



**Wifi**



**Nearby public transport**



**Car Parks**



**Sports Club and Outdoor Activities**

# PROCEDURES BEFORE AND AFTER ARRIVING IN SPAIN

## BEFORE

No citizens of the European Union need to carry out any formalities before their arrival in Spain.

In the case of non-EU citizens, it will be necessary to apply for a study visa. To do so, once your reservation for a place at the School has been formalized, you will receive the original documentation to process it at the corresponding Consular Office.

Here are the documents that you must manage for your visa process:

- |   |  |
|---|--|
|  1. Letter of admission/ acceptance from the School                      |  7. Medical insurance that covers you in Spain (Sanitas Insurance offers special conditions to ESIC students) |
|  2. Valid Passport for the period you are going to study               |  8. Payment of consular fees; to be consulted at the corresponding Consulate/ Embassy                       |
|  3. ID photo   |  9. Certificates of previous studies (apostilled)   |
|  4. Visa application   |  10. Certificate of non-criminal record   |
|  5. Document certifying funds to live in Spain (requested at the bank) |  11. Medical certificate; not older than 3 months   |
|  6. Proof of accommodation (rental contract, residence, hotel...)      |  |

*\* We recommend contacting the Spanish Consulate closest to your residence to request an appointment and confirm the documents; this may vary depending on the country of origin.*

## AFTER


Once in Spain, citizens from the European Union or another State belonging to the European Economic Area Agreement or the Swiss Confederation must apply for registration in the Central Registry of Foreigners, where they will obtain a certificate of registration and a Foreigner's Identity Number (NIE).

This registration must be done by the student in person at the Foreigners' Offices of the province of residence at the corresponding National Police station.

For non-EU students, you have 30 calendar days from your entry to Spain to apply for your Foreigners' Identity Card (TIE). The TIE is a single and exclusive document designed to provide documentation to foreigners who are legally staying in Spain. This card is personal and non-transferable and holders are obliged to carry this document with them.

The application must be made in person at the Foreign Office or the Police Station in the province where you live.

Below, we detail the documentation required for the application, all of which must be original documents:

- |   |  |
|---|--|
| <p> 1. Passport with the Spanish entry stamp</p>                     | <p> 4. Proof of payment of corresponding fees</p>   |
| <p> 2. Student visa, if applicable</p>                               | <p> 5. Decision to grant the authorisation justifying the issue of the card (unless the person consents to the verification of this information by the General State Administration).</p> |
| <p> 3. Three ID photographs, in colour and on a white background</p> |  |

\* It is important to renew the TIE in case it is necessary to extend the period of stay in Spain. This may be because another training course is being carried out or is needed for an internship in a company.

### TOWN HALL REGISTRATION:

All those living in Spain are required to register on the census of the municipality (Padrón) where they will reside. This is necessary to prove residence for all procedures related to public services.

- **Madrid:** This procedure is done at the Oficinas de Atención a la Ciudadanía-Línea Madrid by appointment.
- **Barcelona:** You can do this at your district's Oficina d'Atenció Ciutadana by appointment.

### IF YOU WANT TO WORK DURING YOUR STUDIES:

Once in Spain, you can apply for a work permit at the Foreigners' Office, as long as the work is compatible with your studies and your income is not sufficient to support your life in Spain.

*\*Procedures are established by Spanish law; consult official sources for up-to-date information, possible changes and new requirements.*

# ACCOMMODATION



## Madrid

### AREAS:

- > If you want to live near the School:  
In this case, the areas closest to the Campus are Pozuelo de Alarcón, Aravaca, Majadahonda, Las Rozas and Boadilla.
- > If you want to live in the city centre:  
Moncloa, Ciudad Universitaria, centre area, Barrio de Salamanca... are some of the options.

### Accommodation options:

#### RESIDENCE HALLS:

- Residencias Nebrija
- Residencia Collegiate
- Colegio Mayor Argentino
- Nexo Residencias
- Family-owned residence, "Mansión Págora" Pozuelo

#### WEBS AND AGENCIES:

- Mi casa Inn
- Alojamientos Pablo Gallego
- P y R Soluciones
- Aluni
- Accomadrid
- Be roomers
- DFlat
- Spot a Home
- Housing Anywhere

## Barcelona

### AREAS:

- > If you want to live near the School:  
the university area of Blasco Ibáñez, Tarongers, Xuquer, Ramon Llull and Manuel Candela is where the campus is located.
- > If you want to live in the centre of Valencia: El Pla del Remei, Pla del Real, El Carmen or Ruzafa.

