ESADE
NEWS
2012-13 Academic Year
ESADE committed to internationalisation and entrepreneurship in the 2012-2013 academic year

- Construction begins on ESADE’s new MBA campus at a cost of 1 million euros; ESADE introduces the EGarage, a space designed to foster the creation of entrepreneur-led companies.
- ESADE’s flagship university programme, Bachelor of Business Administration (BBA), will now be offered entirely in English.

14th June 2012 – In the coming 2012-2013 academic year, ESADE plans to promote innovation and internationalisation as the main lines of its management training and executive education programmes, and as potential levers for social change. This approach will be applied on ESADE’s Barcelona–Sant Cugat campus, where academic life coexists on-campus with the entrepreneurial vision of the ESADECREAPOLIS open innovation park.

“We will keep working to become a worldwide leader in the development of enterprising, responsible talent, as well as a pillar to help companies, organisation and the country as a whole get through these difficult times,” said Eugenia Bieto, Director General of ESADE. “It is crucial that we adapt to the current reality and to society’s needs.”

The September semester will see the inauguration of the new MBA campus in Sant Cugat, the launch of an area designed exclusively for entrepreneurs, and the introduction of a new university degree taught entirely in English, a new double-degree programme and the new Master for Access to the Legal Profession.

- **International hub campus**: ESADE’s Sant Cugat campus will become a hub for international programmes, entrepreneurs and innovation, with over 70 nationalities represented among the students of the MSc Programmes in Management, the BBA degree and now the Full-Time MBA.

- **New MBA campus where students will share facilities with 60 companies**: The Full-Time MBA is moving into new, top-of-the-line facilities in the last module of the ESADECREAPOLIS building. There, with academia and business sharing the same facilities, MBA students will have unparalleled opportunities for synergy and collaboration.

- **BBA degree taught entirely in English**: From September 2012, the School’s main undergraduate degree will be available entirely in English. Graduates of the English-only course will gain privileged access to a vast range of career options in companies, organisations and institutions all around the world.

- **Double degree in business and law**: ESADE is introducing a five-year programme (plus one semester) leading to two official degrees: the Bachelor in Law and Bachelor of Business Administration.

- **Opening of the EGarage**: ESADE is launching a space for students, entrepreneurs and investors to meet and share knowledge, develop ideas and join forces to start up new projects in a creative environment.
Given the complex economic situation, marked by deep economic crisis, ESADE more than ever aims to reinforce its principle of serving society by educating individuals and organisations who have a high level of professional competence and social responsibility. The Business School hopes to contribute to recovering from this crisis by endorsing excellence in executive education, supporting entrepreneurship, promoting business ethics and fostering a global mind-set and approach to international education.
Full-Time MBA gets a new home at ESADECREAPOLIS in Sant Cugat

On newly built campus, ESADE’s MBA programme will share facilities with innovation-oriented companies

- The campus is to become a hub for international programmes, entrepreneurs and innovation, with over 70 nationalities represented among the students of the MSc Programmes in Management, the BBA degree and the MBA
- ESADE’s MBA programme will share dynamic facilities with over 60 resident companies
- The on-campus presence of companies at ESADE-organised recruiting events will be increased

14th June 2012 – At the ESADECREAPOLIS innovation park in Sant Cugat, ESADE is creating the world’s first MBA campus to share facilities in a dynamic space with over 60 resident businesses and corporate innovation departments, representing a range of different sectors. In this unique ecosystem, businesses, students and the academic and scientific community will come together with the common goal of identifying opportunities and creating organisations that will transform the present and future of Spain.

The new building, currently under construction at a cost of 1 million euros, is intended to promote internationalisation and entrepreneurship through direct contact between students and organisations in a variety of fields. In September, the new facility will welcome the incoming Full-Time MBA students of the class of 2014 along with the second-year students of the class of 2013.

Contact between academia and business will lead to synergy and collaboration in the form of business plans, projects and strategic consulting. This will benefit companies in light of the present economic situation, and will also generate constant feedback between academia and business.

