

**ESADE**

Ramon Llull University

# Annual Report Summary ESADE Foundation 2006-2007

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# Introduction

**Carlos  
Losada**  
Director General



It is a true pleasure for me to present our Annual Report, especially because, with it, we bring back the tradition of making our statement of accounts public, something the institution did commonly in its early years though it later became more internal and formal.

ESADE is a foundation with a clear mission and purpose as defined in its foundational acts. This mission and purpose become reality every academic year through the Board of Trustees and thanks to the work and contribution of many people. Due to ESADE's very nature and non-profit status, our accountability towards society regarding how we fulfil this mission in practice is as important if not more important than for other institutions.

The document we present makes more sense given our aim for transparency and the intense work of many people and groups involved in the project that ESADE represents: the Faculty, academic collaborators and the administrative and services staff, the students within the different programmes and the extensive group of former alumni, the collaborating companies and organisations, the law firms, the public and private institutions, the Society of Jesus, the Board of Trustees and the Assembly of Members, our Ramon Llull University and an extensive international academic network, among others.

This Annual Report is a summary of our accounts and a clear opportunity to offer our sincere thanks to all those committed to ESADE.

**Joan Manuel  
Soler**  
President



I have the honour of presenting our Foundation's Annual Report.

I do so with satisfaction because I know from first-hand experience the amount of work carried out last academic year and I have witnessed the quality and generosity of the diverse professional teams which make up ESADE on many occasions.

This document summarises the most relevant information reflecting the energy and dynamism of an institution which is constantly developing thanks to an extraordinary collective effort.

The 2006-2007 academic year, at the advent of our fiftieth anniversary, clearly reflects that ESADE is a vigorous academic institution, offering a wide range of quality university and executive training programmes, with a growing vocation to research and knowledge creation and a significant presence in social debate.

Allow me to take this opportunity to express my recognition and gratitude to all those who make it possible for ESADE to move forward on its foundational commitment, and I invite you, once again, to continue to actively collaborate with our project dedicated to serving people and society and to continue inspiring futures.

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# 1

## Key data

2006-2007 Academic Year

### Total number of participants across all programmes: 11,717

#### Ramon Llull University UNIVERSITY PROGRAMMES

3,073 students

#### MANAGEMENT PROGRAMMES

1,577 students

1,401 Combined Undergraduate and Master in Management

62 Official Masters in Management (MSc)

114 PhD in Management Sciences (Spain + ESAN Peru)

#### LAW PROGRAMMES

1,496 students

438 Combined Undergraduate and Master in Law

248 Masters and post-graduate degrees in Law

810 Refresher seminars and programmes

#### URL Sant Ignasi School of Tourism

Centre supported by the ESADE Foundation

260 students

It publishes its own annual report of activities www.tsi.url.edu

#### Business School

5,454 participants

#### MBA

660 students

236 Full Time MBA

249 Part Time MBA

175 Executive MBA

#### EXECUTIVE EDUCATION

4,374 participants

1,094 Open Programmes (Spain + Argentina)

3,280 Custom Programmes (Spain + Argentina)

#### EXECUTIVE MASTERS

420 participants

100 Master in Marketing Management and Commercialisation

19 Master in Operations and Service Management

81 Master in Economic-Financial Management

20 Executive Master in Marketing & Sales (Bocconi-ESADE)

156 Master in Public Administration

44 Corporate MBA

#### Executive Language Center

3,190 students

External students (English, German, French)

2,610

In-Company students

580

### Number of international students

#### Total number of international students registered

937

#### Total countries of origin

68

### Administrative & services staff and Faculty

#### Administrative & services staff

272

Countries of origin

12

#### Faculty

114 Full-time faculty members

114

72.8% with PhDs

Total number of faculty members

1,215

Countries of origin

33

### Income 2006-2007

#### Total income from activities

€ 60 million

University Programmes

€ 21 million

Business School

€ 35 million

Executive Language Center

€ 4 million

University Programmes  
€ 21 million, 35%

Business School  
€ 35 million, 58,33%

Executive Language Center  
€ 4 million, 6,67%

### Number of events and participants

#### Public events organised

422

#### Number of participants

23,196

### Number of published research papers and articles

#### New research projects financed externally

20

#### Academic publications

253

### Press summary

#### Mentions in the written press

3,442

#### Op-ed articles in the written press

380

### Rankings

#### MBA

1st

International MBA

**The Wall Street Journal**, September 2006

2nd

Best MBA in the world with a social and environmental focus

**Beyond Grey Pinstripes**, October 2005

4th

Best European business school and 7th internationally

**BusinessWeek**, October 2006

#### Executive Education

5th

Best European business school and 16th internationally for custom programmes for businesses

**BusinessWeek**, October 2005

2nd

Best European business school and 2nd internationally for Latin American firms

**América Economía**, November 2006

#### University Programmes

11th

Best European Master in Business Administration

**Financial Times**, September 2006

### Campus size in square meters

#### Campus Barcelona

Building 1

9,300 m<sup>2</sup>

Building 2

7,475 m<sup>2</sup>

Building 3

12,700 m<sup>2</sup>

#### Campus Madrid

2,500 m<sup>2</sup>

#### Campus Buenos Aires

1,487 m<sup>2</sup>

Barcelona Campus Building 1  
9,300m<sup>2</sup>

Barcelona Campus Building 2  
7,475m<sup>2</sup>

Barcelona Campus Building 3  
12,700m<sup>2</sup>

Madrid Campus  
2,500m<sup>2</sup>  
Buenos Aires Campus  
1,487m<sup>2</sup>



# 2

## Mission, value proposition and strategy

*ESADE is an independent, not-for-profit, university-level academic institution founded in 1958 in Barcelona through the initiative of a group of businessmen and the Society of Jesus. Since 1995, it has formed part of the Ramon Llull University.*

### Mission

ESADE's mission is to foment teaching and research in the areas of Business Management and Law in order to contribute to the scientific, social and human education of highly-skilled professionals who are fully aware of their responsibility in the development of a society that promotes personal dignity in the humanist and Christian tradition and in the context of intercultural dialogue.

### Raison d'être

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

**Develop 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 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.

### 2009 vision and value proposition

ESADE is an international reference in the different areas in which it works, basing its project on intellectual rigour and a commitment to the values of its mission.

Thanks to these, the institution offers those involved and the organisations with which it works a value that all can recognise by offering quality education and useful knowledge. In addition, it is a reference for opinion-makers, capable of formulating alternative proposals to resolve economic and social business-related problems.

Daily life at ESADE is characterised by a very active intellectual environment, where students learn and knowledge is created and shared, all in a trusting and collaborative climate where everyone - faculty, students, administrative and services staff, etc. - contributes to training and offering the participants in the different programmes a way to feel aware and committed to the task of collective development.

ESADE's value proposition consists of the following points: offer society well-trained people so that they may preferably join innovative, competitive, internationalising and socially responsible organisations (whether public, private or third sector); create relevant knowledge in Management and Law; make significant contributions to social debate; and, lastly, do so with an explicit commitment to offer scholarships and aid to the Third World.

