



# ANNUAL REPORT 2020

lesic



INSPIRED

BY REAL

LIFE



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**Bienvenido  
al futuro  
de la  
educación**



# 1. BIG FIGURES

**ICEMD**  
**+3.400**  
Global community

**Students**  
**16.256**

**Academic units**  
**26** **9**  
postgraduate degree Bachelor's degree

**International**  
**1.845**  
Foreign students studying at ESIC

**Alumni**  
**+62.000** **122**  
Alumni links with companies

**Campus**  
**44.385 m<sup>2</sup>** **12**  
total surface area campus

**Events**  
**+60** **+40.000**  
events participants in activities

**Research**  
**254** **84**  
Scientific articles articles JCR, SCOPUS

**Academic and nono-academy staff**

**188** **388**  
Core Faculty administration and services staff

**#1 en España**

**ELMUNDO**

Marketing, advertising communication and foreign trade



Marketing Digital Online



Logistics



University in Gender Equality

## 2

## SOME RELEVANT FACTS ABOUT ESIC 2020

Over the last few months, ESIC has been taking all necessary measures to ensure the health and safety of the entire ESIC Community, strictly complying with all health, hygiene and safety protocols set by regional and national authorities and ensuring that all our staff have received full training and are fully aware of all preventive measures.

- › In 2019 ESIC Madrid obtained the authorisation to become a private university, and in 2020 the University was given the go-ahead. This has led to a new organisational structure and also a new degree course, the Bachelor's degree in Data Science, which will be introduced at the Madrid campus in 2022- 2023.
- › **The construction of the new ESIC Business & Marketing School building**, located a short distance from the current location, was completed in 2021 and was built with the intention of becoming a Green Campus, environmentally friendly and fully accessible, thanks to the collaboration and participation of Ilunion in its design. With 9,500 m2 of green areas, this is a commitment to contribute to combatting climate change and with this infrastructure ESIC has been awarded the international Leed Gold certificate.
- › The **ESIC Tech laboratory** has been created to bring students closer to the professional world. This is a facility within the ESIC Pozuelo Campus where students, teaching staff, companies and potential students can enjoy a unique learning experience, thanks to the possibilities of robotics and disruptive technologies. Moreover, they can also use the lab whenever they need it.
- › **Integration of the Institute of Digital Economy ICEMD and Corporate Education** at ESIC Business & Marketing School. This was created with the mission to help the School be at the forefront of its value proposition in a sustainable way.
- › The **ICEMD XCHANGE: Sound for Change and Innovation meetings have begun**: exclusive, invitation-only meetings, with executives to promote the exchange of knowledge and forge relationships with relevant companies in the innovation ecosystem, promoting active listening within the business ecosystem.



# 3

## GOVERNING BODIES

The governing bodies at ESIC guide and orientate the Institution's path towards achieve the objective of transforming people by training them and preparing them for a society in continuous change.

The direction and management of ESIC is undertaken by three bodies:

**Governing Board**

**Management Committee**

**Executive Committee**

ESIC Business & Marketing School is owned and managed by the religious congregation of the Priests of the Sacred Heart of Jesus, which is why the Governing Board is made up of priests from the congregation. In addition, ESIC has a Direction Committee, an Executive Committee and an External Advisory Boar.



## GOVERNING BOARD

### **Father Juan José Arnáiz Ecker**

Provincial Superior of the Priests of the Sacred Heart of Jesus.

### **Father Simón Reyes Martínez Córdova**

President of the Governing Board and President of Honour of ESIC.

### **Father Eduardo Gómez Martín**

General Director of ESIC.

### **Father Marino Córdova García**

Provincial Bursar of the Priests of the Sacred Heart of Jesus and patron of the ESIC University Foundation (FUE) and the ESIC Foundation for University Studies and Research (FESIC).

### **H. Carlos Larrea Pascal**

ESIC Director of Management & Administration and Administrator of ESIC Madrid.

### **Father Aquilino Mielgo Domínguez**

General Secretary of ESIC Valencia.

## STEERING COMMITTEE

### **Father Eduardo Gómez Martín**

General Director.

### **Felipe Llano Fernández**

Director of Corporate Development, Assistant to ESIC's General Director.

### **María Teresa Freire Rubio**

General Secretary.

### **Joaquín Calvo Sánchez**

Director of ESIC Experience, Assistant to ESIC's General Director.

### **Eduard Prats Cot**

Regional Director of ESIC, Director General of ESIC Catalonia and Assistant to ESIC's General Director.

### **Héctor Baragaño Cavero**

Director of Business Development and Digital Innovation, Assistant to ESIC's General Director

### **Segundo Huarte Martín**

Dean of the University Area.

### **Antonio Martín Herreros**

Dean of the Business School Area.

### **Joost van Nispen**

Director of Disruptive Innovation.

### **Enrique Benayas**

General Director of ICEMD and Corporate Education.



## 4

## MISSION, VALUES AND SOCIAL RESPONSABILITY



## 4.1 MISSION

ESIC is a higher education institution whose mission is formulated in the following terms:

- To train professionals, disseminate and promote, in society, research in the field **of management, marketing and digital skills**, fostering capabilities in innovation and entrepreneurship.
- To contribute to the transformation of individuals by giving them knowledge, building their skills and raising their awareness of values throughout their professional career.
- To constitute a learning community adapted to the demands of the times in order to contribute to the development of a more prosperous, responsible, innovative and supportive global society.

On the basis of this mission, ESIC states the following objective for its academic courses:

“ **To promote the transformation** of individuals so that they can develop successfully through their professional lives in a responsible manner and be agents of change in organisations and in society at large. ”

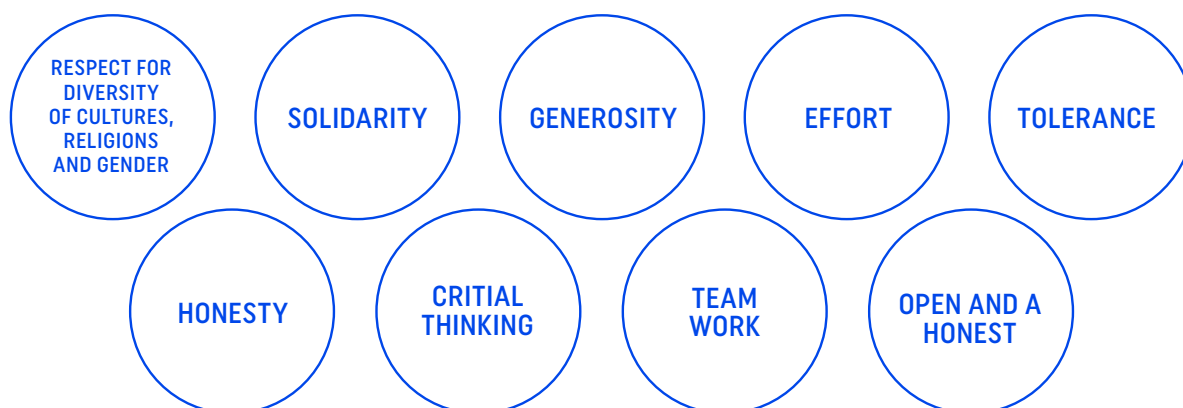
**F. Eduardo Gómez Martín**  
General Director

## 4.2 CULTURE AND VALUES

### The culture of commitment and closeness:

- **Commitment** means putting everything on ESIC's side and defending the common interest.
- **Closeness** means proximity to individuals to help them to get the best out of themselves and to serve their professional and personal concerns, understanding that each individual is different and needs to be treated differently.

Human beings are the final purpose of everything we do because the aim is to share a common destiny. This is why ESIC unites the **values** of:



## 4.3 INSTITUTIONAL ESIC. RESPONSABLE ACADEMICS

ESIC is committed to training responsible leaders; to respect for human rights and employment rights; to the environment; to sustainable development and the fight against corruption. In turn, ESIC is also committed to the 17 Sustainable Development Goals promoted by the United Nations.

Some of the initiatives that ESIC takes part in:



## 4.4 CORPORATE SOCIAL RESPONSIBILITY MASTER PLAN

The Social Responsibility Master Plan reflects the Corporate Social Responsibility strategy that ESIC has been implementing in recent years.

