

INTERNATIONAL MASTER IN BUSINESS ADMINISTRATION [IMBA]



上海外国语大学
SHANGHAI INTERNATIONAL STUDIES UNIVERSITY



+ 55 years

training global professionals in marketing, management, and technology

Founded in 1965 with the mission to train professionals who could respond to the changing needs of business and society, from an ethical point of view. Our strong links with the business world has made it easier for us to link teaching with the reality of business, providing all our courses with the flexibility that enables students to leave our classrooms really qualified to face the current challenges of modern organisations with real possibilities of success, and to be the driving force for change in these organisations.

For more than five decades, we have been producing innovative courses, given by qualified teaching staff with an excellent academic profile, proven teaching experience and recognised professional careers. In addition, we promote a large number of activities where relevant business members are actively involved: conferences, forums, masterclasses, practice days, etc.



+62,000 Alumni



12 Campuses in Spain
and strategic alliances
on 5 continents



Agreements with
+125 universities on
4 continents



Top positions in
business rankings

The quality of our courses is backed by national and international accreditation and certification:



Rankings and Recognition

[Ranked among the best]

Leading national and international media, as well as other prestigious institutions, have recognised the quality of ESIC's courses, rewarding its leadership and placing it at the forefront of multiple rankings.



Institutional

Business School

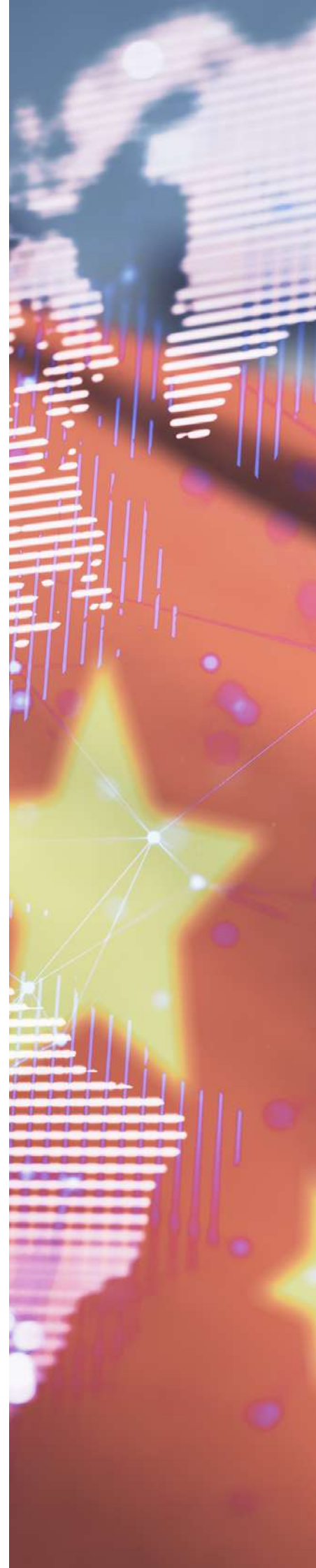
INTERNATIONAL MASTER IN BUSINESS ADMINISTRATION [IMBA SISU]

OBJECTIVE OF THE MASTER'S DEGREE

The new, unique, and internationally recognised IMBA crafted by ESIC Business and Marketing School and Shanghai International Studies University (SISU) is designed to enhance your management and leadership skills while strengthening your ability to face and solve complex challenges in an increasingly globalised environment. This International MBA is intended for people looking for a truly international and global business career.

AIMED AT

Entrepreneurs who want to broaden their knowledge of international business practices, re-orientate their career or update their management knowledge with a global focus. In addition, participants should be passionate about the opportunities that globalisation brings and the changes in the business environment that this is creating.



THE MAIN PILLARS OF THE PROGRAM ARE:

- › A place for the West and East to meet: In-depth understanding of Eastern and Western business practices to seize business opportunities in an increasingly complex global environment.
- › A program designed for Borderless Management with Global thinking: Strong emphasis on inter-cultural and cross-border management in a multi-national group to sharpen participants' business vision.
- › First-hand global business experience: Participants become conversant with the reality and complexity of doing business in the West and East.

