



**CESiNE**  
design & business school

## INTERNATIONAL PROGRAMS IN SPAIN

The key to success in today's world is to understand different cultures and globalization.





## INTERNATIONAL PROGRAMS

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- Certificate in International Business Management
- Certificate in International Marketing
- Certificate in Digital Marketing
- Certificate in Visual Communication
- Certificate in Fashion Design
- Certificate in Fashion Marketing
- Certificate in Global Business Environment
- International Internship Certificate
- Certificate in Business English
- Certificate in Business Spanish
- Top Up Degree: Bachelor in International Business
- Top UP Degree: Bachelor in Advertising, Marketing Communications & Public Relations
- Top Up Degree: Bachelor in Sports Management (Surf, Sail & Golf Industries)
- Top UP Degree: Bachelor in Hospitality & Travel Management
- Double Master Degree in Sports Management + MBA International Marketing
- Double Master Degree in Media & Marketing Communications

BEING DIFFERENT MAKES US UNIQUE

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# Undergraduate and postgraduate programs designed for the real world

Part of the research carried out by CESINE to determine the necessary qualities in the current business environment, consists of asking CEO's and human resources managers about the most demanded professional competences. They require students with leadership skills, teamwork, creative thinking, ability to work under pressure and ability to resolve problems. Therefore, our academic programs are designed to meet those needs.

CESINE is accredited to comply with the legal requirements set forth in Royal Decree 420/2015, of May 29, on the creation, recognition, authorization and accreditation of universities and university centers in Spain.

Without a doubt, a competitive advantage for our students..



**CESINE**  
design & business school



WELCOME

# Innovating in Higher Education

FERMÍN GUTIÉRREZ CRUZ *Founder of CESINE Design & Business School*

"CESINE was born to redefine the concept of higher education and offer our students the most global and innovative educational experience possible, adapted to the real world and the companies needs, and since then, we haven't stopped doing it."



We have been offering the most global and innovative learning experience possible for over 25 years.

Our programs provide a practical approach, with rigorous and updated content, with a learning methodology that connects with the most innovative learning trends worldwide.

Our methodology is based on collective learning and the exchange of knowledge and experiences.

For this we have a faculty that transmits the most solid academic bases; they are professionals who possess an updated and practical knowledge that is based on their own daily experience. In this way, innovation in teaching and adaption to changes are the hallmarks of CESINE.

The outstanding presence of our university institution in the international rankings reflects its commitment to excellence,

the ability to adapt to changes, and to help people and organizations achieve their results.

We are one of the universities most committed to employability and entrepreneurship. We have signed agreements with over 2,500 companies, we have managed about 16,500 internships and about 2,600 job offers.

We have held XIV editions of the Employment and Networking Fair, where some of the most important national and international companies come

to our campus to recruit talent.

In addition, we have organized more than twenty editions of the Entrepreneurship Forum, a pioneering initiative in Spain that has allowed around 900 students to create their own company or startup and today be considered successful entrepreneurs.



"CESINE has revolutionized my life. It has helped me to have an open mind and to be more proactive and aware of myself. The most important thing is to understand that we all are able and capable of achieving what we aim for."

**María Villazón**  
Senior Associate at Tax & Legal  
Services at PwC  
Alumni 2013

# Why choose CESINE?

YOUR GREAT SUCCESS STARTS HERE

At CESINE, you will not only study an international program, you will learn to see the world differently. By bringing people, cultures and ideas together, you will gain a transformative educational experience.



## PROFESSIONAL DEVELOPMENT

Get ready for a successful professional career from the first day. Our graduates are in full employment, working for relevant national and international companies.



## UNIQUE NETWORKING

More than 2,500 agreements signed with companies and a teaching staff linked to the business world, give students the perfect connection between the academic and professional world.



## PROFESSORS WHO INSPIRE

Our professors are professionals and executives of the highest level who transmit the most updated knowledge and adapted to the real world.



## CASE METHOD

You will learn with the study case methodology, developed by Harvard Business School, in which through simulations, discussions and real cases of companies you will know how companies apply the theoretical principles and make successful decisions.



## GUARANTEED INTERNSHIPS

CESINE guarantees all its students internships in Spain and abroad, depending on the program they are studying.



## INTERNATIONAL EXPERIENCE

As an international student, studying in CESINE will allow you to acquire an international experience, beyond theory and share a classroom with students from over 20 different nationalities. All the programs are taught in English.



## PERSONAL ATTENTION

At CESINE we know your name. Students enjoy from the first day of class a personal, direct and permanent contact with the staff.



## PRESTIGE

You will be trained in an academic institution recognized in international rankings and accredited by **QS Stars**, with the highest score in teaching staff, employment, international experience and facilities.

# Our history

RANKED AMONG THE BEST

CESINE is a private university institution of international nature with over 25 years of history and a benchmark in Spain for its excellence in higher education, as well as in learning technologies.



## 1993

### CESINE IS BORN

A private university institution of international nature with an innovative learning philosophy and methodology that manages to break with the traditional model of university education with professors that are active professionals, from different sectors.

## 1995

### THE INTERNSHIP AND PROFESSIONAL CAREERS DEPARTMENT IS CREATED

It allows us to guarantee internship periods at national and international level for all our students and channel exclusive job offers for graduates.

## 1998

### THE ENTREPRENEURSHIP FORUM IS CREATED

Driven by important companies in the financial sector, business angels, investors and banks, we created the Entrepreneurship Forum, to boost entrepreneurship among our students, getting more than 9,000 alumni to become entrepreneurs.

## 2001

### WE DEVELOPE AN ONLINE AND E-LEARNING METHODOLOGY

A new learning model is implemented that allows our students to combine their studies with their professional career. An innovative methodology 100% online.

## 2008

### THE DEPARTMENT OF INTERNATIONAL RELATIONS IS CREATED

The internationalization process begins, allowing 100% of our students to study in universities in Europe, America and Asia. In the same way, it allows our students to live in our campus with students from more than twenty different countries.

## 2019

### MOST AWARDED UNIVERSITY 5 YEARS IN A ROW

Our institution was recognized for being, for the fifth consecutive year, the most awarded university at different international advertising competitions such as Smile Festival, Publifestival, Sol, or Luxe Awards among others. These awards put in value the talent of our students and the quality training that our professors carry out every day.

# Rankings & Accreditations

YOU WILL FEEL AS PROUD AS WE ARE

We are recognized and ranked among the best business schools in the world by some of the most prestigious independent classification bodies. This reflects our commitment to excellence.



