



2021 - 2022  
**GLOBAL  
EMPLOYMENT  
REPORT**



“Within every graduate, lies the transformative force of future leaders; yet true success is not solely measured in individual achievements, but in the collective impact we leave on the business world and the society we serve”



Charting the path to success:

## ESIC Annual Employability Report

“

It is an honor to welcome all our distinguished academics, students, graduates, and business partners to this Annual Report. At ESIC, we take pride in our unwavering commitment to academic excellence and the professional success of our graduates, and this report is a living testament to our institution's dedication to this purpose.

As we navigate through an ever-evolving business environment, we are pleased to highlight the outstanding achievements of our graduates and the vital connection between academia and industry. This report provides a clear and transparent insight into employment opportunities and the performance of our graduates in the job market, underscoring the crucial role played by ESIC's Professional Development Unit in fostering practical and relevant skills for the workplace. Together, we will continue to nurture talent and innovation that will drive sustainable growth and progress in the global business arena.

”

**Fr. Eduardo Gómez Martín**  
President of ESIC University

# ESIC and employability: Connection between Academia and Business

Once again, it is a pride to present our annual Employment Report, which details the evolution of the employability of ESIC graduates and postgraduates.

Once again, our graduates have proven their worth upon entering the job market, taking on strategic roles in various sectors and contributing to the sustained success of the organizations that choose to incorporate them into their teams. The employment rate and job satisfaction of our alumni are tangible testimonies of the comprehensive experience and preparation we provide at ESIC, and of the positive impact that quality education has on individuals' professional development.

The connection between the academic and professional worlds is essential to nurture capable leaders prepared to face the challenges of today's business world. ESIC's close connection with the business environment has been and continues to be a fundamental pillar of our institution. This report, prepared by our Professional Development Unit, reflects ESIC's commitment to providing our students with the tools and knowledge necessary to tackle the challenges of the contemporary economics. For those considering joining our academic community, it offers a transparent view of the employment opportunities and performance of our graduates in the job market.

The Professional Development Unit strives to be a catalyst in facilitating our students' employability. We offer a wide range of services, from workshops and personalized counseling to flagship events such as the Meet your Future Job & Internships Fair. These initiatives ensure that our students not only acquire theoretical knowledge, but also immerse themselves in the business reality, positioning themselves in a differential way in the professional world.

The companies that trust in ESIC talent endorse the academic quality and professional and personal skills of our graduates. These 3000 companies consider that the profile of our students fits perfectly with their demands, related to that liquid talent that allows these organizations to adapt to the changes dictated by the environment.

We are pleased to share these achievements as inspiration to new generations of students and new collaborations with the corporate community. Together, we will continue to cultivate the talent and innovation that will drive sustainable growth and progress in the global business arena.



**Raúl González**  
Corporate Director of ESIC's  
Professional Development Unit

# Professional Development Team

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**Raúl González**  
Corporate Director of ESIC's  
Professional Development Unit

## MADRID

Buenaventura Gómez

Teresa del Nido

Ah Nok Lee Kim

Ana Peral

Esther Gómez

Manuel Jesús García

## BARCELONA

Laia Compte

Lorena Castillo

## BILBAO

Carmen Rojo

## PAMPLONA

Olga Rodríguez-Navas

Eduarne Herrero

## VALENCIA

Belén Macías

Jaime Cuevas Aparici

Stefano Pochettino

Pilar Ros Martín

Sonia Romero

## ZARAGOZA

Isabel Pérez

## ANDALUCÍA

Escuela Internacional de Gerencia

**Granada:** Guadalupe Martínez

**Málaga:** Raquel Moreno

**Sevilla:** Rocío Lara

# ESIC in the 2021-2022 academic year

## ESIC University



Employability Fair Meet Your Future Campus Barcelona

ESIC University begins its academic activities in 2021-2022, consolidating our position as leaders in the fields of marketing and business. This significant milestone marks a step towards greater autonomy and independence, allowing us to adapt our methodology and processes to the market in real time, facing the challenges of a dynamic and turbulent business environment.

ESIC University aims to be a specialized institution in Marketing, Business, and Technology, maintaining a clear international perspective that actively contributes to society's progress by educating professionals who not only possess academic knowledge but also fundamental values such as honesty, teamwork, and solidarity. We continue to listen to the changing needs of companies to prepare our students to be active agents in business development and entrepreneurship.

### **NEW CAMPUS JUAN XXIII**

We built a new ESIC building in Madrid, dedicated to the Business School and the Vocational Training School. It is a sustainable and accessible campus, whose modern facilities allow for a much more dynamic interaction environment, with spaces dedicated to teamwork and the well-being of employees and students, such as a gym and mindfulness rooms.

### **HIGHER VOCATIONAL EDUCATION**

We launched Higher Vocational Training Programmes in Marketing and Advertising, International Trade, Web Applications, and 3D Animation, including specialization courses (creativity and innovation; digital tools; big data; e-Commerce and digital tools) and Ready to Work training (professional profile, job search and networking strategies, power skills, selection processes), enhancing students' employability skills and fostering their entrepreneurial aptitudes



AWWG Event new Madrid Business School Campus



## QS 5 STARS EMPLOYABILITY

ESIC achieved the maximum score as an institution, as well as in the 8 categories in which it participated: Teaching, Employability, Internationalization, Facilities, Academic Development, Program Strength (Masters in Marketing), Social Responsibility, and Inclusion.

### INSERTA Forum - ONCE FOUNDATION

In 2014, ESIC signed its adherence to the Inserta Forum promoted by the ONCE Social Group. Since then, the commitment has been renewed, and along with more than 100 signing companies, this Forum works for the responsible inclusion of talent in companies and organizations, while promoting it among students.

### RelánzaT

MasESIC started a solidarity educational project that provides specific training to increase the employability of people at risk of social exclusion who are unemployed and/or have precarious jobs, through the collaboration of ESIC volunteers with Third Sector organizations.



**+75**  
activities

**+6000**  
participants

**9/10**  
average rating



# PROFESSIONAL DEVELOPMENT UNI 21/22

The Unit's teams throughout the country organized multiple activities aimed at enhancing the employability of students and alumni and their connection with the business world.

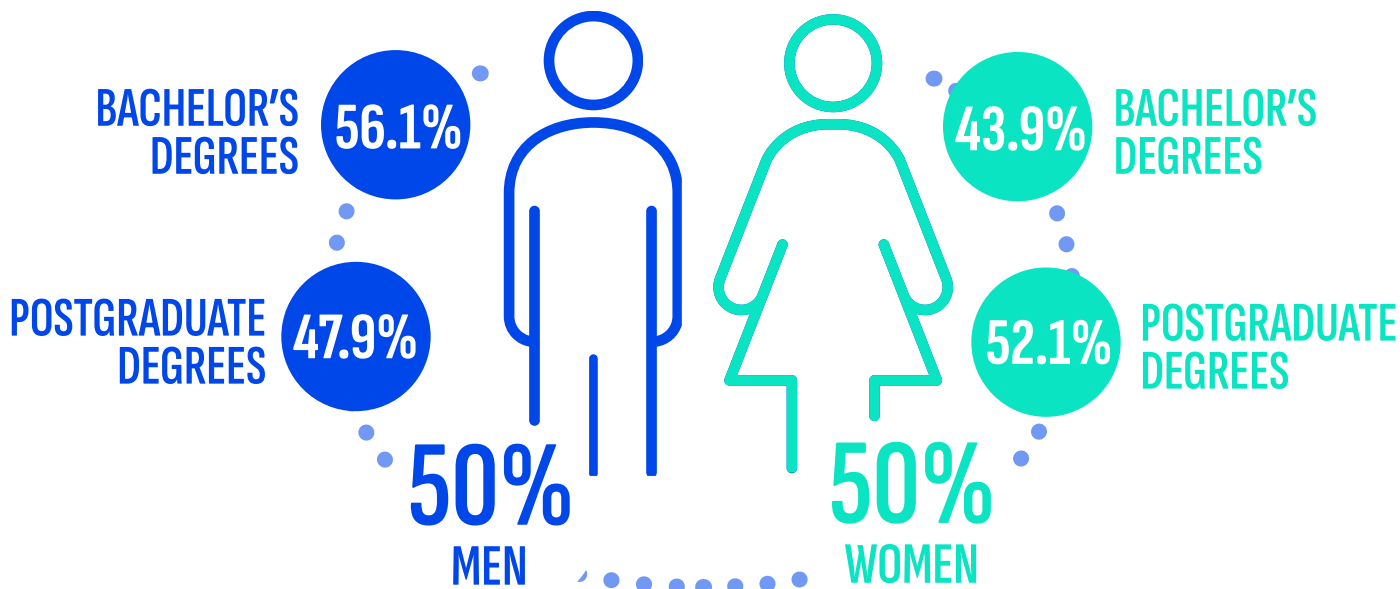
- Orientation Days
- Induction week presentations & information sessions
- Meetings with student's representatives
- Online employability itinerary with more than 45 training resources
- Masterclasses: professional profile and search strategies, personal branding, how to overcome selection processes, strategic keys to personal marketing, personnel selection and AI, professional networking, Reskilling and Upskilling...
- Specific sessions for international students
- AWWG, Boehringer Ingelheim, Cruzcampo, DHL, FNAC Company's Talent Programs sessions, Iberdrola, McDonald's, LLYC, LVMH, Ogilvy, Porsche, Sony PlayStation...
- Participation in "A Question of Talent" ICEX – Foro de Marcas Renombradas
- Round table "Talent for a new era - Professions of the future" at DES Digital Enterprise Show"
- Talent Lab Las Provincias Ribera - Futurs SIPCAM/ DELOITTE CAJAMAR / UBE
- ESIC Sevilla VI Edition of the Talent Forum "Change of Mindset: Do we work on values?"
- ESIC Barcelona participated in Barcelona Talent Week
- 2 editions of the Global Virtual Career Fairs EFMD HigherEd
- Universia Virtual Employability Fair
- Live Recruitment Week 2021 ESIC Sevilla
- Meet ESIC Barcelona and Valencia