Shanghai International Studies University [Shanghai]

SISU is positioned among the "Top 200 universities in BRICs countries" by QS in its "QS University Ranking", and is also one of China's "100 key Universities for the 21st Century". In this context, SISU MBA aims at cultivating a new generation of global elites on the basis of oriental philosophy. These professionals are expected to have distinct and sustainable competencies, a global mindset, and the ability to integrate business knowledge with real-world experience while complying with business ethics and professionalism.



上海外国语大学

SHANGHAI INTERNATIONAL STUDIES UNIVERSITY

¿WHY IMBA SISU?

OBJECTIVES:



Manage an international business in a digitalized and globalized world economy.



Deal with complex issues both systematically and creatively in diverse and international context.



Operate effectively across borders in business and other international contexts.



DIFFERENTIATING FACTORS:



PROGRAM DESIGNED TO TRAIN GLOBAL MANAGERS



INTERNATIONALLY ACCREDITED BY AMBA AND EFMD



DOUBLE DEGREE: ESIC IMBA + SISU MBA



CROSS-CULTURAL EXPERIENCE



2 BUSINESS AND ENTREPRENEURIAL ENVIRONMENT



TRANSFORMATIVE LEARNING

**Our Training Ecosystem develops
Student Centered Learning through 4 lines of action:**

Student Centered Learning

It seeks autonomous and responsible learning for the development of critical thinking applied to the whole process: projects - analysis- feedback - action

Power to Choose

Students can choose the learning process and specialisation that best suits their personal or professional circumstances.



TRANSFORMATIVE LEARNING

A robust training pathway

Experiential and customisable, based on the competences that the different sectors are currently demanding.

Infinite Campus

The traditional classroom is combined and gives way to other physical or virtual spaces; all designed according to where the competences are best acquired and developed.

METHODOLOGY

Transformative Learning by ESIC

is a new training ecosystem that pursues the professional and personal development of students within the highest standards of academic and teaching quality and constant interaction between students, teaching staff, the business world and other areas and services of the School.

What does it consist of?



Asynchronous support materials, videos, readings, etc.



Synchronous online sessions



Self-assessment



Case studies and role-plays



Tutorial support and feedback



Practical and experiential activities



Assessment system combining demonstration of individual and group achievements



Tutored final project



ACADEMIC STRUCTURE

The IMBA SISU is a 74 credit master's degree, for which students will be required to study the following:

1_Compulsory subjects:	46 Credits
2_Optional subjects:	6 Credits
3_Master's Thesis:	12 Credits
4_Master's SISU Thesis:	10 Credits

Total of 74 Credits

1 COMPULSORY SUBJECTS

- > **Specific skills** that are essential to work in a professional position. These subjects provide students with the theoretical knowledge and the ability to use the necessary tools. Their "know-how".
- > **Skills** that develop students' **professional profile** by working on critical thinking, management skills in leadership, communication, teamwork, and ethics. These subjects raise students' awareness and provide them with the necessary elements to be a global and responsible citizen in their professional and personal life.

Business strategy in global environments
Business as a global and ethical citizen
Innovation in a disruptive world
Critical thinking and the art of decision-making
Conscious leadership
Persuasive communication

International business management
Emerging technologies for information systems
Marketing by ESIC
Digital business
World market workshops
Operations & project management
Entrepreneurship

Economic models and systems
Financial analysis and stakeholder value. The triple
bottom line
Organisational culture and models

Corporate finance
Enhancing talent and munging people
Data Modeling for decision-making
Chinese culture
Chinese language
Optional subjects SISU



2 OPTIONAL SUBJECTS

Subjects or activities freely chosen by the student to personalise a part of their master's degree and thus complete their skill development. Students can choose subjects related or unrelated to their discipline, experience studying abroad, or prepare for a certification.