## EDUNIVERSAL

CESINE is part of Eduniversal Best 1,000 Business Schools ranking in 154 countries.

Eduniversal ranking has rated CESINE as one of the 25 best business schools in Spain. This ranking rates schools according to international reputation on a national and global level, as well as by geographical zone. CESINE therefore becomes one of the most renowned higher education institutions in Spain.



## I2N UNIVERSITY RANKING

CESINE has been ranked as the 3rd best university in Spain for international experience on the "i2n University Ranking" issued by PriceWaterhouse Coopers and Education First.

i2n ranking is based on a series of examinations made to students, surveys, statistics, questionnaires and interviews in which it is assessed from the level of the students and their satisfaction, to the opportunities that the students have to develop international periods at partner universities around the world.



## QS STARS

QS is an independent body that evaluates universities around the world through thirty criteria grouped into eight categories, including the employability of graduates, the quality of teaching, campus facilities, internationalization or commitment to society.

This is the highest recognition in university education worldwide. Valued by millions of international students, they offer detailed information for each of the areas, through the score of one to five stars.

CESINE has obtained the highest score (5 stars) in areas such as "Teaching Staff", "Employment" and "Facilities" and in addition a great result in "Internationalization" of its graduates and "Inclusiveness".



## EFMD

CESINE is member of EFMD, the most exclusive and recognized international business school organization in the world, to which only the most prestigious university institutions belong. It has only 900 members in 88 countries.

EFMD is the organization with greater recognition worldwide that accredits quality in higher education (business schools, academic programs, universities and online training) and its impact on management.





## Experience the most influential time of your life

CESINE International Programs aren't just an opportunity for students to carry out internships in Spain. It's a unique opportunity to be part of a global network of entrepreneurs, thinkers, innovators, and change-makers. Through intensive academic seminars at CESINE Design & Business School and specially-tailored internship opportunities throughout Spain and other parts of the world, students apply their newfound knowledge to the real world - day in and day out. Truly, the world is their classroom, and CESINE is their gateway to professional and academic excellence.

BEING DIFFERENT MAKES US UNIQUE

# International Perspective

At CESINE you will define your own path to become a leader. You will study in an international and collaborative learning environment where you will learn to see the world from a global perspective.

You will have the opportunity to explore new business cultures and master new techniques and share classroom with students from over 20 different countries.



## SOME UNIVERSITIES THAT HAVE AGREEMENTS WITH CESINE

- Accademia Belle Arti Santa Giulia
- ALGOMA University
- Alphe Adria Universitat
- American University
- Amsterdam School Int. Business
- Athlone Institute of Technology
- Audencia Nantes School of Management
- AVANS University
- Bamberg University
- Bezalel Academy of Arts and Design
- Bucharest University of Fine Arts
- Business School Berlin
- Cardiff Metropolitan University
- Chestnut Hill College
- Danish School of Media & Journalism
- Dublin Business School
- EBC Hochschule
- EDC School of Management
- EFAP School of Communications
- Emily Carr University
- EPHEC
- Euroakademie
- Fanshawe College
- FH Rosenheim
- FH Wien University
- FONTYS University
- GEA College
- HYBRIA - Institute of Business & Technologies
- IDRAC Business School
- IHECS
- JAMK University
- KEA Design University
- KEDGE Business School
- Kookmin University
- Kozmisky University
- Kristianstad University
- Kyungsung University
- London Metropolitan University
- Mälardalen University Poznań
- University
- NABA
- Nankai University
- National Central University
- Osaka International University
- Politecnico Gran Colombiano
- Quasar Design University
- Saint Lawrence College
- Sejong University
- Sport Management School
- SRH Heidelberg
- Thomas Moore University
- Udayana University
- UNIS Centro Universitario
- Universidad de Mendoza
- Universidad de Monterrey
- Universidad del Desarrollo
- Universidad Latina de Costa Rica
- Universidad Marista Merida
- Universidad Nacional de las Artes
- Università degli Studi di Bergamo
- Università degli Studi di Verona
- University College of Southeast Norway
- University of Saskatchewan
- University of the Ozarks
- Vancouver Island University
- VIVES University
- Wakaito Institute of Technology



SANTANDER, THE BEST ACADEMIC LOCATION

# International experience in Spain

As a student at CESINE, you will live in a multicultural environment, surrounded by national and international students from over twenty different countries, who will bring you a diversity of perspectives and experiences, in a modern and cosmopolitan city, with a wide cultural and leisure offer that will allow you to live a unique university experience.

You will have the opportunity to explore an exciting and spectacular city famous for its beaches, picturesque landscapes, surfing, golf, sailing and skiing tradition.

Santander is located in the north of Spain and it is considered as an academic and tourist enclave, with about 200,000 inhabitants. A safe city, with thousands of university students and with one of the most beautiful bays in the world. The perfect balance of leisure and multiculturalism.

Each year, CESINE welcomes students from all over the world. You will share campus, classroom, and collaborate on projects with passionate, curious and determined students, with an open mind, creative and with a strong entrepreneurial spirit. Life on campus extends well beyond the classroom. From inspiring conferences to surf classes at the Sardinero beach.

CESINE students not only have an academic talent, but they are also enthusiastic on the pitch, on the tracks and beyond. If you are a competitive athlete or if you just like to practice sport for fun, you will find your place and support at the campus.

## + 14 direct air connections

Thanks to its location in a tourist enclave, we have direct flights to many cities such as Barcelona, Madrid, Seville, Brussels, Milan, Ibiza, Budapest, Warsaw, Paris, Dublin, Frankfurt, Marrakech, Berlin, Rome or London among others, which will allow you to travel to your hometown or even discover other cities and cultures during your stay.

## + 13 beaches

and more than 10 kilometers of white sand in the urban environment

## + 1 Ski resort

in less than an hour by car

## + 10 golf clubs

Cantabria is the land of the golf legend, Severiano Ballesteros, and one of the places with the highest concentration of golf clubs.



"Santander is one of the best places for surfing in Spain."

**Jess Danielle Husson**  
Business Banking Advisor at Island Savings, a division of First West Credit Union  
Nanaimo, British Columbia, Canada  
Alumni 2014

"It was a complicated decision, but now I can say that I was not mistaken. It has been an amazing experience. The student life in Santander is great"

**Hugo Vicard**  
Business Development Coordinator at CEFAM  
Lyon, France  
Alumni 2016



# Internships in national and international companies



Gain experience in the real world, and valuable networking through internships in first level companies.