**Mónica Villar García**  
Talent Acquisition- BBVA

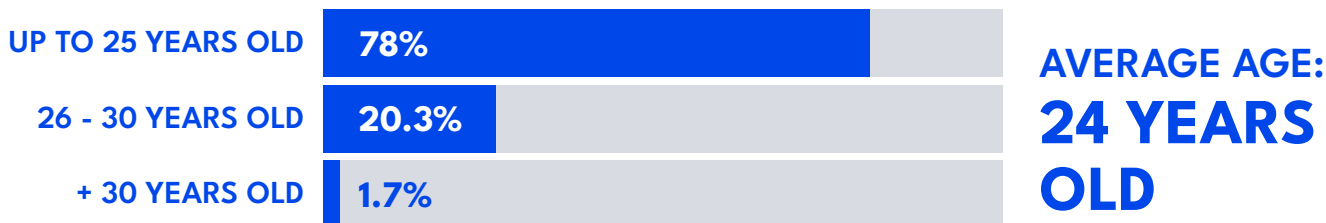
“At BBVA, we are committed to talent, and we are committed to ESIC's talent because we know that it is a guarantee of success. ESIC's professionals fit perfectly with our company values, such as teamwork, putting the customer first, and thinking big. Commitment, motivation and the desire to contribute is the common denominator in ESIC students joining BBVA. ESIC's Professional Development Unit has become a fundamental partner in attracting and recruiting talent for our organisation.”