Eligible subjects supplement what is learned on the courses: here students will be able to choose between 3 options:

- Optional Subjects per category

MANAGEMENT	<ul style="list-style-type: none"> Management & Investment on financial assets The Start Up journey Re & Upskilling: boost your professional efficiency The journey to develop a global business
MARKETING	<ul style="list-style-type: none"> Digital Marketing Marketing Automation for Operating Marketing Purpose Branding Sales 4.0: new digital models
TECHNOLOGY	<ul style="list-style-type: none"> Essential cybersecurity for non-technical Executives Essential Big Data and IA for non-technical Executives Internet of Value (Technologies for non-technical Executives) Business 4.0: Process Automation (RPA)

- Subjects to prepare for certification*

Students can choose between:

	Category	Language	Crs
Google tools for decision making (Google Tools)	Marketing	ES/ENG	2
Software for Smart Marketing (Hubspot Software Marketing)	Marketing	ES/ENG	2
Advanced Marketing (CIM - Chartered Institute of Marketing)	Marketing	ENG	2
Advanced Client Management (Salesforce Administrator)	Marketing	ES/ENG	2
Scrum in practice (Professional Scrum Master Certification -PSM)	Management	ES/ENG	2
SAP-ERP ⁽¹⁾	Management	ES	10
Gestión experimentada en Ciberseguridad (CISM - ISACA) ⁽²⁾	Tecnología	ES	2
People Analytics (Certificate Program)	Management	ES/ENG	2

*This does not include exam fees for any certification, or individual CIM tutoring.
⁽¹⁾ SAP-ERP: valid only for Master's Degree in Logistics, Transport and Supply Chain [LOC]
⁽²⁾ CISM - ISACA: valid only for Master's degree in Cybersecurity [MCI]

- International Experience

This consists of a one-week academic immersion course at one of the destinations listed below, which will take place during the course of the master's degree. If the master's degree includes its own curricular-based trip, the Business Study Tour will not be available.

BUSINESS STUDY-TOUR



Washington (US)

Understanding today's Business Environment



Miami (US)

Digital Business Innovation in US



London (UK)

Collaborative Innovation from the Marketing Perspective



Shanghai (China)

Understanding today's Business Environment



Mérida (México)

Innovation and sustainability in business

3

MASTER'S THESIS

Individual thesis.

The final project gives participants the opportunity to apply the knowledge and the experiences they have acquired during the programme, both in Europe and China. Supported by faculty from ESIC and SISU, participants will design, develop, and present a monographic study in Spain at the end of the programme.

4

MASTER'S SISU THESIS

The student will also have to prepare a master's thesis at SISU.



EXIT PROFILE

Globally-focused professionals to acquire the insight, expertise, networks, and mindset to become successful executives and managers in tomorrow's business environment. This International MBA is for people looking for a truly international environment.



PERSONAL SKILL

Creatively solve complex situations on different business within a highly global and disruptive environment.

Develop a positive and creative thinking based on a restless interest, imagination, intellectual curiosity, sensitivity towards the social environment and the collaborative attitude.

Ethically acting and taking decisions applying high standards of respect towards human values, the cultural diversity and the sustainability.

SELECTED FACULTY PROFILES INTERNATIONAL

SPAIN

Luis A. Sanchez Villa

Director of the International masters at ESIC.
MBA, IE. Master in Marketing, ESEM. Bachelor Degree in Marketing, Universidad Rey Juan Carlos. Partner Director of Señales de Humo.

Javier Blanch

PhD (c) in Organizational Behaviour and Master in Behavioural Research, Universidad Complutense de Madrid. PDG, IESE. Bachelor Degree in Psychology, Universidad de Valencia. Mass Market Division. Director, Salerm Cosmetics. Former Marketing Director P&G Japan.

Jose Manuel Castellano

PhD (c), UCM. Master in Financial Markets. Instituto Español de Analistas Financieros & CEFA and CEVE European certifications. DEA Graduate in Business and Administration, UCM and CUNEF. Managing Partner, Think Creative Spain, an US consulting firm. In charge of new business model diagnosis and valuation. Chairman of the Chapter of Firm Valuation Analyst, Instituto Español de Analistas Financieros (IEAF). Former BBVA Executive at Corporate Risk analysis, Equity Research and Valuation and New business models analysis and implementation. Co author of the book "B2S -Big to Small" about how to implement the state of the art big corporations growth strategies to medium and small companies.