You will be able to implement the skills acquired while working in some of the most important organizations in the world, which will provide professional networking with a unique value and will allow you to finish your university degree with valuable practical experience, up to 2,500 hours of work experience in different companies and organizations.

Santander, Madrid, Barcelona, Paris, London, Toronto, Boston, New York, or San Francisco are just some of the cities where you will have the opportunity to do your internships.

CESINE has signed agreements with more than 2,500 companies, it has managed over 16,500 internships for students from different undergraduate and graduate programs and around 2,900 job offers.

Put into practice all the knowledge acquired in the classroom, in a real context, joining some of the main national and international companies to take your professional future to another level.

Our Department of Internships and Professional Careers will help you find the area that best suits your profile and your needs such as financial departments, consulting, creativity, design, layout, marketing, etc. CESINE has one of the largest networks of national and international internships, with more than 1,000 calls each year.

“I think it is very positive to adapt to different work methodologies in different countries by making internships.”

**Begoña Blanco**  
Backstage Assistant at Mercedes Fashion Week Madrid  
Alumni 2018



“CESINE gave me the opportunity to develop my career in a business and multicultural environment such as UNESCO.”

**Meritxell Balbás**  
UNESCO Intern  
Alumni 2013



“I started doing internships here and now I am Brand Manager. The experience of working in a multinational company is incredible.”

**Paula Sosoaga**  
Brand Manager at Famosa  
Alumni 2017

“The internships allow you to go to the market much better trained, increasing the chances of finding a job that really motivates you.”

**Ángela Santamarta**  
Beauty Marketing Department at EL Corte Inglés  
Alumni 2018



“The internships provided by CESINE have been my great opportunity to work in a multinational company.”

**Mattias Rotweiler**  
Teka Group Intern  
Alumni 2016

# Professional Career



You put the talent and we help you to chart the most appropriate career path for you. Regardless of whether you see yourself as a business executive, entrepreneur or developing a professional career in the creative industry.

The mission of the Professional Careers service is to prepare you for a successful professional career. During your studies at CESINE we will provide you with the key skills and tools to get that first job and we will accompany you throughout your professional life to support you and advise you when you want to change sectors, geographic location, or simply want to face new professional challenges.

## A global networking

Our students benefit from the wide network of contacts made up of alumni, companies, institutions and organizations at national and international level, and professors who are also professionals and managers of the highest level.

CESINE alumni integrate an international community of more than 9,500 professionals and successful entrepreneurs.

The Alumni Association organizes annual training sessions and meetings with the aim of creating lasting links and fostering networking, making CESINE an unforgettable experience.

CESINE prepares you for a global professional career, where, as a former student, you can always enjoy the Professional Careers service.

## Career Services

- Role-Play and workshops
- Job and networking fair
- Exclusive job offers
- Curriculum Development Advice
- Preparation for interviews
- Placement in internships in national and international companies
- Advice for negotiation on labor contracts



Britta Klotz  
Bamberg University, Germany  
Alumni 2016

“The Career Department of CESINE is very efficient. They always advise you as soon as you ask for help.”

UNIQUES IN EMPLOYABILITY AND ENTREPRENEURSHIP

# Results

Any of our programs can take you to many places and to different career paths. These results show the impressive achievements of our students.

94%

EMPLOYMENT RATE

10%

ENTREPRENEURS

16%

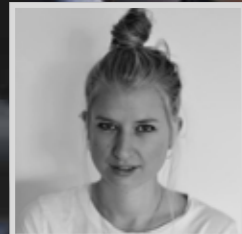
WORK IN  
MULTINATIONALS

15%

WORK IN OTHER  
COUNTRY



**Aline Cocquen**  
Marketing Project Manager at  
VELUX



**Tamara Kaiser**  
HR Management at  
PUMA



**Moritz Eckstein**  
Project Manager at BMW



**Daniela Martins**  
Head of Sales Operations  
en AUTO1 Group



**Gilles Barsalou**  
Service Marketing at AX  
Hotels



**Yoanh Lozac'h**  
Compliance Officer at  
BNP Paribas



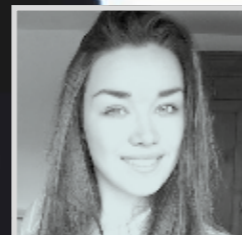
**Theresa Schneiders**  
Digital Marketing  
at L'Oréal



**Valentin Ailloud**  
Head of Sector at Epson



**Marion Villain**  
Product Development at  
Givenchy Parfums



**Marg Guilmeau**  
Project Management  
Officer at Accenture



**Maeve Boland**  
General Services Manager  
at Sodexo, Dublin, Ireland.

“Before I came to CESINE I knew I wanted to make my career in general management. I worked closely with the career team and they helped me to create a practical pathway to achieve this goal, and a few month later, here I am.”



**Cloé Rives**  
Sales Manager at Circuit Paul  
Ricard



**Julien Seguy**  
Logistics Manager at  
Roland Garros



**Anouk Gilquin**  
Chief Project  
CRM Manager at  
Showroomprive



**Robin Vittoz**  
Sales Manager at  
Nordstrom



**Marius Larsen**  
Group Business Controller  
at Zalaris



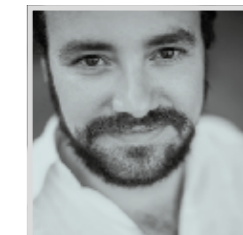
**Son DinhHoang**  
Microsoft Critical  
Situation Manager at Tek  
Experts



**Florentina Chiriac**  
Cluster Assistant Sales Manager  
at Carlton Hotels



**Marco Blokpoel**  
Trade Marketing Manager at  
Pernod Ricard



**Bernard Stalenhoef**  
Export Sales Manager  
at Le Toy Van



**Victor Bustillo**  
Senior Banker at  
Santander Private Banking

# Faculty who inspire

The members of our faculty are more than professors. They are mentors who give you their support and with whom you will establish ties that will last for years. They are professionals recognized for their extensive career and academic experience.



**Luis Aramburu**  
Private Banker at AndBank

"In the classroom I like to make students think outside the box. There are no absolute truths, but sometimes the right thing is the argument they use."



**Miguel Pomposo**  
Associate Director Rewards & Recognition at Coca-Cola

"I always address students as future managers, so that they become accustomed to respond to changes, make decisions and be consistent."