# GLOBAL STUDENT PROFIL 2021-2022

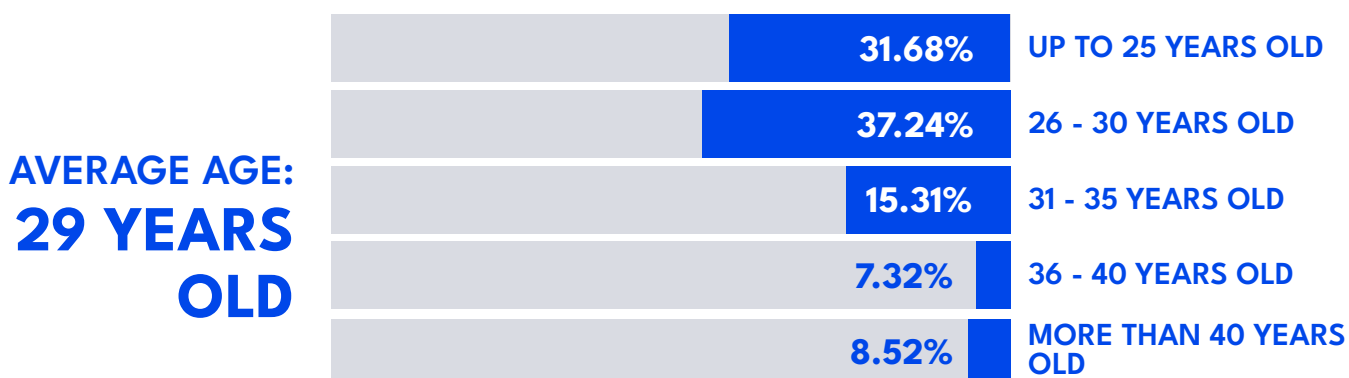


## Age Groups

### BACHELOR'S DEGREES

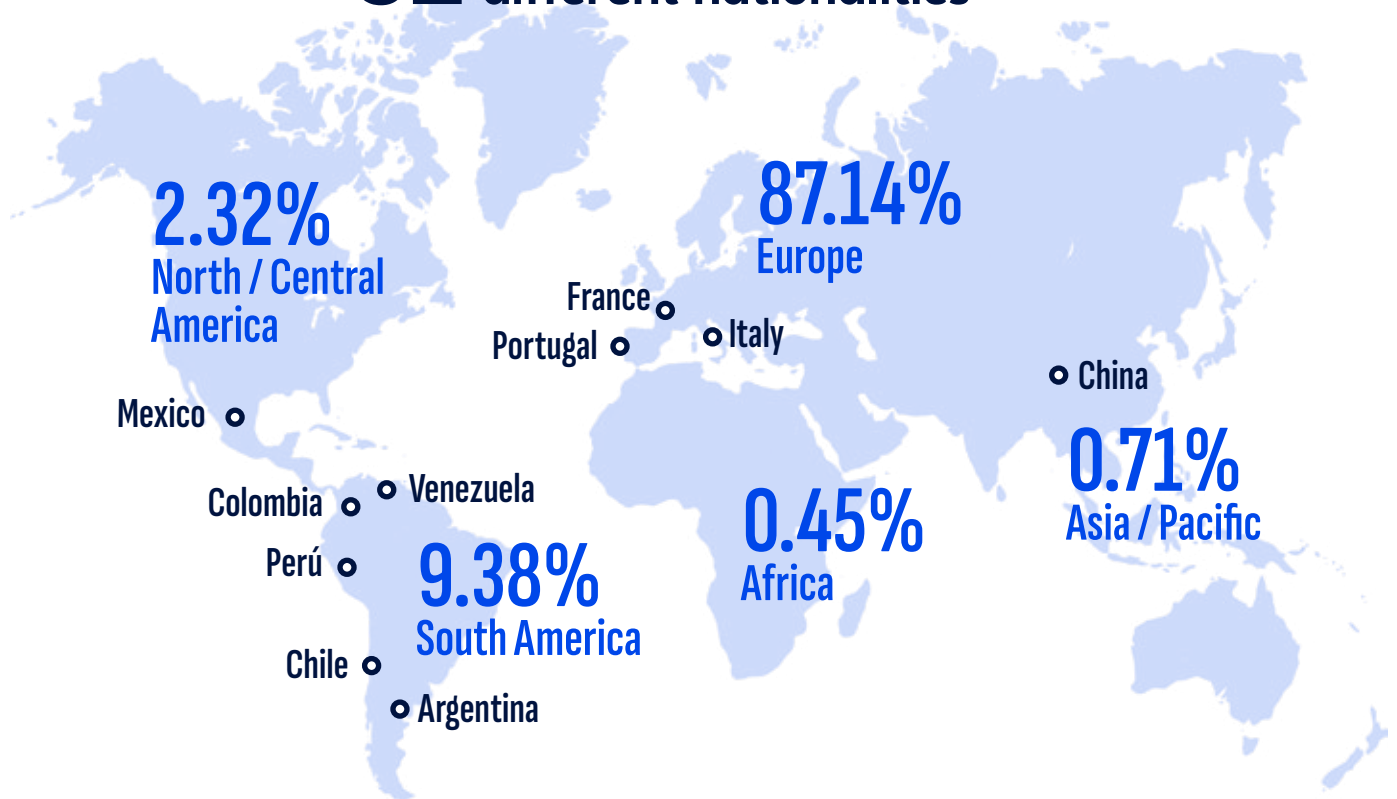


### POSTGRADUATE DEGREES



## Nationalities

**52** different nationalities

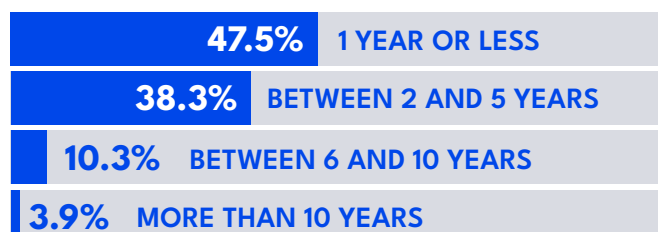


## Previous Professional Experience

### BACHELOR'S DEGREE



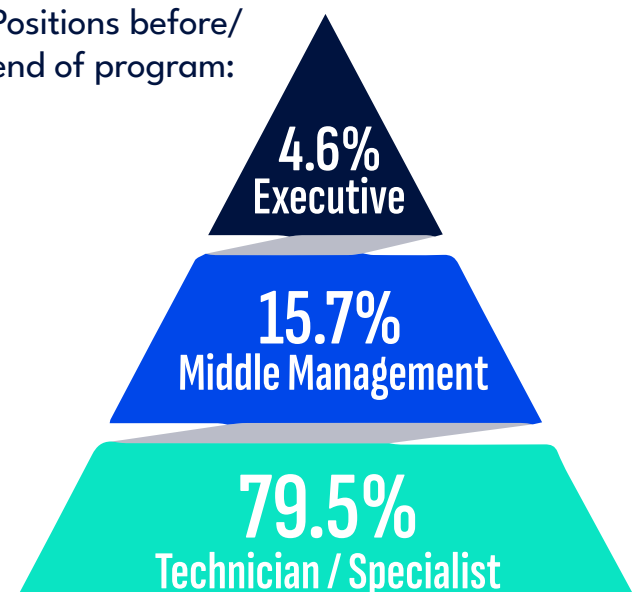
### POSTGRADUATE DEGREES



**AVERAGE EXPERIENCE: 3.1 YEARS**

## Hierarchical Level

Positions before/  
end of program:



# EMPLOYABILITY 2021-2022

## +3200

Active  
companies

## +3400

Internships  
carried out

## +2300

Job  
openings

## 8.7

Companies' evaluation of  
students and their training

## 8.5

Companies' evaluation of  
Professional Development  
Unit

## 7.5

Overall student  
satisfaction with  
internships

## 7.6

Assessment of employment  
expectations after the  
internship\*

Final Student Internship Survey 2021-2022 |

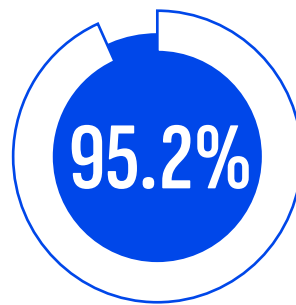
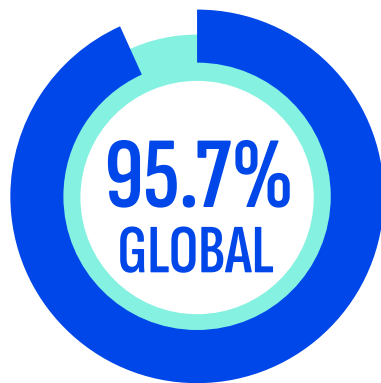
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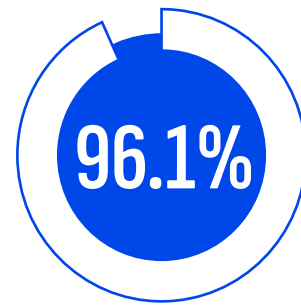
**Juan Córdoba, GESCO alumni**  
Strategy and Business Development Manager at Repsol

“ESIC represented a significant advance in my education, allowing me to transition into the workforce. Thanks to a training program focused on the current business environment, I learned to navigate real-world work situations. The diversity of the faculty gave me the opportunity to gain insights from various perspectives and approaches to tackle professional challenges. I highly recommend this Master’s Degree for the close relationships established with ESIC peers and professionals, as well as the doors it opens in the job market”