- **Teaching:** Approval of the Higher Degree in Sustainability Management.
- **Research**

Publications related to Sustainability

38

- **Social Debate**
- **ESIC Community**

Contestants for the Aster Marketing and Values awards in 2019/20

280

- **Inclusion, diversity and equality**

Cases of students with special needs for support in education 2019/20

87

- **Environmental responsibility:** The construction of the new ESIC Business & Marketing School building, located a short distance from the current headquarters (completed in 2021), has been built with the intention of becoming a Green Campus. With 9,500 m<sup>2</sup> of green areas, this infrastructure represents a commitment to contributing to climate change by having been awarded the international Leed Gold certificate.



Water  
16.847,13 m<sup>3</sup>



Power  
1.547.960,38 kwh



Paper  
14.144,62 kg

Due to the pandemic situation in 2020, consumption has been reduced by about **30% on average** compared to the previous year.

- **Institutional policies:**

Equality plan  
ESIC's general policy on social responsibility  
Strategic plan 2020-2022

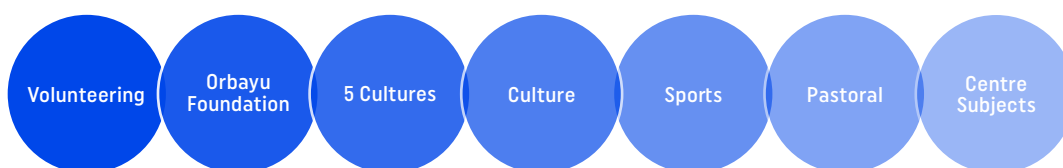
- **Transparency:**

CSR ANNUAL REPORT  
PRME Biannual reports  
PRME Strategic plan 2020-2022

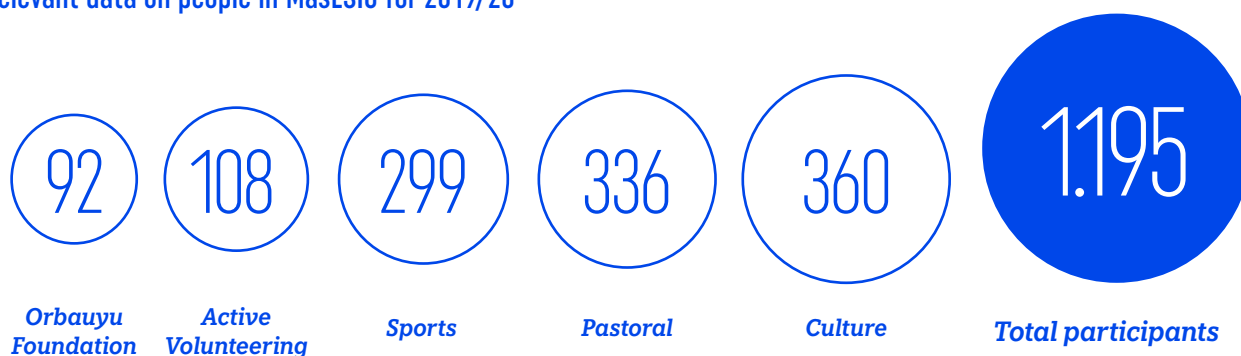
- **Social action:**

**más**esic

MásESIC is the unit that represents the project of the Priests of the Sacred Heart of Jesus in ESIC. Areas of action:



Relevant data on people in MásESIC for 2019/20



The NGOs that MásESIC has collaborated with in 2020 are as follows:



## 5

## EVOLUTION AND RELEVANT DATA

## 5.1 KEY FIGURES BY SUBJECT AREA

## University

**4.077**  
Students

**612**  
Students  
international:  
incoming and  
recruitment

**2.043**  
Marketing

**880**  
Administration  
and Direction

**601**  
Communication  
and Advertising

**347**  
Digital Business

**206**  
International  
Business

## Business School

**2.185**  
Students

**528**  
Students  
international:  
incoming and  
recruitment

**1.083**  
Marketing

**456**  
Direction and  
Management

**206**  
Trade and  
International  
Business

**132**  
Human Resources

**99**  
Communication  
and Advertising

**80**  
Finance

**73**  
Technology

**56**  
Logistics

## Corporate Education

**9.994**  
Students

**204**  
In Company and  
Open Courses

**83**  
Specialised courses

**67**  
Conferences, meeting  
and workshops

**35**  
Intensive courses

**19**  
Senior  
Management  
Program

**16.256** total students across 3 areas

**ESIC Languages**

**4.656**  
Total Students

**2.853** University

**916** Schools

**887** Open courses

## TEACHING STAFF

188

Core faculty

28

Academic staff  
accredited by  
"Advanced Higher  
Education"

## RESEARCH

254

Scientific  
publications

101

Publications ESIC  
Publishers

## ESIC AND COMPANIES

9.500

Attendees at  
Today is marketing

1.800

attendees at  
Professional  
Development  
Unit events

## PROJECT SOCIAL

+ 3000

Attendees at  
Generation ESIC

12,07K

Likes on ESIC  
Business School

5.247

Impacts in  
the media

## INSTITUTE OF INNOVATION BY ESIC ICEMD

Birth of the  
INSTITUTE OF  
INNOVATION  
by ESIC [ICEMD]

+ 3.400

Global Community  
ICEMD generated

## INTERNATIONAL DEVELOPMENT

1.845

Foreign students  
on ESIC courses

146

International  
academic partners

Opening of branch  
offices in Lima and  
Bogotá

## PEOPLE, INFRASTRUCTURE AND RESOURCES

188

Core faculty

388

Administration  
and service staff

Opening of  
ESIC Tech

44.385

Square metre  
surface area

568

Attendees at  
training courses

## CONTRIBUTIONS

1.900.000 €

University  
Area grants

2.130.000 €

Postgraduate  
Area grants

4.030.000 €

Total grants

## ESIC ALUMNI

+62.000

Alumni

2.629

Job opportunities  
organised

9.500

Attendees at  
Today is marketing

2.324

Attendees at lifelong  
learning events.

204

Entrepreneurship  
projects advised

## 5.2 RANKINGS

Thanks to students, alumni, teachers, administrative and management staff, and employers, ESIC's courses have national and international recognition.

### Institutional

**#2** in Spain



Company with the best reputation in the Education sector.



University and Business School with the greatest ability to attract and retain talent.



Eduardo Gómez Martín, ESIC's Director General, among the best business leaders.



University and Business School with greatest Accountability and Corporate Governance.

**#4** in Spain

### University Degrees

**#1** in Spain



Private University in Gender Equality

**#3** in Spain



Digital Education



Advertising and Public Relations

**#4** in Spain



Top 100 B4rest Global Universities



## Business School

### #1 in Spain

**ELMUNDO**

- Marketing
- Advertising and Communication
- Foreign trade



Logistics



Digital marketing  
Online

### #2 in Spain

**elEconomista**

Digital innovation



Marketing

### #3 in Spain

**ELMUNDO**

Human  
Resources



Business  
Analytics

**América  
economía**

Business School

**EXPANSION**

Business School

**youth  
incorporated**

Business School



- Executive MBA
- MBA specialisation  
Marketing

### #5 in Spain

**Bloomberg  
Businessweek**

Business  
School

**youth  
incorporated**

Business  
School



- MBA Full  
Time
- Finance



Online  
Education  
Centre

**POETS &  
QUANTS**

Online Digital  
Marketing  
Business  
School

**The  
Economist**

Global MBA  
Full Time



Management

### #6 in Spain

## 5.3 ACCREDITATIONS AND CERTIFICATIONS

ESIC has become a benchmark for quality in education. The accreditations and certifications obtained are detailed below:



**Academic staff internationally certified by AHE  
(Advance Higher Education)**



**Courses recognised by the international association AMBA**



**Courses recognised by the EFMD accreditation**



**ESIC's Quality Management System,  
certified under the ISO 9001:2015 certification**



**ESIC's 10 Bachelor's degrees and five Master's degrees  
have been assessed positively by ANECA**



**2 postgraduate qualifications have been officially re-accredited in 2020**



**ESIC University Teaching Staff accredited  
by ANECA under the PEP Programme**



**ESIC's Quality Management System certified  
by ANECA under the AUDIT Programme.**



**ESIC's Teaching Evaluation System certified  
by ANECA under the DOCENTIA Programme.**



**Participant in the Chartered Institute of Marketing (CIM) Dalco**



**Certification**

Authorised examining centre for foreign languages: ESIC Languages



## 5.4 AGREEMENTS AND ACADEMIC ALLIANCES

### Institutional agreements:



ESCUELA  
INTERNACIONAL  
DE GERENCIA



IESIDE  
BUSINESS INSTITUTE

INSTITUTO DE  
EDUCACIÓN SUPERIOR  
INTERCONTINENTAL  
DE LA EMPRESA

### Sector alliances:



PRME



# 6 ACADEMIC UNITS



ESIC's educational model is a combination of knowledge, values and experiences.