International programme and entrepreneurial hub

ESADE’s Barcelona–Sant Cugat campus will be more global than ever. With the arrival of the Full-Time MBA students, the campus will become a hub for international programmes, entrepreneurs and innovation, with over 70 nationalities represented among the students of the MSc Programmes in Management, the BBA degree and the MBA. As of September, the Sant Cugat campus will house a total of nearly 2,000 students, of which XX% will be from overseas.

At the Sant Cugat campus, students will prepare for their future careers in a multicultural environment and be connected to the needs of business from day one. Innovation and creativity will be the main areas of their development as professionals, both in the classroom and in internships conducted in various departments of ESADECREAPOLIS-based companies. This privileged arrangement will enable students from all ESADE programmes to acquire management, leadership, teamwork and decision-making skills in a hands-on setting.
The relocation of the MBA will also encourage greater contact between students and faculty based out of ESADECREAPOLIS, as well as with the research institutes located in Sant Cugat.

**Better chances of recruitment**

On the new campus, the concentration of international students at different stages of their education will benefit both resident companies and businesses that visit ESADE to recruit students. This student population will enable the companies to better meet their needs and to find the profiles that best fit their requirements.

ESADE’s MBA programme in particular has a close relationship with international recruiters who rely on business schools to find talent all over the world. With the new location, classes will be brought even closer to the professional environment and students will find it easier to set up their own businesses or apply for jobs by adapting their skills to the needs of particular companies. On the campus, contact between students and companies, resulting in a national and international network of contacts for both sides, will be a fact of everyday life. Companies will also have a greater on-campus presence at ESADE recruitment events such as the MBA Career Forum and Speed Dating, among many others.

In spite of the economic downturn, the job prospects of MBA graduates have increased in recent years. Of last year’s ESADE MBA graduates, 92% currently hold executive positions in international companies, primarily in the areas of consulting, marketing and sales, general management and financial services. The average salary offered to ESADE MBA graduates on completion of the programme is currently 72,000 euros, and rising steadily.

ESADE MBA graduates – 80% of whom find work outside of Spain – are known for their capacity for internationalisation. On average, 61% of graduates remain in Europe, while a considerable number relocate to Asia (16%), the United States (8%) or Latin America (13%)
Campus designed to accelerate innovation

At the ESADECREAPOLIS Park, the business area and the academic area dovetail to form an ecosystem linked to major knowledge networks – the optimal environment to stimulate innovation and business performance.

The park consists of the ESADECREAPOLIS building and a Residence/Club where international innovation experts take part in ESADE Executive Education programmes and collaborators from other disciplines can stay and enjoy the park’s various activities and services.
ESADE’s flagship programme is now more international

Opening another window onto the world, ESADE will offer its BBA degree entirely in English

- In a truly global setting, Spanish and foreign students will work side-by-side for four years
- 90% of ESADE BBA students find work within three months of graduating
- With the new degree programme taught in English, ESADE continues to position itself as one of the world’s best undergraduate schools

14th June 2012 – ESADE’s Bachelor of Business Administration (BBA) has gone international. From September 2012, the degree can be studied entirely in English. Graduates of the English-only course will gain privileged access to a vast range of career options in businesses, organisations and institutions all over the world.

With the introduction of the BBA in English, ESADE continues to position itself as one of the best undergraduate schools in the world. “It has been a major challenge because it is the only area of the School that was not truly global,” said Prof. Alfred Vernis, Director of ESADE University Programmes. “The fact that ESADE’s flagship programme is taught entirely in another language will offer more globalisation, not only to the Business School but also to the students themselves.”

The degree is intended for students with an excellent level of English who want to build an international career from the first day on the course. Spanish students will work alongside students from different countries, putting them all in better stead to work anywhere in the world on completion of the degree.

Enrolment forecasts suggest that 50% of the students will be international and the other half will come from Spain, though Prof. Vernis predicts that the proportion of foreign students “will increase over the coming years”. This new programme option will coexist in parallel with the bilingual Spanish/English and Catalan/English sections.

Internships with a global perspective

Internships will also be a key factor in the new English-language BBA. As a professional learning experience, an internship is an opportunity to experience the reality of working in an organisation and gain a tangible idea of what the professional future holds.