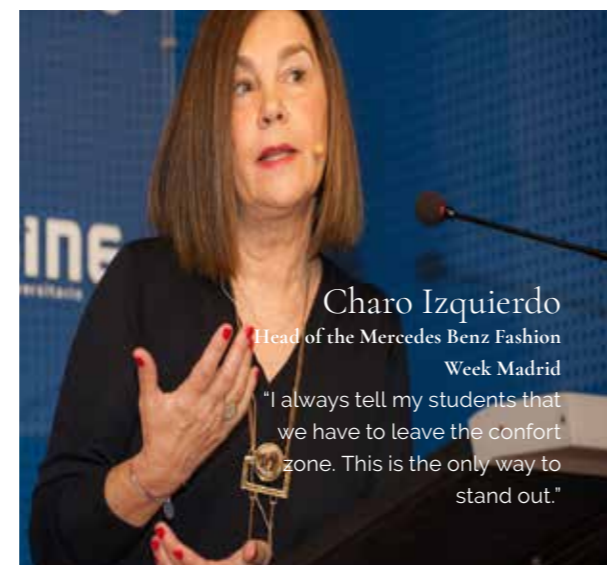
At CESINE you will enjoy from the first day of class a personal, direct and permanent contact with the professors. Small class groups will allow you to share your academic and personal concerns with the professors, which will enable your academic performance to its maximum.

The success of CESINE consists, to a great extent, in the balance between the academic and professional activity of the academic staff, made up by professionals and executives of the highest level in the fields of business, consulting, design, creativity and research, capable of transmitting to the students the most solid academic principles, in addition to an updated and practical knowledge based on daily experience.



**Ignacio Abaitua**  
European Project Manager at Soderean

"All have internalized that nothing is spontaneous and that every success requires training and has hard work behind."



**Charo Izquierdo**  
Head of the Mercedes Benz Fashion Week Madrid

"I always tell my students that we have to leave the comfort zone. This is the only way to stand out."



**Jorge de Benito**

Entrepreneur and CEO of several companies.  
"I enjoy very much each of my classes and I love seeing how students evolve and being part of it."



**Emilio Placer**

Head of Gas Global Network at Bosch - Siemens  
"I approach each session from a very practical point of view, and its application to real life."



**Beatriz Armijo**

Marketing & Communication Manager at XPO Logistics  
"All the professors provide the most up-to-date knowledge and the skills they would need to success."



**Helena Gándara**

Head of Media Manager at Volvo Ocean Race  
"I love being part of the success of each one of my students, and share with them all my expertise and my experiences"



**Ignacio Menéndez**

Head of OEM Purchasing at Teka  
"I try to make my students develop audacity, and to tackle any project with energy."

BEING DIFFERENT MAKES US UNIQUE

# Your learning extends far beyond the classroom

Prepare to be inspired by the experience of the best. Are you curious to know what distinguishes the most important leaders from other people? Would you like to know how they came to occupy those positions? Do you want to know their opinion about the problems that the next generation of leaders will face? This is usually the type of questions to which our invited speakers respond.

## Learn from the most influential people

As a student at CESINE, you will have the opportunity to listen to great speakers.

From executives from large corporations to renowned designers who bring their vision and experience to our students. Innovative conferences, with a practical application, where you can learn and be inspired.

"The opportunity that CESINE students have to listen to speakers like me is unique. I have transmitted my expertise after more than 30 years of experience as a manager and I have tried to inspire them, as I would have liked to be inspired when I was studying"



**Luis Bassat**  
Advertiser and businessman internationally recognized

## Some of our last speakers

- Javier Sánchez Lamelas, Coca-Cola Vice President of Worldwide Marketing
- Eva Ivars, CEO of Alain Afflelou in Spain
- Javier Fernández, International Marketing Director of El Corte Inglés
- Berta Escudero, CEO of El Ganso
- Susana Voces, eBay CEO
- Lupina Iturriaga, CEO of Fintonic
- Charo Izquierdo, Director of the Mercedes - Benz Fashion Week Madrid
- Miguel Justribó, Vice President of Grupo Telepizza
- Isabel Aguilera, Former President of Google Spain
- Maria Luisa Chacón, Communication Director for Spain and Portugal of P & G
- Beatriz Oficialdegui, Marketing Director at Destinia
- Javier Sánchez Ciudad, Marketing Director at Perfumes Loewe
- Elena Alti, Digital Marketing Director at Banco Santander
- Pedro Sousa, Marketing Director at Easy Jet
- Javier Martos, Executive Director of UNICEF
- Fernando Summers, CEO of Rastreator
- Enrique Moreno, Head of Global Brand and Active of LaLiga (Spanish Football League)



Javier Fernández, International Marketing Director, El Corte Inglés



Miguel Justribó, Vice President of Grupo Telepizza



Susana Voces, eBay CEO



Javier Sánchez Lamelas, Coca-Cola Vice President of Worldwide Marketing



Fernando Summers, CEO of Rastreator



Pedro Sousa, Marketing Director at Easy Jet



Isabel Aguilera, former President of Google Spain



Eva Ivars, CEO of Alain Afflelou in Spain



Javier Sánchez Ciudad, Marketing Director at Perfumes Loewe



Work, study and learn how business, communication and design industries are managed in Europe and Latin America.

#### CERTIFICATE PROGRAMS

Over 15 weeks, you will expand your network and acquire valuable experience that helps you set the foundation for your career. At the end of your semester in Spain, you will have a changed understanding of the world, which could impact your outlook on your college studies and future career.

#### TOP UP DEGREES

Expand your professional horizons studying a bachelor's degree in just one academic year with guarantee internships in Spain and other countries in Europe, Asia and America.

#### MASTER PROGRAMS

Multiply your opportunities by studying a double master. You will have an international experience in several countries which will enrich your knowledge and allow you to stand out in the labor market.

Marvin Krause  
Fontys University, Netherlands  
Alumni 2015

“CESINE is one of the best universities in Spain, so I decided to study here.”

# Certificate in International Business Management



## COURSE CONTENT

The program strives to obtain the following student results:

- Identifying the opportunities and challenges that European, Spanish and Latin American companies face in emerging markets.
- Understanding and analyzing business management in the Spanish markets.
- Evaluating student capacity when applying the principles learned in this program in a simulated environment.
- Use a range of business communication skills in order to survive and prosper in the business world.
- Knowing and understanding the different feedback and coaching models in Spanish firms.
- Using of Spanish as a second language when communicating with customers and its function in an international industry.
- Mastery of technical English in managerial skills.