### Global strategic lines 2005-2009

To give an up-to-date response to our raison d'être we have drawn up some strategic lines to develop our priorities over the coming years:

Carrying out these strategic lines involves many projects and activities, some of which, due to their scale and in order to achieve their specific objectives, are structured in key strategic projects. The following sections in this report detail the actions carried out in these strategic lines during the 2006-2007 academic year.

#### Education

Teaching quality and innovation in the learning processes.

#### Research

Relevant research for the international academic community.

#### Social debate

Active presence in social debate based on academic rigour and independence.

#### Internationalisation

Internationalisation of all our areas of action.

#### Organisational culture

A culture oriented towards learning, knowledge and innovation through cooperative leadership.

#### Economic and resource sustainability

Ensuring the sustainability of our resources to carry out our activities.





# 3 Education and job placement

STRATEGIC LINES

## Education

Attracting and developing talent

*ESADE promotes its own learning project, which focuses on a holistic/humanist view of the individual, to promote competitiveness and responsible organisations.*

And to do this, we want to attract participants with the best possible profiles through projects such as:

**Strengthening programme direction**, to adapt to the framework of the European Higher Education Area and take advantage of the opportunities offered by a more internationally competitive university system.

**Building the ESADE-Creapolis Campus (Sant Cugat del Vallès)**, an educational facility unique in Europe, which responds to the new paradigms in management training.

**Developing professors' teaching skills and their links to ESADE**, responding to their expectations in terms of recognition and their academic career, as well as striking a balance between research and teaching.

### Combined Undergraduate and Master in Management

**Total number of students**  
1,401

**Participants in international exchange programmes**  
171 outgoing  
186 incoming

**Average programme duration**  
5.8 years

**Average time until first job found**  
In the last academic year, the maximum period it took to find a job after graduation was three months. **60%** of students find work before finishing the programme.

### Masters in Management (MSc)

**Total number of students**  
62

**Countries of origin**  
13

### PhD in Management Sciences

**Total number of students**  
114 in Spain and Peru

### Combined Undergraduate and Master in Law

**Total number of students**  
438

**Participants in international exchange programmes**  
24 outgoing  
58 incoming

**Average programme duration**  
5.4 years

**Average time until first job found**  
**65 %** of students find jobs before finishing the programme.  
**100 %** of students have found a job within three months of finishing.

### Masters and post-graduate degrees in Law

**Total number of students**  
248

**Countries of origin**  
13

### Refresher seminars and programmes

**Total number of participants**  
810

### MBA

**Total number of students**  
660

**Number of graduates per programme**  
292

**102** Full Time MBA  
**118** Part Time MBA  
**72** Executive MBA

**Countries of origin**  
36

**Participants in international exchange programmes**  
59 outgoing  
74 incoming

**Average time until first job found**  
Three months after graduating,  
**94 %** of full-time students have found a job.

### Executive Education

**Total number of students**  
4,374

Open Programme participants  
1,094

Custom Programme participants  
3,280

**Participants' degree of satisfaction**  
4.1 (out of 5)

**Company degree of satisfaction**  
4.2 (out of 5)

### Executive Masters

**Total number of participants**  
420

**Number of graduates per programme**  
219

**82** Master in Marketing Management and Commercialisation  
**19** Master in Operations and Service Management  
**72** Master in Economic-Financial Management  
**28** Master in Public Administration  
**18** Corporate MBA

### Executive Language Center

**Total number of student**  
3,190

**2,610** external students (English, German, French)  
**580** internal students

**Level of satisfaction**  
**4.10** (out of 5) global score for classes  
**4.46** (out of 5) global score for faculty



# 4 Research and knowledge

## STRATEGIC LINES

### Research

Creating and disseminating knowledge

*With a competitive advantage in the specific areas of Management and Law, ESADE conducts relevant research for our partners and for the international academic community.*

*Our Faculty are dedicated to research and teaching, focusing their efforts on various areas of knowledge: marketing, finance, operations, strategy, entrepreneurship, corporate social responsibility, leadership-LEAD, knowledge management and tourism.*

## PhD programme

Number of PhD candidates

65

Countries of origin

16

## Scientific production

Journals

34 articles in indexed journals

19 articles in other relevant journals

16 diverse articles

Books and book chapters

30 books

43 book chapters

8 book reviews

Scientific contributions to congresses and conferences

88

## In-house publications

ESADE Knowledge Briefings

1st ed. on line, June 2007

Research Yearbook 05-06

Research bulletins

3 editions annually

ESADE Economic Report

Department of Economics,  
2 editions annually

Other conferences

108

Working papers

9

Case studies

14

Monographs

16

PhD theses

23

## Research organisational structure

### INSTITUTES

#### Institute of Public Management

The Institute of Public Management (IDGP) was created in 1993 with a firm commitment to innovators within the public sector. IDGP faculty members work from ESADE with a view to public sector governments and organisations. The Research Group for Leadership and Innovation in Public Management (GLIGP) is linked to the IDGP and has been recognised by the Catalan Autonomous Community Government as a GRC (Consolidated Research Group). From a focus on governance, the GLIGP researches public democratic leadership as a driver for institutional development and also analyses networks, transversality and the role of partnerships in public management innovation.

#### Institute for Labour Studies

The Institute for Labour Studies (IEL) is the most veteran research group at ESADE. It was founded in the 1960s by Father Juan García Nieto, SI, as a collaborative centre for the International Labour Organisation (ILO). It is a research centre which focuses on the creation of scientific and technical knowledge regarding work settings which favour the creation of added value based on people's knowledge. It includes a research group recognised by the Catalan Autonomous Community Government.

#### Institute for Social Innovation

The Institute for Social Innovation's (IIS) goal is to develop individual capacities and those of organisations within the business world and the not-for-profit sector in order to strengthen their activities aimed at creating a fairer and more sustainable world. The IIS unites and leads efforts dedicated to training, research and the dissemination of knowledge regarding Corporate Social Responsibility (CSR) in addition to other questions related to NGO leadership and management and collaboration between companies and the third sector.

### CHAIRS

#### Chair of Intangible Assets Analysis

The Chair carries out research sponsored by private and public institutions and organisations interested in results which help them better understand intangible assets and manage them more efficiently.

#### Chair of Design Management

This Chair's activity focuses on research and understanding the conditions which make it easier to integrate and better use design as a key to innovation, a central element in marketing and commercialisation and as a fundamental instrument in building brands.

#### Chair in Leadership and Democratic Governance

This group's aim is to promote a permanent forum for dialogue between organisations (companies, public administrations and NGOs) and individual actors (businessmen, executives, and political, social, civic and labour representatives, among others) who responsibly and decidedly face the challenges implied in governing a world which is both global and local at the same time.

#### Research Group on Learning and Knowledge in Organisations

The aim of the Research Group on Learning and Knowledge in Organisations (GRACO) is to research the use and supply of learning and knowledge in organisations. It primarily bases its research on qualitative methods and applies a very innovative focus. GRACO also uses a multidisciplinary approach in its empirical studies and research, strongly oriented towards resolving the problems faced by business organisations. It was recognised as a research group by the Catalan Autonomous Community Government in 2005.

