ONLINE INNOVATION & TECHNOLOGY PROGRAM
[PSOIT]

ESIC
Business & Marketing School

+55 years
training global professionals in marketing, management and tecnology

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

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

+62.000 Alumni

11 Campuses in Spain and strategic alliances on 5 continents

Agreements with +125 universities

Top positions in business rankings

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

Rankings y Reconocimientos

[Posicionados entre los mejores]

Importantes medios de comunicación nacionales e internacionales, así como otras instituciones de prestigio, han reconocido la calidad de los programas de ESIC, premiando su liderazgo y situándolo en las primeras posiciones de múltiples rankings.

Forbes

1	1	1	1
España Nuevos graduados y jóvenes profesionales	España Directivos de alto nivel	España MBA	España Programas Executive

EL MUNDO

1	1	3	4
España Marketing	España Comercio Exterior	España Recursos Humanos	España Comunicación Corporativa

Bloomberg Businessweek

23
Europa Escuela de Negocios

QS

| 12	34	34	34	50	51	64	51
Europa Logística	Europa Executive MBA	Europa Business Analytics	Europa Marketing	Europa Management	Europa MBA	Europa Finanzas	Global MBA especialidad en Marketing

POETS & QUANTS

40
Global Escuela de Negocios

The Economist

87
Global Escuela de Negocios

América economía

5	19
Global Mayor selección de programas en áreas de Marketing, Tecnología y Ventas	Global Escuela de Negocios

youth incorporated

37	41	47	49	85
Global Executive MBA	Global Management	Global Marketing	Global Finanzas	Global Escuela de Negocios

THE WORLD UNIVERSITY RANKINGS
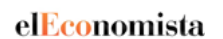
4	24
Global Finanzas	Global MBA

EXPANSIÓN

30	41
Global Escuela de Negocios	Global Executive MBA

FSO RANKING

1	5
Ibero América Marketing Digital Online	Ibero América Centro de Formación Online

elEconomista

5
Ibero América Innovación Digital

merco

2	2	2	57
España Empresa con mayor reputación en el Sector Formación	España Universidad y Escuela de Negocios con mayor capacidad para atraer y retener talento	España Universidad y Escuela de Negocios en Responsabilidad y Gobierno Corporativo	España Eduardo Gómez Martín, Director General de ESIC, Líder de empresa

■ Institucional ■ Escuela de Negocios

INNOVATION AND TECHNOLOGY PROGRAM

AN APPLIED BUSINESS MINDSET FROM SILICON VALLEY

Mission of the programme

The mission of this programme is to teach students to underhand how Innovation and Technology, from a business approach and perspective, can help them develop a disruptive vision in their current or future projects. It is a fully practical online immersion programme, through the perspective of the top companies and experts in Silicon Valley.

The Online Innovation and Technology Program offers the student a complete strategic vision on the application of technological tools to innovation and entrepreneurship. The main objective of this program is to train students from a totally practical perspective, providing them with a superior immersion experience in the culture and expertise of Silicon Valley. The program focuses on inspiring and connecting participants with the network and opportunities offered by the San Francisco Bay ecosystem. Risking, sharing, collaborating, and embracing and celebrating failure are values that define a disruptive culture that is leading the transformation of the world.

Through this program, the student immerses in the culture, the leadership style, the approach to innovation, the technological disruption, the network and everything that makes the Valley the leading center of innovation and entrepreneurship and the inspiration for business leaders and entrepreneurs all around the world.

The academic program is structured in three differentiated blocks.The first block delves into technological tools and the use of data in an increasingly digital world. Combining Data Science with Computer Science, an approach to technology is proposed from a practical and functional approach.The second block addresses the application of technology to innovate and undertake.

The possibility of connecting directly with the professional network of the most innovative and disruptive area on the planet, allows catalyzing the digital transformation at any stage of organizational growth.

The third block focuses on offering a specialization option in the most advanced sectors in digital transformation. The student may choose to specialize their training in financial services, retail or health.

The mission of this program is to train students to understand the main Innovation and Technology solutions, as well as how to practically apply them for business, through a fully practical online immersion experience in the ecosystem of Silicon Valley experts.

