Through the Sant Cugat del Vallès Campus, ESADE has embarked upon a journey of unquestionable social, economic and commercial interest in the service of entrepreneurship, globalisation, social responsibility and innovation.

Academic activities began at the new campus in February 2009. An example of sustainable architecture, this modern, purpose-built, 16,500 m² campus is equipped with the latest technologies and adapted to the requirements of the European Higher Education Area.

Almost 1,500 students from all over Spain, and also from 38 different countries, have joined the new campus progressively since then to take part in degree programmes in Business Administration-BBA, the various Masters of Sciences in Management programmes, as well as the PhD in Management Sciences programmes and the Master of Research. The campus also hosts various ESADE chairs, institutes, research groups and centres.

Adjacent to the new campus, ESADE Creapolis is a third generation business innovation and creativity park. This initiative is led by ESADE in collaboration with Avançsa (Generalitat de Catalunya), the Town Hall of Sant Cugat del Vallès, Caixa Manresa, “la Caixa”, Caixa Catalunya, Caixa Sabadell and the Sant Cugat Business Association. It is the first time that a business school has promoted an innovation park designed to enable companies from different sectors to come together and share premises, experiences and knowledge surrounding the concept of open and cross innovation.

The new academic campus and ESADE Creapolis form a unique ecosystem offering a valuable proposal: to experience studying and working in an international learning and innovation community.

- ESADE Creapolis was officially opened by Mrs Cristina Garmendia, Spanish Minister of Science and Innovation, at a ceremony held on 11th November 2009.
- ESADE’s new Sant Cugat del Vallès Campus was opened by TRH the Prince and Princess of Asturias on 26th October 2009.
I have had the honour of chairing Fundació ESADE since May 2009, but it is an institution that has been close to my heart for many years; in fact, since I was a young Management student. A lot has changed since then, not only at ESADE but also all around the world, and I think one of ESADE’s strengths has always been in knowing how to adapt to our changing reality. In my student days, there was only one building and one degree programme, and there was no such thing as international relations.

Today, ESADE has campuses in Barcelona-Pedralbes, Barcelona-Sant Cugat, Madrid and Buenos Aires. It offers two degree programmes along with a wide range of postgraduate studies and Masters, and the School is an international benchmark for business schools the world over.

One way or another, I have always maintained close links with ‘the School’, especially in recent years, sitting on the Foundation’s Board of Trustees. I can therefore say that the extraordinary changes that we have seen at ESADE have taken place respecting the School’s original mission and supporting its high standards in education, innovation and commitment to society.

Presenting this Annual Report is an honour, especially as it refers to the academic year in which we have seen the inauguration of the new ESADE Campus at Sant Cugat, because we are convinced that this will mark a milestone in our institution’s history. This 16,500 m² purpose-built campus is dedicated to research and university-level education in the field of Management. It is an excellent example of sustainable architecture, equipped with the latest technologies and adapted to the requirements of the European Higher Education Area. Moreover, it is adjacent to the innovative ESADE Creapolis creativity park and set in an environment that is highly conducive to developing a genuine international learning community.

This is the result of an internationally oriented entrepreneurial initiative that has had a major commitment to innovation, based on a strong sense of social responsibility. I would like to sincerely thank everyone who has made this possible for their outstanding contributions.

‘Inspiring futures’ was originally chosen as the slogan to mark ESADE’s fiftieth anniversary. Today, it continues to encourage us to be an international benchmark in the areas of Management and Law, and to continue training competent professionals and responsible citizens.

In these times of uncertainty, Fundació ESADE would like to continue inspiring futures and we hope that the new Sant Cugat Campus and ESADE Creapolis will serve as examples of our commitment to the future of this country and to improving our society.
At ESADE, we do not aim to be the best school in the world; we are much more interested in being one of the best schools for the world.

Broadly speaking, this Annual Report reflects the 2008-2009 academic year. It has been a good school year in virtually all areas of activity at ESADE, both in terms of educational standards and the number of students and participants, as well as in terms of research and involvement in social projects, and also in economic and financial terms, in spite of the difficult economic and social environment in which we find ourselves immersed.

I believe we have adequately complied with the ‘basic lines’ that inspire ESADE’s project as an academic institution. Consequently, we can highlight:

- The activities aimed at developing entrepreneurship and business innovation. Many initiatives have been developed in this area, but, without a doubt, the most important of these has been the inauguration of ESADE Creapolis, a third generation business park designed to promote an open and collaborative approach to business innovation.

- In reference to our process of internationalisation and innovation in education, there is another fact that is worthy of mention: the inauguration of the new ESADE Campus at Sant Cugat del Vallès. This campus has been designed to innovatively develop the new European Higher Education Area: It has enabled us to start new ‘Bologna programmes’, both undergraduate and graduate, and set up an original and unique space in which to create an international learning community.

- As regards research and attracting talent, we have increased resources and activity-oriented reflection and study on corporate responsibility and responsible leadership development. Progress has also been made in terms of our international faculty hiring policy and we have increased the number of full-time professors.

- Regarding asset management, and considering that the intense activity carried out has been achieved in an environment of uncertainty and economic crisis, the entire organisation’s response to the cost-cutting plan can be described as exemplary. This plan was put into effect in order to respond to possible financial difficulties and has enabled us to undertake the projects that had been planned, closing the financial year with a positive financial result.

The past academic year can now be added to ESADE’s first fifty years as a university that has inspired the futures of around 40,000 alumni who are currently pursuing their professions in over 100 countries worldwide.

With those students and participants who join us each year in mind, we aim to continue ‘inspiring futures’, according to our shared values: acting with personal integrity, with high standards and with a sense of professional and social responsibility.

At ESADE, we do not aim to be the best school in the world; we are much more interested in being one of the best schools for the world.
INSPIRING FUTURES
A determined attempt to inspire futures: ESADE Creapolis and a new academic campus where academia and business innovation interact.
### Business School

- **7,518** participants
- **University Programmes Unit**
  - **2,038** students
  - **287** Bachelor in Business Administration (BBA)
  - **1,258** Combined Undergraduate and Master in Management
  - **165** Official Masters in Management (MSc)
  - **90** PhD in Management Sciences (Spain + ESAN Peru)
  - **17** Master of Research in Management Sciences
  - **221** Exchange students
- **MBA**
  - **626** participants
  - **123** 18-Month MBA
  - **75** One-Year MBA
  - **179** Full-Time MBA
  - **249** Part-Time MBA
  - **Executive Education**
    - **4,854** participants
    - **1,238** Open Programmes (Spain & Argentina)
    - **2,905** Custom Programmes (Spain & Argentina)
  - **Executive Masters**
    - **711** participants
    - **57** Master in Marketing Management and Sales
    - **68** Master in Economic-Financial Management
    - **29** Master in Operations Management and Services
    - **27** Executive Master in Marketing & Sales (Bocconi-ESADE)
    - **159** Master in Public Administration
    - **49** Corporate MBA
    - **56** Global Executive MBA
    - **88** PricewaterhouseCoopers Corporate MBA
    - **178** Executive MBA

### Law School

- **855** students
  - **161** Degree and Master in Law (GED)
  - **406** Combined Undergraduate and Master in Law
  - **268** Masters and postgraduate degrees in Law

### Executive Language Center

- **3,685** students
  - **2,226** External English students
  - **426** External Spanish students
  - **897** English, French, German and Italian in-company students
  - **136** Exchange students who have taken Spanish classes

### URL Sant Ignasi School of Tourism

Centre supported by Foundació ESADE

- **216** students

The School’s own activities report is published at www.tsi.url.edu

---

12,058 academic programme participants in the 2008-2009 academic year.
**Rankings**

**MBA**
- 4th Best MBA in the world  
  América Economía  
  June 2009
- 6th Best MBA in the world  
  BusinessWeek  
  October 2008
- 8th Best MBA in the world  
  Forbes  
  August 2009
- 18th Best MBA in the world  
  The Financial Times  
  January 2009

**EXECUTIVE EDUCATION**
- 8th Best business school in the world for custom programmes  
  The Financial Times  
  May 2009
- 10th Best business school in the world for Latin American companies  
  América Economía  
  November 2008

**UNIVERSITY PROGRAMMES**
- 3rd CEMS Master for programme and participant internationality  
  The Financial Times  
  September 2008
- 16th Best European Master in Management  
  The Financial Times  
  September 2008

**LAW FACULTY**
- 1st Best Master in its speciality: International Business Law  
  El Mundo  
  June 2009
- 2nd Best Master in its speciality: Tax Consultancy and Management  
  El Mundo  
  June 2009

**Income 2008-2009**

- Total income from the units  
  71 million euros
- Law School  
  7.5 million euros
- Business School University Programmes  
  15.7 million euros
- MBA Programmes  
  16 million euros
- Executive Education  
  23.8 million euros
- Executive Language Center  
  3.8 million euros
- Corporate Support Units  
  1 million euros
- Vice-Deanship for Research and Knowledge  
  3.2 million euros

**Administrative & services staff and faculty**

- 313 administration and services personnel
- International background  
  16 nationalities
- Faculty  
  127 Full-time faculty members
  70 % with PhDs
- 1,103 faculty members in total
- International background  
  23 nationalities

**Number of international students**

- International students registered  
  1,151
- 82 nationalities

**Campus surface area in square meters**

- Barcelona-Pedralbes Campus  
  Building 1  
  9,300 m²
- Building 2  
  7,475 m²
- Building 3  
  12,700 m²
- Barcelona-Sant Cugat Campus  
  16,260 m²
- Madrid Campus  
  2,500 m²
- Buenos Aires Campus  
  1,487 m²

**Press summary**

- Mentions in the press  
  4,126 national
  1,021 international
- Op-ed articles in the press  
  419 national
  39 international

**Number of events and participants**

- Public events organised  
  273
- Participants  
  36,434

**Research projects and units**

- Financed externally research projects  
  65
- Research units  
  20
Social responsibility means commitment to educational and entrepreneurial innovation in a collaborative environment and in areas designed with sustainability and accessibility in mind.

ESADE Creapolis provides modern, purpose-built office facilities, offering natural lighting and ventilation.

The campus is adjacent to the Collserola Natural Park and has been built with an eco-friendly roof to help reduce air conditioning and energy consumption.
MISSION, VALUES
AND SOCIAL RESPONSIBILITY

ESADE is an independent non-profit academic university institution, which was founded in 1958 in Barcelona as an initiative of a group of businessmen and the Society of Jesus. It has formed part of Ramon Llull University since 1995.

Our values*

The ESADE Community is committed to promoting a set of values consistent with human qualities and academic and professional excellence, values which it aims to use to serve the local and global society of which it forms part.