## 6.1 UNIVERSITY AREA



### 6.1.1 Relevant facts about the University Area

- In 2020 ESIC Madrid obtained the authorisation as a **private university**, which has meant a **new organisational structure and a new degree, the Degree in Data Science (Madrid) to be implemented in 2022-2023.**
- The **ESIC Tech lab** has been created to bring students closer to the professional world.
- **Hybridisation technology has been incorporated into the classrooms**, as well as a new learning model, **Transformative Learning.**

### 6.1.2 Methodology in the University Area

#### Student Centred Learning

Micro-learning in small units / Metrics for error correction / Generation effect / Technology / Feedback through assessment of acquired knowledge / Lifelong learning continuity

### 6.1.3 Students in the University Area

#### University

**4.077**  
Students

**2.043**  
Marketing

**880**  
Company Administration  
and Management

**601**  
Communication and  
Advertising

**347**  
Digital Business

**206**  
International Business

**612**  
International students:  
incoming and recruiting

### 6.1.4. Professional development unit: University Area Internships

ESIC is in annual contact with more than 2,300 private and public companies in which students can do internships.

**Internships in companies  
during 2019/20**

**4.635**  
Opportunities of managed internships

**1.056**  
University Area internships

## 6.2 BUSINESS SCHOOL AREA



### 6.2.1 Relevant facts on Business Area & Marketing School

- The ICEMD Institute of Digital Economy and Corporate Education have been integrated within ESIC Business & Marketing School.
- Collaboration with Harvard Business Publishing.
- First edition of the Case Lab.

### 6.2.2 Methodology Business School

- **Student Centred Learning, SCL.**

ESIC Business & Marketing School's methodology is based on three fundamental principles that are applied to all courses and their content:

- Critical thought.
- Active learning.
- Students' autonomy and accountability.

### 6.2.3 Students Business School

#### Business School

1.083 Marketing

456 Direction and Management

206 International Trade and Business

132 Human Resources

99 Communication and Advertising

80 Finance

73 Technology

56 Logistics

**2.185**  
Students

**528**  
International students:  
incoming and recruitments

### 6.2.4. Professional development unit: Business School Area Internships

ESIC has annual contact with more than 2,300 private and public companies for student internships.

**Internships in companies  
during 2019/20**

**4.635**  
Opportunities of managed internships

**783**  
University Area internships

## 6.3 CORPORATE EDUCATION AREA

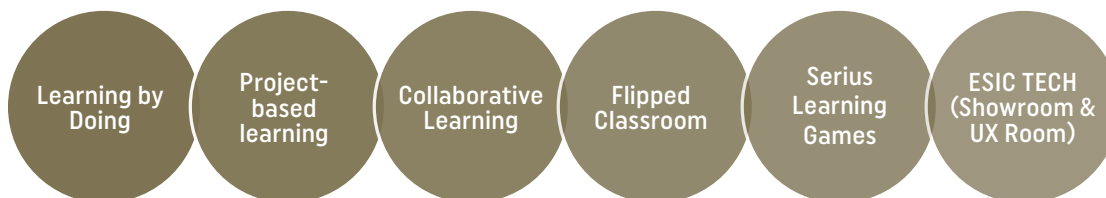


### 6.3.1 Relevant facts on the Business Area & Marketing School

- The increase in the portfolio of courses offered has been based on the philosophy already mentioned in the previous areas of Transformative Learning at ESIC.
- Hybridisation of subjects and courses with a long history and proven effectiveness, which had previously been 100% face-to-face.

### 6.3.2 Methodology of Corporate Education

Learning methodologies based on 6 principles that enable the mind-set to grow and evolve, as well as the capabilities of professionals.



### 6.3.3 Students Business School

#### Corporate Education

**9.994**  
Students

**204** Programas In Company and Open

**83** Specialised courses

**67** Conferences, Meetings and Workshops

**35** Intensive courses

**19** Senior Management Course

# 7

## TEACHING STAFF AND RESEACH



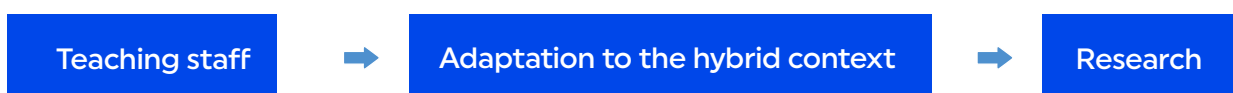


## 7.1 ACTION ON ACADEMIC DEVELOPMENT

**ESIC Business & Marketing School** is immersed in a process of restructuring and developing its teaching staff, organising its teaching staff into full-time and part-time lecturers.

The teaching staff meets the requirements for teaching quality, recognised business practice and international experience demanded by an educational institution of the highest level.

The teaching strategy has been structured in three strands:



## 7.2 ACTION IN RESEARCH

- Research grants.
- Advice and support for doctoral studies.
- Training to promote research among teaching staff.
- Research stays: International Mobility Grants.
- Scientific conferences: IMAT Conference, ACIEK Conference, AEDEM Conference.
- Case Laboratory: the aim is to undertake case studies as classroom material and as a preferential line of research of a practical nature.
- ESIC Editorial



In 2020, ESIC celebrated 50 years publishing books on its areas of knowledge.

- › **Retail**, ESIC's own e-commerce has been bolstered.
- › Institutional: collaboration with the main digital book platforms belonging to libraries in Spain.
- › In 2020 two new collections were launched.
  - **Digital Collection**: This includes the most cutting-edge publications on the digital environment, marketing, e-commerce, artificial intelligence, big data, etc.
  - **Master Collection**: It provides a collection of monographs on specific topics for those professionals who are looking for very specific knowledge.
- › Scientific journals:

**ESIC MARKET** 2.476 quotes accumulated

**Spanish Journal of Marketing ESIC** 445 quotes in 2020

**AdResearch ESIC** 433 quotes accumulated



## 7.3 RESEARCH GRANTS PLAN

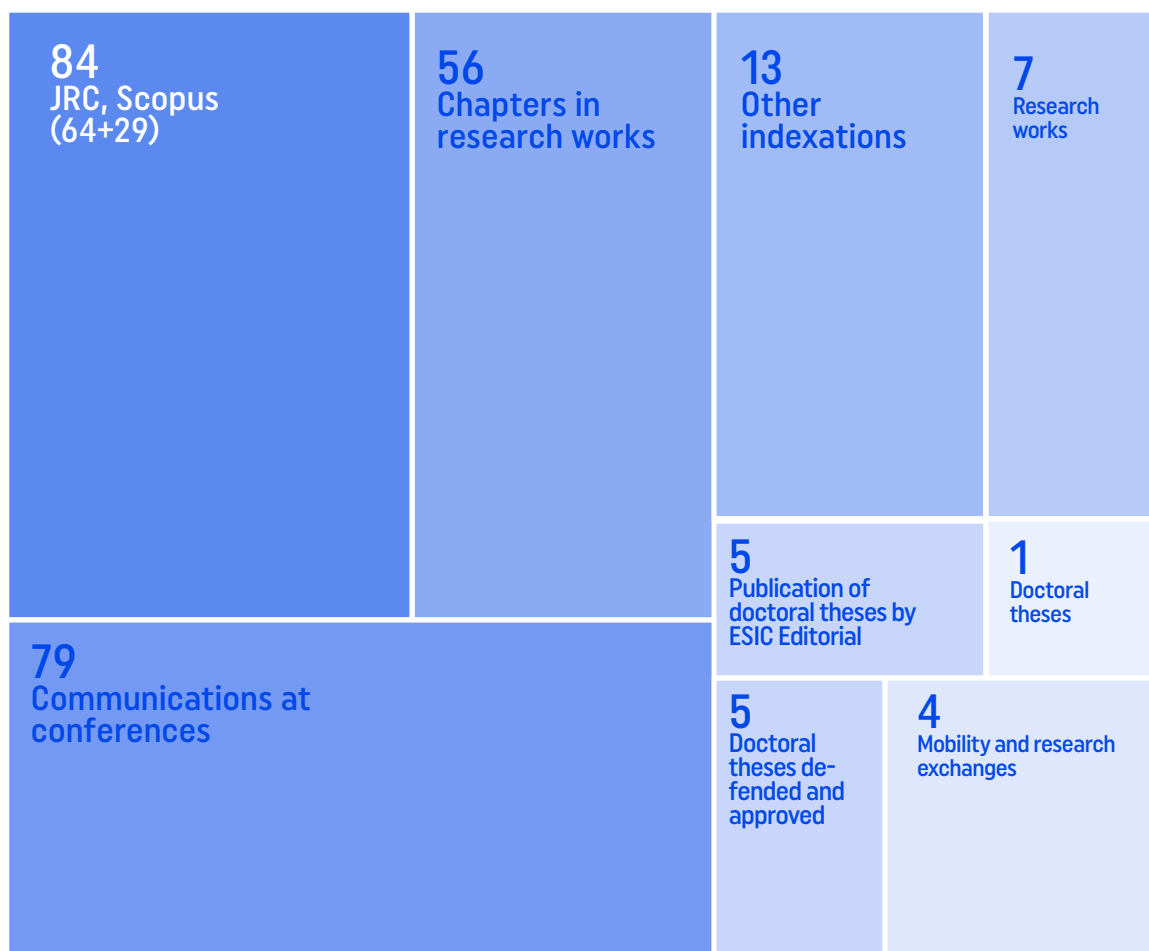
Research grants focus on the promotion of impact publications, conference attendance and other related activities.