### Accommodation options:

#### RESIDENCE HALLS:

- Nexo Residencias
- Residencia Universitaria Sarrià
- Residencia Emilie de Villeneuve
- Residencia de estudiantes Tres Torres
- Residencia de estudiantes Roca
- Residencia Universitaria Barcelona Diagonal

#### WEBS AND AGENCIES:

- |                  |                    |
|------------------|--------------------|
| • Be roomers     | • Resa Housing     |
| • Spot a Home    | • Altiro Barcelona |
| • Vive Barcelona | • Housing          |
| • Barcelona Home | • Anywhere         |

#### ROOMATE LIST:

Once the registration is formalized, from the Virtual Campus, you can look for flatmates through a "notice board".





## Valencia

### ÁREAS:

- > If you want to live near the School: the university area of Blasco Ibáñez, Tarongers, Xuquer, Ramon Llull and Manuel Candela is where the campus is located.
- > If you want to live in the centre of Valencia: El Pla del Remei, Pla del Real, El Carmen or Ruzafa.

### Accommodation options:

#### RESIDENCE HALLS:

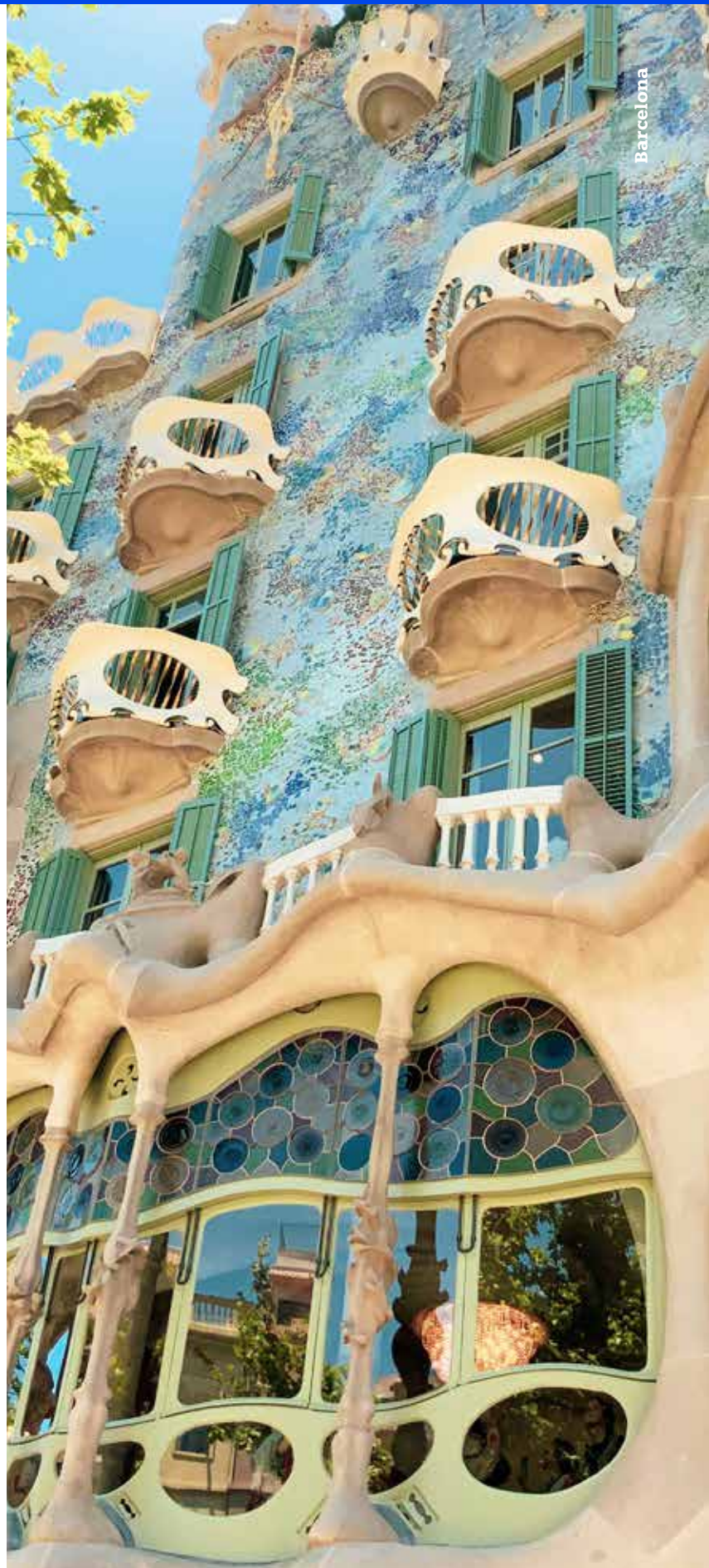
- ESIC: San Francisco Javier
- Collegiate Marina Real
- Residencia Universitaria Damià Bonet
- Residencia Universitaria Galileo Galilei
- Colegio Mayor Ausias March