1 › Acting with integrity in academic and professional endeavours.
This means behaving, even in difficult circumstances, in a manner that reflects the institution’s commitment to fundamental values such as rigour and effort in carrying out activities, honesty, a critical spirit, fairness and a sense of responsibility.

2 › Respecting individuals, colleagues and oneself and being sensitive to the specific circumstances of others.
This means recognising the dignity of all individuals and being able to accompany and help others when needed, working towards building a more just and humane world.

3 › Valuing diversity positively and learning from differences between individuals, ideas and situations.
This means understanding that differences of gender, socioeconomic status, ethnicity, culture, language, religion, sexual orientation, physical characteristics and other differences are enriching opportunities for learning about other people, the world and oneself.

4 › Searching, sharing and contributing to the common good of the ESADE Community.
This means being aware that the pursuit of one’s own interests cannot be separated from the good of the Community as a whole and this is reflected in attitudes of respect and responsibility towards the Community.

5 › Assuming responsibilities and commitments to create a more just society.
This means understanding not only what reality in actual fact ‘is’, but also what it ‘should be’ based on justice, a fundamental value expressed in the Universal Declaration of Human Rights.

* Taken from the ESADE Community Declaration of Values, approved by the Fundació ESADE Board of Trustees on 24th January 2008, with a favourable report issued by the ESADE management bodies, and following a consultation process involving faculty, administrative and services personnel, and student representatives.
Mission

ESADE’s mission is to promote teaching and research in the areas of Management and Law, in order to contribute to the scientific, social and personal education of individuals characterised by a high level of professional competence; individuals who are fully aware of their responsibility in developing a society that promotes the dignity of individuals as part of humanistic and Christian traditions, and in a context of intercultural dialogue.

Raison d’être

As a university-level academic institution, ESADE is committed to its raison d’être to promote teaching and research in the areas of Management and Law, in order to:

Train people with the highest level of professional competence and a clear international profile, aware of their responsibilities as citizens and as professionals. To this end, ESADE addresses the educational process from a global and integral perspective, as a service to people and to society.

Create and disseminate knowledge based on the critical study of existing knowledge and rigorous scientific research of national and international importance.

Encourage social debate with information and proposals on relevant issues and priorities for the future, in order to contribute independently to society’s transformation towards higher levels of justice and liberty.

Social responsibility (CSR) at ESADE

In January 2009, we started working on an internal CSR policy to further explore the culture of social responsibility and adopt a cross-cutting strategy to allow us to improve the impact we have on people, the environment and society at large. Our idea of social responsibility does not appear now for the first time, but rather, it is an aspect which has formed part of ESADE’s institutional essence since its founding more than fifty years ago.

Lines of action

After an initial diagnostic report examining questions related with identity, individuals, organisations and their functioning, services rendered and relations with the community and the environment, a CSR Action Plan was drawn up containing five action lines:

1 › To raise awareness and promote the adoption of behaviours and habits (students, administrative staff and faculty) in keeping with the vision of our organisation and more sustainable practices.

2 › To improve the efficiency of services and facilities to achieve a more rational use of available resources.

3 › To link ESADE’s policies on CSR and suppliers, taking socially responsible criteria into account during their selection and approval.

4 › To develop an institutional social action programme involving a prominent foundation or NGO, allowing us to connect with and engage individuals and groups in our community, and offer a variety of possibilities in terms of eventually working together.

5 › To encourage and improve the transparency and accountability of our organisation and lend visibility to the implementation of its mission and values through ESADE’s policies and actions.
COEXISTENCE AND DIVERSITY
Diversity is one of ESADE’s hallmarks: students learn from differences between people, ideas and situations.

ESADE Creapolis has several informal spaces that promote a greater interaction between resident companies.

Library, workstations, cafes, landscaped and leisure areas... These are some of the spaces that help students on the Sant Cugat Campus to build relationships.
With a holistic and humanistic view of the individual, ESADE’s programmes focus on encouraging competitiveness and responsible organisations.

---

### Faculty of Law

**Combined Undergraduate and Master in Law**
- Total number of students: 567
- Participants in international exchange programmes: 14 outgoing students, 42 incoming students
- Time taken to find first job: 75% of students find jobs before finishing the programme.

**Masters and postgraduates degrees**
- Masters and postgraduate degrees: 268
- Countries of origin: 18 nationalities

**Refresher seminars and conferences**
- 13 Refresher seminars and conferences
- 644 participants

---

### Business School

**Combined Undergraduate and Master in Management and Business Degree-BBA**
- Total number of students: 1,545
- Participants in international exchange programmes: 167 outgoing students, 208 incoming students
- Time taken to find first job: 55% of students find jobs before finishing the programme. 75% of students find jobs within three months of graduating.

**Master in Management (MSc)**
- Total number of students: 165
- Participants in international exchange programmes: 36 outgoing students, 36 nationalities

**Master of Research in Management Sciences**
- Total number of students: 17
- Countries of origin: 13 nationalities

**PhD in Management Sciences**
- Total number of students: 90 in Spain and Peru
- Countries of origin: 17 nationalities
Significant events from the 2008-2009 academic year

› Activities commenced at ESADE’s new campus in Sant Cugat del Vallés in February. Around 1,500 students from 40 countries are currently studying at the new purpose-built campus, designed to deliver educational programmes meeting European Higher Education Area criteria (EHEA).

› First graduating class of the Global Executive MBA, a joint programme between Georgetown University (McDonough School of Business and Walsh School of Foreign Service) and ESADE. The programme consists of six training modules, lasting eleven days each, and delivered in various cities around the world:

- Washington, Barcelona, São Paulo, Buenos Aires, Bangalore, Madrid, Moscow and New York. The programme was attended by 37 participants from four continents.
- The Law School started its collaboration with the London-based Center for Transnational Legal Studies (CTLS), along with other universities such as Georgetown University Law Center, Freie Universität Berlin, University of Friborg, King’s College London, University of Melbourne, Universidade de São Paulo and University of Toronto.

› The first academic year of the new Bachelor and Master in Law degrees and Bachelor of Business Administration-BBA, delivered by University Ramon Llull, with 161 and 287 students respectively.

› Second edition of the Corporate Social Responsibility: Strategic Integration and Competitiveness programme, a collaborative effort between ESADE and Stanford Graduate School of Business. This programme was delivered in Barcelona in April and was attended by participants from different countries, who rated the programme highly.

› Successful launch of the new MBA format, with a marked increase in applications from candidates as well as greater flexibility, making it possible to take the programme over 12, 15 or 18 months, but with the same number of credits for all participants.

› Launch of the new Programme for Leadership Development (PLD), together with Deusto Business School (Universidad de Deusto), with editions in Bilbao and San Sebastián, sharing faculty and based on a module delivered in Barcelona.

MBA

<table>
<thead>
<tr>
<th>Total number of participants</th>
<th>626</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of graduates per programme</td>
<td>241</td>
</tr>
<tr>
<td>50 18-Month MBA</td>
<td>27 One-Year MBA</td>
</tr>
<tr>
<td>116 Part-Time MBA</td>
<td>48 Full-Time MBA</td>
</tr>
<tr>
<td>Countries of origin</td>
<td>56 nationalities</td>
</tr>
<tr>
<td>Participants in international exchange programmes</td>
<td>45 outgoing students</td>
</tr>
<tr>
<td>74 incoming students</td>
<td></td>
</tr>
<tr>
<td>Time taken to find first job</td>
<td>81% of Full-Time MBA participants find jobs within three months of graduating.</td>
</tr>
</tbody>
</table>

Executive Education

<table>
<thead>
<tr>
<th>Total number of participants</th>
<th>4,143</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,238 open programme participants</td>
<td></td>
</tr>
<tr>
<td>2,905 custom programme participants</td>
<td></td>
</tr>
<tr>
<td>Participants’ degree of satisfaction</td>
<td>4.1 (out of 5)</td>
</tr>
<tr>
<td>Companies’ degree of satisfaction</td>
<td>4.2 (out of 5)</td>
</tr>
</tbody>
</table>

Executive Masters

<table>
<thead>
<tr>
<th>Total number of participants</th>
<th>711</th>
</tr>
</thead>
<tbody>
<tr>
<td>51 Master in Marketing Management and Sales</td>
<td></td>
</tr>
<tr>
<td>27 Master in Operations and Services Management</td>
<td></td>
</tr>
<tr>
<td>42 Master in Economic-Financial Management</td>
<td></td>
</tr>
<tr>
<td>43 Master in Public Administration</td>
<td></td>
</tr>
<tr>
<td>20 Corporate MBA</td>
<td></td>
</tr>
<tr>
<td>50 Executive MBA</td>
<td></td>
</tr>
<tr>
<td>31 Executive MBA Madrid</td>
<td></td>
</tr>
<tr>
<td>36 Global Executive MBA</td>
<td></td>
</tr>
<tr>
<td>22 Executive Master in Marketing &amp; Sales</td>
<td></td>
</tr>
</tbody>
</table>

Executive Language Center

<table>
<thead>
<tr>
<th>Total number of participants</th>
<th>3,685</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,226 external English students</td>
<td></td>
</tr>
<tr>
<td>426 external Spanish students</td>
<td></td>
</tr>
<tr>
<td>897 English, French, German and Italian in-company students</td>
<td></td>
</tr>
<tr>
<td>136 Exchange students who have taken Spanish classes</td>
<td></td>
</tr>
<tr>
<td>Total number of classes in English, French, German and Italian</td>
<td>48,307 hours</td>
</tr>
<tr>
<td>Level of satisfaction</td>
<td>8.0 (out of 10) for classes</td>
</tr>
<tr>
<td>9.3 (out of 10) for faculty</td>
<td></td>
</tr>
</tbody>
</table>
Innovation and research, conducted by first-rate academics in vanguard facilities, are the best stimulus for creativity.

Many initiatives and ideas emerge from the interaction between very different companies and individuals thanks to the specially adapted areas for carrying out innovation sessions.

The new facilities were designed according to Bologna Process guidelines, promoting dynamic and participatory learning.
4 RESEARCH AND KNOWLEDGE

ESADE conducts important research for the international academic community and for our partners in the specific areas of Management and Law.