It also allows them to specialise in specific solutions for industries such as: Services/ Fintech/ Insurtech; Retail/ Consumer Goods; Health/ Biotech.

Entrepreneurs will learn to develop new business models in which technology is a defining factor.

Executives will learn to develop the opportunities offered by innovation and technology to adapt and advance with greater agility to constantly changing business models.

WHY PSOIT?

OBJECTIVES:

Advance the development of the digital talent needed to grow a business or create new businesses.

Build leadership skills for the digital transformation.

Provide the keys for leveraging technological opportunities for business.

Promote the use of technology in different types of businesses.

Use intelligent data-based management to make decisions.

DIFFERENTIATING FACTORS:

Young professionals and entrepreneurs with high potential and a clear orientation towards innovation, who want to focus their professional career or entrepreneurial project on new business models in which technology is a defining factor.
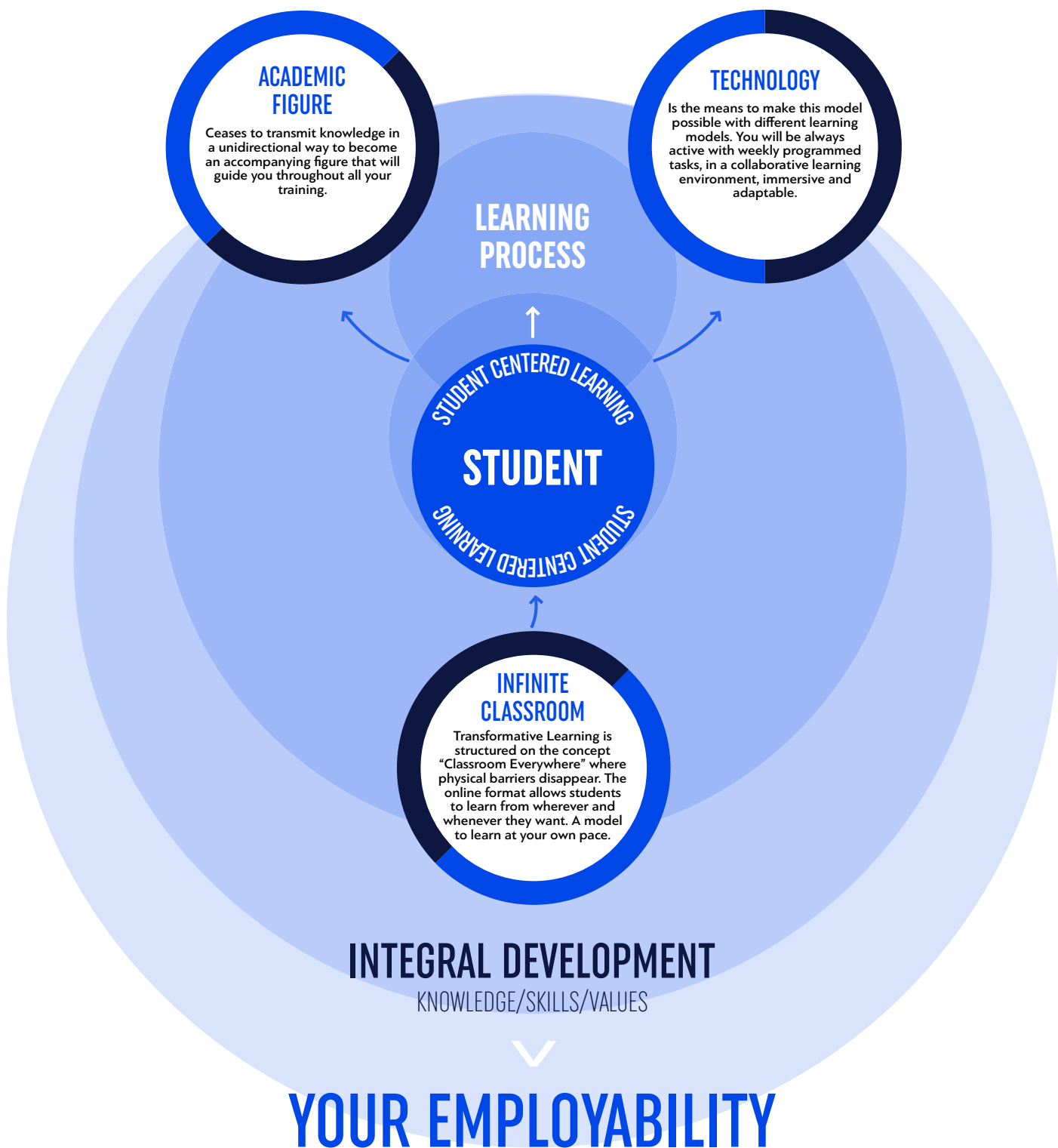
Professionals with positions of responsibility in business, from outside the field of Technology, and who want to more deeply understand the opportunities offered by innovation and technology to more efficiently adapt and advance in their current sectors and companies.