Jesus Centenera

PhD in Contemporary History, UNED. PDG, IESE. MBA, ESDEN. Bachelor Degree in Economics and Human Geography, Universidad Complutense. Managing Director, Ageron Internacional. Consultant with Spain's ICEX.

Fernando Flores Bas

PADE, IESE. Bachelor Degree in Economics, Universidad Complutense. CEO Cione Grupo de Ópticas. Former CEO of the Executive Aviation Business Unit, Gestar.

Belen Lopez

PhD in Advertising and Public Relations, Universidad del Pais Vasco. Bachelor Degree in Advertising and Public Relations, Universidad del Pais Vasco. Author of "Emotional Advertising. Creative strategies". ESIC (2007).

Javier Marcos Cuevas

PhD in Management Studies, School of Management, Cranfield University. Bachelor Degree in Economics and Business Administrations, Faculty of Economics and Business Administration, University of Zaragoza, Spain. Educator & Speaker. Director Learning4Performance. Senior Associate University of Cambridge& Cranfield.

Luis Marijuan de Santiago

PhD and Bachelor Degree in Physics, Universidad Complutense. Executive MBA, IE. Founding partner Corporacion Patiberica. Owner of eight industrial patents currently in use.

Gerardo Mochales de Gonzalez

PhD in Economics, Universidad Complutense. PDD, Harvard University. MBA, Kellogg School of Management. Bachelor Degree in Economics and Business Administration, ICADE. Associate Chair of International Development, ESIC. Former Marketing, Communication, and Institutional Relations Director at Acciona, and Marketing Director at Coca Cola.

Javier Rovira

PhD in Management, Universidad Rey Juan Carlos. DDG, IESE. Bachelor Degree in Management, ICADE. LLB Law, ICADE. Former Marketing Director at P&G, Pepsico, and Gonzalez Byass. Author of "Consumering" ESIC (2007) and "Reset & Reload" ESIC (2011).

Javier Sevilla

PhD (c) in Startups Organizational Behavior, UNED. Degree and Specialist in Industrial Psychology-Human Resources, UCM. IMBA, MIM & MITB programme Codirector at ESIC. Serial entrepreneur and former CEO, Jobssy.com. Former EMEA Human Resources Director, Stryker, Mexx, WSS, and Business-HR Consultant in Arthur Andersen.

Tanguy Jacopin Hall

PhD in Applied Economics and Marketing, La Sorbonne. Post-Doctoral studies, Columbia University and IESE. Honours Degrees (2) in Economics and Marketing, La Sorbonne. Author of "CEOs as Leaders and Strategy Designers". Managing Director of Global Born.

Alan Butt Philip

PhD in Philosophy, Politics and Economics, Oxford University. Bachelor Degree in Philosophy, Politics and Economics, Oxford University. Former special adviser to the House of Lords Select Committee on the European Communities responsible for regional policy and the structural funds. Honorary Jean Monnet Reader in European integration, University of Bath. Convenor and a trustee, John Stuart Mill Institute.

Adan Black

Acting training with Harold Guskin and Gene Frankel, New York City. Advanced scene study with Elaine Strich, The Stella Adler Conservatory of Acting, New York City. Former director, actor, playwright and founder of own theatre company, New York City. Cheek by Jowl Young Directors and Designers Summer School, London/Oxford. Founder of Theatre for the People, artistic director and acting coach, Madrid. 14 years of acting coach experience with more than 90 productions directed.

Joseph J. French

PhD in Financial Economics, University of New Orleans. Master in Financial Economics, University of New Orleans. MBA, Clemson University. Bachelor Degree in Finance, Wingate University. Member of Financial Management Association (FMA) and Asian Finance Association (AFA), among others; Former Training Consultant, Hilton Hotels and Anantara Resort.