<table>
<thead>
<tr>
<th>PhD programme</th>
<th>Number of PhD students</th>
<th>90</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>49 ESADE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>41 ESADE-ESAN-Peru</td>
<td></td>
</tr>
<tr>
<td>MRes programme students</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Level of internationalisation</td>
<td>20 nationalities</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>In-house publications</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ESADE KnowledgeBriefings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research Yearbook 2008-2009</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research Bulletins</td>
<td>4 editions annually</td>
<td></td>
</tr>
<tr>
<td>ESADE Economic Report</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Academic output</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Journals</td>
<td>45 articles in indexed journals</td>
<td></td>
</tr>
<tr>
<td></td>
<td>35 articles in other relevant journals</td>
<td></td>
</tr>
<tr>
<td>Books and book chapters</td>
<td>37 book</td>
<td></td>
</tr>
<tr>
<td></td>
<td>35 book chapters</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2 book revisions</td>
<td></td>
</tr>
<tr>
<td>Scientific contributions</td>
<td>77 conference contributions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>139 lectures and conferences</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 working papers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>20 case studies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10 monographs</td>
<td></td>
</tr>
<tr>
<td>Books and book chapters</td>
<td>9 PhD theses</td>
<td></td>
</tr>
<tr>
<td>Scientific contributions</td>
<td>33 contributions in PhD programmes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6 awards</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Human resources</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff members involved in research activities</td>
<td>138</td>
<td></td>
</tr>
<tr>
<td>20 research units, 6 of which were recognised in 2009 by the Government of Catalonia as Catalan research groups</td>
<td></td>
<td></td>
</tr>
<tr>
<td>57 professors participating in the research units</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 researchers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>59 research assistants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 research technicians and supervisors</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Research projects</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>78 projects</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 competitive national projects</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 competitive international projects</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 non-competitive publicly funded projects</td>
<td></td>
<td></td>
</tr>
<tr>
<td>36 non-competitive privately funded projects</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 competitive privately financed projects</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
A) Recently created in 2008-2009:

Research Group in Economics and Finance > GREF

This research group promotes research in the fields of finance and economics, which cover a wide range of areas of macroeconomics, international economics, corporate finance, risk management and capital markets.

GREF’s main objective lies in facilitating the creation and dissemination of high-level research at ESADE and, at the same time, increase its visibility and relevance to the academic community in general.

Its main areas of research are:
- Market microstructure
- Accounting research in capital markets
- Corporate finance
- Credit risk
- Differences in productivity
- Growth and public policies
- Domestic and international spillovers

MAIN RESEARCHER: ARIADNA DUMITRESCU

Consumer and Brand Research Group > GRECOMAR

Recently created, this research group aims to become a benchmark in research and knowledge for issues related with brand management and consumption, with the added value of adopting a transcultural approach to this area of research. As a result, the rationale of the group is:
- To understand the processes of creating and managing brands.
- To investigate the purchasing processes and use of brands by consumers.
- To incorporate a transcultural perspective of brand management and use, placing special emphasis on the differences between the fast-growing and more developed countries.

Its three areas of research are:
- Brand management
- Consumer behaviour
- International/transcultural marketing

MAIN RESEARCHER: ORIOL IGLESIAS

Institute of Forensic Evidence and Probative Law > IPDP

This institute is closely linked to ESADE Law School, and its main objectives are:
- The analysis of theoretical and practical problems in terms of forensic evidence and probative law.
- The training of professionals involved in this area of knowledge.
- The promotion of research.

Its two lines of research are:
- Line of research in civil proceedings.
- Line of research in criminal proceedings.

DIRECTORS: XAVIER ABEL LLUCH AND JOAN PICÓ JUNY
MAIN RESEARCHER: XAVIER ABEL LLUCH

DIRECTORS: MANUEL RICHARD GONZÁLEZ AND XAVIER ABEL LLUCH
MAIN RESEARCHER: MANUEL RICHARD GONZÁLEZ
B) Created prior to 2008-2009:

Chair in LeadershipS and Democratic Governance
This Chair aims to promote an ongoing dialogue between the organisations (companies, administrations, NGOs) and actors (entrepreneurs, managers, politicians, and social, civic and union representatives, etc.) who currently assume – responsibly – the challenges of governing a world that is at once global and local. It takes up the challenge of studying and promoting innovative ways of leadership in complex environments. It also studies leadership as a means of promoting progress, welfare and cohesion in contemporary society through a threefold entrepreneurial, social and political approach, in addition to analysing the respective institutional frame-works.

DIRECTOR: ÁNGEL CASTAÑEIRA

Institute for Social Innovation > IIS
The Institute for Social Innovation encourages and supports research aimed at promoting management skills in the third sector. Its various programmes focus on the study of three main lines: the integration of CSR into business strategy and the relationship with stakeholders; leadership and management of NGOs; social entrepreneurship.

The Research Group on Corporate Social Responsibility (GRRSE), linked to IIS, investigates the processes involved in strategically redefining the relations between company and stakeholders as the linchpin for the debate on corporate responsibility in society.

Officially recognised as an emerging research group by the Government of Catalonia (2009).

DIRECTOR: IGNASI CARRERAS
MAIN RESEARCHER: DANIEL ARENAS

Institute for Labour Studies > IEL
This research centre focuses its activity on creating scientific and technical knowledge for work environments that facilitate the creation of added value based on individuals’ knowledge.

IEL is working on and studying methods to produce a shift towards a knowledge society, using an employment model based on professional qualifications, quality of life, respect for the dignity of work and a sustainable growth environment.

DIRECTOR: CARLOS OBESO
MAIN RESEARCHER: SIMON DOLAN

Institute of Public Governance and Management > IGDP
This institute’s mission is based on a marked commitment to innovation and public sector management. The public management perspective provides tools and, above all, values that are essential: responsiveness; citizen/customer service orientation; responsibility for results; transparency; accountability.

The Research Group in Leadership and Innovation in Public Management (GLIGP), linked to IGDP, conducts research in the theoretical framework of governance, based on two major themes: public, democratic leadership to enhance institutional development; the analysis of networks, transversality, collaborations and partnerships in innovation in governance.

Officially recognised as a consolidated research group by the Government of Catalonia (2009).

DIRECTOR: FRANCISCO LONGO
MAIN RESEARCHER: TAMYKO YSA

Entrepreneurship Institute > IIE
This institute promotes relevant and rigorous research in entrepreneurship. Its research areas are entrepreneurship, female entrepreneurs, entrepreneurship and corporate intrapreneurship, creativity, growth and internationalisation, entrepreneurial finance and family businesses.

The Research Group in Entrepreneurship (GRIE), linked to IIE, aims to contribute to producing knowledge on entrepreneurship in the hope of promoting the creation of sustainable and innovative businesses.

Officially recognised as a consolidated research group by the Government of Catalonia (2009).

DIRECTOR: M. LUISA ALEMANY
MAIN RESEARCHER: MARCEL PLANELLAS

Survey Research Center > SRC
This research centre concentrates on the area of social science research methodologies, ranging from the design to the publication of results from a quantitative and qualitative perspective. Its research is characterised by an emphasis on measurement-related aspects.

The Catalan Center for Survey Research and Applied Statistics, linked to SRC, develops methodological research applied to the fields of business administration and health.

Officially recognised as a consolidated research group by the Government of Catalonia (2009).

DIRECTOR AND MAIN RESEARCHER: JOAN MANUEL BATISTA
ESADE Centre for Culture Industries > CEIC

The research conducted by this centre explores key issues related with managing businesses and creative and cultural institutions from the perspective and needs of leadership and entrepreneurship. With intellectual rigour, critical thinking and academic excellence, the centre aims to promote management through training, consultancy, and the dissemination of scientific and social research material.

DIRECTOR: JOSE M. ALVAREZ DE LARA

Brand Centre

The purpose of the Brand Centre is to conduct thorough, useful and valiant research capable of responding to relevant issues and facilitating decision-making processes that affect brands. It also focuses on creating new knowledge on brands and their management, and on disseminating this knowledge among the business sector and academia.

The centre’s research covers two main areas: management and brand strategies, on the one hand, and thematic research into their application, on the other.

DIRECTOR: JOSEP M. ORVAL

Observatory on Spanish Multinational Companies > OME

The OME aims to become a benchmark in terms of studying the opportunities and challenges affecting companies in advanced stages of internationalisation. It also aims to contribute towards identifying and disseminating ‘good practices’, working closely with the companies themselves, and is presented as an open platform for the exchange of experiences and knowledge between companies and institutions that promote foreign investment projects.

DIRECTOR: XAVIER MENDOZA  
MAIN RESEARCHER: PERE PUIG

Research Group for Knowledge Engineering > GREC

This research group includes researchers from ESADE and UPC-Barcelona Tech. The multidisciplinary component of the group nature has enabled it to work both in basic and applied research. Its main activity focuses on research and the development of techniques in the area of artificial intelligence. The objectives of GREC’s research at ESADE revolve around two axes: the development of methodologies related with artificial intelligence in unstructured environments (incomplete, imperfect and/or inaccurate), and the application of these methodologies in related fields of decision making, finance and marketing.

Officially recognised as a consolidated research group by the Government of Catalonia (2009).

MAIN RESEARCHER: NÚRIA AGELL

Business Network Dynamics > BuNeDi

A current determinant of a company’s competitive advantage are the inter-organisational networks in which it participates.

The group’s research focuses primarily on the study of how organisations establish, build and manage business networks with their partners, and it also explores the dynamics involved in the development, growth and demise of such networks.

The group conducts analysis at different levels (group, company and sector), from a multidisciplinary perspective: operations, supply chain, information systems, marketing and organisational theory. It uses models and methods developed for social network analysis: multidimensional scaling, cluster analysis, graphic representation techniques and multilevel, redundant analysis.

MAIN RESEARCHER: CRISTINA GIMÉNEZ

Research Group in Tourism Management > GRUGET

With a strong vocation for innovation and internationalisation, this research group aims to create knowledge in the field of sustainable management for businesses and tourist destinations, and to promote exchanges between all the agents concerned. The group is multidisciplinary and global in scope and, therefore, external collaborations are international. Its research areas include social marketing, innovation, quality management and management indicators.

Officially recognised as an emerging research group by the Government of Catalonia (2009).

MAIN RESEARCHER: MAR VILA
ESADE is a pioneer in creating an innovation park designed for companies from various sectors to interact, under the formula of Open&Cross Innovation.

ESADE Creapolis is a high-performance ecosystem designed to accelerate business innovation.

Students conduct practicums and internships and take part in study tours as part of a university-enterprise co-operation model.
SOCIAL SOLIDARITY AND CO-OPERATION

ESADE is an institution that encourages debate on issues of social and economic interest, providing useful insights to global challenges. The institution also endorses various co-operation and volunteerism initiatives.

Key events and initiatives

Exhibitions

“HACER HACER”
An exhibition on the evolution of Management at CaixaForum (Madrid), which attracted over 35,000 visitors.