The budget for research in 2020 amounted to €1,001,880.

### Relevant data on activities in 2019/20

#### Contribution to knowledge

## 254 Activities



## Contribution to Company Practice

# 36 Activities

**28**  
Professional Works  
published by  
ESIC Editorial

**8**  
Case  
studies  
published  
by ESIC  
Editorial  
and others

## Contribution to Society

# 25 Activities

**14**  
Competitive  
projects taking  
part as a research  
member

**11**  
Research  
projects promoted  
and financed  
by ESIC

# 315

**Total activities**

## 8

## ESIC AND COMPANIES

9.500

Attendees Today  
is Marketing

1.800

Attendees at  
Professional  
Development Unit

## 8.1 BUSINESS ASSOCIATIONS

For years, ESIC has been building up a network of high-level contacts with leading national and international companies. These agreements establish links with ESIC through different services oriented towards students or teachers, such as:

- Corporate Education clients
- Suppliers
- Communication
- Advisory committee
- Professional Development Unit
- Member of Judges, Aster Awards

The key business associations in 2019/20:

3M

Adobe

ATENTO:

LECHE  
PASCUAL

ABC

ALDEAS  
INFANTILES SOS  
ESPAÑA

AVIVA

Carrefour

accenture

Alemany  
partnerS

Bankia

Coca-Cola

acciona

AMADEUS

BBVA

Deloitte.

ACKERMANN  
INTERNATIONAL

amazon



El Corte Inglés

adidas

apple tree

bp

entradas.com



We have both national and international associations: these are some of them.

### National associations:



### International associations:



## 8.2 AWARDS AND OTHER COMPANY ACCOLADES



- The Aster prizes: awarded annually as recognition of the merits of people and organisations in the professional work.
- Some of the 2020 awards:
  - > *Lifetime Achievement Award:*  
**D. José Ignacio Goirigolzarri**, *President of Bankia*
  - > *Premio a la Trayectoria Empresarial:*  
**Mahou-San Miguel**
- Business Achievement Award:



## 8.3 ACTIVITIES AND EVENTS LINKED TO COMPANIES



- **Hoy es Marketing (HEM)** (Today is Marketing): In the 2020 edition, the event was adapted to the online format, and Even Today is Marketing came on the scene as a small, online meeting with speakers like Pilar López, President of Microsoft, and participant companies such as Glovo, AMC Networks and BlaBlaCar.

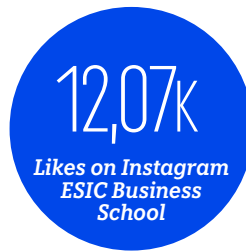
### Relevant HEM data, Hoy Es Marketing (Today is Marketing) in 2019/2020

Attendees	9.500
Local, national and worldwide topic	

- #WebinarsESIC + Content
- Professional development unit workshops

## 9

## SOCIAL OUTREACH



One of ESIC's main objectives is to maintain a constant dialogue with each of the different stakeholders that make up the ESIC Learning Community. This generates two-way, prosperous and enriching communication. To meet this objective, the school designs and runs more than 300 events and activities.





## 9.1 INSTITUTIONAL EVENTS

- Course commencement
- Opening Event for the Academic Staff
- Course Graduations
- Education Centre meeting
- ESIC webinars

## 9.2 ACTIVITIES

- Activities for pre-university candidates:



**Generation ESIC:** Pre-university students attend, either with the school or their families, with the aim of providing them with advice on university orientation, from a business angle

**+3.000 Attendees**



**Junior Business Challenge:** competition between senior school pupils: the objective is to develop a business idea.



**Business Summer Camp:** a camp organised locally on the Valencia and Madrid campuses.

**+200 Students**

- Academic activities for students:

**Demoday:** aimed at students on the Entrepreneurship degree course, where they work throughout the course on their Project and present it to a jury of successful and recognised entrepreneurs.

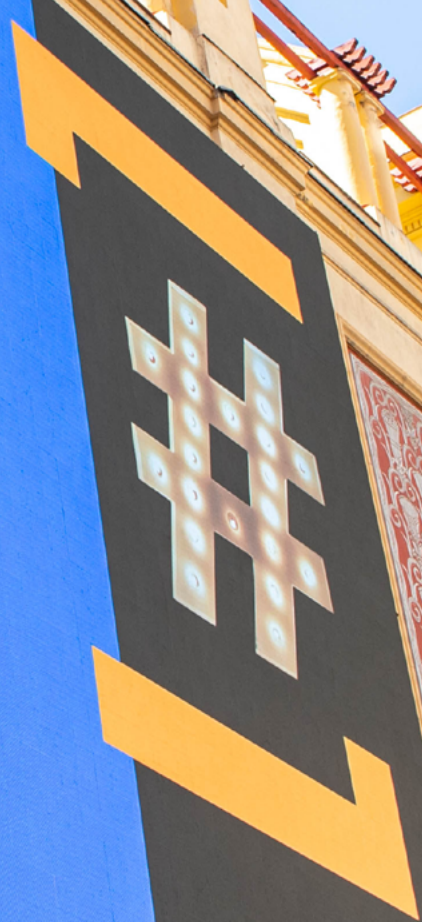
**Upskillings:** aimed at Business School students in 2019-2020 with the objective of resolving the online training mode through experiences and valuable content.

**Online activities:** To be able to continue training and make the lockdown more enjoyable and productive. Some of these were: Mindfulness workshops, Content workshops and Error 404 workshops.





EN ESIC  
TAMBIÉN HABLAMOS  
DE ACTUALIDAD



PORQUE SOLO CUANDO HABLAS DE LO ÚLTIMO,  
CONSIGUES SER UNO DE LOS PRIMEROS



## 9.3 COMMUNICATION

ESIC, in its desire to achieve effective corporate communication, has carried out a strategy aimed at offering a unified and cross-cutting corporate message to the different stakeholders. This strategy has been designed for ESIC's digital and offline assets.