### +Info

**Intakes:** Fall (September) Spring (January)  
**Number of credits:** 30 ECTS  
**Language of instruction:** English (Minimum level B2)  
**Location:** Santander  
**Internships:** Optional

# Certificate in Digital Marketing



## COURSE CONTENT

The program strives to obtain the following student results:

- Identifying the opportunities and challenges that Social Media face in emerging markets.
- Understanding the processes related to the marketing function and communication on the Internet, from a strategic and operative point of view
- Applying techniques, methods and tools to allow efficient management on social media.
- Identifying the latest trends in social media management.
- Developing a range of communication skills in order to survive and prosper in the business world..

**Intakes:** Fall (September) Spring (January)  
**Number of credits:** 30 ECTS  
**Language of instruction:** English (Minimum level B2)  
**Location:** Santander  
**Internships:** Optional

# Certificate in International Marketing



## COURSE CONTENT

The program strives to obtain the following student results:

- Analyzing the elements of the marketing mix in the international context.
- Understanding the different marketing strategies in the European and Latin American markets.
- Application of the principles learned in this program in a simulated environment.
- Using a range of business communication skills in order to survive and prosper in the business world.
- Knowledge and understanding of the different management skills used in Spanish companies.
- Use of Spanish as a second language when communicating with customers and its function in an international environment.
- Mastery of technical English in managerial skills.

### +Info

**Intakes:** Fall (September) Spring (January)  
**Number of credits:** 30 ECTS  
**Language of instruction:** English (Minimum level B2)  
**Location:** Santander  
**Internships:** Optional

# Certificate in Visual Communication



## COURSE CONTENT

The program strives to obtain the following student results:

- Developing the creativity of students in order to improve their skills as professionals of commercial conception.
- Analyzing the most important current trends of corporate and advertising design, implementing product improvement ideas in the sector.
- Understanding the different visual communication strategies and the flow of ideas in the field of design.
- Developing the necessary communication skills to be successful in the defense of ideas, products and portfolios in order to increase their likelihood of success.
- Evaluating student capacity when applying the principles learned in this program in a simulated environment.

### +Info

**Intakes:** Fall (September) Spring (January)  
**Number of credits:** 30 ECTS  
**Language of instruction:** English (Minimum level B2)  
**Location:** Santander  
**Internships:** Optional



# Certificate in Fashion Design



## COURSE CONTENT

The program strives to obtain the following student results:

- Developing interdisciplinarity through the application of an active methodology in an environment of creative coexistence, stimulating intellect and innovation, together with a sense of aesthetics, in the field of professional fashion.
- Identifying employment opportunities and the qualifications in the fashion industry.
- Analysis of the consumer behaviour and market trends in the fashion industry.
- Analysis of the most important current fashion design trends, implementing product improvement ideas in the sector.
- Understanding the different production and sale strategies in the fashion environment.
- Developing a series of communication skills in order to be successful in the defense of portfolios and attracting possible investors for the development of a collection.

### +Info

**Intakes:** Fall (September)  
Spring (January)  
**Number of credits:** 30 ECTS  
**Language of instruction:**  
English (Minimum level B2)  
**Location:** Santander  
**Internships:** Optional

# Certificate in Global Business Environment



## COURSE CONTENT

The program strives to obtain the following student results:

- Providing a global overview of internationalisation in companies in Spain, Europe and Latin America
- Exploring the international marketing field and develop a marketing plan to suit a range of market situations.
- Identifying the opportunities and challenges that European and Spanish companies face in emerging markets.
- Understanding and analyzing business management in the Hispanic markets.
- Application of the principles learned in the programme in a simulated environment.
- Learning and understanding the different feedback and coaching models employed in Spanish companies and compare them with those used in the rest of the world
- Use of Spanish as a second or third language when communicating with customers.

### +Info

**Intakes:** Fall (September)  
Spring (January)  
**Number of credits:** 30 ECTS  
**Language of instruction:**  
English (Minimum level B2)  
**Location:** Santander  
**Internships:** Optional

# Certificate in Fashion Marketing



## COURSE CONTENT

The program strives to obtain the following student results:

- Analyzing the elements of the marketing mix in the fashion industry.
- Developing interdisciplinarity through the application of an active methodology in an environment of creative coexistence, stimulating intellect and innovation, together with a sense of aesthetics, in the field of professional fashion.
- Planning, optimisation and design of fashion events, providing creative guidelines for coordinating work teams and planning the stages of preparation for a fashion parade or event.
- Understanding the different marketing strategies in the European and Latin American markets.
- Developing a range of communication skills in order to survive and prosper in the business world

### +Info

**Intakes:** Fall (September) Spring  
(January)  
**Number of credits:** 30 ECTS  
**Language of instruction:**  
English (Minimum level B2)  
**Location:** Santander  
**Internships:** Optional

# International Internship Certificate



## COURSE CONTENT

The program strives to obtain the following student results:

- Identifying the opportunities and challenges that European and Spanish companies face in emerging markets.
- Understanding and analyzing business management in the Hispanic markets.
- Use of Spanish as a second or third language when communicating with customers and its function in an international industry.

### +Info

**Intakes:** Fall (September) Spring (January) Summer (June)  
**Number of credits:** 30 ECTS  
**Language of instruction:** English (Minimum level B2)  
**Location:** Santander  
**Internships:** Included

# Certificate in Business English



## COURSE CONTENT

The program strives to obtain the following student results:

- Use of English as a second or third language when communicating with customers and its function in an international industry.
- Understanding and analyzing business management in the international markets.
- Developing a range of communication skills in order to survive and prosper in the business world.
- Evaluating student capacity when applying the principles learned in this program in a simulated environment.

### +Info

**Intakes:** Fall (September) Spring (January)

**Number of credits:** 30 ECTS

**Language of instruction:** English (Minimum level B1)

**Location:** Santander

**Internships:** Optional

# Certificate in Business Spanish



## COURSE CONTENT

The program strives to obtain the following student results:

- Use of Spanish as a second or third language when communicating with customers and its function in an international industry.
- Understanding and analyzing business management in the Hispanic markets.
- Developing a range of communication skills in order to survive and prosper in the business world.
- Evaluating student capacity when applying the principles learned in this program in a simulated environment.

### +Info

**Intakes:** Fall (September) Spring (January)

**Number of credits:** 30 ECTS

**Language of instruction:** Spanish (Minimum level A2)

**Location:** Santander

**Internships:** Optional



Titouan Gentileschi  
Paris, France  
Alumni 2018

“CESINE is great, professors, students and even the location! I could not be happier.”