### CENTRES

#### Centre for Tourism Management

ESADE created the Centre for Tourism Management (CEDIT) more than fifteen years ago and it is an international reference for the creation and dissemination of knowledge within the tourism and leisure industry. The CEDIT consists of two research groups whose aim is to research and offer academic programmes on tourism and leisure: the Research Group on Tourism Management (GRUGET) and the CEMS Faculty Group on Tourism. The latter also aims to foment the study of tourism within universities, strengthen academic bonds between institutions, etc.

#### ESADE Centre for Culture Industries

The goal of this centre is to offer a space to facilitate debate and reflection on the problems faced within the culture industry in order to identify the challenges before this business community. It applies an international focus to its research as well as in the transfer of knowledge. Currently, the centre is focusing its research and studies on journalism and the publishing industry, among others.

#### Entrepreneurship Centre

The Entrepreneurship Centre (CINEM) brings together various ESADE activities carried out in the areas of business creation and family-firm management. Its current and principal lines of research are dedicated to entrepreneurship, family-owned company management and the start-up phenomenon. The CINEM also includes the two-year-old Entrepreneurship Research Group, recognised by the Catalan Autonomous Community Government for its contribution to knowledge on business activities with the aim of creating sustainable and innovative firms over the long term.

#### Brand Centre

Through research, reflection and the exchange and creation of knowledge regarding brands and their management, the Brand Centre aims to foment reflection on the matter, improve the methodologies and processes used to create, develop and assess brands, increase brand strategies as a source of wealth creation, foment the development of strong and consistent brands, and promote debate and innovation.

#### Survey Research Centre

The Survey Research Centre (SCR) works in the field of social science research methodology, from its design to the publication of results and from both a quantitative and qualitative perspective. Its research is characterised by placing special emphasis on those aspects related to measurement. The SRC can trace its origins to a research group recognised by the Catalan Autonomous Community Government and to highly relevant European and national research projects such as the European Social Survey (ESS).



# 5

## Social projection and cooperation

### STRATEGIC LINES

#### Social debate

Promoting social debate through academic rigor and independence

*ESADE is an institution that encourages debate on issues of economic and social interest. With increasing international importance, this enables us to contribute useful knowledge and reflections on global challenges.*

The promotion of debate and the exchange of ideas is based on:

**Reflection and research** of our Faculty, and cooperation with our academic partners.

**Public recognition and social value** of the studies and reflections we contribute.

#### ESADEFORUM Inauguration

##### September 2006

ESADEFORUM is a 900-m<sup>2</sup> convention centre with modern and versatile facilities and seating capacity for up to 336 people. The space is modular in design which allows for three independent halls and two foyers to be used simultaneously.

##### Surface area

900 m<sup>2</sup>

##### Seating capacity

336 people

#### Public events and op-ed articles

##### Number of public events

422

##### Number of event participants

23,196

##### Number of op-ed articles published by the press

380

#### ESADE Alumni

##### Number of alumni

35,000

##### Geographic coverage

95

##### Number of members

11,450

##### International chapters

20

Andorra  
Argentina  
Benelux  
Brazil  
Chile  
China  
Colombia  
France  
Germany  
Italy  
Mexico  
Peru  
Portugal  
Switzerland  
United Kingdom  
USA - Chicago  
USA - Los Angeles  
USA - Miami  
USA - New York  
Venezuela

8 delegates in other countries

##### Alumni who live and work outside Spain

5,932

##### Industry and functional clubs

20

Automobile Club  
Business Angels Club  
Business & Information Technology Club  
Business & Social Responsibility Club  
China Business Club  
Communications Club  
Culture Industry Club  
Espai Vicens Vives  
Family Business Club  
Finance and Management Control Club  
Health & Pharma Club  
Human Resources Club  
Insurance Club  
Law Club  
Marketing Club  
Operations Club  
Public Management Club  
Real Estate Club  
Sports Management Club  
Tourism Management Club

##### Regional chapters

10

Western Andalusia (Seville)  
Eastern Andalusia (Granada)  
Aragon  
Asturias  
Balearic Islands  
Canary Islands  
Galicia  
Girona  
Lleida  
Valencia

##### Magazine circulation

31,500 copies

Published quarterly

4th year published

#### Social and volunteer activities

##### University Development Service

The University Development Service (SUD) unites the series of efforts carried out by the entire academic community (students, faculty and administrative and services staff) to help developing countries.

Number of participants

40

Countries it has worked with: Bolivia, El Salvador, Nicaragua, Guatemala and Honduras

##### Agreements with Central American Universities

Participating universities:

UCA Universidad Centroamericana in Managua, Nicaragua  
Universidad Rafael Landívar, Guatemala

Universidad Centroamericana "José Simeón Cañas", El Salvador

Number of participating faculty members

15

##### Alumni Giving Back. Alumni Consulting Initiative Project

Number of participating alumni

50

##### NGO participants

Arrels Fundació  
Fundació Esclerosi Múltiple  
Fundació Èxit  
Fundación Balia por la Infancia  
Fundación Tomillo

#### Social and ethical research networks

ESADE is the only European business school to participate in the **Social Enterprise Knowledge Network (SEKN)**, an initiative led by the Harvard Business School, and in which eight other Latin American business schools also participate.

ESADE is a member of the **European Business Ethics Network (EBEN)**, an academic network dedicated to studying business ethics in any type of organisation.

ESADE is a founding member of the **European Academy of Business in Society (EABIS)**, which promotes a debate on the role of the company in society and trains future business leaders to foment Corporate Social Responsibility.



↓ Way out  
Salida

↓ Terminals  
Terminales T1 T2 T3

↓ Belts  
Cintás 07:13

→ Belts  
Cintás 14:20

# 6 International vocation

## STRATEGIC LINES

### Internationalisation

Consolidating as a  
global business school

*ESADE is an academic institution with an international vocation. In all our areas of involvement, we have embraced the fact that we form part of a global environment, and that our initiatives should promote the internationalisation of the participants, partners, groups and societies in which we act.*