## Employability Ratios



Postgraduate  
Degrees



Bachelor's  
Degrees

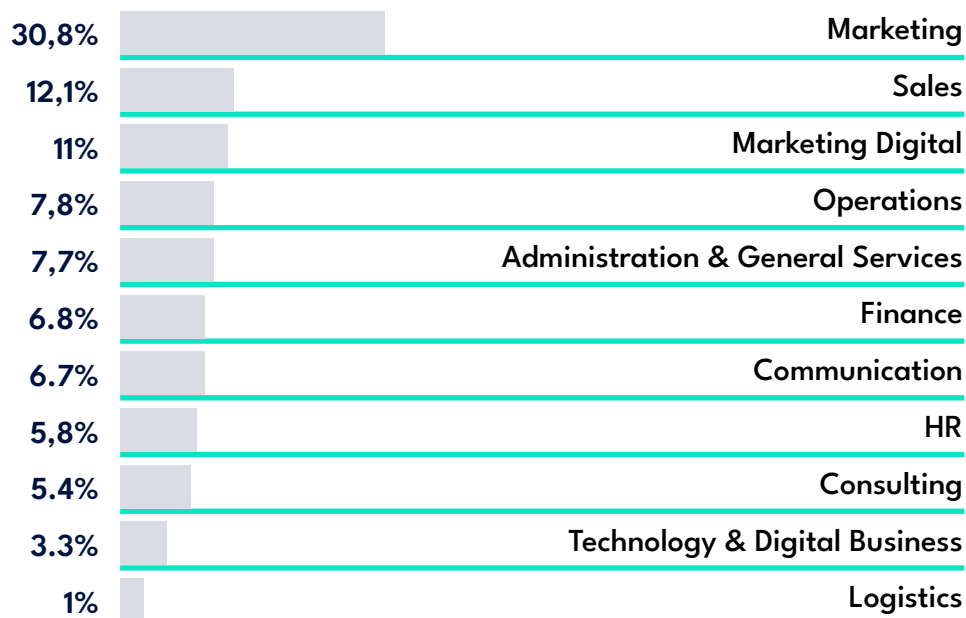
## Ratios by Categories



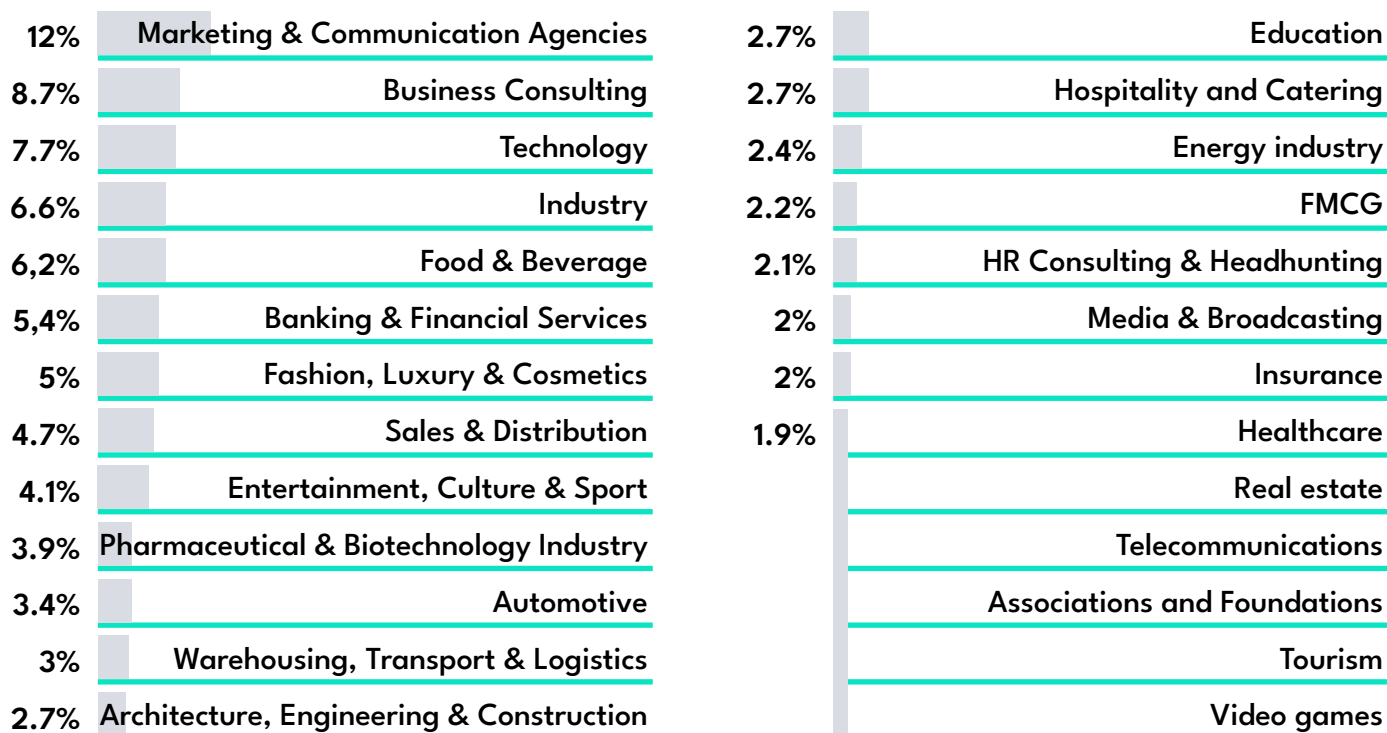
## 21-22 Class TOP Recruiters

- Deloitte
- BBVA
- Leroy Merlin
- Banco Santander
- BNP Paribas
- Fourvenues
- Llyc
- Mahou San Miguel
- Making Science
- Accenture
- PWC
- Rockin
- Ogilvy
- Ackermann International
- Airbus

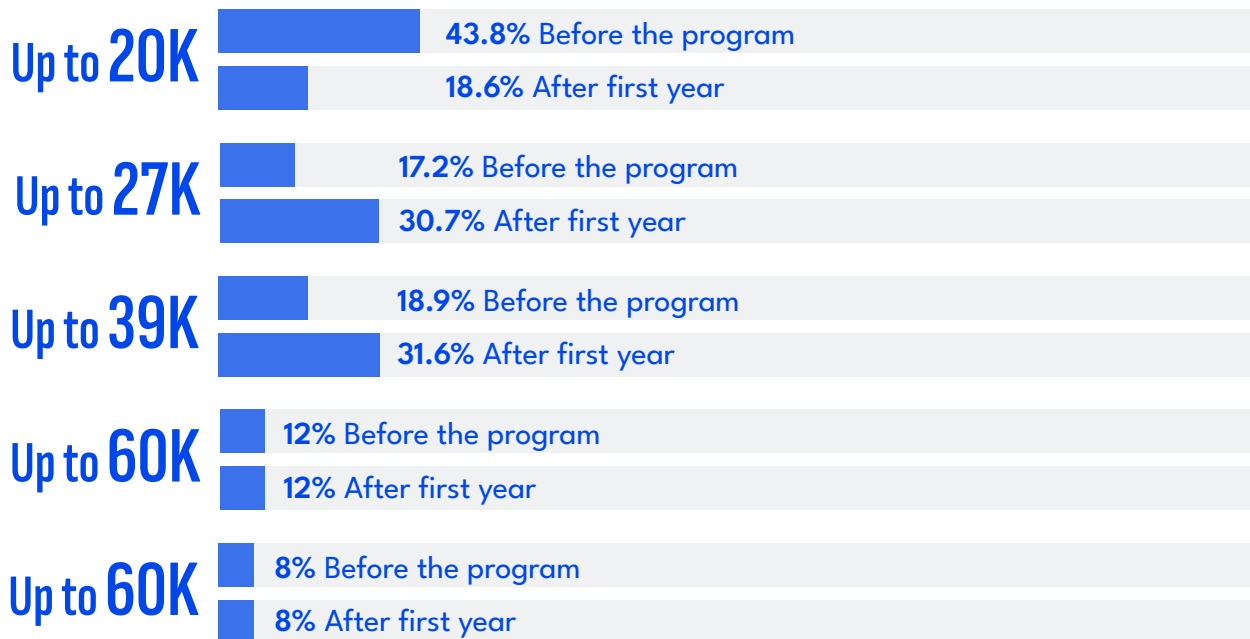
## Functional Areas



## Industries

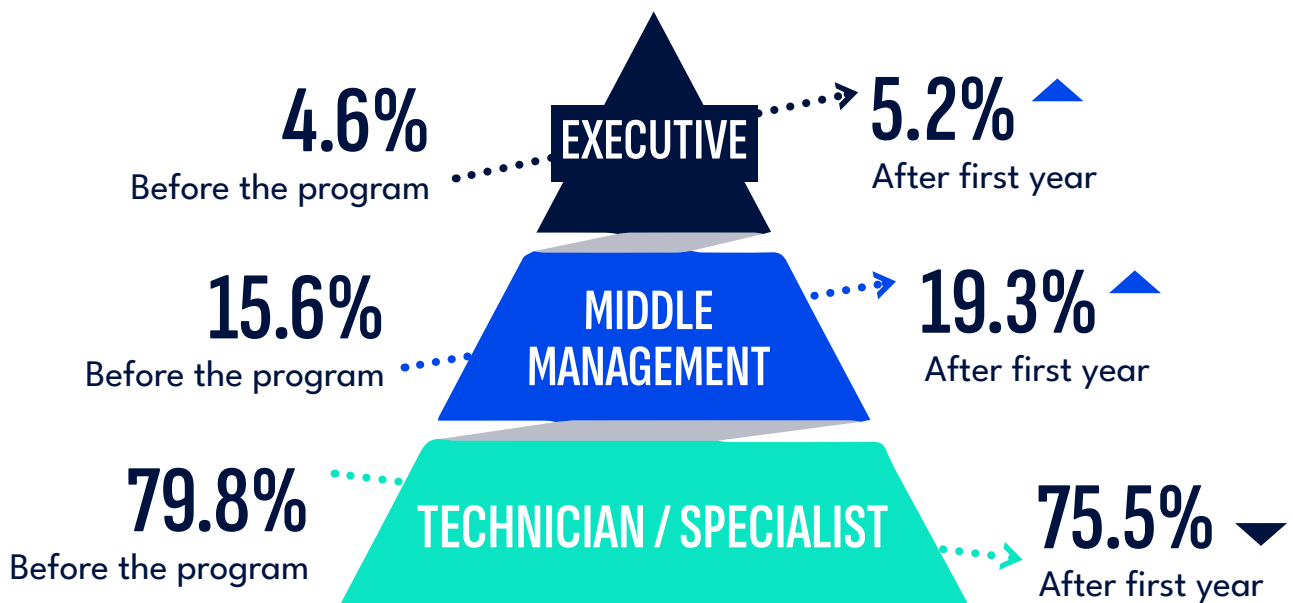


## Salary Level



Bonus :	Before the program	7.3K Average	After first year	8.8K Average
	36.5%		68%	

## Hierarchical Level



**IN THE FIRST YEAR:** **20%** changes hierarchical level **37%** move up to the next salary level

# TOP EMPLOYING COMPANIES

## Public Administration:

CÁMARA DE COMERCIO SEVILLA | JUNTA DE CASTILLA Y LEON | MINISTERIO ASUNTOS EXTERIORES | SERVASA

## Marketing and Communication Agencies:

ACCENTURE SONG | ARTEFACT | CONTRAPUNTO BBDO | DENTSU | FLAT 101 | HAVAS MEDIA | IPG MEDIABRANDS | LLYC | MAKING SCIENCE | MINDSHARE | OGILVY | OUTBRAIN | PUBLICIS GROUPE | ROCKIN | SEEDTAG | T2O