# Top Up Degree: Bachelor in International Business Management



## COURSE CONTENT

### MC 6005 Customer Relationship Management

- Digital Marketing
- Serving Consumers in Global Markets

### MN6003 Strategy: Choices and Change

- Strategic Management
- Management Skills

### MN6061 Business Without Frontiers

- International Commerce

### MN6P00 Management Investigations and Dissertation

- Dissertation International Business

### MN6W50 Creating a Winning Business 2

- Business Creation Project

If you have already completed two years of a university degree related to the areas of business, management, etc. or hold an equivalent qualification as a Higher National Diploma (HND), you can enroll in this program to obtain a Bachelor honors degree. The best professionals in the consulting, finance, and management areas will show you the key skills of international business management.

This university degree prepares the future global business leaders. A rigorous and practical academic programme, designed in collaboration with leading executives and managers from important

companies, which is based on the knowledge that future leaders must have: a global mindset and an entrepreneurial spirit.

As a CESINE student, your learning will be truly global. You will study together with other people from different parts of the world and you will learn to work in teams.

Our rigorous academic programme is structured to provide the most solid foundation for professional success and you will experience first hand how business decisions are made in the real world.

## +Info

**Intakes:** Fall (September) Spring (January)

**Number of credits:** 60 ECTS

**Language of instruction:** English (Minimum level B2)

**Location:** Santander

**Internships:** Included in Spain and/or other country from EU, North America or Asia

# Top Up Degree: Bachelor in Advertising, Marketing Communications & Public Relations



## COURSE CONTENT

### SM6004 Social Media Entrepreneurship

- Social Media Management
- Management Skills

### MC6P09 Marketing & Communications Project

- Dissertation Advertising & Marketing

### MC6011 Corporate Communications

- Strategic Management
- Business Creation Project

### MN6060 Public relations in practice

- Public Relations in Practice

### MC6052 Creative Advertising and Copywriting

- Creative Advertising & Copywriting

### MN6055 Management corporate reputation

- Corporate Reputation Management

If you have already completed two years of a university degree related to the areas of marketing, communications, management, or hold an equivalent qualification as a Higher National Diploma (HND), you can enroll in this program to obtain a Bachelor honors degree. The best professionals in the consulting, marketing, communications and event management sectors will show you the key skills of marketing, advertising and public relations.

You will learn the key techniques to be a professional with a comprehensive view of advertising and you will obtain an extensive mastery of the technologies

and techniques required for problem solving and seizing the opportunities offered by new markets.

You will study together with other people from different parts of the world, united by marketing, creativity, advertising communication and public relations, and you will learn to work in teams.

Our rigorous academic programme is aimed at educating advertising creatives, marketing and public relations managers, event managers and people capable of making decisions and providing solutions in the real world.

## +Info

**Intakes:** Fall (September) Spring (January)

**Number of credits:** 60 ECTS

**Language of instruction:** English (Minimum level B2)

**Location:** Santander

**Internships:** Included in Spain and/or other country from EU, North America or Asia

# Top Up Degree: Bachelor in Sports Management (Surf, Sail & Golf Industries)



In recent years, Sport Business industry has become a full-fledged economic universe. Its international development is consolidating in line with the growth of emerging markets and thanks to the mainstream. The development of sports organizations requires new profiles to accompany this change. The Bachelor in Sports Management (Surf, Sail & Golf Industries) trains future managers for sports sector in search of expert profiles, aware of these new development problems and concerned about ethics and good governance

This program equips you with the skills,

knowledge and experience to become a leader and manager in the sports industry. You will study sport management disciplines related to the three most important sports industries in our environment, Surf, Sailing and Golf.

The program is highly globalised, both in its content and delivery as there is the opportunity to undertake international case studies and to compare the business of sport management in Spain with our European and International counterparts – so you'll become adept at understanding and analysing the challenges sport faces in other cultures.

## COURSE CONTENT

### MN6003 Strategic Management in Sports Industry

- Strategic Management
- Management Skills in the Sport Industry

### LT6P26 Research Methods for Dissertations and Consultancy Projects

- Dissertation

### MN6055 Management corporate reputation

- Corporate Reputation in Sport Management

### MN6W50 Creating a Winning Business 2

- Sport Business Project

### MC6060 Public Relations in practice

- Public Relations for Sport industry

### LT6083 Event Sponsorship and Fundraising in Sports Management

- Event Management & Sponsorship

# Top Up Degree: Bachelor in Hospitality & Travel Management



Is discovering new destinations and cultures something you really love? Are you a passionate traveller and interested in new lifestyles, gastronomy trends and leisure industries? Would you like to turn your love for traveling into your future career? The Bachelor in Hospitality & Travel Management will make you become a pioneer within the tourism and hospitality industry.

This programme has been developed to answer the hospitality and travel industry's demand for specialised managers and planners. It's constantly evolving to cover the most up-to-date issues and to prepare entrepreneurs

for the challenging tourism business environment. You'll acquire knowledge in sustainable hospitality management, cultural heritage and tourism-led regeneration. You'll also have the opportunity to explore Spain tourism industry as is one of the most important travel destinations in the world.

## COURSE CONTENT

### LT6P26 Research Methods for Dissertations and Consultancy Projects

- Dissertation

### LT6020 Destination Management and Marketing

- Marketing for Tourism & Hospitality Management

### MN6W50 Creating a Winning Business 2

- Business Creation Project

### LT6086 Strategy in Hospitality and Travel

- Strategic Management in Hospitality and Travel

### LT6067 Creative Industries and Events Policy

- Event Management

### MN6W55 Learning through Work 2

- Internships

## +Info

**Intakes:** Fall (September) Spring (January)

**Number of credits:** 60 ECTS

**Language of instruction:** English (Minimum level B2)

**Location:** Santander

**Internships:** Included in Spain and/or other country from EU, North America or Asia

## +Info

**Intakes:** Fall (September) Spring (January)

**Number of credits:** 60 ECTS

**Language of instruction:** English (Minimum level B2)

**Location:** Santander

**Internships:** Included in Spain and/or other country from EU, North America or Asia

# Double Master in Sports Management + MBA International Marketing



The Double Master in Sports Management + MBA International Marketing prepares future global leaders in sports management, marketing and event management.

A rigorous and practical academic program, developed in collaboration with KEDGE Business School – pioneers in sports management worldwide-, taught in Santander and Marseille.

KEDGE Business School is part of the elite of 1% of the business schools that hold the triple crown accreditations – Equis, AACSB and AMBA-. According to EDUNIVERSAL Ranking they are n° 1 in

world for the Master of Sports Management and 18 in the world for the Executive MBA, according to the FT ranking.