Major public events

Opening ceremony for the 2008-2009 academic year with the inaugural lecture delivered by Miguel Ángel Fernández Ordoñez, Governor of the Bank of Spain.

Acknowledgments

› ESADE was awarded the Barcelona Medal of Honour on the occasion of its 50th anniversary.
› The Government of Catalonia presented ESADE with the 2009 President Macià Work Award, in the category of corporate social responsibility.
› ESADE was honoured by the Barcelona Chamber of Commerce, Industry and Navigation on the occasion of its 50th anniversary.

Presented of the Biblioteca de Gestión collection, which was launched with the book from the ESADE Fondo series, entitled, La mano visible. La revolución de la gestión en la empresa norteamericana, by Alfred D. Chandler.

Social call for education in Catalonia. Catalan civil society met at ESADE to further explore its commitment to improving the education system.

Lecture delivered by the Superior General of the Society of Jesus. Father Adolfo Nicolás, on his first visit to Spain, delivered the lecture ‘Mission and University: What future do we want?’ at ESADE.


Event in memory of Luis de Sebastián.
‘A person who gave meaning to things’. The ESADE community paid tribute to Luis de Sebastián, who died on 26th May.

International events at ESADE

25th EGOS Congress: “Passion for Creativity and Innovation” ESADE held Europe’s largest management conference, attended by 1,350 professors from 45 countries.

“In practical terms, teaching should be geared towards training good professionals who, being technically competent, are capable of discovering and experiencing the social sense of their profession: providing society with an expert service in a particular field. [...] A level of professionalism that not only adapts to the world as it is, but which also ‘aspires’ [...] to transforming it, making it more humane [...]. Training people in the ‘usefulness’ of training ‘useful’ people is perhaps training people in the art of serving. It is not about training the best in the world, but rather about training the best for the world. As a result, professional excellence is measured primarily by the parameter of greatest service to humanity.”

FATHER NICOLÁS
Co-operation and volunteerism

Local volunteer programmes
Students collaborate with groups at risk of social exclusion by organising various activities such as booster classes, computer training or legal advice. A total of 21 Law and 33 Management students have taken part in the programme, collaborating with 8 social institutions during the 2008-2009 academic year.

SUD
The University Development Service (SUD) has participated in various development projects in Latin America for the seventh consecutive year. Amongst other initiatives these projects include feasibility studies for various co-operatives, a municipal service restructuring plan, and advice offered through business development centres.

Total projects: 18 in the following countries:
- Bolivia: 2
- El Salvador: 2
- Guatemala: 7
- Honduras: 1
- Nicaragua: 6

38 Management and Law students participated in the SUD throughout this academic year.

Alumni Giving Back
The aim is to use the experience of ESADE alumni, along with their management ability and desire to contribute to society, to benefit third sector organisations.

ESADE Pro Bono Alumni Consultants:
- 10 projects
- 74 alumni participants

Participating Companies:
- Barcelona:
  - Acció Solidària contra l'Atur
  - Fundació Gaspar de Portolà
  - Amics de la Gent Gran
  - Fundació Icària Acció Social
  - Fundació Natura
  - Fundació Xamfrà Sant Miquel
- Madrid:
  - Entreculturas
  - Unicef
  - Fundación Chandra
- Lleida:
  - Fundació Lleida Solidària

Cine-fórum:
A series of films and debates was organised to promote reflection and social awareness.

Relationship and collaboration
ESADE is an active member of numerous associations and organisations, among which are:
- AEEDE (Spanish Association of Business Schools)
- Innovation Board (Science Business) think tank to promote innovation in Europe
- UNIJES (Federation of Jesuit University Centres)
- United Nations Global Compact - Spanish Global Compact
- Spanish Re-Branding Forum
- European Sustainable Investment Forum (EUROSIF)
- Spainsif - Spanish Forum on Socially Responsible Investment

Also, a significant number of ESADE professors and executives are actively involved on the boards of directors, boards of trustees, governing boards and advisory boards of a variety of businesses, professional associations, public agencies, foundations and non-profit organisations, both nationally and internationally.
ESADE welcomes overseas students and those from Spain’s various autonomous regions, forming a true international campus.

Innovative companies of different sizes, nationalities and sectors coexist at ESADE Creapolis.

An innovation and learning ecosystem in which to make the European Higher Education Area a reality.
ESADE is a global academic institution, which promotes the internationalisation of its activities both in teaching and in research.

**Internationalisation**

ESADE is part of a global environment, and this is reflected in the international background of its students and participants, faculty, staff, business and academic partners, as well as the various initiatives in which it is involved.

*Of note:*

› The consolidation of the multi-campus approach, with the growth and expansion of activities at the Buenos Aires and Madrid Campuses and the inauguration of the new Barcelona-Sant Cugat Campus.

› The opening of ESADE’s first two Global Centres, in São Paulo and Munich, will serve as a way of approaching potential students and strengthen relationships with academic partners, multinational companies, local institutions and the media.

› Academic relations with the major universities and business schools in the areas of Management and Law.

The launch of the ESADE Global Executive MBA (GEMBA) in conjunction with Georgetown University.

› The expansion of the alumni network through creating ESADE Alumni chapters and delegations in 26 countries worldwide.

---

**International students**

International students registered in the programmes

1,151

82 countries of origin

---

**International faculty members**

19 (15 %)

15 countries represented

---

**International administrative and services staff**

41 (13.10 %)

18 countries represented

---

**International exchange participants**

Combined Undergraduate and Master in Management

167 outgoing

208 incoming

Combined Undergraduate and Master in Law

14 outgoing

42 incoming

Master in Management (MSc)

36 outgoing

MBA

45 outgoing

74 incoming

Academic International Weeks Abroad

16

---

**ESADE Alumni**

Number of alumni living and working outside Spain

8,000

International presence

115 countries

International chapters

32
ESADE Campuses
1. Barcelona Campus
2. Madrid Campus
3. Buenos Aires Campus

ESADE Global Centers
1. Munich
2. São Paulo

THEMIS Academic Members
1. Freie Universität Berlin. Berlin, Germany
2. Université Paris XII. Paris, France
3. Università Commerciale Luigi Bocconi. Milan, Italy
4. ESADE Law School. Barcelona, Spain

Joint Executive Education Programmes
1. McDonough School of Business / Walsh School of Foreign Service. Georgetown University, Washington D.C., United States
2. Stanford Graduate School of Business. Stanford University, California, United States
3. Università Commerciale Luigi Bocconi. Milan, Italy

ESADE Business School
1. Copenhagen Business School. Copenhagen, Denmark
2. Corvinus University of Budapest. Budapest, Hungary
3. École des Hautes Études Commerciales. Paris, France
4. Escuela de Graduados en Administración y Dirección de Empresas (ESADE). Tecnológico de Monterrey, Mexico
5. ESADE Business School. Barcelona, Spain
6. Facultad de Economía da Universidade Nova de Lisboa. Lisbon, Portugal
7. Fundação Getulio Vargas - Escola de Administração de Empresas de São Paulo. São Paulo, Brazil
8. Helsinki School of Economics. Helsinki, Finland
9. IAE, Université Catholique de Lovain. Louvain, Belgium
10. Koç University. Istanbul, Turkey
11. MES, London School of Economics. London, United Kingdom
12. Michael Smurfit School of Business. University College Dublin, Dublin, Ireland
13. National University of Singapore. Singapore
15. Norwegian School of Economics and Business Administration. Bergen, Norway
16. RSM Erasmus University. Rotterdam, the Netherlands
17. St. Petersburg State University School of Management. St. Petersburg, Russia
18. Stockholm School of Economics. Stockholm, Sweden
19. Warsaw School of Economics. Warsaw, Poland
20. Università Commerciale Luigi Bocconi. Milan, Italy
21. Universität St. Gallen. St. Gallen, Switzerland
22. Universität zu Köln. Wirtschaft- und Sozialwissenschaftliche. Cologne, Germany
23. University of Sydney. Sydney, Australia
24. University of Economics. Prague, Czech Republic
25. Wirtschaftsuniversität Wien. Vienna, Austria

CEMS Academic Members
1. Copenhagen Business School. Copenhagen, Denmark
2. Corvinus University of Budapest. Budapest, Hungary
3. École des Hautes Études Commerciales. Paris, France
4. Escuela de Graduados en Administración y Dirección de Empresas (ESADE). Tecnológico de Monterrey, Mexico
5. ESADE Business School. Barcelona, Spain
6. Facultad de Economía da Universidade Nova de Lisboa. Lisbon, Portugal
7. Fundação Getulio Vargas - Escola de Administração de Empresas de São Paulo. São Paulo, Brazil
8. Helsinki School of Economics. Helsinki, Finland
9. IAE, Université Catholique de Lovain. Louvain, Belgium
10. Koç University. Istanbul, Turkey
11. MES, London School of Economics. London, United Kingdom
12. Michael Smurfit School of Business. University College Dublin, Dublin, Ireland
13. National University of Singapore. Singapore
15. Norwegian School of Economics and Business Administration. Bergen, Norway
16. RSM Erasmus University. Rotterdam, the Netherlands
17. St. Petersburg State University School of Management. St. Petersburg, Russia
18. Stockholm School of Economics. Stockholm, Sweden
19. Warsaw School of Economics. Warsaw, Poland
20. Università Commerciale Luigi Bocconi. Milan, Italy
21. Universität St. Gallen. St. Gallen, Switzerland
22. Universität zu Köln. Wirtschaft- und Sozialwissenschaftliche. Cologne, Germany
23. University of Sydney. Sydney, Australia
24. University of Economics. Prague, Czech Republic
25. Wirtschaftsuniversität Wien. Vienna, Austria

CEMS Associate Academic Members
1. Chinese University of Hong Kong. Hong Kong, China
2. Keio University. Tokyo, Japan
3. Tsinghua University. Beijing, China

Main Academic Partners (among others)
1. Georgetown University. Washington, United States
2. Stanford University. California, United States
3. Harvard Business School. Harvard University, Boston, Massachusetts, United States
4. Babson College. Wellesley, Massachusetts, United States
5. Fudan School of Management. Fudan University, Shanghai, China
6. Indian School of Business. Hyderabad, India
7. Guanghua School of Management. Peking University, China
International Advisory Board

The ESADE International Advisory Board is an essential driving force behind the international dimension of the Business School. Through their contributions, the members of this Board offer ESADE their support in three complementary and inter-related areas:

Innovation
To promote innovation in syllabus and research activities from an international perspective.

Relevance
To ensure that ESADE responds to the current and future global needs of business and society.