	ESIC Business School	ESIC Generation		ESIC
Likes	12,07 k	5.639	Likes	19,75k
Post	84	53	Post	437
Interactions	14,4 k	7.407	Comments	663
Impressions	189,08 k	117,28 k	Impressions	2,46M
Engagement	49,39 %	72,2 %	Clicks	92,04
Comments	205	1.219	Followers	115,7k
Followers	16,02 k	6.774		

	ESIC Education		ESIC
Likes	3213	Reactions	5262
Tweets	1313	Post	459
RT	1269	Interactions	20,76k
Impressions	56,68k	Impressions	756,79k
Engagement	9,89%	Engagement	30,11%
Mentions	6020	Comments	160
Followers	26,5k	Followers	42,86k

Media impact in 2019/2020	
Impacts	5.247
Economic scale	18.237.998
Audience	814.394.718

10

BY ESIC INSTITUTE OF INNOVATION

ICEMD

INSTITUTO DE INNOVACIÓN By **esic**

*Birth of the  
Innovation  
Institute By  
ESIC*

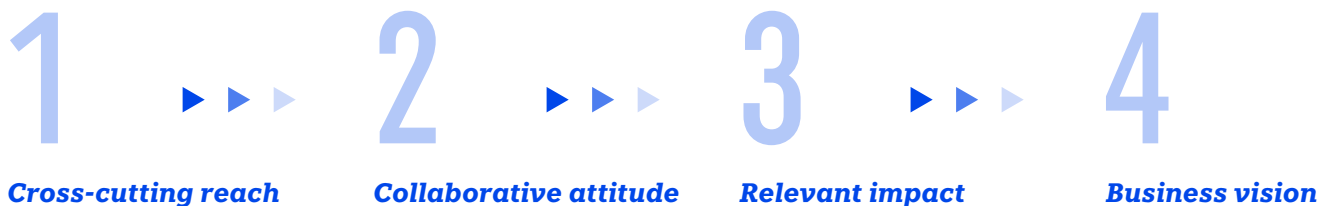
**+3.400**  
*ICEMD global  
community*

## 10.1 MISSION, VALUES AND ACTIVITY

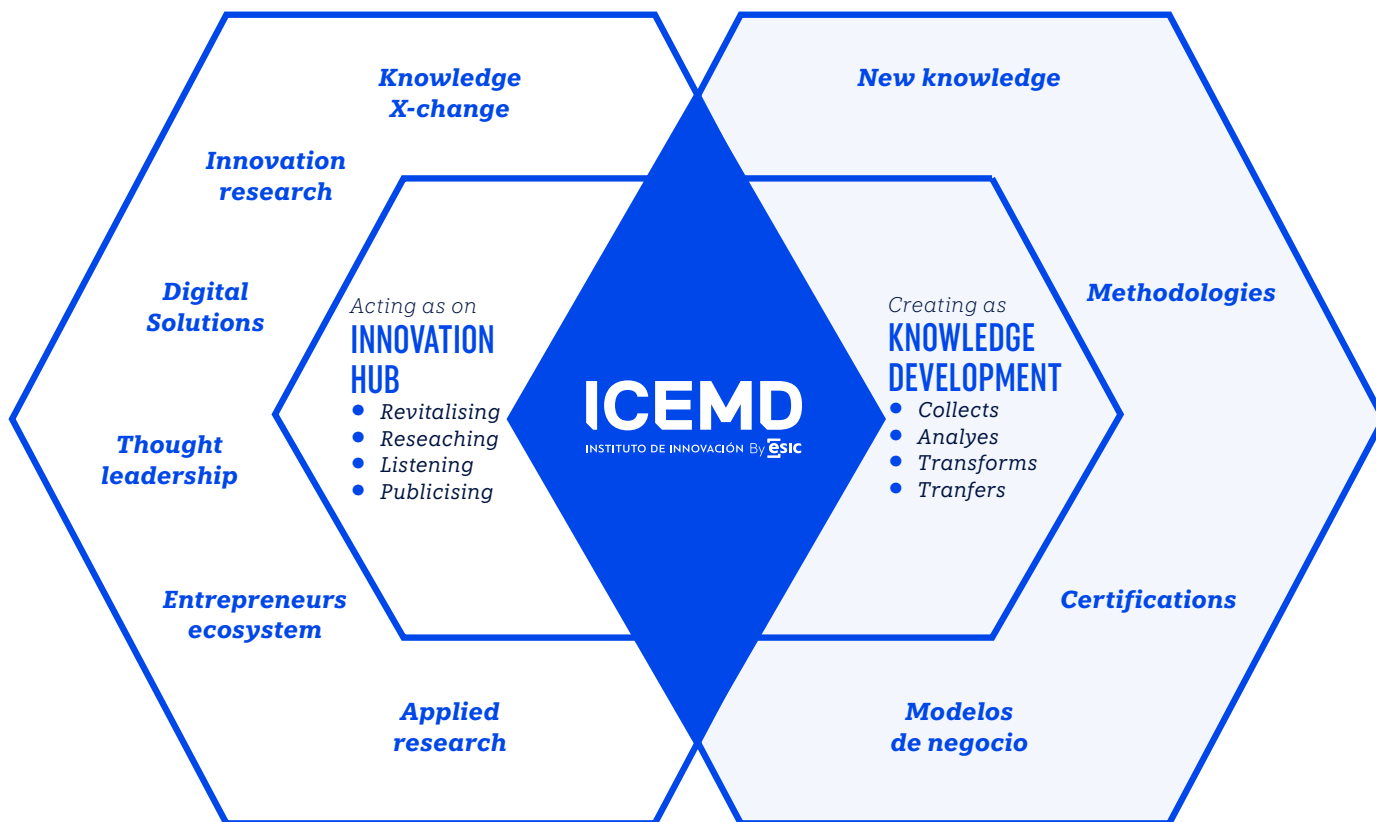
*2020. A year of birth, a year of evolution, a year of advancement*

ESIC's goal is to be cutting-edge and a benchmark in innovation, recognised as a driving force for the growth and development of the people who will be the creators of tomorrow. Discovering, experimenting, opening up new stimulating horizons, sharing new knowledge and solutions that enable ESIC to anticipate and successfully lead the learning and training of the future.

### *ICEMD Values*



ICEMD Activities



**esic**



## 10.2 INNOVATION HUB



### *ICEMD Communities*

- +3.400: global community created in 2020.
- +200: community of CIOs (heads of innovation) of the most relevant companies.
- +80: community of young innovators.
- + 50: community of heads of public administrations and institutions.

### *ICEMD XCHANGE meets have started up: Sounds of Change and Innovation:*

- **ICEMD XCHANGE 1: The Art of the Impossible:** the focus was on how innovation should take the lead role in companies.
- **ICEMD XCHANGE 2: Data Innovation:** This meeting addressed how data influences innovation.

### *We have been a meeting point*

- Innovating in times of COVID-19" in Even Today is Marketing.
- **Innovation Series Megatrends Presentation.**
- **ICEMD Enterprise Innovation Summit 2020.**

### *Innovation studies have been researched, created and presented on areas of great social and business relevance*

- **ICEMD Innovation Series:** Reports produced on trends and Innovation in 2020.

## 10.3 KNOWLEDGE DEVELOPMENT "KNOW HOW AT THE SERVICE OF ESIC'S ECOSYSTEM"

We have identified and presented new areas of knowledge to ESIC University, Business and Corporate Education.

- Exponential organisations.
- Account base marketing.
- Human expertise management.
- Design, creation and launch of digital services and products.
- RPA (robotic process automation).
- Data governance and management.
- Economic, ecological and social sustainability.