As a student you can intern in some of the most relevant international sports institutions, such as the ATP, WTA, UEFA, Olympique de Marseille, Oreca, RCT, MHR, CNM, NBA, UhlSport, and PSG, Sporsora, among many others.

This double master will enable you to work in the sports industry within the areas of brand management, organization of sporting events, financial and commercial management, communication management in sports institutions, etc.

## +Info

**Intakes:** Fall (September)

**Number of credits:** 120 ECTS

**Language of instruction:** English (Minimum level C1)

**Location:** Santander and Marseilles

**Internships:** Included in Spain and/or other country from EU, North America or Asia

## COURSE CONTENT

### Modules at CESINE

- Strategic Management
- International Commerce
- Int. Business Management
- Int. Marketing Strategy
- Serving Consumers in Global Markets
- Business Project
- Management Skills
- Business Spanish
- Business English
- Marketing Business Project

### Modules at KEDGE

- Commercial Sponsorship and Sport-related Mass Communication
- Sport Media Business and Market Studies
- Sport Career Services
- Communication Plan and Cultural Marketing Applied to the Sport Industry
- Legal Framework for Sport Competitions and their Stakeholders
- Commercial Business Strategies in Sport Organisation
- Sportainment: Business and Digital Management for & with Fans
- Brand Management in Sport Organisations
- Sport Consulting
- Corporate Social Responsibility, Digital Mkt. and Sales Management
- Economics and Finance of Professional Team sports
- Contractual Organisation of Sport Events

# Double Master Degree in Media & Marketing Communications



Work, learn and study how to manage businesses, marketing and communication at an international level.

The collaboration of AUDENCIA Business School and CESINE Design & Business School, two of the most renowned Business Schools in Europe, allows for combining the most creative minds, the most renowned entrepreneurs and the future creators of trends, with the future business, communication and marketing leaders into the same space.

An innovative academic program divided between two countries, France and

Spain. The first and fourth semester are carried out in Nantes (France). In turn, the second and third semesters are carried out in Santander (Spain) where you will be able to work with important national and international companies, before ending with a last semester in Nantes.

AUDENCIA Business School is part of the elite of 1% of the business schools that hold the triple crown accreditations – Equis, AACSB and AMBA- it is also recognised by FT and Qs World University Rankings as one of the best business schools in the world.

## +Info

**Intakes:** Fall (September)

**Number of credits:** 120 ECTS

**Language of instruction:** English (Minimum level C1)

**Location:** Santander and Nantes

**Internships:** Included in Spain and/or other country from EU, North America or Asia

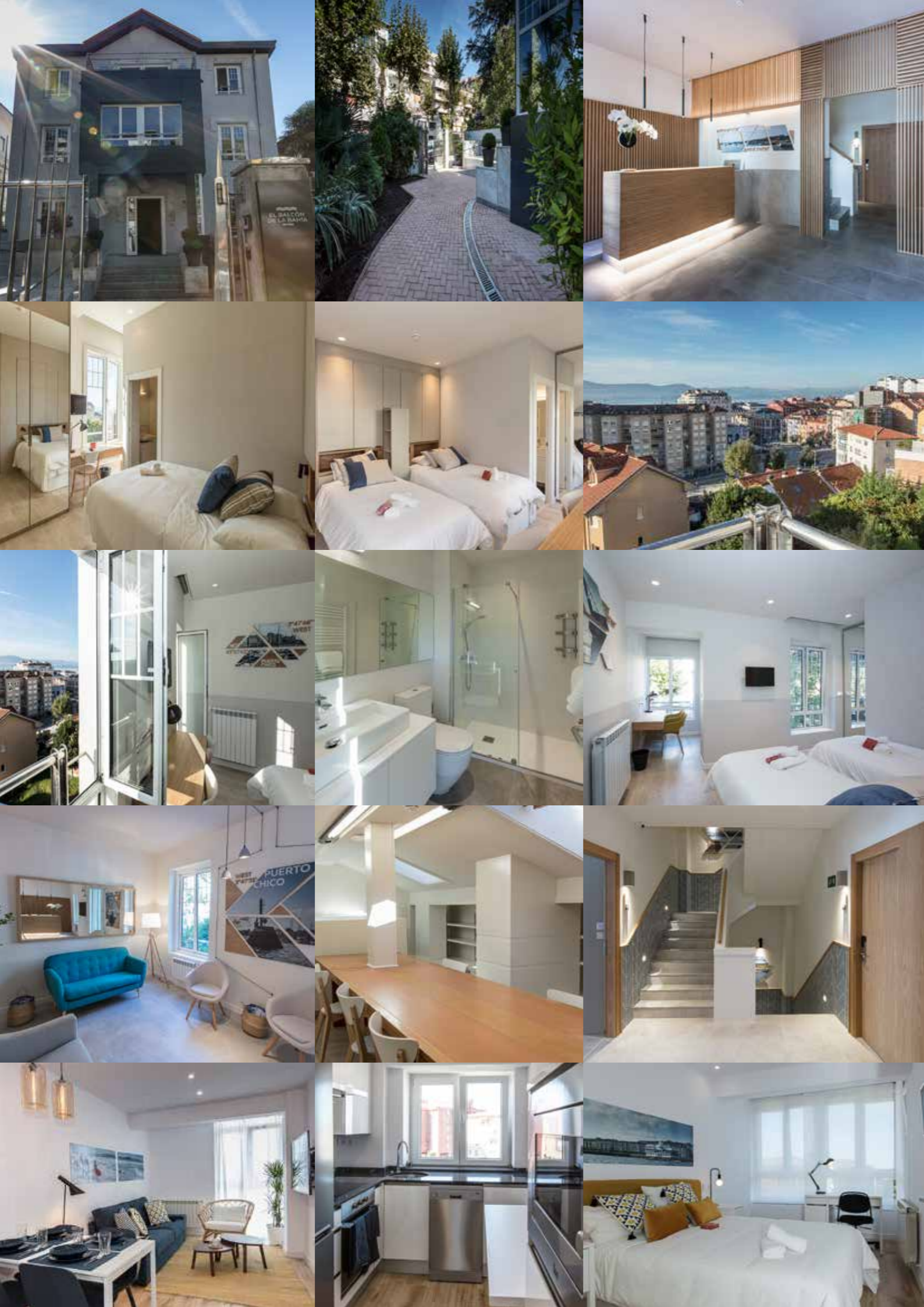
## COURSE CONTENT

### Modules at AUDENCIA

- Fundamentals of organisation theories applied to communication and media
- Marketing: concepts and issues for communication and media
- Video design for web diffusion
- Professional communication techniques
- News and information search and monitoring
- International press relations
- Public opinion and mass media
- Communication strategy
- Organisation theories applied to communication and media
- Advanced marketing
- Creative advertising and the brand's digital ecosystem
- Media business models