Impact
To respond to the foundational goals of ESADE and to have an impact on the future global development of executive management training.

MEMBERS

Bernard Castaing
Former World Vice-President of Beauty Care, Procter&Gamble (France)

Xavier Ferran
Partner of Lion Capital (Spain)

Hanneke C. Frese
Former Director of the Capabilities Group, Zürich International Company (Switzerland)

Antonio Garrigues
Chairman of the International Advisory Board and President of Garrigues Abogados (Spain)

Michael C. Jensen
Emeritus Professor at Harvard Business School (United States)

Christine Lagarde
Minister of Economy, Finance and Employment (France)

Alex O. Lendi
President and CEO of Lis International Company (Lichtenstein)

Philippe Louvet
Director of Corporate Development and Training at L'Oréal (France)

Bernard Ramanantsoa
Dean of HEC School of Management (France)

David Risher
Former Vice-President of Amazon.com (United States)

Alfredo Sáenz
Second Vice-President and CEO of Grupo Santander (Spain)

Mario Vaupel
Director of ERGO Management Akademie (Germany)

Ingo Zuberbier
Former Vice-President of Lintas World Wide (Germany)

Carlos Losada
Dean of ESADE Business School

Eugènia Bieto
Corporate Deputy Director General of ESADE

Carlos Losada
Director General of ESADE

Alfons Sauquet
Dean of ESADE Business School

Jaume Hugas
Director of ESADE Executive Education

Glòria Batllori
Executive Director of ESADE MBA Programmes

Colin McElwee
Director of ESADE Corporate Marketing

‘Triple Crown’ International Accreditation


In 1998, ESADE was the first business school in Spain and one of the first in Europe to obtain the European Quality Improvement System (EQUIS) accreditation, awarded by the European Foundation for Management Development (EFMD).

The Association to Advance Collegiate Schools of Business (AACSB International) (2001)

In 2001, ESADE was the first business school in Spain and the seventh in Europe to receive Association to Advance Collegiate Schools of Business (AACSB International) accreditation for the quality of its undergraduate, Master and PhD programmes.


ESADE MBA programmes have been accredited by The Association of MBAs (AMBA) since 1994.
Programmes with international companies and universities

CEMS Master in International Management
25 CEMS academic members
3 CEMS associate academic members
59 Corporate partners
MSc Double-Degree Programmes 4
MBA Double-Degree Programmes 9
Themis 4 universities
International Executive Education Programmes Programmes with international universities 7

1,151 International students registered in the programmes

ESADE receives students from 82 different countries

Rankings

MBA
4th Best MBA in the world
América Economía
June 2009
6th Best MBA in the world
BusinessWeek
October 2008
8th Best MBA in the world
Forbes
August 2009
18th Best MBA in the world
The Financial Times
January 2009

EXECUTIVE EDUCATION
8th Best business school in the world for custom programmes
The Financial Times
May 2009

10th Best business school in the world for Latin American companies
América Economía
November 2008

UNIVERSITY PROGRAMMES
3rd CEMS Master for programme and participant internationality
The Financial Times
September 2008

16th Best European Master in Management
The Financial Times
September 2008

LAW FACULTY
1st Best Master in its speciality: International Business Law
El Mundo
June 2009

2nd Best Master in its speciality: Tax Consultancy and Management
El Mundo
June 2009

INTERNATIONAL 2008-2009

<table>
<thead>
<tr>
<th>Programme</th>
<th>Delivery language</th>
<th>International students</th>
<th>Countries of origen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate Degree in Management</td>
<td>Spanish</td>
<td>6 %</td>
<td>23</td>
</tr>
<tr>
<td>Master of Science Programmes in Management (MSc)</td>
<td>English</td>
<td>84 %</td>
<td>35</td>
</tr>
<tr>
<td>Master of Research in Management Sciences (MRes)</td>
<td>English</td>
<td>71 %</td>
<td>13</td>
</tr>
<tr>
<td>Doctoral Programme in Management Sciences (PhD)</td>
<td>English</td>
<td>69 %</td>
<td>13</td>
</tr>
<tr>
<td>Full-Time MBA Programmes *</td>
<td>English</td>
<td>80 %</td>
<td>47</td>
</tr>
<tr>
<td>Global Executive MBA (GEMBA)</td>
<td>English</td>
<td>97 %</td>
<td>12</td>
</tr>
<tr>
<td>Undergraduate Degree in Law</td>
<td>Spanish</td>
<td>6 %</td>
<td>15</td>
</tr>
</tbody>
</table>

* Includes 18-Month MBA English + Full-Time MBA + One-Year MBA

International networks and agreements

Exchange agreements with international universities 125

Main networks:
> CEMS Network - Community of European Management Schools
> PIM Network - Partnership in International Management
> Themis Network - The Joint Certificate in International and Business Law

Strategic alliances:
HEC in France, Babson College and Georgetown University (McDonough School of Business and Walsh School of Foreign Services) in the United States.
Fifty years after its creation, ESADE is still distinguished for its entrepreneurial spirit, which is its reason for being.

ESADE Creapolis promotes entrepreneurship and accelerates business and organisational innovation processes.

ESADE has an innovative pedagogical system that makes it possible to develop skills, competencies and the entrepreneurial spirit of its students.
ESADE ALUMNI

ESADE has a network of over 38,000 alumni, who practise professionally in the main social and economic sectors in 115 countries.

ESADE Alumni

ESADE Alumni is the ESADE alumni association. Its main objective is to provide value for alumni, ESADE and society at large.

Encouraging networking among alumni through forums, lectures and meetings in addition to promoting recreational and sporting activities.

Facilitating the updating of knowledge through continuing programmes, Matins-Desayunos ESADE and lectures.

Supporting the professional development of alumni through Career Services.

Supporting ESADE and its reputation in business environments.

Contributing management talent to solidarity projects and third sector agencies and institutions.

The ESADE Alumni network

14,280 members
450 graduating class representatives
750 alumni actively collaborating in the association’s activities

10 territorial clubs:
Andalusia, Eastern
Andalusia, Western
Aragon
Asturias
Balearic Islands
Canary Islands
Community of Valencia
Galicia
Girona
Lleida

32 chapters and international delegations:
Andorra
Argentina
Austria
Benelux
Brazil
Canada
Chile
China
Colombia
Costa Rica
Dubai
Ecuador
France
Germany
Greater China
India
Israel
Italy
Japan
Mexico
Peru
Portugal
Russia
Singapore
Switzerland
Turkey
United Kingdom
USA - Chicago
USA - Los Angeles
USA - Miami
USA - New York
USA - Washington Venezuela

21 functional and sector-specific clubs:
Automobile
BIT
Business and Social Responsibility
Business Angels
Communications
Culture Industries
Espai Vicens Vives
Family Business
Finances
Global Business
Health and Pharma
Human Resources
Innovation
Insurance
Law
Marketing
Operations
Public Management
Real Estate
Sports and Management
Tourism Management
ESADE has a network of over 38,000 alumni

Communication

ESADE Alumni Magazine
This dynamic magazine is published quarterly and sent out to over 32,500 alumni worldwide. It is available in Spanish, Catalan and English and includes interviews, current affairs articles and information on all the activities organised by ESADE Alumni and ESADE’s various centres.

Newsletters

 › ESADE Alumni: Published fortnightly, this newsletter includes an e-calendar with updated information on all planned activities in addition to reports on initiatives and events that have already been held.

 › CAREER SERVICES: Published fortnightly, with information on all activities and initiatives organised by Career Services.

 › CLUBES AND CHAPTERS: Newsletters addressing sectors and functionality.

Other Publications

 › Service Company Directory

 › Annual Report

Website: www.esadealumni.net

Web TV: www.esadealumni.tv

2009 Annual Conference

The Annual Conference, held in Barcelona and Madrid, is the most symbolic event organised by ESADE Alumni. It is attended by businessmen and women, professionals, alumni and leading economic and social figures from around the world. In 2009, the conference was attended by 2,200 Alumni members in Barcelona and more than 600 in Madrid.

Alumni convened at the Palau de Congressos de Catalunya to celebrate the XIV ESADE Alumni Annual Conference, where the ESADE Awards were delivered to Rosalía Mera, Leopoldo Rodés and Carlos Slim, in recognition of their entrepreneurial career and involvement in social projects.

The III ESADE Alumni in Madrid Annual Conference was attended by the internationally renowned Dr Luis Rojas Marcos, who spoke on leadership and motivation in times of crisis.

ESADE Alumni in figures

<table>
<thead>
<tr>
<th>2008-2009</th>
<th>2007-2008</th>
<th>GROWTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of members</td>
<td>14,280</td>
<td>13,022</td>
</tr>
<tr>
<td>Number of events</td>
<td>657</td>
<td>457</td>
</tr>
<tr>
<td>Number of attendees</td>
<td>30,921</td>
<td>20,819</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2008-2009 ACADEMIC YEAR</th>
<th>GROWTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events</td>
<td>Attendees</td>
</tr>
<tr>
<td>----------</td>
<td>-----------</td>
</tr>
<tr>
<td>Alumni International</td>
<td>138</td>
</tr>
<tr>
<td>Alumni Giving Back</td>
<td>17</td>
</tr>
<tr>
<td>Annual Assembly</td>
<td>1</td>
</tr>
<tr>
<td>Career Services</td>
<td>74</td>
</tr>
<tr>
<td>Functional and Sector-specific Club</td>
<td>107</td>
</tr>
<tr>
<td>Territorial Club</td>
<td>48</td>
</tr>
<tr>
<td>Conferences</td>
<td>10</td>
</tr>
<tr>
<td>Sport and culture</td>
<td>22</td>
</tr>
<tr>
<td>Madrid Desayunos</td>
<td>8</td>
</tr>
<tr>
<td>Women and Leadership</td>
<td>2</td>
</tr>
<tr>
<td>Graduating class events</td>
<td>173</td>
</tr>
<tr>
<td>Forums</td>
<td>3</td>
</tr>
<tr>
<td>Annual Conference</td>
<td>3</td>
</tr>
<tr>
<td>Books</td>
<td>8</td>
</tr>
<tr>
<td>Matins</td>
<td>13</td>
</tr>
<tr>
<td>Continuing programmes</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL</td>
<td>657</td>
</tr>
</tbody>
</table>
ESADE has been dedicated to training competent professionals and socially responsible citizens for over 50 years.

ESADE Creapolis is a high-performance ecosystem for collaborative innovation.

An innovative academic campus, close to ESADE Creapolis, which offers the opportunity to be part of an international learning community.
The ESADE culture is geared towards learning, knowledge and innovation, and is based on responsibility, commitment and mutual recognition.