Innovation Managers and Directors, Business Development, New Product and Service Development, Digital Transformation.

TRANSFORMATIVE LEARNING

ACADEMIC FIGURE

Ceases to transmit knowledge in a unidirectional way to become an accompanying figure that will guide you throughout all your training.

TECHNOLOGY

Is the means to make this model possible with different learning models. You will be always active with weekly programmed tasks, in a collaborative learning environment, immersive and adaptable.

LEARNING PROCESS

STUDENT CENTERED LEARNING

STUDENT

STUDENT CENTERED LEARNING

INFINITE CLASSROOM

Transformative Learning is structured on the concept "Classroom Everywhere" where physical barriers disappear. The online format allows students to learn from wherever and whenever they want. A model to learn at your own pace.

INTEGRAL DEVELOPMENT
KNOWLEDGE/SKILLS/VALUES

YOUR EMPLOYABILITY

METHODOLOGY

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

What does it consist of?

- Asynchronous support materials, videos, readings, etc.

- Synchronous online sessions

- Self-assessment

- Case studies and role-plays

- Tutorial support and feedback

- Practical and experiential activities

- Assessment system combining demonstration of individual and group achievements

- Tutored final project

ACADEMIC STRUCTURE

The program consists of 9 subjects of 2 credits each. Total 18 credits.
Each subjects is divided into: Leveling - Discovery - Practice - ThoughtLeadership - Assessment Online Learning

1. Data & Artificial Intelligence

1.1 Big Data Fundamentals

1.1.1. Big Data Strategy & Fundamentals.

1.1.2. Data.

1.1.3. Business Analytics.

1.1.4. Web Analytics.

1.2. Big Data Tools.

1.2.1 Big Data Technologies.

1.2.2. Data Science.

1.2.3. Visualisation & Uses of Business.

2. Data & Artificial Intelligence

2.1. Artificial Intelligence (AI)

2.1.1. Evolution of Artificial Intelligence.

2.1.2. Artificial Intelligence Strategy & Fundamentals.

2.1.3. Artificial Intelligence Solutions.

2.1.4. Applications & Uses of Business.

2.2. Machine Learning (ML)

2.2.1. Supervised / Unsupervised Learning.

2.2.2. Reinforcement Learning.

2.2.3. Deep Learning.

2.2.4. Big Data in the context of ML.

2.2.5. Applications & Uses of ML Business

2.3. Natural Language Processing (NLP)

2.3.1. Evolution of Natural Language Processing

2.3.2. Principles of NLP.

2.3.3. NLP Solutions.

2.3.7. Applications & Uses of NLP Business.

3. Computer Science

3.1. Cloud & Cybersecurity

3.1.1. Cloud Computing Fundamentals.

3.1.2. Strategies & Digital Transformation in the Cloud

3.2.3. Cloud Solutions: IaaS, PaaS, SaaS

3.1.4. Applications & case studies.

3.1.5. Cybersecurity.

3.2. Blockchain

3.2.1. Introduction to Blockchain technology.

3.2.2. Cryptocurrencies and Bitcoins.

3.2.3. Verification. The "last mile" problem.

3.2.4. Tokens: Design of new digital platforms.

3.2.5. Blockchain & data privacy.

3.3. Digital Assistants

3.3.1. Types of Digital Assistants.

3.3.2. Applications of Digital Assistants.

3.3.3. Applications & case studies.

3.4. Virtual Reality (VR) / Augmented Reality (AR)

3.4.1. VR and AR fundamentals.

3.4.2. Designing experiences with VR and AR.

4. Applied Tech

4.1. Tech Trends

4.1.1. Tech Trends & Insights.

4.1.2. Applications & Uses of Business.

4.2. Marketing Technology

4.2.1. Marketing Technology Fundamentals

4.2.2. The evolution of the Marketing Technology panorama.

4.2.3. CX-CRM Platforms.

4.2.4. Digital Advertising & DMP for Programmatic.

4.2.4. Multichannel Sales & Service.

4.2.5. Applications & Uses of Business.

4.3. Human Resources Technology

4.3. 1. Talent in a digital world.

