



Open to the world: international nature

The desire for international scope has been present in ESADE's vision, values and strategy for over three decades.

Participating in the Partnership in International Management (PIM) represented a very important first step in making ESADE's programmes international. PIM was founded in 1973 by New York University-Stern School of Business and HEC in Paris, and ESADE became the fourth member of this consortium of leading business schools in 1975. At present, PIM has 54 member schools across the globe and constitutes the largest and most prestigious postgraduate student exchange network in the world.



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Another important milestone was the founding of the *Community of European Management Schools (CEMS)* by HEC and ESADE in 1988. They were then joined by two more founding members, the Università Commerciale Luigi Bocconi in Milan and the University of Cologne. CEMS currently comprises 28 world-class academic institutions and collaborates with around 60 multinational companies, which are all leaders in their respective sectors. The CEMS member schools offer the supranational CEMS Master's in International Management programme, which was recently ranked as the best pre-experience Master's in Management degree programme in the world by the *Financial Times* (October, 2009).

In 1992, the full-time MBA programme became ESADE's first programme to be taught entirely in English. Now all the full-time postgraduate programmes and some of the part-time programmes are taught in English (MSc in Management, MBA, Executive Masters in Marketing & Sales, Global Executive MBA, Master of Research and PhD in Management Sciences). During the 1990s, and during the current decade,



the progressive internationalisation of the programmes and the students has been accompanied by a significant internationalisation of the faculty and a strong commitment to research.

The quality of the programmes offered by ESADE has been widely acknowledged at an international level, as demonstrated by the fact that it is the first Spanish school to have been awarded the three most prestigious international accreditations in this sector (EQUIS, AACSB and AMBA). The international dimension is currently present in all aspects of ESADE's academic and institutional life: Its teaching programmes; its students; its faculty and administrative & services staff (PAS); its research; relations with alumni, companies and academic partners; the composition of its governing bodies.

As a result of this long process, ESADE is now a world-class business school, which is consistently at the top of international rankings compiled by prestigious publications (*BusinessWeek*, *Financial Times*, *The Wall Street Journal*). However, the growing globalisation of management training, especially in postgraduates and executive education, creates new challenges for ESADE. These can be divided into three main categories: the challenge of making full use of the opportunities derived from the European Higher Education Area (EHEA); the challenge of having a global presence; the challenge of constituting a global brand.

The EHEA challenge. ESADE's new Sant Cugat campus, which opened in February 2009, and the progressive development of the opportunities to study for the so-called Bologna Master's degrees (MSc in Management, and Master of Research), constitute the two central elements that make ESADE a reference point in Europe with regards EHEA.

The challenge of having a global presence. Barcelona, Madrid and Buenos Aires are all important nodes in an

increasingly globalised world. ESADE's campuses in these three cities plus its Global Centres located in São Paulo and Munich, added to its close ties with the top schools in the USA, help ESADE play a privileged and central role in linking three of the world's major regions: Europe, Latin America and the United States. Moreover, due to the importance of having first-hand knowledge of developing economies in the Asia-Pacific region, in the last few years ESADE has signed several new collaboration agreements, for example with the main business schools in India, China, Taiwan, Japan and Singapore. Finally, it should be noted that this global presence is reinforced and complemented by the network formed by ESADE Alumni, present in almost 100 countries, and by ESADE Alumni's international chapters, currently found in 25 countries around the globe.

The challenge of building a global brand. This is the most difficult challenge and the one that requires the most time, since it involves a large number of different elements including the following four a) the obsession with academic excellence in all programmes b) being able to offer world-class programmes (such as the full-time MBA and the Global Executive MBA, which is taught in conjunction with the University of Georgetown, and to which it is hoped to add the MSc in Management programmes in the near future) c) having a wide international alumni network committed to ESADE and d) having the sustained capacity to generate knowledge that offers truly innovative perspectives, which have a real impact, aimed at improving management practices in organisations and helping them contribute more to society.

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