### ESADE staff as of August 31st 2009

<table>
<thead>
<tr>
<th>Total personnel</th>
<th>525</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative and services staff</td>
<td>313</td>
</tr>
<tr>
<td>Professors</td>
<td>212</td>
</tr>
</tbody>
</table>

### Faculty

- 127 full-time management and law faculty
- 15 nationalities
- 90 PhDs (70 %)
- 56 % professors with AQU/ANECA accreditation
- 6 part-time faculty
- 34 visiting faculty
- 499 academic assistants
- 8 honorary professors
- 3 emeritus professors
- 311 visiting executives/faculty
- 70 Executive Language Center teachers
- 45 total number of professors and academic assistants
- 9 nationalities

### Administrative and services staff

- 90 men (28.75 %)
- 223 women (71.25 %)

### Average age

- Average age: 40

### Countries of origin

- 38 international members of staff
- 12% of total
- 16 nationalities

### People participating in training

- 267 in professional development
- 85 in languages
Management

BOARD OF TRUSTEES

Chairman:
Joan Manuel Soler Pujol
Pedro Fontana García

Vice-Chairman:
Ignasi Salvat Ferrer

Secretary:
Josep E. Milà Mallafre

Members:
Melecio Agúndez Agúndez
Alfredo Bassal Riera
Eduard Bonet Quinó
Artur Carulla Font
Sol Daurella Comadrán
Jesús M. Eguiluz Ortúzar
Pere A. Fàbregas Vidal
Pedro Fontana García
Jaume Guardiola Romojaro
Juan José López Burniol
Pedro Navarro Martínez
Joan María Nin Gènova
Xavier Pérez Farguell
Manuel Raventós Negra
Eugenio Recio Figueiras
Mario Rotllant Solá
Josep M. Rubiralta Vilaseca
Alfredo Sáenz Abad
Josep Oriol Tuñí Vancells

(1) Until May 2009
(2) As of May 2009

EXECUTIVE COMMITTEE

Carlos Losada
Director General

Alfons Sauquet
Dean of ESADE Business School

Pedro Mirosa
Dean of ESADE Law School

Eugenia Bieto
Corporate Deputy Director General

Xavier Mendoza
Associate Director General

Marcel Planellas
Secretary General

Enrique López Viguria
Technical Secretary

Manel Peiró
Academic Vice-Dean

Carlo Gallucci
Executive Director of University Programmes

Gloria Batllori
Executive Director of MBA Programmes

Jaume Hugas
Director of Executive Education

Ramon Aspa
Executive Director of the Executive Language Center

Francisco Longo
Faculty President

Campus surface area in square meters

Barcelona-Pedralbes Campus
29,475 m²

Building 1
9,300 m²

Building 2
7,475 m²

Building 3
12,700 m²

Barcelona-Sant Cugat Campus
16,260 m²

Madrid Campus
2,500 m²

Buenos Aires Campus
1,487 m²

Campus in Barcelona, Madrid and Buenos Aires. Total 49,722 m²
Economic information

Growth in income

<table>
<thead>
<tr>
<th>Year</th>
<th>Income (€ million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-05</td>
<td>71</td>
</tr>
<tr>
<td>2005-06</td>
<td>71</td>
</tr>
<tr>
<td>2006-07</td>
<td>71</td>
</tr>
<tr>
<td>2007-08</td>
<td>71</td>
</tr>
<tr>
<td>2008-09</td>
<td>71</td>
</tr>
</tbody>
</table>

Statement of results

<table>
<thead>
<tr>
<th>Budget Item</th>
<th>Amount (€ million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total income</td>
<td>71</td>
</tr>
<tr>
<td>Personnel expenses</td>
<td>-39</td>
</tr>
<tr>
<td>General expenses</td>
<td>-24</td>
</tr>
<tr>
<td>Operating surplus before amortisation</td>
<td>8</td>
</tr>
<tr>
<td>Amortisation</td>
<td>-4</td>
</tr>
<tr>
<td>Operating surplus</td>
<td>4</td>
</tr>
<tr>
<td>Total income</td>
<td>71</td>
</tr>
</tbody>
</table>

Income expenditure

<table>
<thead>
<tr>
<th>Budget Item</th>
<th>Amount (€ million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training-education</td>
<td>55</td>
</tr>
<tr>
<td>Research</td>
<td>5</td>
</tr>
<tr>
<td>Social solidarity and action *</td>
<td>7</td>
</tr>
<tr>
<td>Surplus</td>
<td>4</td>
</tr>
<tr>
<td>Total income</td>
<td>71</td>
</tr>
</tbody>
</table>

Balance

**ASSETS**

<table>
<thead>
<tr>
<th>Budget Item</th>
<th>Amount (€ million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed assets</td>
<td>81</td>
</tr>
<tr>
<td>Net fixed assets</td>
<td>76</td>
</tr>
<tr>
<td>Investments in group and associated companies</td>
<td></td>
</tr>
<tr>
<td>Financial fixed assets</td>
<td>3</td>
</tr>
<tr>
<td>Current assets</td>
<td></td>
</tr>
<tr>
<td>Receivables</td>
<td>36</td>
</tr>
<tr>
<td>Short-term financial investments</td>
<td>17</td>
</tr>
<tr>
<td>Cash</td>
<td>10</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>117</td>
</tr>
</tbody>
</table>

**LIABILITIES**

<table>
<thead>
<tr>
<th>Budget Item</th>
<th>Amount (€ million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own funds</td>
<td>40</td>
</tr>
<tr>
<td>Foundational funds and reserves</td>
<td>32</td>
</tr>
<tr>
<td>Financial year results</td>
<td>4</td>
</tr>
<tr>
<td>Grants and donations</td>
<td>4</td>
</tr>
<tr>
<td>Non-current liabilities</td>
<td>30</td>
</tr>
<tr>
<td>Long-term debtors</td>
<td>14</td>
</tr>
<tr>
<td><strong>CURRENT LIABILITIES</strong></td>
<td>47</td>
</tr>
<tr>
<td>Short-term creditors</td>
<td>14</td>
</tr>
<tr>
<td>Anticipated payments and income</td>
<td>33</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>117</td>
</tr>
</tbody>
</table>
**Technology and innovation**

**Number of computers**
1,150

151 faculty websites

26,400 systems users

4,000 incidences resolved

**New services introduced**

- FacultyBio
- Management of reports and faculty work plans
- TUI Cards
- Workflows: For catering and travel services, and human resources
- Corporate CRM

The TIC Service is currently studying how it can bring its operations and structure into line with the strategic lines of the organisation. As a result, the service has been reorganised internally in order to improve the technological support that it provides to the various strategic units, while at the same time emphasising innovation and efficiency.

**Academic management**

- 4,204 registrations managed
- 2,600 degrees and diplomas awarded
- 7,000 certificates

**Programmes managed**

- 57
- 2,738 subjects
- 77 classrooms

This service has been re-organised over the current academic year, orientating it clearly towards processes in order to improve quality and maximise efficiency and academic rigour.

**Digital Library**

**Users**

- 68,523

- 137,274 electronic documents consulted
- 19,855 books consulted or on loan
- 2,034 new books
- 38 resource and database training sessions with 1,770 participants
- 9,500 e-format publications
- 389,308 library website hits

**Research and teaching support**

- 1,018 documents obtained in customised search

**SIC Observatory**

- 43 bulletins published

The creation of a support area for research and social debate aimed at maximising the dissemination of material and providing greater visibility to the publications of professors and researchers and, in turn, placing ESADE-created knowledge in the information network and finding synergies with the business world.

**Subscription and access to journals**

- 497 published editions
- 8,200 digital editions

**ESADE Training**

ESADE Training is the 2008-2012 staff training plan, launched by the Human Resources Department’s Training & Development Area. It offers custom training for professional groups based on the needs and technical skills of each participant, and is a vehicle for the transmission and consolidation of institutional values.

- 14,522 total staff training hours
- 53 average hours per course and person
- 803 total staff attending training activities
- 91% of staff involved in training (1 training activity, minimum)
ESADE is made up of a network of networks designed to create synergies and strengthen bonds between academia and business. ESADE Creapolis is a very active member of various networks and partnerships intended to promote innovation, knowledge and entrepreneurship.

To strengthen links between students and alumni, ESADE has physical and virtual platforms where they can share and compare their experience and know-how.
With the support of civil society, ESADE’s solidarity with educational and social issues is kept vibrant as we aspire to do even more in these fields.
Over 100 companies, organisations and individuals have maintained and increased their commitment to ESADE during the 2008-2009 academic year. This has been done through various co-operation programmes, which have had an impact on the institution’s strategic projects: attracting talent; recruiting faculty; promoting research. Regarding the previous year, contributions have increased by 11% to 4 million euros, reflecting the growing support ESADE receives from companies and private individuals; even in these times of economic uncertainty. This sum of 4 million euros was distributed as follows:

Research & Faculty Fund €2,360,924 (58.2%)
To finance research units, hire international faculty and promote exchanges with foreign institutions.

Endowment €1,232,000 (30.4%)
A capitalised fund from which only the interest is used to finance projects.

Scholarship Fund €371,430 (9.2%)
MBA (14%), University Faculties (19%), PhD (67%)

ESADE Fund €51,571 (1.2%)
The ESADE Fund is available to fund the most critical areas.

Annual donations programme for the launch of the individual fundraising programme. €40,000 (1%)
To find out more about our various collaboration programmes and projects, go to the www.MueveESADE.com website.