#### WEBS AND AGENCIES:

- Idealista
- Fotocasa
- Badi
- Spotahome
- Habitoom
- Habitacalia

#### ROOMATE LIST:

Once the registration is formalized, from the Virtual Campus, you can look for flatmates through a “notice board”.



# COST OF LIVING



## ACCOMMODATION



## FOOD AND LEISURE



## TRANSPORT

### Madrid

#### Individual:

Rent: 700 - 1.300€

#### Shared:

Shared apartment: 300 - 600€

Residencias: 900 - 1,200€

Baguette: 0.75 - 1.15€

Daily menu: 10 - 15€

Café/ Té: 1.10 - 1.25€

Beer: 1.50 - 2.00€

Cinema ticket: 9 - 12€

10 journeys Metro-bus pass: 12.20€

Monthly pass: 54.60€ \*

Youth Pass (under 26 years old) 20€  
(monthly, unlimited travels in all zones)

Public Bicycle: 25€/year

[www.bicimad.com](http://www.bicimad.com)

### Barcelona

#### Individual:

Alquiler: 700 - 1.300€

#### Shared:

Shared apartment: 300 - 600€

Residences: 800 - 1,200€

Baguette: 0.75 - 1.15€

Daily menu: 9 - 14€

Café/ Té: 1.25 - 2.00€

Beer: 2.50€

Cinema ticket: 9 - 12€

10 journeys Metro-bus pass: 11.35€

Monthly pass: 40.00€ \*

T-Youth (under 25 years-old) 80€  
(Quarter, unlimited travel 1 zone)

Public Bicycle: 35 - 50€/year

[www.bicing.barcelona/es](http://www.bicing.barcelona/es)

### Valencia

#### Individual:

Alquiler: 700 - 1,300€

#### Shared:

Shared apartment: 300 - 600€

Residencias: 800 - 1,200€

Baguette: 0.75 - 1.15€

Daily menu: 9 - 14€

Café/ Té: 1.10 - 1.25€

Beer: 1.50 - 2.00€

Cinema ticket: 9 - 12€

10 journeys Metro-bus pass: 9€

Monthly pass: 45€

Youth monthly pass (under 30 years old) 25€ (mensual)