# 11

## INTERNATIONAL DEVELOPMENT

1.845

Foreign students  
at ESIC

146

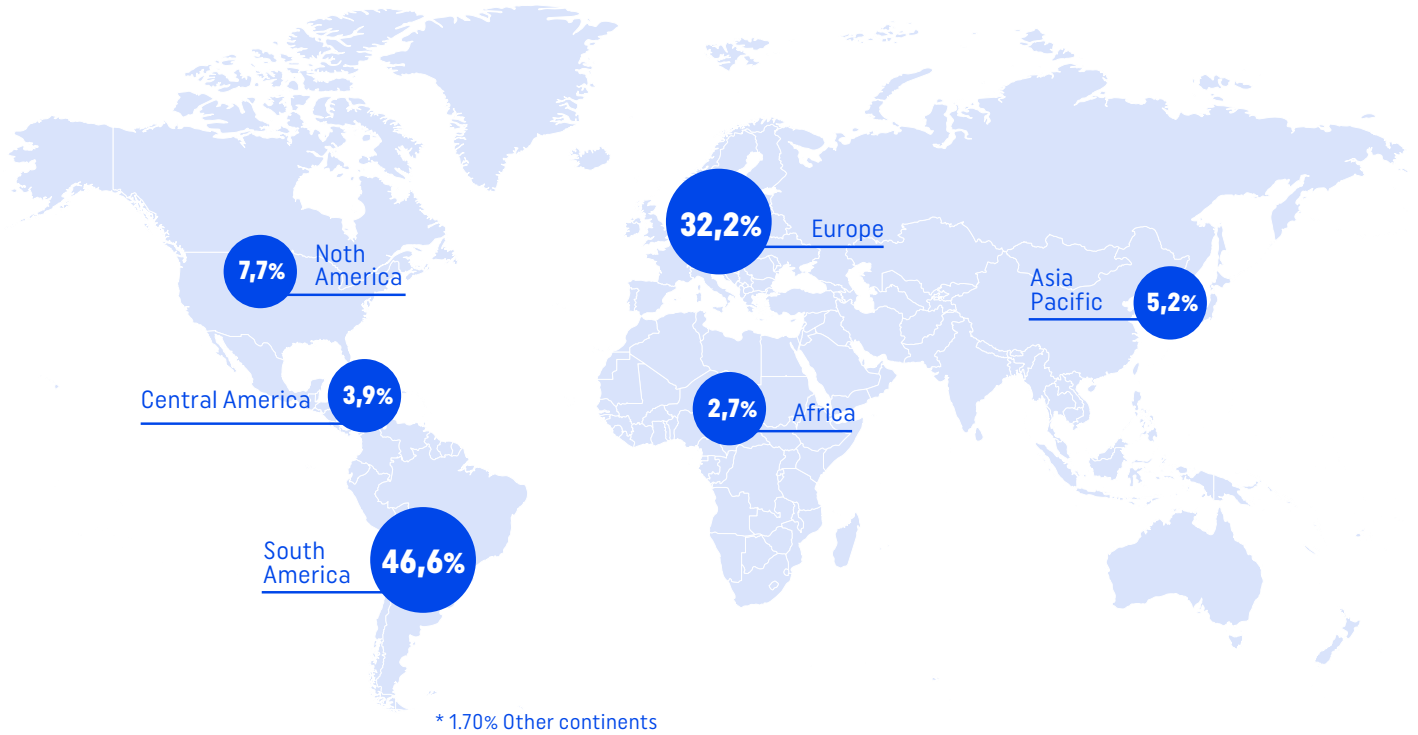
International  
Academic Partners

Apertura

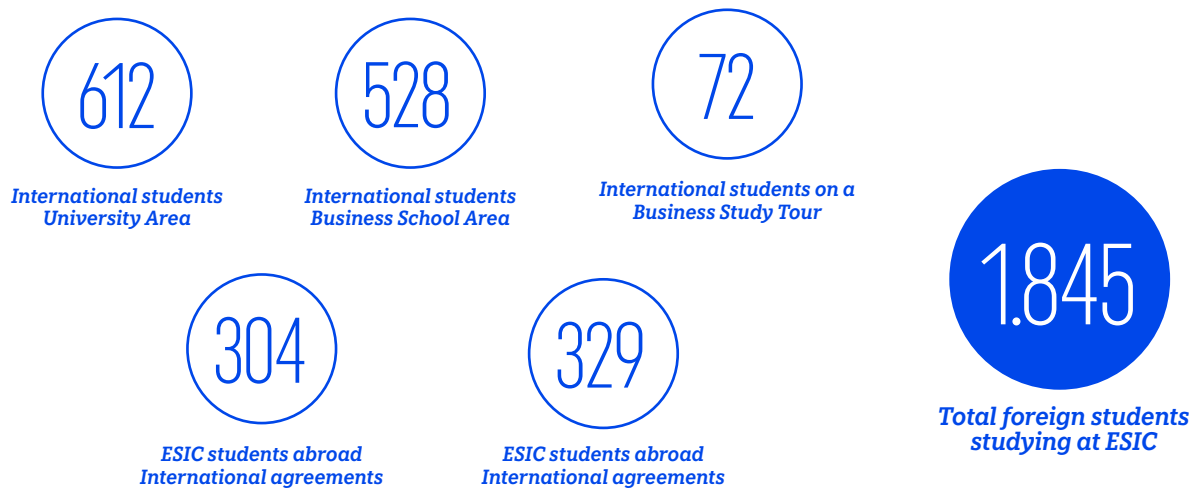
Branch offices  
in Lima and  
Bogotá



## 11.1 WHERE INTERNATIONAL STUDENTS COME FROM



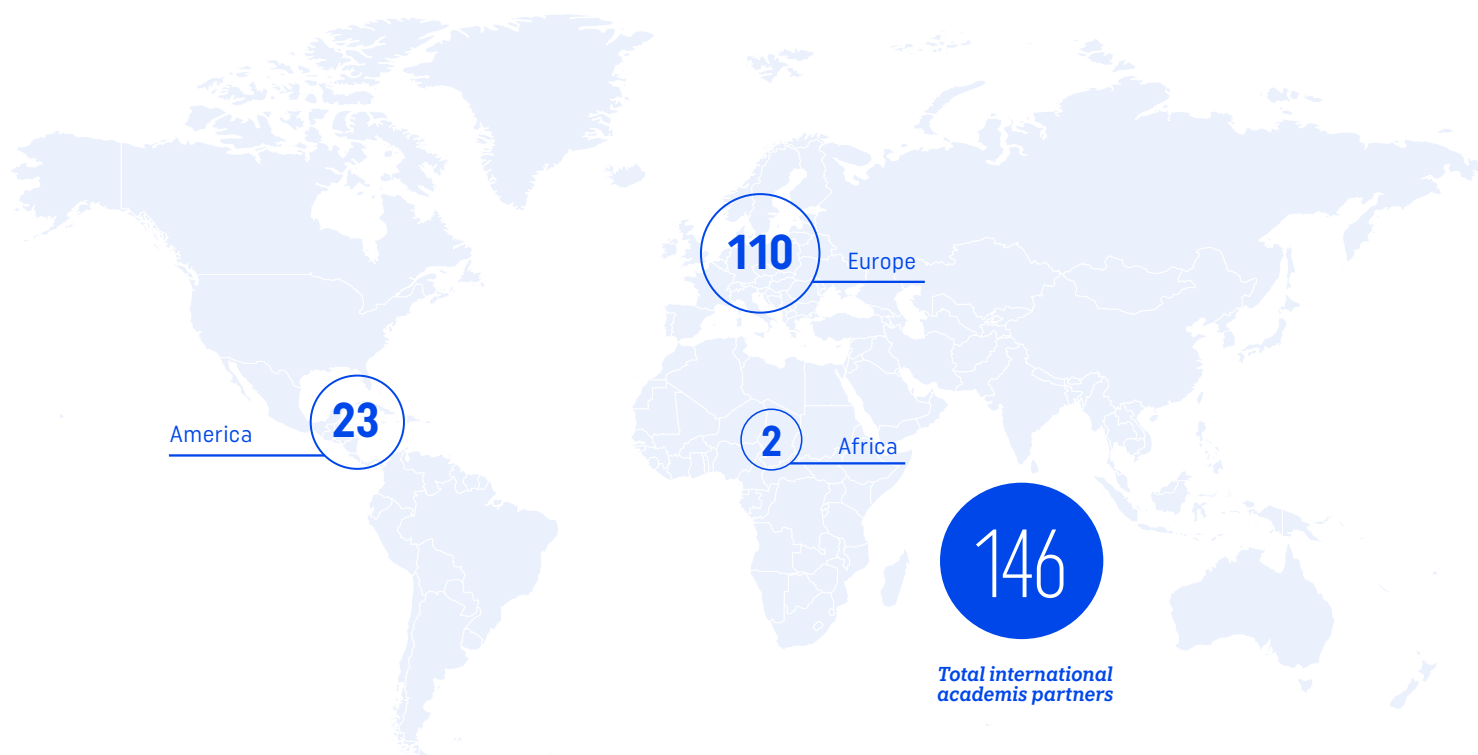
ESIC's international data on new recruitment and numbers remaining from courses are as follows:





## 11.2 INTERNATIONAL ACADEMIC PARTNERS

This includes alliances, mobility agreements and dual degree agreements in the University Area and Postgraduate Area.