### Modules at CESINE

- International Marketing Strategy
- Management Skills
- Serving consumers in global markets
- Strategic Management
- International Commerce
- International Business Management
- Business Spanish
- Business English
- Business Project
- Internship



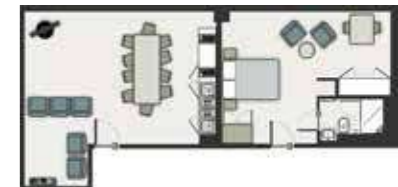
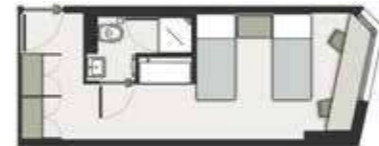
STUDENT ACCOMMODATION

# Welcome home

Can you imagine living in the city center and just a few minutes walk from the campus and beaches? Living abroad will be an experience that will help you to mature and grow as a person. Santander is a safe and pleasant city, it is not so big to get lost, but it has a multitude of plans and a great cultural offer that will soon become your home.

Live close to our campus with other CESINE students and choose from among all the available options, the one that best suits your needs. Our student accommodation is located in a unique and privileged environment. It has the most modern facilities, just a few minutes walk from our campus, Sardinero beaches and city center.

All our accommodation options include weekly cleaning service, as well as bed linen upon arrival, pillow, bedding, blankets and towel set. Optionally you can count on laundry and dining services. All rooms have study spaces, desks and storage spaces, as well as television and high speed internet.



**Double room**  
All rooms have a bathroom and are fully equipped with comfortable beds, desks, and storage space.

This type of room facilitates the integration and avoids risks of exclusion. Thanks to a personality analysis we look for affinities to accommodate you with whom you share tastes and hobbies.

**Single room**  
If you are looking to have your own bedroom, we have a limited number of single rooms available. They have a study space, desk and chair, a private bathroom and storage space.

**Shared apartment**  
If you are looking for extra independence, we have shared apartments for students. All of them completely renovated with maximum comfort.

They have study spaces, desks, bathroom and storage spaces, living room with television, high speed internet, kitchen with dining room, etc.

	RESIDENCE	SHARED APARTMENT	BATHROOM IN SUITE	KITCHEN	ADAPTED	TERRAZA	DINING	LAUNDRY
<b>SINGLE PREMIUM</b>	X	X	X	X	X		X	X
<b>SINGLE DELUXE</b>		X		X			X	X
<b>SINGLE STANDARD</b>		X		X			X	X
<b>DOUBLE STANDARD</b>	X		X	X			X	X
<b>DOUBLE PREMIUM</b>	X		X	X		X	X	X

# Students testimonials

You can recognize our alumni easily. They are people with a marked leadership potential, with passion and curiosity that has led them to achieve important professional achievements in different industries and sectors regardless of their ages and year of graduation. They are the reflection of what it means to study at CESINE.



**Jaime de Benito**  
International Trade Advisor  
at ICEX, Dubai  
"You leave the university very well prepared to face the business world. Teachers, networking with companies and professional internships are three different aspects"  
ALUMNI 2017



**Alberto Martínez Pico**  
Oncology Sales Specialist en ROCHE  
"The training given at CESINE is a reference in innovation"  
ALUMNI 2011



**Manuel Cobo**  
Sales Manager at Bayer  
"The skills developed at CESINE have been essential for my professional success."  
ALUMNI 2011



**Álvaro Gil**  
Shopper Marketing Manager at Mondelez International  
"My success is not only thanks to my talent, but also that CESINE'S training goes beyond the theoretical aspects."  
ALUMNI 2016



**Luis Carlos Velarde**  
Business Manager at Santander Bank  
"If I went back to study again, I would undoubtedly go back to CESINE."  
ALUMNI 2006



**Gonzalo Calderón**  
Sales Manager at Canon  
The best is its practical training, which adds value to students"  
ALUMNI 2016



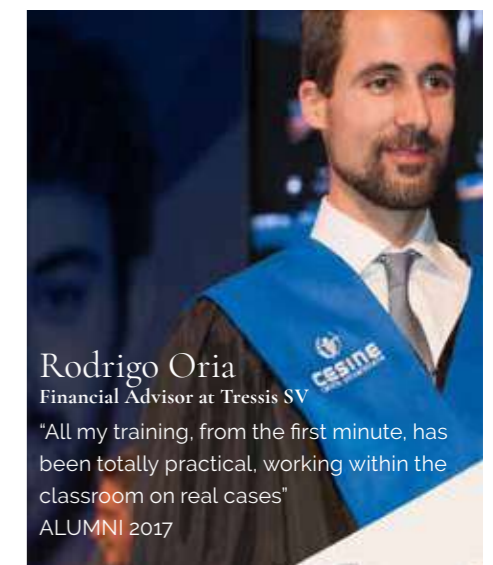
**Alba Miró**  
Fashion Designer at Adolfo Domínguez  
"The work capacity that I have been taught in CESINE has been a great help to be able to act and work more effectively and quickly"  
ALUMNI 2018



**Ana Guardiola**  
Entrepreneur  
"I have created my own company thanks to what I studied at CESINE."  
ALUMNI 2019"



**Natalia Díez**  
Media Solutions Director at Kayak  
"They have experienced professors nationally and internationally."  
ALUMNI 2012



**Rodrigo Oria**  
Financial Advisor at Tressis SV  
"All my training, from the first minute, has been totally practical, working within the classroom on real cases"  
ALUMNI 2017

### Other programs offered by CESINE :

- Bachelor Hons. in International Business Management
- Bachelor Hons. in Advertising, Marketing Communications & Public Relations
- Bachelor Hons. in Journalism
- Bachelor Hons. in Fashion Design
- Bachelor Hons. in Graphic Design
- Bachelor Hons. in Interior Design
- Executive MBA
- Master in Marketing and Digital Communication
- Master in Luxury Brand Management and Fashion Communication
- Language Courses
- Summer Programs



Dmitry Martynov  
Graduation Ceremony 2017  
university promotion XXI

“At CESINE you will get the most up-to-date training and the most demanded skills by companies”





Campus CESINE

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[www.cesine.com/en](http://www.cesine.com/en)