Public Bicycle: 29€/year

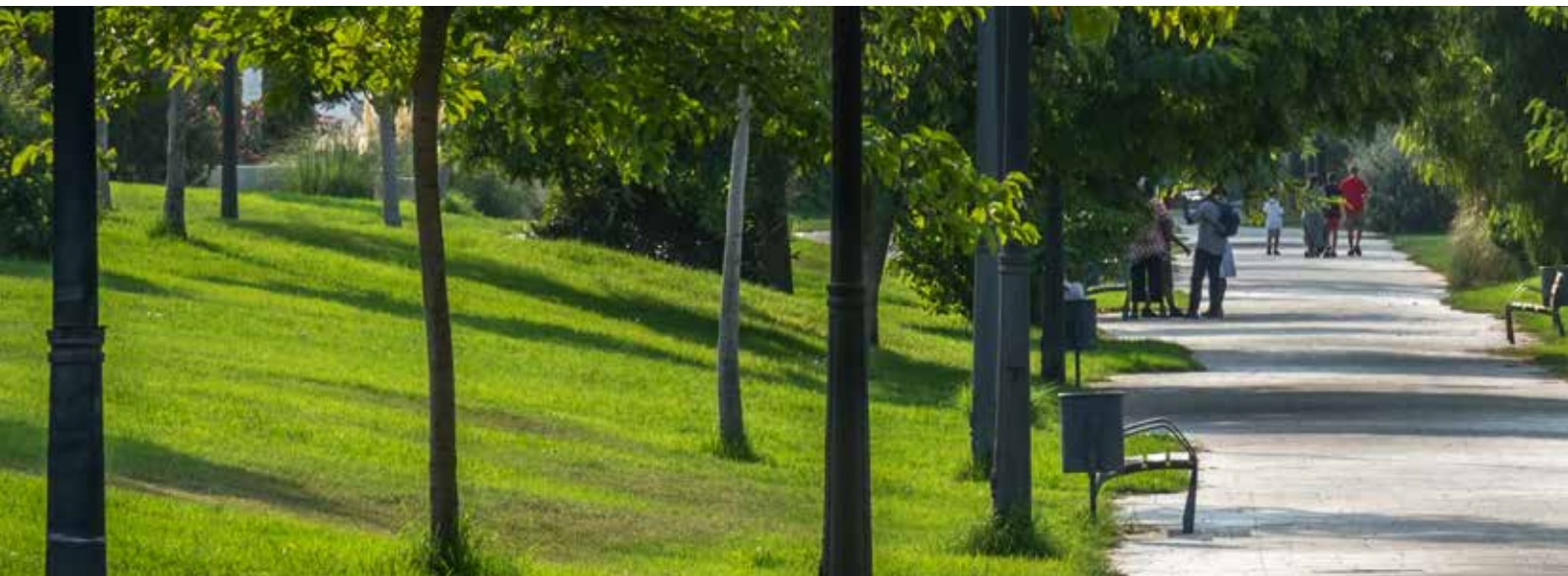
[www.cas.valenbisi.es](http://www.cas.valenbisi.es)



#### Others

Mobile contract: 50€ on average

\*Indicative costs



# BANKS, BANK ACCOUNTS AND CREDIT CARDS



Spain is within the Euro zone and this is its official currency. Money can be exchanged at banks (Monday to Friday from 8.30 am to 2 pm, and Saturdays from 8.30 am to 1 pm except in summer)\*.

You will also find several exchange offices that operate daily in the centre of Madrid, Barcelona and Valencia with longer opening hours, in some railway stations, bus terminals and airports.

You can pay with credit cards in most shops or restaurants. On the other hand, you have to take into account that you may be charged commissions for withdrawing money from ATMs, depending on the bank.

\*Confirm this with your financial institution.



# TRANSPORT

## Madrid

### Madrid-Barajas Adolfo Suárez Airport:

<https://www.aena.es/es/adolfo-suarez-madrid-barajas.html>

### Underground:

[www.metromadrid.es](http://www.metromadrid.es)

### Suburban train:

[www.renfe.com/viajeros/cercanias/madrid](http://www.renfe.com/viajeros/cercanias/madrid)

### City and intercity buses\*, tram/light rail, etc.

\*Bus 657A, direct from Moncloa to ESIC.  
[www.crtm.es](http://www.crtm.es)

### AVE (high-speed train):

[www.renfe.com](http://www.renfe.com)

### Urban bike

[www.bicimad.com/](http://www.bicimad.com/)

## Barcelona

### Barcelona El Prat – Josep Tarradellas Airport:

[www.aena.es/es/josep-tarradellas-barcelona-el-prat.html](http://www.aena.es/es/josep-tarradellas-barcelona-el-prat.html)

### Metro, city and intercity buses, etc.:

[www.tmb.cat](http://www.tmb.cat)

### Suburban train:

[www.renfe.com/viajeros/cercanias/barcelona](http://www.renfe.com/viajeros/cercanias/barcelona)

### Generalitat Catalana Trains (FGC)

[www.fgc.cat](http://www.fgc.cat)

### AVE (high-speed train):

[www.renfe.com](http://www.renfe.com)

### Port of Barcelona:

[www.portdebarcelona.cat/en](http://www.portdebarcelona.cat/en)

### Urban bike

[www.bicing.barcelona/es](http://www.bicing.barcelona/es)

## Valencia

### Valencia Manises Airport:

[www.aeropuerto-valencia.com](http://www.aeropuerto-valencia.com)

### Metro/tranvia:

[www. https://www.metrovalencia.es/](http://www.metrovalencia.es/)

### Commuter train

[www.renfe.com/viajeros/cercanias/valencia/](http://www.renfe.com/viajeros/cercanias/valencia/)

### Underground/Subway, urban and intercity buses...

[www.emtvalencia.es/ciudadano](http://www.emtvalencia.es/ciudadano)