4.3. 2. HR Technology Fundamentals.

4.3. 3. Human Capital Management Platforms.

4.3. 4. Digital HR Transformation Framework.

5. Innovation I

5.1. Design Thinking

5.1.1. Incremental innovation. Disruptive innovation.

5.1.2. Creativity & Innovation.

5.1.3. Problem, need and opportunity.

5.1.4. Empathy Maps.

5.1.5. Customer Journey Map.

5.1.6. Customer Persons.

5.2. Ideation

5.2.1. Empathising.

5.2.2. Customer Needs & Insights.

5.2.3. Ideation Tools.

5.2.4. Solution Definition.

6. Innovation II

6.1. Customer Experience (CX)

6.1.1. Principles and value of CX Management.

6.1.2. CX Benchmark & Maturity Models.

6.1.3. CX Management Roadmap.

6.1.4. Trends in CX.

6.1.5. Successful case studies.

6.2. User Experience (UX)

6.2.1. Principles of UX.

6.2.2. Usability.

6.2.3. Accessibility.

6.2.4. User & Interaction Design.

7. Entrepreneurship I

7.1. Strategy, Platform Business & Ecosystem

7.1.1. Strategic Fundamentals/ Business Model.

7.1.2. Customer Segments & Value Propositions.

7.1.3. Channels & Customer Relationships.

7.1.4. Platform Business & Ecosystem.

7.1.5. Entrepreneurship/ Lean Startup Ecosystems.

7.1.6. Intrapreneurship/ Startup Way.

7.2. Prototypes & Minimal Viable Product (MVP)

7.2.1. Proof of Concept (POC).

7.2.2. Prototyping Fundamentals.

7.2.3. Designing MVPs.

8. Entrepreneurship II

8.1. Testing

8.1.1. Product/Market Fit.

8.1.2. Usability Tests: What, When & Why?

8.1.3. A/B testing, Multivariate Testing.

8.1.4. User Acceptance Testing (UAT).

8.2. Growth Hacking

8.2.1. Growth Mindset/ AARRR Funnel.

8.2.2. Growth Hacking Methodology.

8.2.3. Inbound Marketing.

8.2.4. Lead Generation.

8.2.5. Sales Conversion.

8.3. Financing

8.3.1. Capital & Financing entrepreneurship.

8.3.2. Seed Capital.

8.3.3. Business Angels/ Accredited Investors.

8.3.4. Venture Capital.

8.3.5. Crowdfunding.

9. Industry Verticals

9.1. Services / Fintech / Insurtech