## Food & Beverage:

BEAM SUNTORY | BOLLO INTERNATIONAL FRUITS CAMPOFRÍO FOOD GROUP | CARGILL | DEOLEO DIAGEO | ENZA ZADEN | FINDUS ESPAÑA | GRUPO TELLO | HEINEKEN | HERO ESPAÑA | LACTALIS | MAHOU-SAN MIGUEL | MONDELEZ INTERNATIONAL | PASTAS GALLO | PERNOD-RICARD

## Warehousing, Transport and Logistics:

CEVA LOGISTICS | CHEP | CORREOS | DHL | DSV | GLOBAL TRANSPORT | LOGISTA | MOVIAN TO | SALVESEN LOGÍSTICA | SEUR

## Associations / Foundations / NGOs:

AECG | ALDEAS INFANTILES | FORETICA | ONCE | UNICEF

## Automotive:

ANTOLIN | BMW GROUP | CARGLASS | CONTINENTAL TIRES | FERSA BEARINGS | HYUNDAI | JAGUAR LAND ROVER | NORAUTO | PORSCHE | RENAULT | VOLKSWAGEN

## Banking & Financial Services:

AMERICAN EXPRESS | BANCO SABADELL | BANCO SANTANDER | BANKINTER | BBVA | BIZUM | BNP PARIBAS | CAIXABANK | DEUTSCHE BANK | EVO BANCO | IBERCAJA | ING | MIBANCO PERÚ | NATIONAL-NEDERLANDEN | OPENBANK | WTW

## Business Consulting:

ACCENTURE | CAPGEMINI | DELOITTE | EY | GARTNER | JAKALA | KANTAR WORLD PANEL | KPMG | MINSAIT | NATEEVO DIGITAL | NIELSEN IQ | NTT DATA | OMEGA CRM | PWC | VASS

## HR & Headhunting Consulting

ACKERMANN INTERNATIONAL | HAYS | MARLEX | RANDSTAD | THE ADECCO GROUP

## Entertainment, Culture and Sport:

ATLÉTICO DE MADRID | BETWAY | DAZN | FEVER | LALIGA | MUSEO NACIONAL DEL PRADO | PRIME VIDEO & AMAZON STUDIOS | RAYO VALLECANO | UNIVERSAL MUSIC | WARNER BROS

## FMCG:

BEIERSDORF | CARIOCA | CECOTEC | CHEP | COLGATE PALMOLIVE | FAMOSA | FONT SALEM | GHD SPAIN | KIMBERLY-KLARK | HASBRO | PUIG | THE LEGO GROUP | WÜRTH GROUP 10

## Hospitality, Catering and Tourism:

ACCOR | BURGER KING IBERIA | HALCÓN VIAJES | IAG GBS | KFC | MCDONALDS | NH HOTEL GROUP | PAPA JOHNS | TACO BELL | VICIO | WYNDHAM HOTELS & RESORTS



## Pharmaceutical and Biotechnology

### Industry:

ABBOT | ABBVIE | BAYER | BOEHRINGER  
INGELHEIM CANON MEDICAL SYSTEMS | CINFA |  
COFARES | ELI LILLY & COMPANY | GRIFOLS | GSK  
JOHNSON & JOHNSON | MEDTRONIC | TEVA  
PHARMACEUTICALS

### Industry / Energy Industry / Engineering:

ACCIONA | ACERINOX | AIRBUS | ARCADIS  
AZKONOBEL | AQLARA | CARRIER | BERGNER  
EUROPE | BSH ELECTRODOMÉSTICOS  
CESA - COMPAÑIA ESPAÑOLA DE SISTEMAS  
AERONÁUTICOS | CEPSA | EDP | FCC  
MEDIOAMBIENTE | FERROVIAL | GROUNDFORCE  
GRUPO COBRA | HAIER | JEANOLOGIA  
METROVACESA | PINTURAS MONTÓ | REPSOL  
SCOTTISHPOWER | SUNRISE MEDICAL | SAICA  
GROUP | SCHINDLER GROUP | SIEMENS  
GAMESA | STEELCASE | TECNATOM

### Media & Broadcasting:

AGENCIA EFE | ELTIEMPO.ES | GRUPO PRISA |  
GRUPO SECUOYA | HEARST ESPAÑA | HOLA  
| MOVISTAR+ | PEARSON EDUCATION | RTVE |  
VOCENTO

## Fashion, Luxury & Cosmetics:

ADIDAS | AWWG | CARTIER | CHANEL | CRISTHIAN  
DIOR | ECOALF | DR.MARTENS | ESTÉE LAUDER  
FARLABO | FENDI | GIORGIO ARMANI | INDITEX  
LEVI STRAUSS & CO | L'OCCITANE | L'OREAL  
LOEWE PERFUMES | MANGO | MASCARÓ  
GROUP | MYTHERESA | NIKE | NOON SPAIN  
PANDORA | SÉZANNE | SUÁREZ | SWAROVSKI  
THINKING MU | VALENTINO

### Insurance/Security Services:

ALLIANZ PARTNERS | AXA | CASER | CIGNA  
EUROP ASSISTANCE | GRUPO CATALANA  
OCCIDENTE | HELVETIA | IBERCAJA VIDA | MAPFRE  
PROSEGUR | SANITAS | SECURITAS | UNITECO  
ZURICH

### Technology:

ADESSO SPAIN | DELL | FLYWIRE | FOURVENUES  
GLOBANT | GOOGLE | HP ENTERPRISE | HUAWEI  
INDRA | SALESFORCE | SAMSUNG | SEIDOR  
SOFTTEK | STRATESYS | TD SYNnex

### Telecommunications:

ORANGE | TELEFÓNICA | VODAFONE

### Sales & Distribution:

ALDI | AMAZON | CARREFOUR | EL CORTE INGLÉS  
GLOVO | GRUPO DIA | LEROY MERLIN | MAKRO



## Ismael García Puche

Talent Acquisition & Employer Branding Specialist  
MEDIABRANDS

“Our relationship with ESIC has always been open and positive, we have helped each other a lot in the past and we hope that this good relationship will continue for many more years. The tutors reflect the enthusiasm, involvement, and commitment of ESIC’s staff in the teams and the value of their work. This Higher Education centre has become one of the fundamental pillars for attracting talent to our company”.



# BACHELOR'S DEGREES

## RANKINGS & RECOGNITIONS

Important international media and other prestigious institutions recognize the quality of ESIC's programs

#6

SPAIN



Universities specialized in Business and Management studies

#6

SPAIN



International Mobility

#10

SPAIN



Best Private Universities

#3

SPAIN



International Orientation. University with the greatest focus on Digital Teaching

#5

SPAIN



Teaching & Learning. University with the greatest focus on Digital Teaching

#1

SPAIN



Private University Reducing inequalities #ODS10

#1

SPAIN



Private University in Gender Equality #ODS4

TOP 100

WORLDWIDE



Based on the opinion of students, alumni and employers.

#9

EUROPA



in Academic Reputation and Career Opportunities.

TOP

WORLDWIDE



University with the highest number of international students and gender parity in the classrooms.

## SPECIALIZED PROGRAMMES:

At ESIC, the official Bachelor's Degrees are complemented by various itineraries that allow students to specialise and develop new professional skills.

### BACHELOR'S + DIPLOMAS:

- DIPLOMA IN MANAGEMENT SKILLS
- DIPLOMA IN DIGITAL TOOLS AND MULTIMEDIA

### BACHELOR'S + DEGREE:

- ADVANCED DEGREE IN MARKETING MANAGEMENT
- TÍTULO SUPERIOR EN DATA SCIENCE
- ADVANCED DEGREE IN ENTREPRENEURSHIP AND INNOVATION
- ADVANCED DEGREE IN SUSTAINABILITY MANAGEMENT

# EMPLOYMENT RATES

Ratios during the year following the completion of the program.

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

END OF PROGRAM	75.6%
ANNUAL EMPLOYABILITY RATE	92.2%

### Main Industries:

- Business Consulting
- Technology
- Sales & Distribution
- Banking & Financial services

### Main Countries:

- Spain
- USA

### Main Positions:

- Business Analyst
- Financial Services Consultant
- Financial
- Controller
- Corporate Finance valuations
- Fraud Analyst

\*Information from 91% of graduates.