### AVE (high-speed train):

[www.renfe.com](http://www.renfe.com)

### Valencia's port

[www.valenciaport.com/](http://www.valenciaport.com/)

### Urban bike

[www.valenbisi.es/](http://www.valenbisi.es/)

## SHARED-MOBILITY

### Cooltra (moto-sharing)

[www.cooltra.com](http://www.cooltra.com)



### Share now (car-sharing)

[www.share-now.com](http://www.share-now.com)



### Lime (electric scooter-sharing)

[www.li.me/en-us/home](http://www.li.me/en-us/home)





# OTHER INFORMATION OF INTEREST

## Common working hours

The usual working day in Spain is from Monday to Friday from 8:00/9:00am to around 6:00/7:00pm, with a midday break around 2:00pm for lunch.

Normally, although the time is the same in almost all of Europe (GMT), the schedule of meals in Spain is later than in the rest of the countries. Often, lunchtime is from 1:30pm to 3:00pm while dinner is usually from 8:30pm to 10:00pm. That is why in Spain you will find that restaurant opening hours are usually longer.

There is no obligation to tip in restaurants and cafes, but it is common to tip if the service has been satisfactory.

The opening hours of the shops are also very long, from 10:00am to 10:00pm. Depending on the type of shop, or if it is a shopping centre, it may close at midday, coinciding with lunchtime. However, the shops in the centre and shopping centres have continuous opening hours.

In Spain, smokers are banned from smoking in all establishments and closed public spaces. Smoking is allowed only in bars and establishments that have an outdoor area, without any kind of inconvenience, as long as the spaces and/or elements intended for it are respected and used.



## USEFUL TELEPHONE NUMBERS

<b>Madrid</b>	Madrid Emergencies 112	<b>Barcelona</b>	Barcelona Emergencies 112	<b>Valencia</b>	Emergencies and Firefighters 112
	Madrid National Police 091		Barcelona National Police 091		National Police 091
	Madrid Local Police 092		Mossos d'Esquadra (Police) 112		Local Police 092
	Madrid Civil Guard 062 - 91 514 60 00		Civil Guard 062		Civil Guard 062
	Madrid Civil Protection 91 537 31 00		Urban Guard 092		Citizen Phone 010
	Madrid Red Cross 91 522 22 22		CatSalut Respon (Emergencies System) 061		Generalitat Information 012
	Social Security and Emergencies SAMUR 61		Barcelona Red Cross 93 300 65 65		Gender Violence 016
	Madrid Ambulances 061 / 91 479 93 61		Urgencies and Social Emergencies Central (CUESB) 900 703 030		Red Cross Emergency 96 367 73 75
	Madrid Firefighters 080 - 085 - 092		On-call courts 935 548 650		Medications at home 900 362 236
	Madrid Vehicle Storage- Crane 91 435 06 66		Firefighters 080		Water Emergencies 96 386 06 38
	Roadside Assistance 91 742 12 13				Municipal Crane 96 389 12 43
	Route Planner 900 12 35 05				



## APPS FOR YOUR LIFE IN SPAIN



### **CITYMAPPER**

It integrates information from all means of urban transport, especially public transport, although it also adds options for walking, cycling, or transport sharing systems.

[www.citymapper.com](http://www.citymapper.com)



### **MOOVIT**

It is an App with all the comfortable, intelligent and simple options of local transport. It has public transport information, perfected by the users.

[www.moovitapp.com](http://www.moovitapp.com)



### **AROUNDME**

An app lets you know everything around you, wherever you are. This can be from bars, banks or petrol stations, to churches, or even where we can get Wi-Fi. Find what you are looking for at any time.

[www.aroundmeapp.com](http://www.aroundmeapp.com)



### **WISE**

Making an international transaction with TransferWise is up to eight times cheaper than with a bank. This is possible because they apply the average exchange rates of the market and report the price of the only commission charged before making the transaction, which significantly lowers the costs of any international transfer.

[www.wise.com](http://www.wise.com)



### **TIMEOUT**

A great guide to get to know Madrid and Barcelona and for when you travel around the world. You can plan activities, find places to eat and drink, save your favourite places and personalise your application in more than 30 cities.