Collaborating companies

Senior Partner
- Agrolimen
- ESADE Alumni

Partner
- Celsa Group TM
- Ciments Molins
- Clickair
- Panrico
- Repsol YPF
- Werfen Group

Senior Investor
- Abertis
- Endesa
- Gas Natural SDG
- Grupo COMSA EMTE
- Grupo Santander
- ISS Facility Services
- Nestlé España
- Roca

Investors
- Accenture
- Acsa Sorigué
- Aramark
- Bacardi España
- Bayer
- BBVA
- Caixa Manresana
- Caja Madrid
- Caprabo
- Cobega
- Criteria
- Danone
- Deloitte
- Elecnor
- FMC Foret
- Freixenet
- Fundació Agbar
- Fundació Caixa Catalunya
- Fundació Damm
- Fundació Puig
- Grup Catalana Occident
- Grupo Mahou San Miguel
- Grupo Novartis en España
- Henkel
- IBM
- Metalagencia
- Penteo ICT Analyst
- PricewaterhouseCoopers
- Santa & Cole
- Zurich

Affiliates
- Crédito y Caución
- FIATC
- Ince
- Miguel Torres
- Suez Energy

Specific project support

RESEARCH AND TRAINING
Main contributions:
- Abertis
- Accenture
- Agrolimen
- AOPC
- Barcelona Digital
- BBVA
- Caixa de Manresana
- Criterias Caixacorp
- Deloitte
- Egaspar
- Fundació “La Caixa”
- Fundación Agbar
- Fundación Caixa Catalunya
- Fundación Caixa de Sabadell
- Fundació Lluís Carulla
- Fundación Cultural Banesto
- Fundación Instituto Edad y Vida
- Fundación Novia Salcedo
- Fundación PricewaterhouseCoopers
- Fundación Repsol
- Gas Natural SDG
- Hoteles Hesperia
- IBM
- iCEX
- Inter Partner Assistance Esp.
- Interes Invest IN Spain
- KPMG
- Microbank La Caixa
- Portever-Servicios de Apoyo as Empresas, Unipersonal, LDA
- PricewaterhouseCoopers
- Promoción y planificación hoteleria
- Sociedad Estatal para la Promoción y Atracción de Inversiones Exteriores

Others:
- Ayuntamiento de Terrassa
- Assepeyo
- Bancaja
- Cámara de Comercio Americana
- Cámara Oficial de Comercio, Industria y Navegación de Barcelona
- Celsa
- Coordinadora de Gestión de Ingresos
- ECR Europe
- Fundació Privada Miarnau
- Gremi d’Editors de Catalunya
- Institut De Gestió Estratégica, Promoció Económica i Societat de la Informació
- Iaza
- Ministerio de Industria, Turismo y Comercio
- Orange Cataluña
- Unió Catalana d’Hospitals
- Wilco WireleSs Networking

TALENT ATTRACTION
Main contributions:
- Dresa Patrimonial
- Fundació Banc Sabadell

Others:
- Deutsche Bank
- “la Caixa”

INFRASTRUCTURES AND SERVICES
- Ciments Molins
- Diputación de Barcelona
- Figuretas International Seating
- QlikView
- Roca

Fundació ESADE Assembly Members

Individuals:
- Albouy Martí, Joan Miquel
- Brugera Claver, Juan José
- Espiàu Espiau, Manuel
- Fábregas Vidal, Pere-A.
- Gallardo Ballart, Jorge
- Guainer Muñoz, Francisco
- Iglesias Sitges, Jaume
- Khali Glykisid, Esteban
- Magrà, Lluís
- Maso Vázquez, Enric
- Pérez Farguell, Xavier
- Puigüés Cambra, Antoni M.
- Soler Pujol, Joan Manuel
- Vidal Ardeni, Ignasi M.

Legal entities:
- Abertis
- Accenture
- Agbar, Fundación
- Agrolimen
- Aramark
- Bacardi España
- Banc Sabadell, Fundació
- Bayer
- BBVA
- Bimbo
- Caixa Catalunya
- “la Caixa”
- Caixa Manresana, Fundació
- Caja Madrid
- Cámara Oficial de Comercio, Industria y Navegación de Barcelona
- Caprabo
- Celsa Group TM
- Ciments Molins
- Clickair
- Cobega
- Damm, Fundació
- Danone
- Deloitte
- Endesa Red
- ESADE Alumni
- FMC Foret
- Freixenet
- Fundació Miarnau - Grupo COMSA
- Gas Natural SDG
- Goldman Sachs
- Grup Catalana Occident
- Henkel Ibérica
- Hewlett-Packard Española
- IBM
- Laboratorios Dr. Esteve
- Metalagencia
- Miguel Torres
- Nestlé España
- Novartis en España, Grupo
- Panrico
- Penteo ICT Analyst
- PricewaterhouseCoopers
- Puig, Fundación
- Quadis
- Repsol YPF
- Roca
- Santa&Cole
- Santander, Grupo
- Seat
- Unilever
- Werfen Group
A shared project of undoubted social, economic and commercial interest serving the community.

During the inauguration of the Sant Cugat Campus, the Princes of Asturias met students from 38 different countries.

Official inauguration of ESADE Creapolis Business Park, which took place in the Teatre-Auditori in Sant Cugat del Vallès.
As an institution, ESADE focuses on three main activities: teaching, research and debate; and significant social impact is produced via output from each of these areas of activity as a result.

10 COMMUNICATION AND PUBLICATIONS

ESADE communication

Since its inception, ESADE has striven to serve as a venue for dialogue, bringing together key figures from the fields of politics, business and academia. The many events organised by ESADE as a backdrop to this dialogue are an example of its commitment to creating and disseminating knowledge.

ESADE’s research units are devoted to developing and disseminating knowledge in areas relevant to the business and legal world, as well as the public sector and civil society, in collaboration with leading organisations and individuals from each field. The significant increase in resources for research has resulted in a marked increase in publications.

Magazines, studies, books and a wide range of websites and newsletters cover the various facets of the research-based work of ESADE faculty member and the concerns of the institution’s students and staff in general.

ESADE has featured in the press since its earliest days, and includes national and international as well as on- and off-line media coverage.

2008-2009 impacts

National press
4,126
419 op-ed articles

Television
153

Radio
278

International press
1,021
218 Argentina
207 United States
112 United Kingdom
69 Mexico
60 China
49 Brazil
48 Germany
21 UAE
20 Chile
19 France

Impact in the press

2005/06 2006/07 2007/08 2008/09

2544 3120 3958 5147

Op-ed articles in the press

2005/06 2006/07 2007/08 2008/09

327 416 336 458

Press coverage

Catalonia → 25.85%
International → 19.83%
National → 54.30%
Books published by ESADE faculty

La prueba pericial
Abel Lluch, Xavier (dir.)
Picó Junoy, Joan (dir.)
Ginés Castellet, Núria (co-ord.)

La reforma contable
y su proyección sobre
la normativa mercantil y fiscal
Ginés Castellet, Núria (co-ord.)

El arbitraje internacional:
cuestiones de actualidad
Peláez Sanz, Francisco José (dir.)
Grñó Tomas, Miquel (dir.)
Ginés Castellet, Núria (co-ord.)

Decisiones estratégicas
Álvarez Álvarez, José Luis

La profesionalización del empleo
público en América Latina
Longo Martínez, Francisco

¿Pueden las empresas contribuir
to los Objetivos de Desarrollo
del Milenio?
Prandi Chevalier, Maria
Lozano Soler, Josep Maria

1957-2007, 50 años
de derechos humanos y Europa (1)
Bartlett Castellà, Enric R. (co-ord.)
Bardají Gálvez, M. Dolores (co-ord.)

La expansión de la multinacional
española: estrategias y cambios
organizativos. Primer informe
anual del OEME (2)
Puig Bastard, Pere (co-ord.)

Els drets humans a la ciutat:
adaptació de les normatives
municipals a la Carta Europea
Bartlett Castellà, Enric R.

Comentario práctico a la Ley
de prevención de riesgos laborales
Luque Parra, Manuel
Sánchez Torres, Esther

Beyond: Business and society
in transformation
Raich, Mario
Dolan, Simon

Trayectoria laboral de los
antiguos alumnos de la Facultad
de Derecho de ESADE
Baruel Coll, Josep

From Innovation to Cash Flows:
Value creation by structuring high
technology alliances
Lütolf-Carroll, Constance

Beyond: Business and society
em transformação
Raich, Mario
Dolan, Simon

¿Cómo invertir con éxito
en el mercado inmobiliario?
Bernardos Domínguez, Gonzalo

Manual jurídico para
la psiquiatría privada
Llebaría Samper, Sergio

Beyond: Negócios e sociedade
en transformação
Raich, Mario
Dolan, Simon

Gabriel Ferrater i Robert Musil:
entre les ciències i les lletres
Bonet Guinó, Eduard

El proceso Bolonia: la enseñanza
del Derecho, a juicio…
Llebaría Samper, Sergio

Más allá: empresa y sociedad
en un mundo en transformación
Raich, Mario
Dolan, Simon

Líderes para el cambio social.
Características y competencias
del liderazgo en las ONG (2)
Carreras Fisas, Ignasi
Leaverton, Amy
Sureda Varela, Maria

El proceso de constitucionalización
del Derecho de inmigración:
estudio comparado de la
reformulación de los derechos de
los extranjeros por los tribunales
de Alemania, Francia y España -
derechos precarios y emergentes
Marzal Yetano, Elia

Beyond: Business and society
in transformation (Russian)
Raich, Mario
Dolan, Simon

¿Absolución o condena?
Llebaría Samper, Sergio

Un planeta de gordos
y hambrientos (4)
Sebastián Carazo, Luis de

El valor de los liderazgos
Castiñeira Fernández, Angel
Lozano Soler, Josep Maria

Análisis del comportamiento
en la gestión del diseño de la
pequeña y mediana empresa
española. Diagnóstico, lecciones
y aplicaciones
Montaña Matosas, Jordi
Moll Mendoza, Isa

Crisis, mentiras
y grandes oportunidades (5)
Torrecilla Gumbau, Carles

Managing by Values:
A corporate guide to living,
being alive, and making a living in the 21st
(Chinese)
Dolan, Simon
García Sánchez, Salvador

Summa de probática civil:
Cómo probar los hechos
en el proceso civil
Muñoz Sabaté, Luis

Don’t Give Up: 12 casos
excepcionales de superación
Torres Pérez, Diego
Sorribas Fierro, Mario

Confianza. La clave para
el éxito personal y empresarial
Gasalla Dapena, José Maria

Empresa i valors: l’empresa
en l’economia global
Murillo Bonvehí, David

El hombre que cambió su casa
por un tulipán: que podemos
aprender de la crisis y como evitar
que vuelva a suceder
Trias de Bes Mingot, Fernando

Modelos de empresa familiar:
soluciones prácticas para
la familia empresaria
Gimeno Sandig, Alberto

Guies sectorials de RSE
da la pime: el sector de l’hoteleria
Murillo Bonvehí, David (co-ord.)

Les fonts del lideratge social
Castiñeira Fernández, Àngel

El proceso de constitucionalización
del Derecho de inmigración:
estudio comparado de la
reformulación de los derechos de
los extranjeros por los tribunales
de Alemania, Francia y España -
derechos precarios y emergentes
Marzal Yetano, Elia
Communications and Publications

Magazines

ESADE publications include magazines edited by and for student groups, alumni, administrative personnel, professional services and faculty. Each publication has its own - and very different - objectives and target audience, but they all give an overview of the ESADE academic and professional community. Some examples are:

Get (1)
Magazine published by the Executive Language Center to offer information, reflection and discussion on languages.

