

CMI Business School: TRANSMITTING KNOWLEDGE AND CREATING A POSITIVE IMPACT ON SOCIETY

Companies must serve to make the world a better place and organizations are progressively moving towards responsible management to achieve successful development. This level of awareness leads to the importance of studying programs at the forefront not only of management techniques but also of values, and the importance of contributing and working in organizations with purpose, that is, providing products and services in harmony with society and nature. With a notion to contribute to the awakening of society Conscious Management Institute (CMI Business School) is predominantly engaged in creating a new and better world through research, development and innovation, and the integral education of the human being. CMI Business School was born from the heart of two entrepreneurs, Rafael García and Nilsa Mármol, who were eager to transmit the knowledge obtained through their years of study and professional experience to create a positive impact on society and leave a legacy.

Supporting the Evolution of Business Education

As a podium of higher education for managers and professionals dedicated to making strategic business decisions, CMI Business School is creating innovative programs within the market, that would approach business management from a different perspective, with a CSR imprint. CMI works to grow as an ecosystem that generates responsible products and services covering the complete cycle, from the conception of the idea to the end of its life cycle. Reflecting on the major lines of action of CMI Business School, Rafael García Martín states, "As an institute of research, development, and innovation, CMI looks forward to generating scientific and technological knowledge in harmony



Rafael García,
 Founder & President, CMI

After his studies in Madrid and Paris, Rafael graduated as an industrial engineer specializing in industrial organization at the Universidad Carlos III de Madrid. He later completed an International Executive MBA at IESE Business School. Rafael has more than 20 years of experience, 17 of them with the multinational aeronautics company Airbus. His experiences and learnings from oriental cultures were the seed of an awakening towards a process of personal evolution that resulted in the writing of the book *Conscious Negotiation* and then the founding of the Conscious Management Institute (CMI).

to leaders and organizations seeking excellence in the service of society."

Through CMI's Universal Foundation, we help people and groups with neglected needs, regardless of their situation or origin, by supporting the evolution and improvement of their capabilities

CMI has over 500 students from 37 different nationalities, including India. All CMI's training programs, as well as study plans, are designed based on values and for a green, circular, global, digital economy focused on innovation and the use of new technologies for the international and sustainable growth of the organization. CMI Business School offers Masters in Corporate Social Responsibility and Sustainability (1-year program) and Higher Education Diploma in CSR and Sustainability (1-month program) in English for international students. Elaborating a bit about these courses, Rafael García avers,

"Corporate Social Responsibility and Sustainability program provides advanced knowledge and ensures the development of managerial competencies and skills to exercise responsible leadership. It focuses on learning value-based management techniques to create and manage organizations in harmony with society and the environment. Similarly, the objective of the Higher Education Diploma in CSR and Sustainability program is to understand what Corporate Social Responsibility and Sustainability means and the reasons for its importance, how to analyze the business environment from a social, economic, legal, and environmental perspective to design and implement CSR policies in the businesses core operations and all types of organizations, such as foundations, NGOs, associations, and public administration."

Providing Advanced and Industry-Specific Courses

CMI's programs are taught with a global perspective where students interact with and learn about diverse business cultures to be able to manage international organizations that also take into account local aspects and traditions for greater business effectiveness. To take the degrees in Spanish, it is required to have a B2 language level. CMI Business School offers various degrees in the Spanish language also, such as a Master's Degree in Responsible Business Administration and Management (Responsible MBA), Master in Corporate Social Responsibility and Sustainability, Master in

Sustainable Finance Management, Master in Human Management and Organizational Development, Master's Degree in Responsible Marketing and International Trade Management, Higher University Diploma in Corporate Social Responsibility and Sustainability along with Seminars, courses, and in-company training. CMI is a leading international institution in conscious management of organizations that offers a double university degree as a collaborating center of the Ávila Catholic University (Universidad Católica de Ávila, UCAV).

CMI Business School is the first business school to specialize in Corporate Social Responsibility, focusing on Sustainability, Innovation, and Entrepreneurship. Offering personalized advice for the selection of the program that best suits the student's interests, CMI Business School has a team to help with job placement and career development, with a Job Board of Responsible Organizations. In addition, students can also volunteer and do research work and this set of services is unique in Spain's business school market. In his message to Indian students who are interested to pursue their education at CMI Business School, Rafael García avers, "CMI promises to offer the best mix of both, high-quality programs and a conscious purpose of the business for good education, with the best value for money. We hope that the new version in English of the Masters in CSR and Sustainability that will start in February 2023 online and October 2023 in Madrid will be very welcome by Indian students."

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