## [GRMK] Bachelor's Degrees in Marketing

END OF PROGRAM	77.2%
ANNUAL EMPLOYABILITY RATE	96%

### Main Industries:

- Technology
- Marketing & Communication Agencies
- Industry
- Sales & Distribution
- Food & Beverage

### Main Countries:

- Spain
- Andorra
- USA
- Netherlands

### Main Positions:

- Account Manager
- Marketing Specialist
- Data & Insights
- Analyst
- Business Development
- eCommerce Manager

\*Information from 92% of graduates.

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

END OF PROGRAM	71.4%
ANNUAL EMPLOYABILITY RATE	95.4%

### Main Industries:

- Banking & Financial Services
- Marketing & Communication Agencies
- Business Consulting
- Technology
- Food & Beverage

### Main Countries:

- Spain
- Andorra
- USA
- Netherlands

### Main Positions:

- Business Analyst
- Business Developer
- Financial Audit
- Associate
- Marketing Manager
- Project Manager

\*Information from 98% of graduates.

## [GRPUB] · Bachelor's Degrees in Advertising and Public relations



### Main Industries:

- Marketing & Communication Agencies
- Food & Beverage
- Entertainment
- Culture & Sport
- Real Estate
- Hospitality and catering

### Main Countries:

- Spain

### Main Positions

- Account Manager
- Content and Community Manager
- Digital
- Marketing Specialist
- Social Media Specialist
- Marketing & Communication
- Technician

\*Information from 94% of graduates.

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



### Main Industries:

- Technology
- Sales & Distribution
- Education
- Industry

### Main Countries:

- Spain
- Ireland
- USA

### Main Positions

- Business Strategy Consultant
- Digital Sales Executive
- Export
- Communication Manager
- International Sales Manager
- Junior Export
- Manager

\*Information from 89% of graduates.

## [TSDMG] · Higher Degree in Global Marketing Management



### Main Industries:

- Marketing & Communication Agencies
- Industry
- Banking & Financial Services
- Business Consulting
- Real estate

### Main Countries:

- Spain
- France
- Netherlands
- Venezuela

### Main Positions

- Marketing Coordinator
- Data and Martech Specialist
- Digital
- Marketing Strategist
- Key Account Manager
- Sales & Marketing Specialist
- Ecommerce Manager

\*Information from 88% of graduates.



”



**Elena Osorio, GRMK alumni**  
Marketing Candy Graduate Iberia at Mondelez International

“ESIC has helped me to be clear about where I want to go and where I want to be in the future. Today, being so young, I can say that I have undergone an internship in a multinational company and I am currently working in another. Once you start working, you realize everything you have learned, and that you can really contribute a lot. Of course, I owe much of this to ESIC. Thank you”

# MBA's

## RANKINGS & RECOGNITIONS AMONG THE BEST INTERNATIONALLY



Accreditation granted to only 2% of the educational institutions in the world.



International MBA  
[IMBA]

**#14**

EUROPE

**Bloomberg  
Businessweek**

Based on the opinion of students, alumni and employers with a focus on employability.

**#87**

WORLDWIDE

**The  
Economist**

Based on new career opportunities, professional development and educational experience, salary, and networking potential.

**#51**

EUROPE



Focused on the opinion of teachers and employers and variables of employability and ROI.

**#2**

SPAIN

**Forbes**

Focused on student experience, working life readiness and international perspective.

**#22**

WORLDWIDE



High-potential schools for Latin American students and their networks

**#30**

WORLDWIDE

**EXPANSION**

Based on the profile of students the School attracts and their career progress

**#79**

WORLDWIDE



Ranking de Rankings. Basado en The Financial Times, The Economist, Bloomberg Businessweek y Forbes

**#93**

WORLDWIDE

**youth  
incorporated**

Based on the opinion of students, alumni and employers.

# MBA'S EMPLOYMENT RATES:

Ratios during the year following the completion of the program.

## [MBA] · Master in Business Administration



### Main Industries:

- Food & Beverage
- Technology
- Marketing & Communication Agencies
- Warehousing
- Transport & Logistics
- Healthcare
- Industry, Banking & Financial Services
- Business Consulting
- Real estate

\*Information from 87% of graduates.

### Main countries:

- Spain
- Colombia
- Chile
- Perú

### Main positions:

- Data Specialist
- Finance Manager
- Marketing Manager
- Sales Manager
- Strategy Consultant

## [EMBA] · Executive Master in Business Administration

### #36

EUROPE



Focus on academic reputation and employer opinion

### #2

SPAIN

Forbes

Focus on student experience, work-life readiness and international perspective.

### #41

WORLDWIDE

EXPANSION

Based on the student profile the school attracts and career progress 2019

### #50

WORLDWIDE

youth  
incorporated

Based on the opinion of students, alumni and employers



### Main Industries:

- Industry
- Food & Beverage
- Technology
- Pharmaceutical Industry & Biotechnology
- Energy Industry
- Banking & Financial Services,
- Business Consulting, Real estate

\*Information from 90% of graduates.

### Main countries:

- Spain
- Perú
- EEUU
- France
- Netherlands
- South Africa

### Main positions:

- CFO
- COO
- CMO
- Change Management Consultant
- Senior Project Manager
- Supply Chain Manager

## [IMBA] · International Master in Business Administration



### Main Industries:

- Warehousing
- Transport & Logistics
- Automotive
- Business Consulting
- HR Consulting & Headhunting
- Entertainment
- Culture & Sport

\*Information from 85% of graduates.

### Main countries:

- Spain
- Germany
- France
- Canada
- Switzerland

### Main positions:

- Change Manager
- Customer Success Manager
- Market Research Consultant
- Senior Project Manager

# MASTER'S DEGREES

## MANAGEMENT

#57

EUROPE



in Academic Reputation  
and Career Opportunities.

#38

WORLDWIDE



University with the highest number  
of international students and  
gender parity in class.

### [MBM] Master in Management



#### Main Industries:

- Business Consulting
- Industry
- Insurance
- Marketing & Communication Agencies
- Architecture
- Engineering & Construction

#### Main countries:

- Spain
- Germany
- Argentina

#### Main positions:

- Accountant and Financial Specialist
- Business Development Consultant
- Data Analyst
- International Account Manager
- Sales Consultant

\*Information from 88% of graduates.

### [MDB] Master in Digital Business



#### Main Industries:

- Business Consulting
- Marketing & Communication Agencies
- Warehousing
- Transport & Logistics
- Tourism

#### Main countries:

- Spain
- Peru
- Mexico

#### Main positions:

- COO
- Country Manager
- Innovation Project Manager
- Project Manager
- Risk & Compliance Manager

\*Information from 78% of graduates.



# MARKETING

#1

SPAIN

ELMUNDO

It evaluates the demand for the master's degree, the human and material resources of the schools, as well as their curriculum

#38

EUROPE



With a focus on the employability of students. 2 Europe in Value for Money

#5

SPAIN

Forbes

Focus on student experience, working life readiness and international perspective.

#45

WORLDWIDE

youth  
incorporated

Based on feedback from students, alumni and employers

## [GESCO] Master's Degree in Marketing and Commercial

END OF PROGRAM  
ANNUAL EMPLOYABILITY RATE

53%

94.2%

### Main Industries:

- Marketing & Communication Agencies
- Business Consulting
- Food & Beverage
- Fashion, Luxury & Cosmetics
- Pharmaceutical Industry & Biotechnology

### Main countries:

- Spain
- Chile
- Colombia
- France
- Peru
- Switzerland

### Main positions:

- Brand Manager
- Key Account Manager
- Marketing Manager
- Product Manager
- Sales Manager
- Trade Marketing Manager

\*Information from 92% of graduates.

## [MDM] Master in Digital Marketing

END OF PROGRAM  
ANNUAL EMPLOYABILITY RATE

30%

92.3%

### Main Industries:

- Marketing & Communication Agencies
- Entertainment
- Culture & Sport
- Fashion, Luxury & Cosmetics
- Technology
- Food & Beverage

### Main countries:

- Spain
- USA
- United Arab Emirates
- Serbia

### Main positions:

- Digital Marketing Specialist
- eCommerce Mk Manager
- Growth Marketing Manager
- PPC Specialist
- Programmatic Specialist

\*Information from 82% of graduates.