Michael de Jose Belzunce

PhD in Economics and Business, European University of Madrid. PDD, IESE. Master in Auditing, Camara de Comercio de Madrid. Master in Financial Management, CESEM. Bachelor Degree in Business Administration, ICADE. Bachelor Degree in Law, Universidad de Deusto. Director of Information Technology and Chief Digital Officer, Grupo Leche Pascual.

Mario Weitz Schneir

Master in Applied Economics, The American University. Bachelor Degree in Economics, Universidad de Buenos Aires. General Manager of Consulta Abierta. Former member of the Board at the IMF. Consultant with the World Bank, the European Commission and the IMF.

CHINA

Yue Gu

PhD in English and American Literature, Nanjing University. Master in English and American Literature, Nanjing University. Bachelor Degree in English Language and Literature, Beijing Foreign Studies University. Recipient of the "China's New Academic Star" (issued by the Chinese Ministry of Education) and the "Top Ten Most liked Professors" awards.

Hongli Hang

PhD in Human Resource Management, Kent State University. MBA, The University of Hong Kong. Researcher sponsored by the Sino-EU Higher Education Collaborated Research Programme on Consumer Protection in the EU.

Yong Xu

PhD and Master in English Studies, Shanghai International Studies University. Bachelor Degree in English Studies, Anqing Teachers College.

Zhaohui Yu

PhD in US Diplomatic Studies and Strategic Communication, Master in International Relations and Bachelor Degree in English Language and Literature, Shanghai International Studies University. Executive Director of the Trade Union, Director of the Women Working Committee and Deputy Director of the Institute of Intercultural Communication, Shanghai International Studies University. Member of the Academic committee of the China International Public Relations Association. Author of "Strategic Communication: A Study of American International Image building in the Middle-east in the Post Cold War Era", Shishi Press (2008).

Yanming Wang

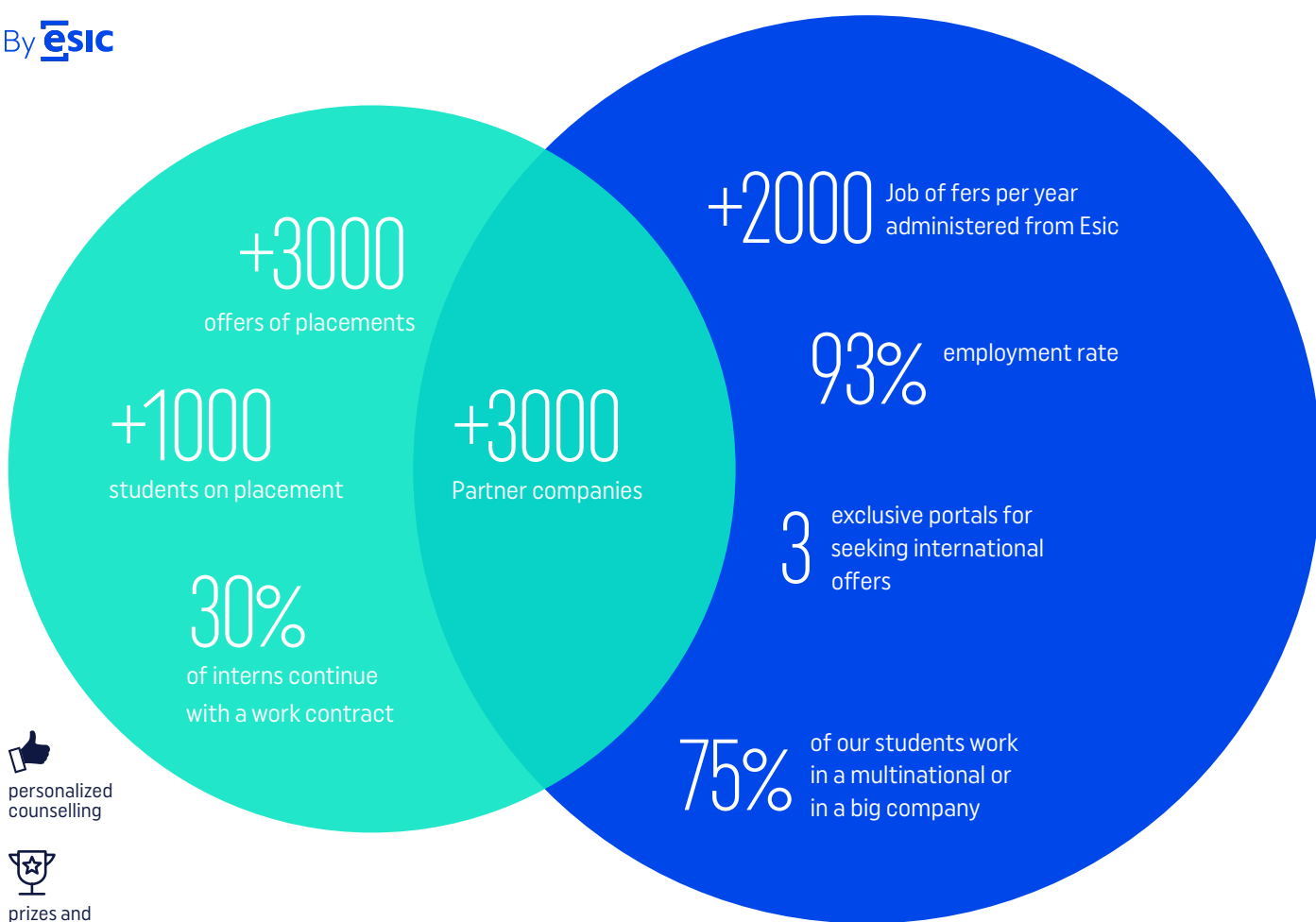
PhD in Mathematics, Sichuan University. Master in Mathematics, Guangxi University. Bachelor Degree in Mathematics, Nanchang University. Vice Chairman of the Disabled Association of Guangdong Province. Vice Chairman of the Chinese Scientific Decision Making Association, Director of Guangdong Economics Association, Independent Director of Fenghua High Tech Corporation.