9.1.1. Technology for Financial Services and Telecommunications.

9.1.2. Fintech.

9.1.3. Insurtech.

9.2 Retail / Consumer Goods

9.2.1. Technology for Retail.

9.2.2. Technology for Consumer Goods.

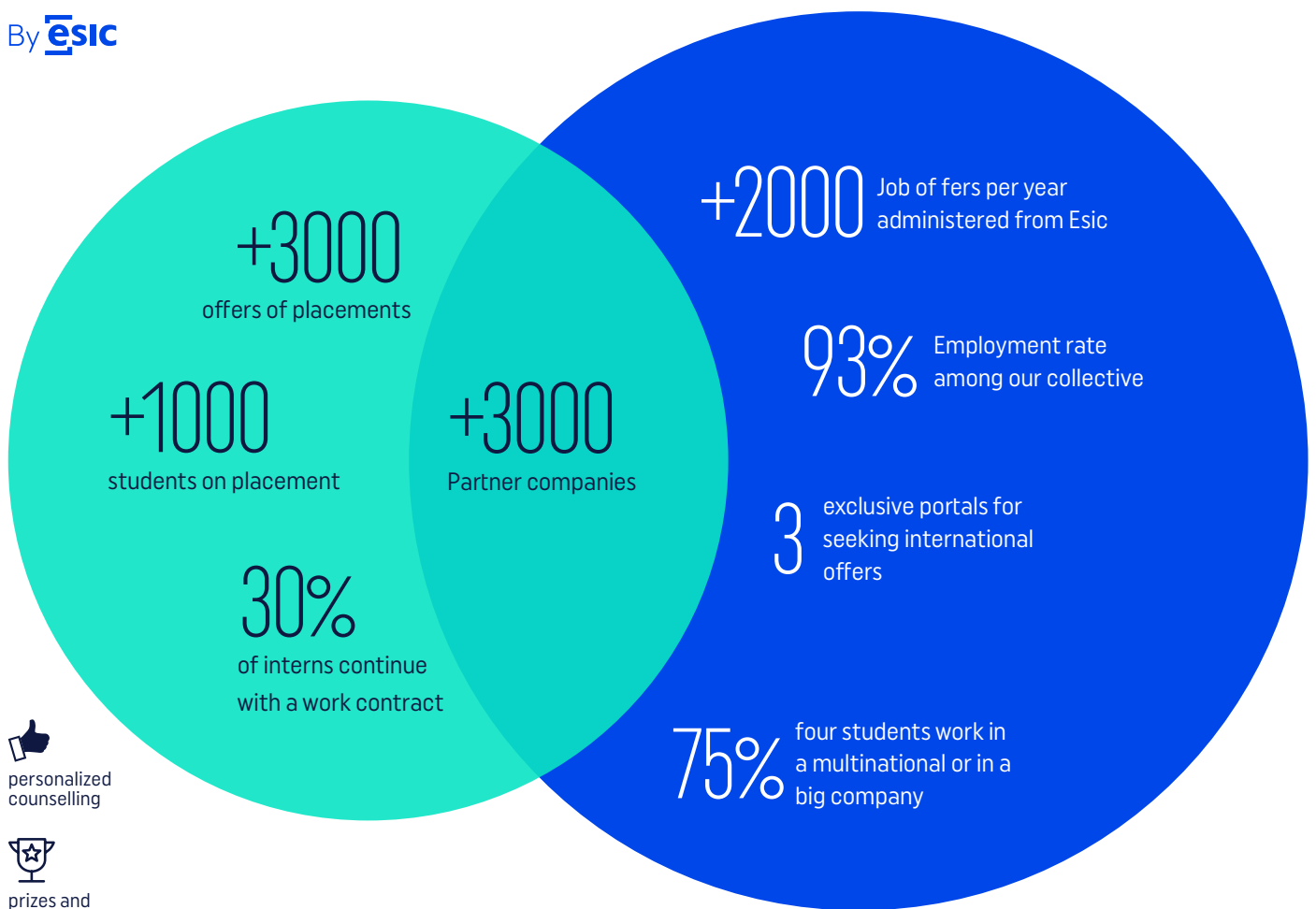### 9.3 Health / Biotech

9.3.1. Healthtech.

9.3.2. Biotech.

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

pdu
PROFESSIONAL DEVELOPMENT UNIT

By ESIC

WORK PLACEMENTS

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

+3000
offers of placements

+1000
students on placement

+3000
Partner companies

30%
of interns continue with a work contract

+2000
Job of fers per year administered from Esic

93%
Employment rate among our collective

3
exclusive portals for seeking international offers

75%
four students work in a multinational or in a big company

personalized counselling

prizes and competitions for entrepreneurs

workshops

talks and encounters with entrepreneurs

incubator of ideas

networking among entrepreneurs

investor forums

ENTREPRENEURS

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

PROFESSIONAL CAREERS

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

ESIC LANGUAGES

[global professionals]

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

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

Preparation Centre and Authorized Examination Centre
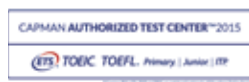
Companies and professionals

Full-year courses

Custom-made programs

Programs for specific purposes

Intensives

Individual

Conversation

International pathways

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

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

INTERNATIONAL DEVELOPMENT

[global + multicultural]

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

+40 receiving countries

agreements with +125 universities

+500 students participate

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