[www.timeout.com](http://www.timeout.com)

# ESIC LANGUAGES

You surely want to take advantage of your stay in Spain to learn or improve your level of Spanish and other languages. Unlike other universities or business schools, ESIC offers you its own language school. This way, without leaving the building, you can perfect your business English (or other language), your conversation level... and even certify your knowledge.

## We are an examination centre

*\* Only available in Madrid at the moment.*



## We offer Spanish for English speaking students



## Did you know...?

**...557 million people worldwide speak Spanish?**  
(and it is the mother tongue of more than 480)

**...Spanish is the 3rd language with the most presence on the Internet?** (only behind Chinese and English)

**...The contribution of Spanish-speaking countries to global GDP is 6.9%?**  
a higher percentage than countries where French is the official language

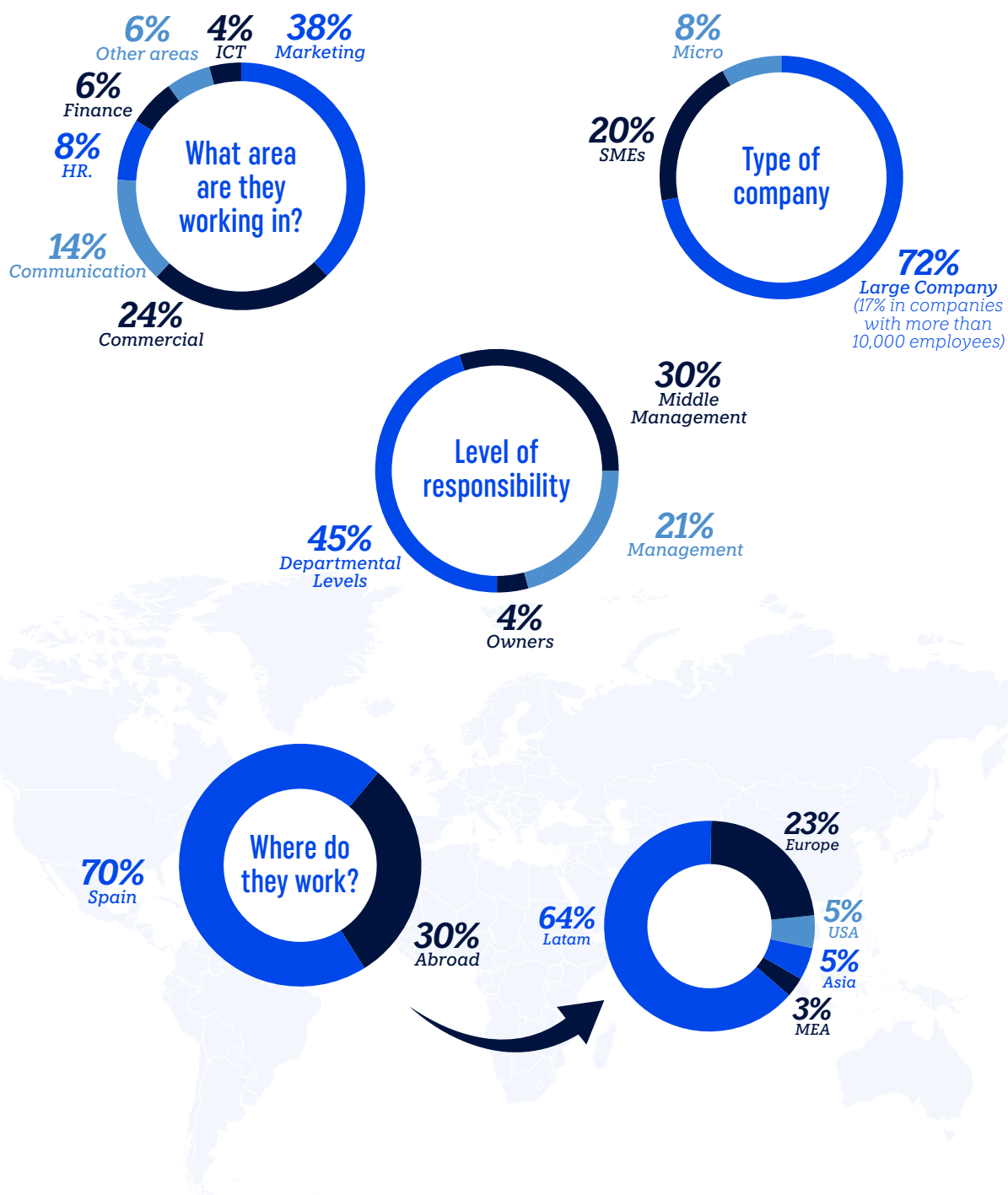
Source: "El español en el mundo" from Instituto Cervantes. #AnuarioIC2018



# EMPLOYABILITY

Most of our alumni (both national and international) are working all over the world. This shows that we train global professionals.