Students in the English-language BBA have the chance to conduct internships in both national and international companies, in different areas and sectors, and also to undertake a project for the School’s University Development Service (SUD) in Bolivia, Guatemala, Nicaragua or El Salvador.

Fully 90% of ESADE BBA students find employment within three months of graduating, and 60% do so before completing the course.
Exchange programmes

All students have the option of spending an exchange semester at one of the world’s most prestigious universities. Nevertheless, the most important factors that shape the students’ global vision are the experiences they share with foreign classmates during the degree programme and their close contact with faculty from the international arena.

ESADE’s programmes rest on two essential pillars: multiculturalism and globalisation. Therefore, on completing any version of the BBA programme, students are not only able to communicate fluently in other languages but also familiar with business vocabulary and competent in key skills such as negotiation in any context or country.

Students also have the option of entering one of the MSc Programmes in Management (“Bologna masters”) to earn a double degree from ESADE and one of five other top universities: RSM Erasmus University (Rotterdam, Netherlands), HEC Paris (Paris, France), University of St. Gallen (St. Gallen, Switzerland), Bocconi University (Milan, Italy) and Queen's University (Kingston, Canada).

Students can also enrol in the Master in International Management (CEMS MIM), which is offered at ESADE in partnership with 26 international universities.
New degree programme to be launched in September

ESADE introduces its Bachelor in Business Administration and Law, a double-degree programme leading to two official qualifications

- The new programme will be more international, with bilingual English/Spanish classes, lecturers from universities across the globe, and the opportunity to study at the Center for Transnational Legal Studies (CTLS) in London and at the Wharton School in Philadelphia.

- It will also lead to better career prospects: 65% of students in the Bachelor in Law and 60% of students in the Bachelor in Business Administration secure employment before graduating.

- Students will have the option to enrol in the Master for Access to the Legal Profession at ESADE Law School.

14th June 2012 – Business and law are closely intertwined. For the 2012-2013 academic year, ESADE is introducing a new programme, with a duration of five years and one semester, that will qualify graduates for two official degrees: the Bachelor in Law and the Bachelor of Business Administration (BBA).

This double degree will open up a broad range of professional possibilities. Students will graduate from the programme with a potent combination of legal knowledge and skills, on the one hand, and business and entrepreneurial acumen, on the other. In today's economic climate, versatility is one of the most highly sought-after assets.

Graduates of the programme will know how to create and responsibly lead companies of all sorts, perform general management functions, and develop employees’ skills in the marketing, finance and human resources departments, while also practising as lawyers or jurists.

A streamlined yet practical curriculum

Students will complete the curriculum of this double-degree course in five years and one semester, without taking on a steady load greater than that of a single-degree law or business administration programme.

ESADE’s unique educational system will combine various teaching methodologies that enable students to develop skills in both business and law. The double-degree programme will emphasise the practical application of knowledge acquired in class with the help of world-class instructors whose professional careers span numerous sectors and disciplines.

The programme’s practical focus extends to the business world. Classes will reproduce the complexity of business administration and law through case-study analysis, teamwork, management simulations and trials, as well as participation in international competitions.

Study abroad: the student’s passport to the world

A distinguishing feature of this double-degree programme is its international character. From the first day of class, students will be immersed in a truly global learning environment, with bilingual classes in English and Spanish. They will have face-to-face contact with lecturers from top international universities and work alongside students from all over the world.

The chance to study abroad for a total of one semester is another highlight of the programme. In the summer between the second and third years of the course, students will study at the Center for
Transnational Legal Studies (CTLS) in London. Between the fourth and fifth years, they will once again head overseas, this time to the Wharton School in Philadelphia.

Career opportunities

Given today’s difficult economy and employment market, ESADE’s double-degree programme is designed to give students all the qualities they need to succeed professionally. A degree in business or law opens up more career opportunities than degrees in most other fields. ESADE’s double-degree course combines these two disciplines, transforming students – in the eyes of law firms, companies and institutions – into versatile, well-trained future professionals.

In fact, 65% of students in ESADE’s Bachelor in Law and 60% of students in the Bachelor in Business Administration secure employment before graduating.