## 11.3 SOME OF THE MOST PROMINENT UNIVERSITIES WE HOLD AN AGREEMENT WITH



New features in 2019/20:



## 11.4 INTERNATIONAL ACTIVITIES

A number of international events have taken place:

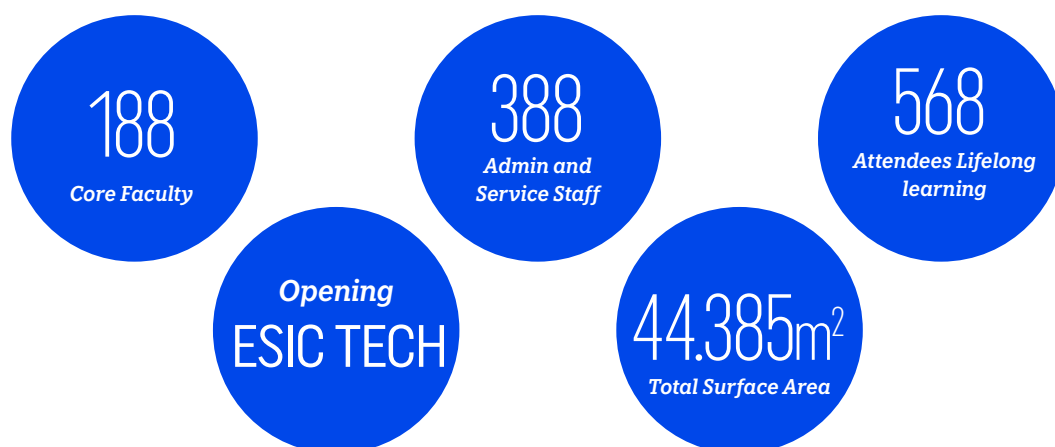


82

Total Activities  
in academic year 2019/20

## 12

## PEOPLE, INFRASTRUCTURE AND RESOURCES



## 12.1 PEOPLE

In 2020, ESIC totalled 576 people.

Relevant data on people in academic year 2019/20:

**576**  
People on the staff

**188**  
Research staff

**51%**  
Have taken part in training courses

**388**  
Administration and Service Staff

**56%**  
Male

**44%**  
Female

## 12.2 INTERNAL COMMUNICATION

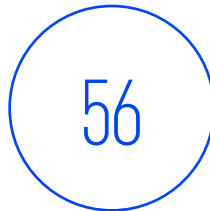
ESIC has an internal communication plan aimed at keeping staff informed of news. The institution's Staff Communication Policy is covered by the Employee Portal, launched in 2010, which provides staff access to personal and financial data.

## 12.3 EDUCATION AND DEVELOPMENT

**Training and development for administration and service personnel during academic year 2019/20:**



*People attending training sessions*



*Training courses*



*Average hours of training per attendee*

## 12.4 COLLECTIVE AGREEMENT, CONCILIATION AND SOCIAL BENEFITS

### 12.4.1. Collective agreement

Over the course of 2020 the following were approved:

- Equality plan
- Harassment at Work protocol.
- Digital disconnection protocol.
- Staff holidays and days off standardised.

## 12.4.2. Conciliation

The following internships have been used over the last 3 years to promote the work-life balance at ESIC:

- Flexible timetables for arrival and departure.
- Working hours that coincide with school hours.
- Overtime that is compensated with time off.
- Job sharing (1 job divided into 2 part-time jobs for 2 people).
- Reduced Social Security contributions for hiring temporary replacements.
- Discretionary days off, when the job description permits this.

Percentage of applications for flexible working hours approved in academic year 2019/20

100%

## 12.4.3. Social benefits

- *Life and accident insurance*
- *Free formal education*
- *Subsidised meals*
- *Sporting events*
- *Free social events*



## 12.5 INFRASTRUCTURE

ESIC has the following campuses

### Madrid Campus



### Zaragoza Campus



### Barcelona Campus



### Malaga Campus



### Valencia Campus



### Pamplona Campus



### Sevilla Campus



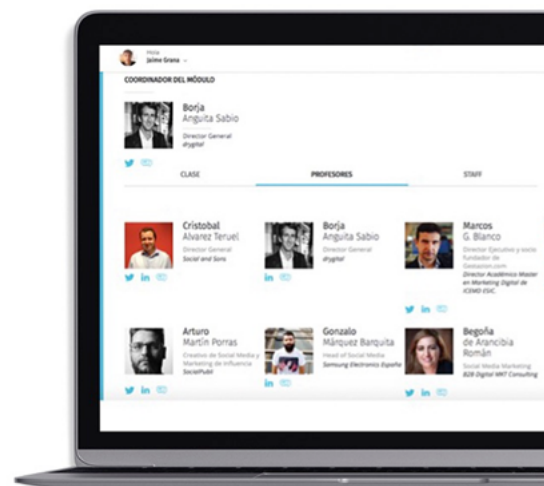
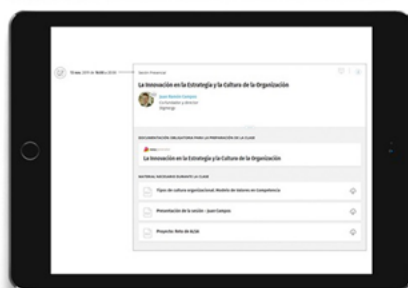
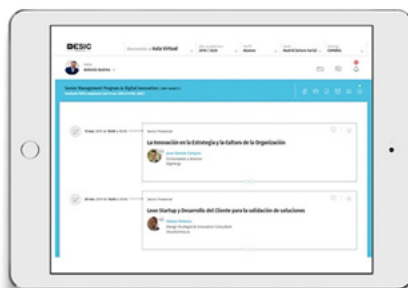
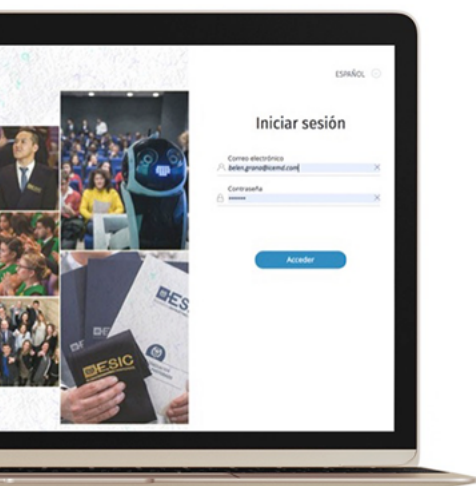
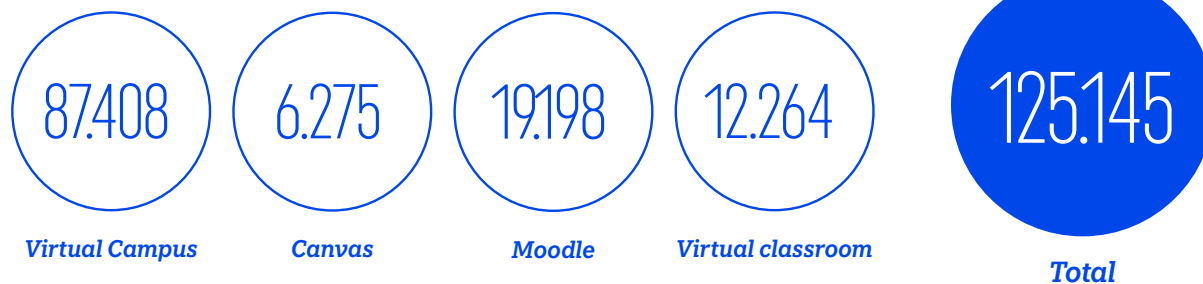
### Tudela Campus



ESIC owns a **total of 44.385 m<sup>2</sup>**

## 12.6 RESOURCES

Total access to different platforms over academic year 2019/20



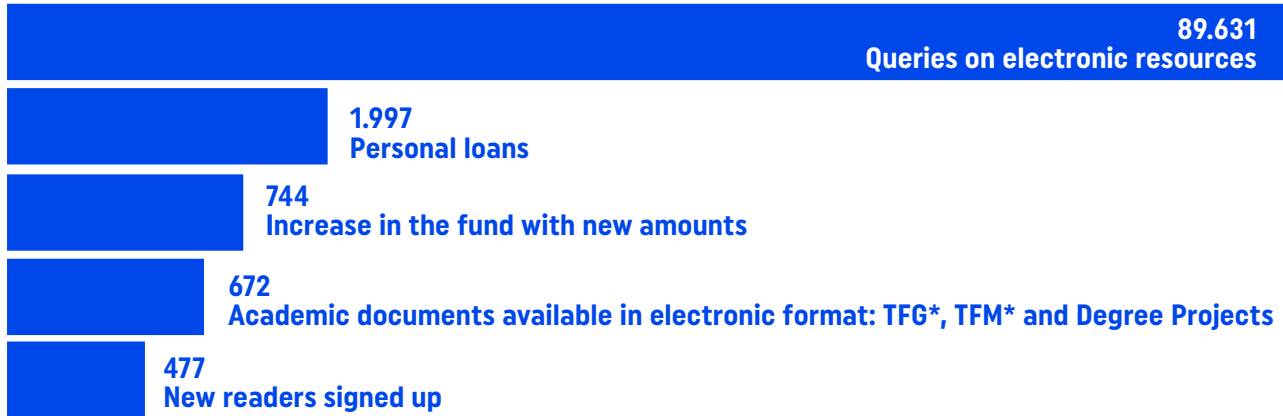
## 12.7 TECHNOLOGY

In 2020 ESIC equipped 135 classrooms to provide them with hybrid teaching, facilities, in addition to more than 500 workstations for students, between all the computer rooms. Students can access these workstations remotely, in addition to the virtual applications served digitally.