Employability ratios of former ESIC students working abroad.





# INTERNATIONAL EXPERIENCE IN SPAIN + OTHER INTERNATIONAL EXPERIENCES

Besides studying in Spain, ESIC offers you the possibility of taking the leap to other countries such as China, the United Kingdom or the USA to learn how business is done in your field in these markets.

## BACHELOR'S DEGREES

### Erasmus+ Program

#### **ERAMUS + ESTUDIOS PROGRAM**

University exchange within the European educational space. Students in bachelor's degrees can access bilateral exchanges with different ERAMUS + universities.

#### **ERASMUS + PRÁCTICAS PROGRAM**

Internships in foreign companies or organisations.

**WHERE CAN I GO:** [European Educational Area](#)

You can apply for a scholarship in this program.

Participants only pay for the amount corresponding to the course at ESIC.

*Subject to availability.*

### Horizon Program

**WHERE CAN I GO:** [Ireland, United States and United Kingdom<sup>\(1\)</sup>](#)

IT IS ALSO AVAILABLE FOR BACHELOR'S DEGREES.

*(1) This option is only available for the Digital Business and Publicity Degrees.*





## BACHELOR'S DEGREES

### Degree+ Program

**Obtain an official degree from the destination University.**

This program entails:

Payment of training at the host university + Payment of the course at ESIC.

**WHERE CAN I GO:** *Germany, France*

*Subject to availability.*

*\* ONLY for BBAM and BDM students enrolled in 2<sup>nd</sup> year.*

### Munde Program

**University exchange within the NONEuropean educational space.**

**WHERE CAN I GO:** *America, Asia and Africa*

Participants only pay for the amount corresponding to the course at ESIC.

*Subject to availability.*

*\* You can check the countries/universities at the ESIC International Office.*



## DEGREES

### Terra Program

University exchange for students of the Degree in Global Marketing Management.

### Degree+ Program

**OBTAIN A “MAJOR IN MANAGEMENT POR LA FAU (FLORIDA ATLANTIC UNIVERSITY)”** diploma from the university of destination.

**WHERE CAN I GO: UNITED STATES.**

*Subject to availability.*

### Horizon Program

**WHERE CAN I GO: Ireland, United States and United Kingdom<sup>(1)</sup>**

**IT IS ALSO AVAILABLE FOR BACHELOR'S DEGREES.**

<sup>(1)</sup> *This option is only available for the Digital Business and Publicity Degrees.*

### Business Study Tours for the summer, to choose from:

**WHERE CAN I GO: Ireland, United States and United Kingdom<sup>(1)</sup>**

Year 1: **BORDEAUX**

Year 2: **CALIFORNIA**

Year 3: **CAPE TOWN**

*Subject to change and availability.*

*\*Summer courses also available. Contact the International Office for more information.*

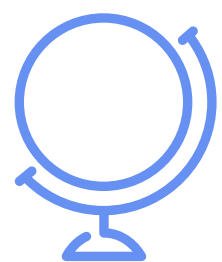
<sup>(1)</sup> *This option is only available for the Digital Business and Publicity Degrees.*

*\*International destinations subject to modification and limited places available.*