Most graduates of ESADE’s Bachelor in Business Administration (BBA) find jobs in financial services (24%), auditing (19%) or consulting (17%). Of the Bachelor in Law graduates, more than half go to work in a law firm; the remainder join a corporate legal department or take a competitive examination to enter the civil service.

Eligibility for master’s degree programmes

On completion of the double-degree programme, students will be eligible to take ESADE’s official master’s degree courses in either discipline. Graduates also have the option of entering one of the MSc Programmes in Management (“Bologna masters”) to earn a double degree from ESADE and one of five other top international universities. They can also enrol in the Master in International Management (CEMS MIM), which in Spain is offered only at ESADE.

Master for Access to the Legal Profession

At ESADE Law School, students may also enrol in the Master for Access to the Legal Profession, a required course for holders of law degrees who wish to practise law.

With a duration of one year and four months, the Master for Access to the Legal Profession includes an internship module that places students in top-tier law firms. This course, to be introduced in the 2012-2013 academic year, uses an innovative learning-by-doing methodology to give students in-depth training in a particular legal specialisation as well as in conflict resolution. Professionals from a range of different sectors will instil in students the knowledge and tools they need to pass the bar examination and embark on a career in their chosen area of specialisation.
A place for entrepreneurship to thrive

ESADE introduces the EGarage, a space designed specifically to encourage innovation and support entrepreneurs

- The EGarage will be a launch pad for ideas, projects and businesses developed by ESADE students and resident entrepreneurs
- This versatile space was specifically designed to encourage innovation through the use of creativity tools such as design thinking, as well as to assist in idea development and new business creation

14th June 2012 – A new space designed by ESADE will allow students, entrepreneurs and investors to share knowledge, develop ideas and collaborate on the launch of new projects in a creative environment. Spearheaded by the ESADE Entrepreneurship Institute, the EGarage will put into practice the skills students learn in the classroom: how to generate ideas, how to analyse opportunities, and how to design, validate and implement business models. “We don’t want first-year students who come to college wanting to create something to feel neglected or like ‘oddballs’. Instead, we want them to know they are in good company and are part of a team,” said Luisa Alemany, Director of the ESADE Entrepreneurship Institute. According to Jordi Vinaixa, Academic Director of the ESADE Entrepreneurship Institute, “The EGarage is a place where students can tap their creativity by assessing their ideas and learning to distinguish between mere ideas and real business opportunities. We help them to become more innovative.”

The EGarage has also emerged as a meeting point for members of the ESADECREAPOLIS network: faculty, tutors, students, entrepreneurs, and private investors from the business angels network ESADE BAN.

An ecosystem where ideas flourish

Located on ESADE’s Sant Cugat campus, the EGarage – named for the “entrepreneurial garages” of Palo Alto that spawned companies such as HP and Seros – is specially designed to encourage creativity in business creation. “It’s a great opportunity for students to get away from the traditional business environment,” said Albert Vellvé Olivares, a student in ESADE’s Master in Innovation and Entrepreneurship who helped to design the space alongside fellow students and members of the ESADE Entrepreneurship Institute. “In designing this space,” he went on, “we looked to the world’s most innovative companies – such as Google and 3M – to see how we could create a comfortable space that would help us to generate ideas.” The EGarage is divided into two main spaces: a work area, conceived as a “design thinking classroom” where theory and practice converge, and a networking area, furnished with comfortable sofas.

In order to maximise participants’ work and innovation capacity, the EGarage is equipped with a kitchen, mobile whiteboards, a relaxation area and a wall for publicly posting ideas and messages, resulting in an innovative, creative and enthusiastic environment. There is even a mobile stage that can be set up in different parts of the space for a variety of purposes. The structure and furnishings of the EGarage make for a conceptually unique space that fosters ground-breaking teamwork and idea-generation methods, while also allowing moments of relaxation.

Tools and support activities for entrepreneurs

In addition to helping ESADE students put into practice the skills they learn in the classroom, the EGarage is also a springboard where entrepreneurs can kick-start their careers with innovative projects. Students have already begun using the EGarage, calling it the “perfect place” for starting the otherwise “lonely and difficult” process of creating a company.
At the EGarage, students will not be on their own, discussing their ideas amongst themselves; industry experts will be on hand to guide and support them on the path toward becoming entrepreneurs. “The students work in the company of other students as well as people who are starting businesses,” said Luisa Alemany, “so they can help each other. And all the lecturers and tutors from the Master in Innovation and Entrepreneurship are also here to help.”