Students have A3 licences for Microsoft 365, including 5 TB of online storage and use Canvas as their primary LMS. Zoom licences are used for hybrid classes.

## 12.8 LIBRARY

Relevant Library data in academic year 2019/20:



\*TFG: End of Degree Project; TFM: End of Master Project.

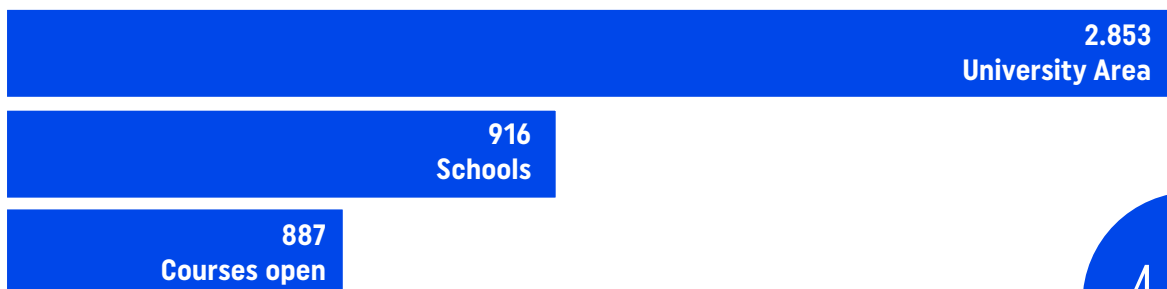
## 12.9 OTHER RESOURCES



**ESIC is an official examining centre for Cambridge, TOEFL, TOEIC, DELE and CCSE.**

**ESIC Languages** is available at the Madrid, Valencia, Seville, Zaragoza, Pamplona and Tudela campuses.

Number of students at ESIC Languages in academic year 2019/20:



4.656  
*Total*



## 13

## CONTRIBUTIONS



The students' research work and the development of their talents is supported by both private and public contributions: grants that enhance the work in the classrooms.

## 13.1 GRANTS

## 13.1.1 GRANTS FOR STUDENTS IN THE UNIVERSITY AND POSTGRADUATE AREAS

- **ESIC Grants:**
  - > Diversity grants
- **External Grants:**
  - > Grants for recognised qualifications

## 13.1.2 BECAS PARA ALUMNADO DEL ÁREA UNIVERSITARIA

- **ESIC Grants:**
  - > Grant for academic excellence
  - > National mobility grant
  - > International students grant
  - > Enrolled siblings grant
  - > Alumni, offspring and siblings grant
  - > Alumni, offspring and siblings grant
  - > Large family grant
  - > Study assistance grant
  - > ESIC's Continuity insurance
- **External grant:**
  - > Socrates-Erasmus university grantsa

### 13.1.3 GRANTS FOR THE POSTGRADUATE STUDENTS

- **ESIC grants:**
  - > Women + Leadership grant
  - > ESIC Alumni grant upon course completion
  - > Agreements with companies and corporate
  - > Talent grants
- **External grants:**
  - > Opportunity grant programme for Talent from the Once Foundation
  - > Expiga Grant
  - > Carolina Foundation grant
  - > ICETEX grant
  - > Tripartite Foundation
  - > Talent 4.0 grants

#### University Area

**1.900.000 €**  
Amount assigned

#### Postgraduate area

**2.130.000€**  
Amount assigned

## 13.2 CONTRIBUTION FROM COMPANIES AND FOUNDATIONS TO THE GRANT SCHEME

Some of the companies and foundations that have contributed to the grants scheme:



## 13.3 SPONSORSHIPS

The school's sponsorship area aims to offer to companies the possibility of taking part in the different initiatives. Below, we can see some of the companies that have collaborated during 2020.



14

## esic Alumni



ESIC Alumni is the association of former ESIC students that links students who have completed their studies in both Bachelor's degree and postgraduate courses at national and international level and is integrated within the Professional Development unit.

*Ensuring lifelong learning, professional development and networking for ESIC Alumni.*



**+62.000 Alumni**  
Working all over the world



**What are we?**  
The biggest community of company professionals, marketing and the digital economy.



### What do we offer?

Accompanying all our members in their professional development. Supporting them and fostering:

- › Employability
- › Entrepreneurship
- › Networking
- › Lifelong learning



### Sum of Differential Benefits

- › Opportunities
- › Educations
- › Experiences
- › People

**Total ESIC Alumni**

**+62.000**

Alumni belonging to the Association

+2.300

Nationalities

+83

## 14.1 EMPLOYABILITY



### Training

Actions Training sessions to improve students' and Alumni's employability.



### Recruitment and Selection

- > Definition of professional profiles in cooperation with companies.
- > Recruitment and preselection of candidates fitting the profiles being sought.
- > Monitoring the selection process along with companies.



### What do we do?

Events:

**LIVE**  
RECRUITMENT  
**DAY** By **ESIC**

**MEET**  
YOUR FUTURE  
By **ESIC**

Meetings and presentations to companies.



### Guidance

- > Individualised directed at improving in the aspects linked to forging your professional career:
  - Job search strategy.
  - CV review.
  - LinkedIn profile advice.
  - Personal brand.
- > Professional personalised Coaching Service

#### Data on Networking events in academic year 2019/20

Job opportunities set up	2.629
Personal advice	219
Companies' recruitment	288

## 14.2 NETWORKING

- *Activities and events of interest:*

**E-Talk:**

**263** Attendees in total

**6** Speakers in 2020

**Hoy es Marketing (Today is Marketing):**

**9.500** Attendees in total

- *Masterclasses, day sessions and forums:*

#### Data on Networking events in academic year 2019/20:



**+60**

Events organised



**+ 3.000**

Participants

Average score:



## 14.3 LIFELONG LEARNING

In 2020, we ran the Digital Training Update Course for alumni, tailor-made for all ESCI Alumni with the aim of improving their digital competences.



Total training in employability



Headhunters insights



Lifelong learning



Total attendees

## 14.4 ENTREPRENEURSHIP SERVICE



### Training

- › Specialised workshops.
- › Project acceleration.



### Guidance

- › Expert advice to accelerate the design and implementation of entrepreneurial initiatives (visible depending on the degree of concreteness and project development).
- › General advice to identify the key elements of the project and define the time scale and implementation of the business plan.
- › Specialised consultancy by subject areas: marketing, technology, strategy, sales, finance, legal, etc.



### Financing

- › Investment club
- › Investment forum



### Fostering entrepreneurship

- › HUB
- › MEET
- › Awards

### Relevant data on Entrepreneurship in academic year 2019/20:

N.º of projects advised on	204
N.º of specialised entrepreneurship workshops	4
N.º of entrepreneur meetings	2
N.º of Project acceleration courses	2
N.º of competitions	4
N.º of Projects in the business incubator	15

## 14.5 ALUMNI DIGITAL NETWORK

- Web Alumni
- Alumni magazine
- Newsletter
- 117 appointments announced in the magazine

## 14.6 OTHER TYPES OF BENEFITS

- ESIC Editorial
- ESIC Languages
- Use of facilities
- Sales agreements



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