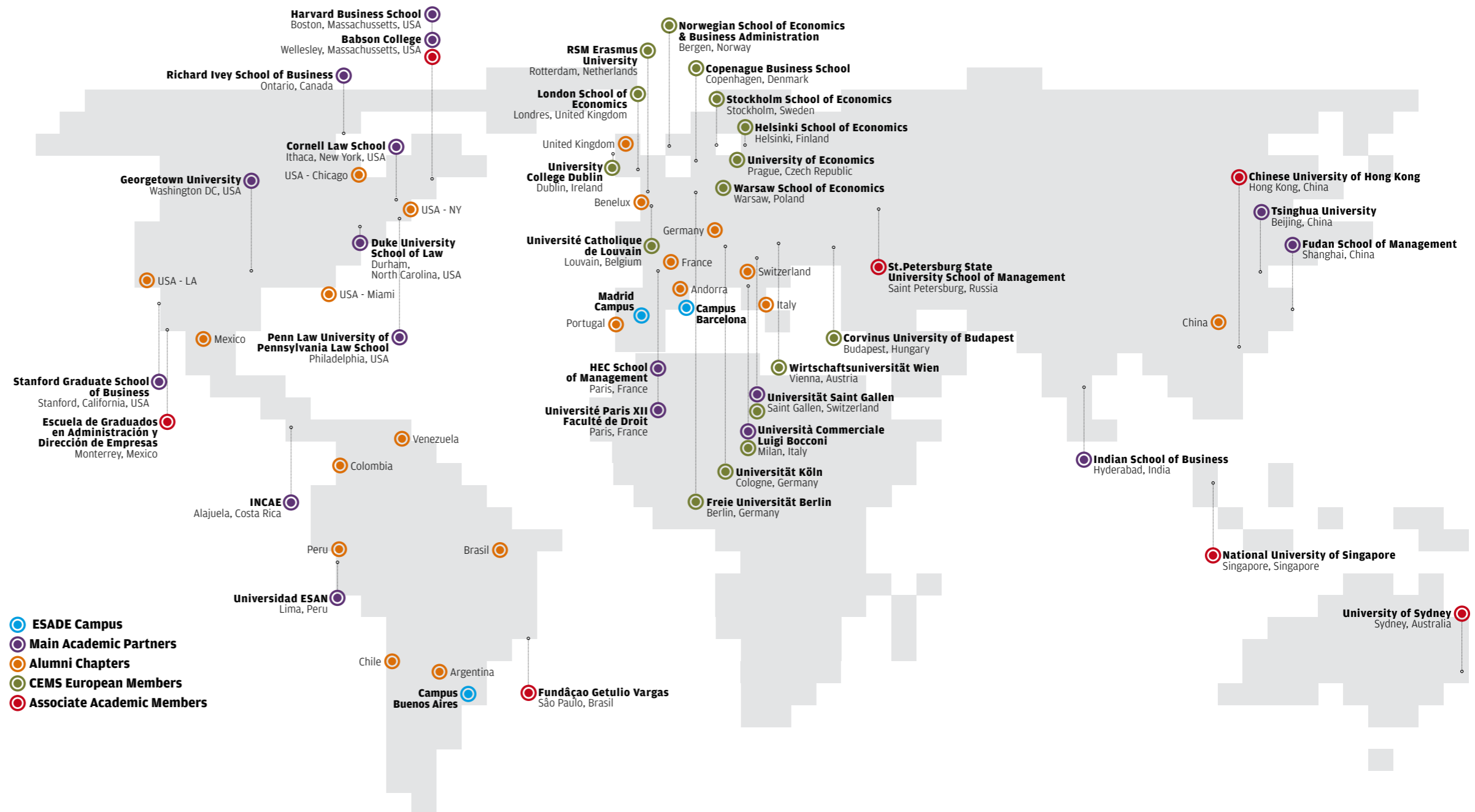
To that end, we carry out global projects, such as:

#### The consolidation of:

- ESADE's presence in Buenos Aires and the intensification of relations with the key companies in this sphere of influence.
- ESADE's presence in Madrid as an international school, establishing business, institutional and social relations.

**The consolidation of academic relations with China and India,** and obtaining international recognition as an institution of excellence in graduate and post-graduate studies (degree granting institution) and with significant importance in the field of Executive Education.

**The extension of the alumni network** along with our own alumni association, ESADE Alumni, which strengthens and adds value to our network of national and international relations.



## 6. International vocation

### International students

Total number of international students registered in the programmes

937

Countries of origin

68

### International faculty and staff

International faculty

17%

Countries of origin

14

Administrative and services staff

11%

Countries of origin

12

### ESADE Alumni

Number of alumni

35,000

Number of alumni living and working outside Spain

5,932

Geographic coverage

95 countries

International chapters

20

### International networks and agreements

Exchange programmes with international universities

130

**CEMS Network** - Community of European Management Schools

**PIM Network** - Partnership in International Management

**Themis Network** - International Joint Certificate in Business Law

**Strategic alliances** with HEC in France and Babson College in the United States

### International exchange participants

Undergraduate and Master in Management

171 outgoing

186 incoming

Undergraduate and Master in Law

24 outgoing

58 incoming

**MBA**

59 outgoing

74 incoming

### Programmes with international companies and universities

**CEMS Master in International Management**

CEMS Full Members

17

CEMS Associate Academic Members

9

Corporate Partners

50

**MSc Double Degree Programmes**

5

**PhD in Management Sciences:**

programme taught jointly with ESAN-Peru

**MBA Double Degree Programmes**

9

**Themis** - International Joint Certificate in Business Law

5

**International Executive Education Programmes**

ICT with international firms

23

Programmes with international universities

6

### International research projects

- Survey Research Centre: European Social Survey Infrastructure
- Social Innovation Institute: Social Enterprise Knowledge Network (SEKN)
- Entrepreneurship Center: STEP Project for Family Enterprising

### International associations

International Associations in which ESADE is a member

15

**EFMD** European Foundation for Management Development

**AACSB** International - The Association to Advance Collegiate Schools of Business

**CLADEA** Consejo Latinoamericano de Escuelas de Administración

**EDAMBA** European Doctoral Programmes Association in Management and Business Administration

**EUDOKMA** European Doctoral School on Knowledge and Management

**IAJBS** International Association of Jesuit Business Schools

**CEMS** Community of European Management Schools and International Companies

**PIM** Partnership in International Management

**AMBA** The Association of MBAs

**EABIS** European Academy of Business in Society

**GMAC** Graduate Management Admission Council

**EMBAC** Executive MBA Council

**UNICON** International University Consortium for Executive Education

**Themis** - International Joint Certificate in Business Law

**ELFA** European Law Faculties Association

### International accreditation

Triple Crown



**European Quality Improvement System (ICS) (1998 & 2003)**

In 1998, ESADE was the first business school in Spain and one of the first in Europe to obtain the European Quality Improvement System (ICS) accreditation given 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 the Association to Advance Collegiate Schools of Business (AACSB International) accreditation for the quality of its undergraduate, Master and PhD programmes.



**The Association of MBAs (AMBA) (1994, 1999, 2004)**

ESADE MBA programmes have been accredited by the Association of MBAs (AMBA) since 1994.

### International rankings

**MBA**

1st

International MBA

**The Wall Street Journal**, September 2006

2nd

Best MBA in the world with a social and environmental focus

**Beyond Grey Pinstripes**, October 2005

4th

Best European business school and 7th internationally

**BusinessWeek**, October 2006

**Executive Education**

5th

Best European business school and 16th internationally for custom programmes for businesses

**BusinessWeek**, October 2005

2nd

Best European business school and 2nd internationally for Latin American firms

**América Economía**, November 2006

**University programmes**

11th

Best European Master in Business Administration

**Financial Times**, September 2006

### International Advisory Board

The ESADE International Advisory Board is an essential motor behind this strategic dimension at the business school. Through their contributions, the members of this Board offer ESADE their support in three complementary and interrelated areas:

#### Innovation

To guarantee innovation in course design and research activities, offering an international perspective.

#### Relevance

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

#### Impact

To ensure that ESADE has the ability to respond to its foundational goals and to have an impact on the future global development of executive training.