With this initiative launched by the ESADE Entrepreneurship Institute, ESADE has strengthened its position as a European leader in the entrepreneurial sector. Investors and business leaders have already begun to frequent the EGarage. The space remains open throughout the week to accommodate students’ flashes of ingenuity and talent.
The start-ups are supported by KIC InnoEnergy, an initiative of the European Institute of Innovation and Technology (EIT) that is considered one of Europe's most important energy and sustainability projects.

Since KIC InnoEnergy's creation, the number of projects asking to join this entrepreneurial ecosystem has grown steadily. The incubator expects to see a 25% increase in applications in 2012.

14th June 2012 – Companies specialised in renewable energy, efficiency and sustainability and supported by the ESADECREAPOLIS-based incubator KIC InnoEnergy have been receiving awards around the world. The incubator, backed by ESADE and the Technical University of Catalonia (UPC), supports initiatives that are now receiving international acclaim, such as Northstar Telemetrics, ParkGreen, Noem, WorldCoo, Enerbyte and OpenDomo. The incubator's cleantech start-ups have won international awards such as the Start-up Business Award and the EIT Entrepreneurship Award in the category of sustainable energy. These specialised projects have also been recognised by associations, such as the European Trade Association for Business Angels (EBAN); at events, such as the Smart City Expo; and at competitions, such as the one organised by InnoCentive, a US-based organisation dedicated to finding innovative solutions to social problems.

Created in 2010 by the European Institute of Innovation and Technology (EIT), KIC InnoEnergy is considered one of Europe’s most important energy and sustainability initiatives. With the active participation of ESADE and the UPC, the incubator works to foster innovation and have an economic and social impact in the fields of energy and sustainability.

Sustainable projects in 2012

Since the creation of KIC InnoEnergy, the number of projects applying to join this entrepreneurial ecosystem has grown steadily. In 2011, a total of 32 entrepreneurs and researchers asked to participate in this European project, but only the eight most promising projects were selected for development at the incubator. Over the course of 2012, KIC InnoEnergy expects to receive applications from a total of 40 start-ups (25% more than the previous year), from which 8 to 10 candidates will be selected. Four of the entrepreneurial initiatives selected in 2011 are expected to hit the market later this year.
About ESADE

Founded in 1958, ESADE now has campuses in Barcelona, Madrid, Buenos Aires, São Paulo and Munich and collaboration agreements with more than 200 universities and business schools worldwide. Each year, more than 12,000 students participate in its courses (MBA and Executive Education, as well as undergraduate and master’s programmes in law and business administration). Its business park, ESADECREAPOLIS, is a pioneering innovation centre where the university and business worlds unite. With a clear international outlook, ESADE is included among the top 10 European schools in the main business-school rankings (Financial Times and BusinessWeek). ESADE currently has a network of more than 45,000 alumni occupying positions of responsibility in enterprises around the globe. Since celebrating its 50th anniversary, ESADE has adopted “Inspiring Futures” as its institutional motto to illustrate the goal of fostering a spirit of renewal in the fields of business and law.

About ESADECREAPOLIS

ESADECREAPOLIS is an innovation centre developed by ESADE Business School, four major Catalan savings banks, the Sant Cugat City Council and the Catalan Government through the company Avançsa. Its purpose is to inspire, facilitate and accelerate the innovation process of all companies associated with it. This 20,000m² facility is located next to ESADE’s new campus in downtown Sant Cugat del Vallès. In addition to housing resident companies, ESADECREAPOLIS offers spaces geared towards facilitating the innovation process.

In addition, ESADECREAPOLIS promotes a series of proposals aimed at deepening our understanding of consumer trends, helping companies to adopt the most appropriate innovation methodologies for each circumstance, encouraging open innovation and fostering the development of partnerships. Through these activities, ESADECREAPOLIS has become an optimal ecosystem for the development of innovation.

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