## [MMD] Master's Degree in Digital Marketing

END OF PROGRAM  
ANNUAL EMPLOYABILITY RATE

33%

95.8%

### Main Industries:

- Marketing & Communication Agencies
- Technology
- Business Consulting
- Banking & Financial Services
- Fashion, Luxury & Cosmetics

### Main countries:

- Spain
- Argentina
- Peru
- Portugal

### Main positions:

- Account Manager
- Community Manager
- Digital Marketing
- Manager
- Marketing Specialist
- Social Media Manager

\*Information from 87% of graduates.

## [MOMD] Online Master's Degree in Digital Marketing

END OF PROGRAM	66%
ANNUAL EMPLOYABILITY RATE	100%

### Main Industries:

- Marketing & Communication Agencies
- Business Consulting
- Industry
- Fashion, Luxury & Cosmetics
- Technology

### Main countries:

- Spain
- Peru
- Chile
- Colombia
- Costa Rica

### Main positions:

- Digital Marketing Manager
- Marketing Automation Specialist
- Marketing Manager
- Paid Media Specialist
- Social Media Manager

\*Information from 83% of graduates.

## [MDMD] Master's Degree in Sports Marketing Management

END OF PROGRAM	24%
ANNUAL EMPLOYABILITY RATE	94.6%

### Main Industries:

- Marketing & Communication Agencies
- Entertainment, Culture & Sport
- Food & Beverage
- Warehousing
- Transportation & Logistics
- Other services

### Main countries:

- Spain
- Peru
- Portugal

### Main positions:

- Content & Brand Manager
- Influencer Marketing Manager
- KAM
- Marketing & Sponsorships
- Venue Results Manager

\*Information from 90% of graduates.

## [MICEMD] Master's Degree in Customer Experience

END OF PROGRAM	70%
ANNUAL EMPLOYABILITY RATE	100%

### Main Industries:

- Technology
- Telecommunications
- Entertainment
- Culture & Sport
- Energy Industry
- Pharmaceutical Industry & Biotechnology

### Main countries:

- Spain

### Main positions:

- Business Intelligence Analyst
- Client Service Manager
- Customer Experience Manager
- Marketing Manager
- Operational Excellence Project Manager

\*Information from 83% of graduates.

## [MIM] Master in Marketing Management

END OF PROGRAM	29%
ANNUAL EMPLOYABILITY RATE	100%

### Main Industries:

- Marketing & Communication Agencies
- Food & Beverage
- FMCG
- Warehousing
- Transport & Logistics
- Business Consulting

### Main countries:

- Spain
- Belgium
- UK

### Main positions:

- Account Manager
- Digital Sales and Business Developer
- Marketing & eCommerce Specialist
- Trade and investment officer
- User Acquisition Manager

\*Information from 84% of graduates.

## [MML] Master's Degree in Fashion & Luxury Marketing and Communication



### Main Industries:

- Fashion, Luxury & Cosmetics
- Marketing & Communications Agencies
- Business Consulting
- Entertainment
- Culture & Sport
- Sales & Distribution

\*Information from 76% of graduates.

### Main countries:

- Spain
- Austria

### Main positions:

- Brand Manager
- eCommerce & Digital Marketing Specialist
- Influencer Marketing Manager
- International Product Manager
- Marketing & Communication Specialist

## [MMGD] Master's Degree in Marketing and Digital Management



### Main Industries:

- Automotive
- FMCG
- Real Estate
- Other services
- Technology

\*Information from 82% of graduates.

### Main countries:

- Spain

### Main positions:

- Marketing Executive
- Paid Media Manager
- Project Manager
- Marketing & Communication Manager
- Digital Marketing Technician

## [MUDM] Master's Degree in Commercial Management and Marketing



### Main Industries:

- Food & Beverage
- FMCG
- Industry

\*Information from 60% of graduates.

### Main countries:

- Spain

### Main positions:

- Business Developer
- Category Expert
- Energy Industry
- Sales Specialist
- Trade Marketing Specialist



### David Martín Director, Human Resources Spain & Portugal - STEELCASE

“We have been welcoming ESIC students into various areas of our organization for over 20 years. The result of this collaboration has been excellent, and many of their students are now part of our organization. Programmes such as GESCO, Digital Marketing and Communication, MBA, HR, and many others, have been a source of talent in our organization and, logically, part of our business success. Furthermore, the collaboration agreement has allowed many of our employees to undergo training, and others have encouraged their children to enroll in such a prestigious institution.”



# COMMUNICATION

#1

SPAIN

ELOMUNDO

It evaluates the demand for the master's degree, human and material resources of the centres, as well as their curriculum

## [DCNT] Master's Degree in Communication Management and New Technologies



### Main Industries:

- Marketing & Communication Agencies
- Media & Broadcasting
- Automotive
- Public Administration
- Fashion, Luxury & Cosmetics

### Main countries:

- Spain

### Main positions:

- Branded Content Manager
- Communication Consultant
- Marketing & Communications Specialist
- Paid Media Specialist
- Social Media Manager

\*Information from 100% of graduates.

## [MCC] Master's Degree in Corporate Communication Management



### Main Industries:

- Education, Marketing & Communication Agencies
- Associations & Foundations
- Public Administration
- Healthcare

### Main countries:

- Spain

### Main positions:

- Communication and International Relations Manager
- Community Manager
- Email marketing specialist
- Head of Communications

\*Information from 85% of graduates.

## [MPC] Master's Degree in Communication and Advertising Management



### Main Industries:

- Pharmaceutical Industry & Biotechnology
- Marketing & Communication Agencies,
- Automotive
- Education
- Fashion, Luxury & Cosmetics
- Other services

### Main countries:

- Spain

### Main positions:

- Account Executive
- Brand Specialist
- CRM & Mk Automation Specialist
- Global Mk and Communication Director
- Social Media Manager

\*Information from 73% of graduate.

# HUMAN RESOURCES

## #3

SPAIN

### ELMUNDO

It evaluates the demand for the master's degree, human and material resources of the centres, as well as their curriculum

## [DRHO] Master's Degree in Personnel Management and HR Management

END OF PROGRAM	43%
ANNUAL EMPLOYABILITY RATE	100%

### Main Industries:

- Sales & Distribution
- HR & Headhunting Consulting
- Architecture, Engineering & Construction
- Business Consulting
- Food & Beverage

### Main countries:

- Spain
- Argentina
- Italy

### Main positions:

- HR Manager
- Learning and Development Specialist
- People and Culture Associate
- Recruitment Specialist
- Talent Acquisition Manager

\*Information from 95% of graduates.

## [MDPO] Master's Degree in People Management and Organizational Development

END OF PROGRAM	25%
ANNUAL EMPLOYABILITY RATE	100%

### Main Industries:

- HR Consulting & Headhunting
- Business Consulting
- Healthcare, Banking & Financial Services
- Architecture
- Engineering & Construction

### Main countries:

- Spain
- Colombia

### Main positions:

- Employee Experience Specialist
- HRBP Analyst
- International
- HR Advisor
- Recruiter
- Talent Acquisition Specialist

\*Information from 91% of graduates.

## TECHNOLOGY

#46

EUROPE



Focus on student employability

#2

SPAIN

ELMUNDO

It evaluates the demand for the master's degree, human and material resources of the centres, as well as their curriculum

### [MBDA] Master's Degree in Big Data and Business Analytics

END OF PROGRAM	38%
ANNUAL EMPLOYABILITY RATE	100%

#### Main Industries:

- Business Consulting
- Technology
- Banking & Financial Services
- Telecommunications
- Marketing & Communication Agencies

#### Main countries:

- Spain

#### Main positions:

- CMO
- Customer Experience Manager
- Data Analyst
- Data Science Area Manager
- Digital Content & CRM Specialist

\*Information from 80% of graduates.

### [MIA] Master's Degree in Artificial Intelligence

END OF PROGRAM	57%
ANNUAL EMPLOYABILITY RATE	100%

#### Main Industries:

- Business Consulting
- Technology
- Banking & Financial Services
- Telecommunications
- Marketing & Communication Agencies
- Other services

#### Main countries:

- Spain
- Colombia

#### Main positions:

- CTO
- Data Scientist
- Digital Analyst
- Insights Manager
- Strategy Analyst

\*Information from 87.5% of graduates.