#### MEMBERS

##### Michael C. Jensen

Professor Emeritus in Business Administration, Harvard Business School (United States)

##### David Risher

Former Senior Vice President of Amazon.com (United States)

##### Christine Lagarde

Former President of Baker & McKenzie Executive Committee (United States) and Minister of the Economy of France

##### Bernard Castaing

Former World Vice President of Beauty Care, Procter & Gamble (United Kingdom)

##### Xavier Ferran

Partner of Lion Capital (United Kingdom) and Former CEO, Bacardi (United States)

##### Hanneke C. Frese

Former Director of Capabilities Group, Zürich International Company (Switzerland)

##### Alex O. Lendi

President and CEO of Lis International Company (Liechtenstein)

##### Philippe Louvet

Director of Corporate Development and Training, L'Oréal (France)

##### Mario Vaupel

Director of ERGO Management Akademie (Germany)

##### Ingo Zuberbier

Former Vice President of Lintas World Wide (Germany)

##### Xavier Mendoza

President of the International Advisory Board and Dean at ESADE

##### Carlos Losada

Director General, ESADE

##### Eugenia Bieto

Corporate Deputy Direction General, ESADE

##### Jaume Hugas

Executive Director of Executive Education, ESADE

##### Glòria Batllori

Executive Director of MBA Programmes, ESADE

##### Colin McElwee

Executive Director of Marketing and Corporate Communication, ESADE





# 7

## People, structure and resources

### STRATEGIC LINES

#### Organisational culture

Cooperative leadership

*The ESADE culture is geared towards learning, knowledge and innovation, and is based on responsibility, commitment and mutual respect.*

ESADE promotes the creation of an atmosphere of cooperation and trust between all members of its community: Faculty, administrative and services staff, management teams, students from the different programmes, alumni and partners, through:

- **The sincere contribution** to the raison d'être of the institution as a project shared by all.
- **The pursuit** of quality.
- **The continuous improvement** of internal communication.
- **The promotion of the smooth functioning** of participatory processes.
- **The support for the creation of incentives** consistent with this culture.

#### ESADE staff as of Aug. 31, 2007

Total number of personnel

470

Administrative and services staff

272

Faculty

198 professors

#### Administrative and services staff

Men

75 (27.57%)

Women

197 (72.43%)

Average age

40

Countries of origin

12

#### Personnel participating in training programmes

89 Professional Development

26 Languages

#### “Untitled”

##### ESADE's internal magazine

Launched: November 2006

Issues: quarterly (3 editions)

Languages: Spanish, Catalan and English

#### Faculty

Full-time Management and Law faculty

114

Number of PhD's

83 (72.8%)

Faculty with AQU accreditation

70%

13 part-time faculty

87 external faculty

46 visiting faculty

644 academic assistants

8 honorary faculty

237 guest executives/faculty

Executive Language Center faculty

66

Total number of professors and academic assistants

1,215

Countries of origin

33

#### Management

##### Board of Trustees

PRESIDENT

Joan Manuel Soler Pujol

VICE-PRESIDENT

Ignasi Salvat Ferrer

SECRETARY

Josep E. Milà Mallafre

MEMBERS

Melecio Agúndez Agúndez

Alfredo Bassal Riera

Artur Carulla Font

Pere A. Fábregas Vidal

Pedro Fontana García

Juan José López Burniol

Pedro Navarro Martínez

Xavier Pérez Farguell

Manuel Raventós Negra

Eugenio Recio Figueiras

Mario Rotllant Solà

Alfredo Sáenz Abad

Josep Oriol Tuñí Vancells

##### Executive Committee

Carlos Losada

Director General

Xavier Mendoza

Dean of Management and

of the Business School

Pedro Miroso

Dean of the Law School

Marcel Planellas

Secretary General

Eugenia Bieto

Corporate Deputy Director General

Josep Bisbe

Academic Vice-Dean

Alfons Sauquet

Vice-Dean of Research and

Knowledge

Ramon Garcia

Administration and Executive Direc-

tor of Human Resources, PAS

Belén Marín

Executive Director of Academic Ser-

vices

Carlo M. Gallucci

Executive Director of University Pro-

grammes

Jaume Hugas

Executive Director of Executive Edu-

cation

Glòria Batllori

Executive Director of MBA Programmes

Ramon Aspa

Executive Director of the Executive

Language Center

Francisco Longo

President of the Faculty

Josep E. Milà

Technical Secretary

(until December 2006)

Enrique López Víguria

Technical Secretary

(as of January 2007)

# 7. People, structure and resources

## STRATEGIC LINES

### Economic sustainability and support resources

Adapting resources to fit the strategy

*ESADE has a medium- and long-term project that guarantees sustainable economic and resource management.*

In order to carry out this project successfully, we propose:

- **Economic management** characterised by the consistency of the established objectives and our institutional vision, always contributing to the proper use of resources
- Providing **infrastructures** in accordance with the strategy
- Streamlining **processes** and the use of technology in line with the strategy
- Acquiring **the support resources and internal services** necessary to achieve our objectives.
- Securing **alternative sources of financing**, through the business world and alumni, based on philanthropy.

## Economic information

### Growth in income

ASSETS	
2004-2005	€44 million
2005-2006	€50 million
<b>2006-2007</b>	<b>€60 million</b>

### Income by unit

University Programmes	€21 million	35%
Business School	€35 million	58.33%
Executive Language Center	€4 million	6.67%
<b>TOTAL</b>	<b>€60 million</b>	

### Statement of results 2006-2007

<b>Total Income</b>	<b>€60 million</b>
Personnel expenses	€-32 million
General expenses	€-21 million
<b>Operating surplus before amortisation</b>	<b>€7 million</b>
Amortisations	€-4 million
<b>Operating surplus</b>	<b>€3 million</b>
Financial	€1 million
Contributions to foundation	€1 million
<b>Surplus</b>	<b>€3 million</b>

### Income expenditures

Training - education	€50 million	83.33%
Research	€4 million	6.67%
* Social actions and projection	€3 million	5%
Surplus	€3 million	5%

<b>TOTAL</b>	<b>€60 million</b>
--------------	--------------------

\* Details of social actions and projection

SOCIAL ACTIONS	
Student scholarships and grants	€476,000
Grants to groups that support ESADE	€794,000
Internal faculty training	€157,000
Internal staff training	€200,000
Development aid	€373,000
<b>TOTAL</b>	<b>€2 million</b>

SOCIAL PROJECTION	
Events and seminars dedicated to social debate	€1 million

### 2006-2007 Balance

ASSETS	
<b>Fixed assets</b>	<b>€52 million</b>
Intangible Fixed assets net	€1 million
Tangible Fixed assets net	€49 million
Financial Fixed assets	€2 million
<b>Current assets</b>	<b>€23 million</b>
Receivables	€9 million
Cash	€14 million

€75 million

LIABILITIES	
<b>Own funds</b>	<b>€29 million</b>
Foundational funds + reserves	€26 million
Financial year results	€3 million
<b>Income to distribute</b>	<b>€1 million</b>
<b>Long-term creditors</b>	<b>€5 million</b>
<b>Short-term creditors</b>	<b>€40 million</b>
Creditors	€37 million*
Other debts	€3 million

€75 million

\* Creditor items include advance payment for registration totalling 23 million euros and advance income totalling 3 million euros.