WE PREPARE YOU TO WORK IN THE WORLD'S TOP COMPANIES



WORK PLACEMENTS

We encourage student internships in companies, facilitating the application of their theoretical and practical knowledge through work placements.



personalized counselling

prizes and competitions for entrepreneurs

workshops

talks and encounters with entrepreneurs

incubator of ideas

networking among entrepreneurs

investor forums

ENTREPRENEURS

ESIC Business and Marketing School generates, fosters and integrates actions for encouraging entrepreneurship, by providing support and training. It runs programs and activities in the area of creating a business to support our students' business initiatives and to contribute to their consolidation.

PROFESSIONAL CAREERS

Throughout your entire career from Carrer as Profesionales we train you and counsel you on questions of employability supporting, supporting you in the search for opportunities through access to an exclusive employability portal and the organization of job fairs and hiring events.



ESIC LANGUAGES

[global professionals]

ESIC Languages is conceived to provide an enjoyable, interesting, useful experience which will allow you to achieve goals in international communication in the professional, academic or personal sphere..

ESIC Languages is accredited for administering and assessing the main internationally-recognized examinations: TOEFL, TOEIC, Cambridge General English and Cambridge Business English Certificates (BEC). In addition, we offer teaching in other languages, such as German, French, Chinese and Spanish as a Foreign Language (accredited by the Instituto Cervantes).

Preparation Centre and Authorized Examination Centre



Companies and professionals

- Full-year courses
- Custom-made programs
- Programs for specific purposes
- Intensives
- Individual
- Conversation

Our present is bilingual, multicultural and global...
and so are our students.

International pathways



We have many destinations where you will be able to complete your learning

INTERNATIONAL DEVELOPMENT

[global + multicultural]

We reinforce our educational program with the possibility of complementing your chosen course of studies with an international experience. We have international collaboration agreements and exchange programs with:

- 
+40 receiving countries
- 
agreements with +125 universities
- 
+500 students participate

SPAIN

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JUNE 2021