Untitled (2)
The institution’s staff magazine, intended to appeal to all ESADE faculty and administrative personnel.

ESADE Alumni (3)
Contains information of interest on ESADE alumni, ESADE itself and the alumni association, ESADE Alumni, as well as the worldwide alumni network.

InDigesta
Produced by ESADE Law School students, this publication focuses on current legal developments and provides a forum for debate between students and faculty.

RedACCió (4)
Published by ESADE’s Department of Cultural Activities (DAC), this magazine is run by students from several different university degree programmes.

Newsletters

ESADE promotes the publication of digital newsletters to disseminate knowledge and research, internally and externally, in order to produce meaningful social impact.

ESADE KnowledgeBriefings (1)
Magazine designed to disseminate the knowledge created by the institution.

ESADE Alumni (2)
Publication intended to enable ESADE’s 36,000 alumni to stay in touch and keep up to date on activities organised by ESADE and ESADE Alumni.

ESADE Link Newsletter
Publication offering a compilation of recommendations published on the blog ESADE Link.

Public and iSocial / BEHD
Bulletins published by ESADE’s Institute for Public Governance and Management and the Institute for Social Innovation.

Web 2.0

ESADE’s activities are increasingly being covered on the Internet. This demonstration of our institution’s confidence in new online communication platforms can be seen through our presence in corporate blogs and social networks. Furthermore, and in order to broadcast all the audiovisual material created by ESADE, we have launched our own online television channel, ESADE TV, and we are also a partner of the academic version of YouTube.
EVENTS AND PRESS

Selection of events, news and articles highlighting ESADE’s presence in society.
The Global Executive MBA delivered by Georgetown and ESADE comes to Spain September 2008 and May 2009

ESADE welcomed 37 senior managers from the first GEMBA graduating class at its Barcelona and Madrid campuses. From 18 countries and four continents, the programme’s participants were received by the Prince and Princess of Asturias during their stay in Madrid.

The Governor of the Bank of Spain delivers the inaugural lecture of the 2008-2009 academic year

Barcelona, October 2008

Miguel Fernández Ordóñez put forward ‘the need to deal decisively with structural reforms’ in order to tackle the economic crisis effectively.

ESADE receives the Barcelona Medal of Honour on the occasion of its 50th anniversary

Barcelona, November 2008

This award came in recognition of the School’s dedication to the personal and professional development of executives and business managers, and for its contribution to promoting corporate social responsibility.

Father Adolfo Nicolás, Superior General of the Jesuits, visits ESADE

12th November 2008

On his first visit to Spain, the Superior General of the Jesuits visited ESADE to mark the institution’s 50th anniversary. He delivered a lecture entitled ‘Mission and University: What future do we want?’, in which he reflected on the values that should inspire and shape the future.
Catalan civil society meets at ESADE and commits to improving the education system
Barcelona, December 2008
Leaders of civic associations, trade unions, cultural institutions, professional bodies, municipal agencies and the media have committed to making improvements to the Catalan educational system their first priority.

ESADE’s Economic Report sees economic recovery and job creation being pushed back to the end of 2010
Barcelona / Madrid, January 2009
The study projected a difficult year for the Spanish economy, with an unemployment rate that will be around 20%, representing more than 4 million people unemployed.

Academic activities get under way at the new ESADE Sant Cugat Campus
Sant Cugat, February 2009
About 1,500 undergraduate business students started classes at the new campus, purpose-built to put the Bologna Process into effect. Adjacent to the new campus is ESADE Creapolis, a third generation creativity and business innovation park.

ESADE launches an exhibition on the history of management at Madrid’s CaixaForum
March 2009
Around 35,000 people visited the “HACER HACER” exhibition, which traces the history of Management through its key moments and its most outstanding figures.
ESADE Law School’s new Institute of Forensic Evidence and Probative Law
Barcelona, March 2009
This Institute, a pioneer in Europe, is the result of interest in incorporating the analysis of forensic evidence into university studies and calls for greater research in this area.

ESADE opens its first two Global Centers in São Paulo and Munich
April 2009
Located in strategic markets, these Global Centers will serve as a means to approach potential students, as well as strengthening relationships with multinational corporations, the media and local institutions. They will also contribute to the production of case studies and the acquisition of knowledge on their countries and areas of influence.

ESADE Alumni Annual Conference
May 2009
Over 2,000 alumni gathered in Barcelona and 600 in Madrid to celebrate ESADE Alumni’s Annual Conference. During the event, ESADE Awards were delivered to Rosalia Mera, Leopoldo Rodés and Carlos Slim, in recognition of their business careers and involvement in social projects.

Former presidents González and Aznar agree on the need for structural reforms, with or without consensus
Madrid, May 2009
At ExpoManagement, Spain’s former premiers addressed the country’s situation in Europe and the type of leadership needed to overcome the crisis, in a debate moderated by the Director General of ESADE.
Pedro Fontana, appointed new Chairman of the ESADE Board of Trustees
Barcelona, June 2009
Mr Fontana replaced Joan Manuel Soler. Also incorporated into this institutional body were the following five new members: Eduard Bonet, Sol Daurella, Jesús Eguiluz, Jaume Guardiola and Josep M. Rubiralta.

ESADE hosts Europe’s largest Management conference
Barcelona, 1st July 2009
The 25th EGOS Congress: ‘Passion for Creativity and Innovation’. With the participation of 1,350 professors from the best universities and business schools in 45 countries.

ESADE Law School, the only Spanish school in the Center for Transnational Legal Studies
London, August 2009
London’s Center for Transnational Legal Studies (CTLS) is a newly-set-up university alliance, formed by eleven internationally renowned centres in the field of Law and directed by Georgetown University’s Law Center.

In memoriam:
Luis de Sebastián
Professor Luis de Sebastián, Professor Emeritus of Economics at ESADE-Ramon Llull University, died in Barcelona on 26th May 2009. He delivered the URL inaugural lecture in October 2008: ‘Market asymmetries need to be regulated’.
The Economic Crisis
EL PERIÓDICO DE CATALUNYA
Spain, 1st October 2008
Front page article of the El Periódico newspaper on the conference organised by the ESADE Chair in Leadership and Democratic Governance to discuss business leadership, which was held in the Monastery of Sant Benet de Bages (Barcelona) and attended by almost a hundred businessmen.

Learning after the Crisis
EL PAÍS (BUSINESS SECTION)
Spain, 12th October 2008
Interview with the Director General of ESADE, Carlos Losada, on the opportunities created by the School’s MBA in times of economic crisis.
Around the World on an MBA

CLARÍN
Argentina, 9th November 2008
Article on the Global Executive MBA programme delivered by ESADE-Georgetown and, specifically, on the programme’s module in Buenos Aires and São Paulo.

THE FINANCIAL TIMES
UK, 28th October 2008
Opinion article by Gloria Batllori, Director of ESADE’s MBA programmes, which addressed developments in MBA programmes.

Schools Should Reduce Emphasis on Mad Hatter Methodology

THE FINANCIAL TIMES
UK, 28th October 2008
Opinion article by Gloria Batllori, Director of ESADE’s MBA programmes, which addressed developments in MBA programmes.

ANNUAL REPORT 2008-2009
Improving Education

LA VANGUARDIA
Spain, 5th December 2008

ESADE has called for civil society to sign a manifesto in which politicians and social figures pledge to improve education in Catalonia.

Learning after the Crisis

EXPANSIÓN (national edition)
Spain, 26th November 2008

ESADE alumni launched Spain’s first online TV channel to be promoted by a business school. The project, supported by Banesto, was introduced by Ana Botín, Chairman of the bank and Germán Castejon, President of ESADE Alumni.
Back to the classroom

During an economic recession, you could use this time to make a career change that you'd be best suited to. Most European MBA costs around £12,000 for living costs, so it’s worth considering. If you are a non-EU student, it may cost more. ESADE’s flexible MBA format features courses taught by the London School of Economics and can be completed in 12 months. However, if you decide to pursue an MBA, be sure to consider the benefits of the new campus in Sant Cugat.

The New Creapolis Campus

EXPANSIÓN (Catalonia)
Spain, 11th December 2008
ESADE Business School has announced the forthcoming opening of its Sant Cugat Campus as the new venue for its BBA programme. The new campus has been fully adapted to meet the Bologna Process criteria.

The importance of taking advantage of times of crisis to take an MBA, with extensive mention to ESADE’s flexible MBA format.

Back to the classroom

UK, 1st February 2009

Article on the importance of taking advantage of times of crisis to take an MBA, with extensive mention to ESADE’s flexible MBA format.
The Crisis, Seen by Two Former Presidents
LA VANGUARDIA
Spain, 24th May 2009
Carlos Losada, Director General of ESADE, moderated a debate between Spain’s former presidents, who shared opinions on several different subjects.

Tribute to Luis de Sebastián
EL PERIÓDICO DE CATALUNYA
Spain, 8th July 2009
ESADE paid tribute to Luis de Sebastián, Professor of Economics at ESADE Business School, who died on 26th May 2008. The event was attended by the professor’s family, influential representatives from the world of academia and HRH Princess Cristina.
The Spanish Are Coming. Again
ISTÓE DINHEIRO
Brazil, 22nd July 2009
Article on the launch of ESADE’s Global Center in São Paulo.

La dirección de las ONG debe descubrir en varias personas, según reflexiona Ignasi Carreras en ‘Líderes para el cambio social’

ONG en busca de líderes

Igna Carreras
LA VANGUARDIA
Spain, 14th September 2009
Article on the book Líderes para el cambio social, by Ignasi Carreras, Director of ESADE’s Institute for Social Innovation. The book analyses the profile of NGO leaders and provides the keys for improving transparency in these organisations.
Acknowledgments

The team responsible for co-ordinating and publishing this Annual Report expresses its gratitude and appreciation to all those who have lent their support and collaboration towards making this project a reality. This Annual Report has been drafted with the greatest care and rigour. Please send comments or suggestions for improvement to enrique.lopez@esade.edu

This document has been printed using environmentally-friendly paper produced from sustainable forestry initiatives.

Registry number: B-7919-2010
Graphic design: Gonell Comunicació
Graphic production: La Trama
Printing: Puresa
inspiring futures

Through education, research and social debate, ESADE aims to continue inspiring futures and training individuals in order for them to go on to become competent professionals in Management and Law, as well as socially responsible citizens.

Inspiring futures through values: acting with personal integrity, high professional standards and social responsibility.

At ESADE, we don’t intend being the best school in the world; we want to be one of the best schools for the world.