## Resources

### Campus size in square meters

BARCELONA CAMPUS  
**29,475 m<sup>2</sup>**  
9,300 m<sup>2</sup> Building 1  
7,475 m<sup>2</sup> Building 2  
12,700 m<sup>2</sup> Building 3

MADRID CAMPUS  
**2,500 m<sup>2</sup>**  
BUENOS AIRES CAMPUS  
**1,487 m<sup>2</sup>**

### Academic management

Increase in e-services

**5**  
Digitalised documents  
**120,188**

Availability of operational lists

**36** departments  
**17** programmes

### Technology and innovation

#### User Service

Increase the number of services provided in terms of applications, classrooms and multimedia equipment

Number of computers

**850**

Rooms equipped with the latest technology

**96**

#### Remote access

**22** digital services

#### New web portals

Corporate portal

Portal for professional programmes

Portal for university programmes

Admissions system via the website

**130** faculty webpages

#### System development projects

**16**

#### Implementation of single ID

**95%** of services

### ESADE Guíame!

Business information portal

Number of visitors during the year

**692,000**

Increase in number of visitors per year

**15%**

### Digital library

Users

**65,000**

Loans

**11,278**

New books

**2,288**

#### Subscriptions and access to magazines

**485** published editions

**7,429** digital

SIC Observatory:

Edition and distribution

**100** bulletins

Off-campus access

**40** databases

Database queries

**+3** million

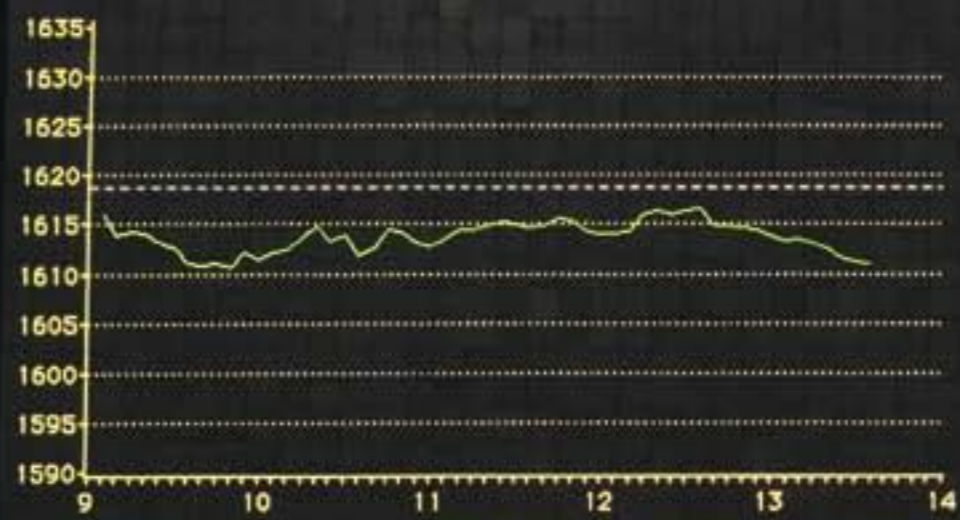
### Research and teaching support

- Research Guidance Service (PAI) created
- 3 research bulletins published
- Research Yearbook published

COTIZACIONES AL		03/10/2007	
ANTER.	ULTIMO	VALOR	ANTER. ULTIMO
MERCADO ETF-			
EX MEDIUM CAP	27.50	26.60	LYXDOWJI 98.40 98.95
	48.99	49.10	LYXNDX1E 5.97 5.97
	4.28	4.30	ACC LTOP 51.35 51.35
C	40.50	39.75	ACC LBRA 137.70 137.70
	28.30	28.48	FL ETF M 19.25 19.25
T	78.00	79.50	FL ETF S 16.19 16.19
L	14.28	14.11	AFI BONS 102.15 102.30
	12.40	12.52	AFI MONE 101.13 101.16
INCORPORACIONES			
C	24.73	24.67	
	16.20	16.32	
R	12.13	12.10	
	14.26	14.24	
I	14.35	14.50	
S	52.75	53.25	
	7.59	7.50	
	22.30	22.51	
Z	14.40	14.75	
	53.00	53.00	
C	80.35	80.00	
	16.03	15.89	
MERCADO ETF-			
	14.75	14.74	
	14.75	14.73	
	147.50	147.90	
	44.10	44.07	
	45.30	45.44	
	28.55	28.55	

# BOLSA DE MADRID

## INDICE MADRID



**BME X**  
BOLSA Y MERCADOS ESPAÑOLES

**BME X**  
BOLSA Y MERCADOS ESPAÑOLES

INDICE	INDICES	
	ULTIMO	DIF. PTOS
NACIONALES		
MADRID	1610.12	-8.51
IBEX 35	14736.60	-53.40
IBEX MEDIUM	19965.50	-3.50
IBEX NM	3441.70	-0.40
IBEX SMALL C	16595.00	54.60
LATIBEX TOP	5153.10	25.20
LATIBEX BRAS	13683.00	105.40
IBEX TOP DIV	3676.40	-4.60
INTERNACIONALES		
DOW JONES	14047.30	-40.20
DAX	7951.28	4.49
CAC 40	5789.79	-9.48
FTSE 100	6524.50	24.10
MIBTEL	31341.00	-38.00
EUROTOP 100	3274.49	-4.96
BEL20	4369.57	5.75
SMI	9061.83	-12.16
REX AMSTERD.	539.36	-3.57
NIKKEI	17199.80	153.10
HANG SENG	27479.90	-719.80
IBOVESPA	62017.10	-323.20
IPC	31451.70	596.10
MERVAL	2260.45	29.02
IGPA CHILE	14940.40	160.20
NASDAQ COMP.	2747.11	6.12
DJ STOXX 50	3863.47	-2.56
EURO STOXX50	4413.32	-13.69



# 8

# Relationship with organisations and companies

## Management Professional Council

Juan Arena President, Bankinter President, Management Professional Council	Antonio Gutiérrez Vergara Member of Congress
Maite Arango Vice President, Grupo Vips	Juan Pablo Lázaro Espinosa de los Monteros Executive President, ASM
José Ramón Arce Former President, Lilly	Ivan Martín Vice President, The Boston Consulting Group
Domingo Arochena President, Grupo INDAS	José M. Martín Patino President, Fundación Encuentro
Marcial Campos Calvo-Sotelo Former Managing Partner, McKinsey	Amparo Moraleda President, IBM Spain and Portugal
Rafael de Ramón Director General, Saint Gobain Canalización	Juan José Nieto President, HSM Group
Miguel Fernández de Pinedo President, Fundació PricewaterhouseCoopers	Francisco Román Chief Executive, Vodafone
Antonio Garrigues Walker President, Garrigues	Juan Soto Former President, Soto Commission for the Development of the Information Society