### [PMA] Master's Degree in Project Management and Agile Methodologies

END OF PROGRAM	90%
ANNUAL EMPLOYABILITY RATE	100%

#### Main Industries:

- Industry
- Other services
- Public Administration
- Warehousing, Transport & Logistics
- Banking & Financial Services

#### Main countries:

- Spain
- Liechtenstein

#### Main positions:

- Process Analyst
- Global Marketing Data Specialist
- Project Manager
- Product Owner
- Sales Leader

\*Information from 83% of graduates.

# INTERNATIONAL TRADE, LOGISTICS, FINANCE

## [MDF] Master's Degree in Financial Management

#68

EUROPE



Focus on the employability of students

#47

WORLDWIDE



Based on the employability of students, alumni and student employers



### Main Industries:

- Business Consulting
- Banking & Financial Services
- Warehousing, Transport & Logistics
- Energy Industry
- Food & Beverage

### Main countries:

- Spain

### Main positions:

- Credit Analyst
- CFO
- Financial Controller
- Financial Accountant
- Risk Analyst

\*Information from 94% of graduates.

## [LOCS] Master's Degree in Logistics and Transport Management & Supply Chain

#19

EUROPE



Focus on student employability



### Main Industries:

- Warehousing, Transport & Logistics
- Food & Beverage
- Industry
- Sales & Distribution
- Public Administration
- Banking & Financial
- Services

### Main countries:

- Spain
- Peru

### Main positions:

- LLP Network Operator
- Logistics Manager
- Purchasing Planner
- Supply Chain PMO
- Transfer Pricing Analyst

\*Information from 94% of graduates.

## [MITB] Master in International Trade & Business

#3

SPAIN

ELMUNDO

It evaluates the demand for the Master's degree, the human and material resources of the centres, as well as their curriculum

#4

EUROPE



Based on reputation, innovation in teaching or program content among other variables.



### Main Industries:

- Business Consulting
- Industry
- Banking & Financial Services
- Architecture, Engineering & Construction
- Food & Beverage

### Main countries:

- Spain
- UK

### Main positions:

- Corporate Business Developer
- Global Pricing Specialist
- Trade Marketing Director
- KAM Export Manager

\*Information from 89% of graduates.



### Ana Pérez

Recruiting, Training & Talent Development BERGNER EUROPE

“BERGNER is an international distributor of household products that has experienced exponential growth in recent years in all aspects. To achieve this, BERGNER has benefited from ESIC talent, individuals prepared in various business areas who have developed with us and brought freshness to this necessary evolution for the organization. ESIC offers quality programmes covering all business areas, with focus on the customer, reinforcing professional skills, with the ethical approach that is fundamental to BERGNER's culture. We are grateful for the support, agility, and the possibility of reaching candidates across the entire national and international territory.”







# ENTREPRENEURSHIP

ESIC's entrepreneurship centre accompanies start-up founders in their business initiatives and fosters a business innovation culture, developing activities to promote innovation and the entrepreneurial spirit of students and alumni.

We have an active entrepreneurial community that brings you closer to the entrepreneurial ecosystem. Some of our services are:

- **E'SHIP Mentoring:**  
A program involving advisors, educators, and professionals dedicated to give projects a boost.
- **ESIC Investment Club:**  
which will give you access to financing for your business.
- **Investor Day ESIC x Fellow Funders:**  
Projects are presented to Business Angels in one-to-one sessions.
- **Project Incubation Program** with workspace and technical support.
- **Emprende University:**  
Q&A sessions with recognized entrepreneurs from the ecosystem.
- **Leanspots:**  
Your project will enter our digital ecosystem, where you can connect with other entrepreneurs, companies, recruit new team members, or access our exclusive resources on Google for Startups.
- **Startup Accelerator Online Bootcamp:**  
ESIC helps high-potential entrepreneurs develop their businesses.
- Workshops, masterclasses, and roundtable discussions
- Hackathons



## AWARDS

- Business Creation
- Bachelor's Degree Entrepreneurial Final Project
- "Emprende con Marca"
- Best Star-up Project
- Postgraduate Degrees



**+150**

PROJECTS CREATED  
ANNUALLY

**+350**

INDIVIDUALS  
ADVISED

**+3000**

ARTICIPANTS IN  
ACTIVITIES

# 2021/2022 ACTIVITIES

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- **ESIC SEVILLA A** joins the SVQ Emprende ecosystem
- **STARTUP WEEKEND SEVILLA 2021**
- **ESIC Málaga: Back To Work (B2W)** Oracle Women Entrepreneurs.
- DEMIUM Conference How to build a startup with NO-CODE tools 13th Edition of the Initiative Awards.
- Best Entrepreneurial Initiative Bachelor's Thesis Awards (TFG).
- University & Business Breakfast: Attracting and retaining talent in the digital age: a possible challenge
- Entrepreneurship, talent, and innovation meeting.
- 13th Edition Initiative Awards Ceremony.
- Breakfast with Startup Entrepreneurs from University HUBS.
- Entrepreneur Event by Skill Hunting
- MEET YOUR FUTURE The future of entrepreneurship
- I Insur - Santalucía Universities Hackathon 2023
- Intrapreneurship WORKSHOP: From idea to action. How to innovate from within a corporation. Sustainable Startup Day 23
- Startup Acceleration Online Bootcamp.
- MINI Hackathon.
- Banco Santander Explorer.
- Lego Serious Play
- Design Thinking Visit to La Nave Madrid.
- Business and Innovation Hackathon.
- MonsterxESIC Hackathon and BBVA & ESIC Hackathon: Beyond Barriers at **ESIC Valencia**.
- 3rd edition of the Innovative Business Ideas Contest at **ESIC Barcelona**.
- 1st Interuniversity Day of Entrepreneurship and Innovation of the Community of Madrid.
- Emprende con Marca OEPM Awards.
- Entrepreneurship at South Summit.
- Best Entrepreneurial Initiative Master's Thesis Awards (TFM)
- Programa Activa Talento Awards Ceremony
- Investor's Day ESIC x Fellow Funders.
- Workshop: Main sources of funding for startups in Spain.
- Workshop: How to create a financial model?
- Workshop: Public Financing - What are the available instruments?
- Workshop: Shareholders' Agreement, a necessary evil.
- Workshop: Business Angels vs Venture Capital.
- Workshop: Corporate Venture - An opportunity for growth?
- Workshop: The different "Exits" of Investors.
- Workshop: What do I need to present my investment round?
- Workshop: Valuation. How is a startup valued? What do investors look for?
- Workshop: I've secured my funding, now what?
- Roundtable Entrepreneurs with WE ARE KNITTERS

# SOME BUSINESS INITIATIVES BY ESIC ALUMNI



**GROSSO NAPOLETANO**  
Hugo Rodriguez de Padra



**ALL IN BIKING**  
José Julio Becerril



**PLAYTOMIC**  
Pedro Clavería



**BEWE**  
Diego Ballesteros



**HOOP CARPOOL**  
Paloma Martín



**Sara Ruiz,**  
CEO of Gomarly – Alumni GESCO

“ESIC represented a significant advancement in my education, enabling me to transition into the workforce. Through a program focused on current business practices, I learned to navigate real-world work situations. The diversity of the faculty provided me with the opportunity to encounter different perspectives and approaches to tackling professional challenges. I highly recommend this Master’s degree for the camaraderie established with ESIC peers and professionals, as well as the opportunities it opens in the job market”

”

# PROFESSIONAL DEVELOPMENT UNIT

## LINKING FUTURES

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We drive the professional trajectory of students and alumni to provide top talent for businesses, aligned with ESIC's mission to contribute to the transformation of students so they can successfully navigate their professional lives in a responsible manner anchored in ethical values, and act as agents of change in their organizations and social environment.

### STUDENTS

Employability training program that delves into professional profile positioning, competency development, selection processes, networking...

- Career guidance
- International legal advice for students from outside the EU
- Employability portal
- Activities with companies

### COMPANIES

Tailored solutions to each company's needs, with comprehensive recruitment, search, and pre-selection services for both student internships and experienced professionals at all hierarchical levels and functional areas.

- Talent needs briefing
- Recruitment action planning
- Execution of actions, search, and pre-selection of candidates
- Process monitoring
- Feedback and continuous improvement



**esic**  
University

La única Universidad  
donde solo se habla de Business