*\*All international options are subject to additional costs.*






















## POSTGRADUATE PROGRAMS

### Master programs with integrated and optional international experience

All international experiences in the masters are delivered 100% in English

<p><b>100% English</b></p> <p><b>IMBA</b> International MBA <b>18 months</b></p>	<p><b>Spain</b>  + <b>China</b>  <b>or</b> <b>Canada</b> </p> <p>(Ma./Bcn.) (Shanghai) (Montreal)</p>
<p><b>100% English</b></p> <p><b>GMBA</b> Global MBA <b>20 months</b></p>	<p><b>Spain</b>  + <b>China</b>  + <b>U.S.A.</b> </p> <p>(Mad./Bcn.) (Shanghai) (Miami)</p>
<p><b>100% English</b></p> <p><b>MIM</b> Master in Marketing Management <b>12 months</b></p>	<p><b>Business Study Tour • China</b> </p> <p>1 week Chengdu + 1 week Shanghai</p> <p><b>or</b></p> <p><b>Business Study Tour • Canada</b> </p> <p>2 weeks in HEC Montréal</p>
<p><b>MBM</b> Master in Management <b>12 months</b></p>	<p><b>Business Study Tour • China</b> </p> <p>1 week in Shanghai</p>
<p><b>MBDA</b> Máster en Big Data y Business Analytics <b>12 months</b></p>	<p><b>Business Study Tour • France</b> </p> <p>1 week in Paris</p>
<p><b>MMT</b> Máster de Dirección de Marketing Turístico <b>12 months</b></p>	<p><b>Business Study Tour • Switzerland</b> </p> <p>1 week in Lausanne</p>
<p><b>100% English</b></p> <p><b>MDM</b> Master in Digital Marketing <b>12 months</b></p>	<p><b>Business Study Tour • United Kingdom</b> </p> <p>1 week in Maidenhead</p>
<p><b>MML</b> Máster de Dirección de Marketing y Comunicación de Moda y Lujo <b>12 months</b></p>	<p><b>Business Study Tour • France</b> </p> <p>1 week in Paris</p>
<p><b>MDMD</b> Máster en Dirección de Marketing Deportivo <b>12 months</b></p>	<p><b>Business Study Tour (optional) • USA</b> </p> <p>1 week in Washington D.C.</p>
<p><b>100% English</b></p> <p><b>MITB</b> Master in International Trade &amp; Business <b>12 months</b></p>	<p><b>3 Options</b></p> <p><b>A) 100% Spain</b> </p> <p>(Madrid, Barcelona or Valencia)</p> <p><b>B) 75% Spain</b>  + <b>25% China</b> </p> <p>(Mad./Bcn./Val.) (Shanghai)</p> <p><b>C) 85% España</b>  + <b>15% Russia</b> </p> <p>(Mad./Bcn./Val.) (San Petersburg)</p>

## Optional international experiences for the rest of the programs

Transversal Study Tours\* to specialize in different training areas:



**Today's business environment:**  
Georgetown University  
(U.S.A.)



**Digital Business Innovation:**  
Florida International University  
(U.S.A.)



**Internationalisation:**  
Shanghai International Studies University: S.I.S.U.  
(China)



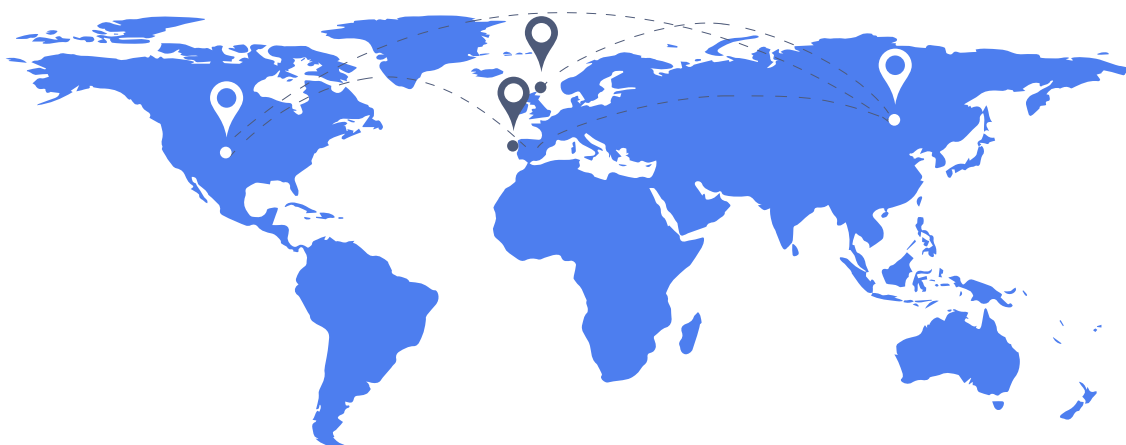
**Innovation and Sustainability in Business:**  
Anáhuac Mayab University  
(México)



**Marketing Innovation:**  
The Chartered Institute of Marketing  
(United Kingdom)

*\*Study tours are held during NON-TEACHING weeks in Spain.  
\*Extra fees for these programs apply.*

## You have the option of studying a term abroad in one of our partner universities



+120 agreements with international universities



5 continents



+600 students / year in international program



*\*Destinations subject to change and places subject to availability.*

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