## Law School Professional Council

- AAMC Abogados y Asesores Tributarios
- Allen & Overy
- Arasa & De Miquel - Advocats Associats
- Baker & McKenzie Abogados
- BDO Audiberia Estudio Jurídico y Tributario
- Brosa Abogados y Economistas
- Brugueras, García Bragado, Molinero y Asociados
- Bufet Antràs, Advocats Associats
- Clifford Chance Abogados
- Cuatrecasas Abogados
- Deloitte Abogados y Asesores Tributarios
- D & G Advocats, S.L.
- Ernst & Young Abogados
- Font Abogados y Economistas
- Freshfields Bruckhaus Deringer
- Garrigues, Abogados y Asesores Tributarios
- Gay-Vendrell Advocats
- Gómez Acebo & Pombo Abogados, SL
- Jausas
- JGBR Horwath Abogados y Asesores Tributarios
- KPMG Abogados
- Landwell-PricewaterhouseCoopers
- Mazars & Asociados
- Pedrosa & Asociados
- Pérez-Llorca
- Roca Junyent Advocats Associats
- Roca Puig & Ramón, S.A.
- State General Advocacy in Barcelona
- Uría Menéndez
- Ventura Garcés & López-Ibor Advocats
- VIALEGIS Asesores Legales y Tributarios

## Companies participating in business forums and career service activities

### MBA

- MBA CAREER FORUM**
- Abantia
  - Acciona
  - Alfa Consulting
  - Almirall
  - Banco Sabadell
  - Banesto
  - Bayer HealthCare
  - BBVA
  - Cadbury España
  - Capgemini
  - Carrefour
  - Carrier
  - CH Werfen
  - Coty Inc.
  - Deutsche Post World Net (DPWN)
  - DSM
  - Fortis
  - Grupo Celsa
  - Grupo Tradebe
  - Henkel
  - Ingersoll Rand
  - INS
  - Leroy Merlin
  - L'Oréal
  - Merck Sharp & Dohme
  - MTS Group
  - Nike
  - Novartis
  - Sanofi-Aventis
  - SAP
  - Sara Lee Iberia
  - TUI

### MBA CAREER WEEK

- Accenture
- Alfa Consulting
- Arthur D. Little
- Banco Santander
- Bear Stearns
- Caixa Holding
- Capgemini
- Deloitte
- Deutsche Bank
- DPWN Business Consulting
- Europraxis
- GE Europe
- Goldman Sachs
- KPMG
- "la Caixa"
- McKinsey
- Mercer Management Consulting
- Morgan Stanley
- Roland Berger Strategy Consultants
- The Boston Consulting Group
- Valoris

### CORPORATE PRESENTATIONS

- BBDO

- Carrier
- Citigroup GTS
- Deutsche Bank
- International Finance Corporation (IFC)
- Johnson & Johnson
- McKinsey
- Synthes
- Tradebe

### Management

- CAREER FORUM**
- Accenture
  - Affinity Petcare
  - Andbanc
  - Arbora & Ausonia
  - Banco Sabadell
  - Banco Santander
  - BDO Audiberia
  - BearingPoint
  - Carrefour
  - CB Richard Ellis
  - Celsa Group
  - Coty
  - Grupo Damm
  - Grupo Danone
  - Deloitte
  - Delta Partners
  - Ernst & Young
  - Euroleague Basketball
  - Europraxis Consulting
  - Everis
  - Garrigues
  - GB Investment Banking
  - Grupo Financiero Riva y García
  - Grupo Sociéte Générale
  - Henkel Ibérica
  - Inditex
  - JP Morgan
  - KPMG
  - L'Oréal España
  - Management Solutions
  - Mango
  - Mercer Management Consulting
  - Miguel Torres
  - Nestlé
  - PricewaterhouseCoopers
  - Procter & Gamble
  - Quadis
  - Reckitt Benckiser
  - Roland Berger
  - Sara Lee
  - Scottish & Newcastle
  - TUI España
  - Unilever

- FINANCE & CONSULTING SEMINARS**
- Arthur D. Little
  - Atlas Capital
  - Bain & Company
  - Banco Santander

- BBVA
- Bloomberg
- Citigroup
- Deloitte
- Deutsche Bank
- Europraxis Consulting
- GE Money Bank
- Grupo Sociéte Générale
- IBM
- KPMG
- Lehman Brothers
- McKinsey & Company
- Mercer Oliver Wyman
- Merrill Lynch
- Procter & Gamble
- The Boston Consulting Group
- UBS
- Valoris

- COMPANIES OFFERING PRESENTATIONS**
- Heineken
  - UTC

### Law

#### LAW FORUM

- Baker & McKenzie Abogados
- BDO Audiberia Estudio Jurídico y Tributario
- Clifford Chance
- Cuatrecasas
- Deloitte Abogados y Asesores Tributarios
- Ernst & Young Abogados
- Font Abogados y Economistas
- Freshfields Bruckhaus Deringer
- Garrigues Abogados y Asesores Tributarios
- Gómez Acebo & Pombo Abogados, SL
- JGBR Horwath Abogados y Asesores Tributarios
- KPMG Abogados
- Landwell-PricewaterhouseCoopers
- Lovells
- Manubens & Asociados
- MMM & M, Monereo, Meyer & Marinel-lo, Abogados
- Padrol Munté
- Pedrosa & Asociados
- Pérez-Llorca Abogados
- Roca Junyent Advocats Associats
- Uría Menéndez

#### Executive Education

- 1,470 COMPANIES HAVE PARTICIPATED IN EXECUTIVE EDUCATION PROGRAMMES. INCLUDING:**
- Abertis
  - Banco Santander
  - Bankinter, S.A.
  - BBVA
  - Bertelsmann AG
  - Boehringer Ingelheim España S.A.
  - Bunge
  - Carlson Wagonlit Travel SAS
  - Citibank
  - Comsa S.A.
  - Condis Supermercats S.A.
  - Corporación Agrolimen S.A.
  - Deloitte
  - Desigual
  - Deutsche Bank
  - DuPont de Nemours International S.A.
  - Endesa S.A.
  - Epson Europe BV
  - Esmalglass S.A.
  - Esteve Química
  - Gas Natural SDG S.A.
  - General Electric
  - Grünenthal, S.A.
  - Grupo Agbar
  - Grupo Ferrovial, S.A.
  - Hewlett-Packard Española S.A.
  - Laboratorios Almirall, S.A.
  - Lladró, S.A.
  - LOEWE
  - Merck Farma y Química S.L.
  - Miguel Torres, S.A.
  - Novartis Medical Nutrition
  - PepsiCo
  - Pfizer, S.A.
  - Philips Ibérica, S.A.
  - Planeta Corporación S.R.L.
  - PricewaterhouseCoopers
  - Puig Beauty & Fashion Group S.L.
  - Química Farmacéutica Bayer S.A.
  - RACC
  - Random House Mondadori, S.A.
  - Repsol YPF, S.A.
  - Roca Sanitarios S.A.
  - Roche Diagnostics SL
  - Roche Pharmaceuticals
  - Saint-Gobain Weber-Cemarksa, S.A.
  - Pronovias - San Patrick, SL
  - Sanofi-Aventis, S.A.U.
  - Siemens, S.A.
  - Solvay Benvic Ibérica S.A.
  - Sony España S.A.
  - Stradivarius España, S.A.
  - Televisa Corporación
  - Telefónica
  - The Eat Out Group S.L.
  - Top Cable-Grup Alcabe
  - Volkswagen - Audi España, S.A.
  - Winterthur Ibérica, AIE



# 9 Philanthropy and sponsorship

## Philanthropic contributions to ESADE Foundation

During the 2006-2007 academic year and through their contributions, various organisations and companies have helped to further the development of ESADE's educational project. Their commitment is channelled in one of two ways: firstly, through the Corporate Relations Programme in which organisations and companies make annual contributions to the foundation and, secondly, through direct contributions to specific projects.

During the 2006-2007 academic year, corporate contributions increased by more than 40%, surpassing the total of €2 million euros. This support is key to the institution's future as ESADE is a not-for-profit private foundation which reinvests its income towards fulfilling its foundational mission.

## Companies and organisations which have given their support to the foundation. Corporate Relations Programme

The most significant growth has been in donations to the foundation, growing by more than 70% compared to the previous year.

### Senior Partners

- ESADE Alumni

### Partners

- Gas Natural SDG
- Grupo Celsa
- Repsol YPF

### Senior Investors

- Abertis
- Endesa
- Grupo Santander
- ISS Facility Services

### Investors

- Accenture
- Aramark
- Bacardi España
- Bayer
- BBVA
- Bimbo
- Caprabo
- Catalana Occidente
- Cobega
- Danone
- Deloitte
- Esteve
- FMC Foret
- Freixenet
- Fundació Caixa Catalunya
- Fundació Puig
- Fundación Agbar
- Fundación Damm

### Affiliates

- Agrolimen
- AXA Winterthur
- Caixa Manresa
- Caja Madrid
- Cementos Molins
- Crédito y Caución
- FIATC
- La Llave de Oro
- Mapfre
- Miguel Torres
- Roca

### Other

- Fundación Miarnau - Grupo Comsa
- Grupo Mahou San Miguel
- Grupo Novartis en España
- Henkel
- IBM
- Metalogenia
- Nestlé España
- Penteo ICT Analyst
- Santa & Cole

## Companies and organisations which have contributed to specific projects

Official Chamber of Commerce, Industry and Navigation of Barcelona. Contributions to specific projects, representing 60% of the total, grew by more than 30% in the last academic year, exceeding 1 million euros, and they had a special impact on new research projects and the dissemination of our academic activities.

### Research and training

#### MAIN CONTRIBUTIONS

- Abertis Infraestructuras
- Agrolimen
- BBVA
- Caixa Manresa
- Egarsat
- Fundació Caixa Sabadell
- Fundació Lluís Carulla
- Fundación Agbar
- Gas Natural SDG
- Izasa
- "la Caixa"
- PricewaterhouseCoopers
- Quadis
- Randstad
- Repsol YPF

#### OTHERS

- Celsa
- Deloitte
- Egeda
- ESADE Alumni
- Fundación Caixa Tarragona
- Fundación FAES

- Fundación ICO
- Fundación Prevent
- Instituto de la Empresa Familiar
- Morera Design
- Official Chamber of Commerce, Industry and Navigation of Barcelona
- Sara Lee Bakery Corporativa
- Textil Seu-Grifone

### Talent attraction: Scholarships

#### MAIN CONTRIBUTIONS

- Cresa Patrimonial
- Fundació Banc Sabadell

#### OTHERS

- Cuatrecasas
- Deutsche Bank
- Font Abogados-Economistas
- "la Caixa"
- Landwell
- Uría Menéndez

### Infrastructures and services

#### MAIN CONTRIBUTIONS

- Barcelona Provincial Council
- Cementos Molins
- e-"la Caixa"
- Figueras International Seating
- Ross Enterprise

## Fundació ESADE Assembly of Members

### Individuals

- Joan Miquel Albouy Martí
- Pere Borrás Durán
- Juan José Brugera Clavero
- Manuel Espiau Espiau
- Pere-A. Fàbregas Vidal
- Jorge Gallardo Ballart
- Francisco Guarnier Muñoz
- Jaume Iglesias Sitjes
- Esteban Khalo Glykidis
- Enric Masó Vázquez
- Santiago París Vidal-Ribas
- Xavier Pérez Farguell
- Antoni M. Pugès Cambra
- Federico Riera-Marsá Llambí
- Ignasi M. Vidal Arderiu

### Legal entities

- Official Chamber of Commerce, Industry and Navigation of Barcelona
- Abertis
- Accenture
- Agrolimen
- Aramark
- AXA Winterthur
- Bacardi España
- Banc Sabadell
- Bayer
- BBVA
- Bimbo
- Caixa Catalunya
- Caixa Manresa
- Caja Madrid
- Caprabo
- Catalana Occidente
- Celsa
- Cementos Molins

- Cobega
- Danone
- Deloitte
- Endesa
- ESADE Alumni
- Esteve
- FIATC
- FMC Foret
- Freixenet
- Fundació Puig
- Fundación Agbar
- Fundación Damm
- Fundació Miarnau - Grupo Comsa
- Gas Natural
- Goldman Sachs
- Grupo Santander
- Henkel
- Hewlett-Packard Española
- IBM
- Izasa
- "la Caixa"
- La Llave de Oro
- Mapfre
- Metalogenia
- Miguel Torres
- Nestlé España
- Novartis Group in Spain
- Official Chamber of Commerce, Industry and Navigation of Barcelona
- Penteo ICT Analyst
- PricewaterhouseCoopers
- Quadis
- Repsol YPF
- Roca
- Santa & Cole
- Unilever





# 10 Communication

*ESADE is an institution which focuses its activities on three main areas: education, research and debate. Everything created and developed in these areas is communicated publicly in order to have a significant social impact. We work proactively with the most important communications channels both on line and off line, at national and international levels. Worth highlighting are the corporate website, the publication of various digital bulletins and our presence in the press, especially in op-ed articles.*

www.esade.edu

Launch of the new corporate portal

20/03/07

Average number of visitors during 06/07

208,256/month

Languages available

Catalan, Spanish and English

Visitor countries of origin

1. Spain
2. United States
3. United Kingdom
4. France
5. Germany
6. Italy
7. Mexico
8. Canada
9. India
10. Netherlands

Press summary

Mentions in the written press

3,442

Op-ed articles in the written press

380

Digital newsletters

Corporate  
IN&OUT



ESADE KnowledgeBriefings



Executive Focus



Research units

Public



Empresa y Derechos Humanos



Informational

SIC Observatory



Alumni

Alumni



## **Acknowledgments**

The team coordinating and preparing this summary of the Annual Report would like to thank all those who have given us their support and collaborated for this project to become a reality. Our thanks also go to the Madrid Stock Exchange and AENA for allowing us to take pictures of their facilities. Thank you to all.

This document has been prepared as rigorously and as accurately as possible. For any comments or suggestions on how to improve it, please write to: [memoria@esade.edu](mailto:memoria@esade.edu)

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