



**CMI**  
BUSINESS  
SCHOOL




**UCAV**  
www.ucavila.es





CONSCIOUS MANAGEMENT INSTITUTE  
**FIRST BUSINESS SCHOOL  
SPECIALIZED IN CORPORATE  
SOCIAL RESPONSIBILITY AND  
SUSTAINABILITY**



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**UNIVERSITY COLLABORATING CENTER**  
**UNIVERSITY OF SANTA TERESA DE JESUS OF AVILA (UCAV)**



**CMI**  
BUSINESS  
SCHOOL

**“CREATING A STRONG BUSINESS AND BUILDING A BETTER WORLD ARE NOT CONFLICTING GOALS - THEY ARE BOTH ESSENTIAL INGREDIENTS FOR LONG-TERM SUCCESS.”**

**- BILL FORD**

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**CMI** BUSINESS SCHOOL

# WHY CMI Business School?

CMI is an innovative Business School which offers programs of excellence that are at the forefront of responsible business and organizational management.

CMI works to lead, promote and execute scientific and technological research activities covering the entire development and implementation process, starting from exploring the boundaries of knowledge to the end of the life cycle of all products and services, considering the needs of a sustainable and circular economy. CMI offers the highest standards of quality in its services to society. All its activities are developed through continuous improvement processes, supported by modern and advanced technological and management systems.

CMI is a signatory to Global Compact and a member of the UN academic network PRME (Principles for Responsible Management Education) to promote Corporate Social Responsibility and Sustainability.

**PRME**

# AWARDS

 <b>Sello CUM LAUDE</b> por Emagister 2022.	 <b>Premio de Excelencia Académica</b> al Mejor Claustro, Fundación Gala 2021.	 <b>TOP #5</b> Mejor escuela de negocios en España, Ranking Financial Magazine 2022.	 <b>Premio de Excelencia Académica</b> al Mejor Plan de Becas, Fundación Gala 2021.	 <b>Sello de Excelencia Educativa, Financial Magazine.</b>
 <b>Premio Mejor Institución de Formación</b> en RSC de España (Reino Unido)	 <b>2022, Top 10 Más prometedoras</b> Universidades y Colleges, Higher Education Review, India.	 <b>Premio a Institución Educativa</b> más Innovadora en España (Reino Unido)	 <b>2022, Certificación B Corp.</b>	 <b>Top 10 mejores centros</b> formativos para estudiar un Máster de Trabajo-RRHH online en España.



## Research & Development

Tutoring and research assistance



## In-site conferences

Madrid Location



## Live streaming classes

Virtual Campus



## Employment and Networking

Job opportunities, internships and alumni club



## Group discounts

Applicable for companies and individuals



## OUR PHILOSOPHY

The purpose of CMI's existence is to contribute to society's awakening to the idea of creating a new and better world through research, development, and innovation and the integral education of people.



### Research

At CMI we work for development and Innovation. Our purpose is to generate scientific and technological knowledge in collaboration with the agents of the sector and through our scientific journal: Conscious Management Journal.



### Social Responsibility Education

To offer products and services for excellence in the conscious management of organizations, maximizing the development of people's talent.



### CMI Foundation

Through CMI Universal Foundation Business School, we help people and groups with unattended needs by providing support for the evolution and improvement of their their capabilities.



### Consulting

Our objective is to offer advanced consulting services to leaders and organizations, seeking excellence in the service of society.



### Our vision

CMI Business School's vision is to be a benchmark in Corporate Social Responsibility through research, teaching, consulting, and entrepreneurship related to conscious leadership, and the responsible and sustainable management of people and organizations.



## CMI Business School's Experience

Studying at CMI means being educated at an institute whose mission is to work to make the world a better place, both socially and environmentally, through our high quality academic activities and our Universal Foundation, focused on helping underserved people and environments.

At CMI, we work tirelessly because, like our students, collaborators, and so many people, our goal is to make the world a better place, socially and environmentally, for the next generations.

## PARTNER COMPANIES



- ✓ **CMI Business School**  
The first Business School specialized in Corporate Social Responsibility.
- ✓ **Our teaching team**  
Our professors are professional experts, Phds, doctoral candidates, and researchers.
- ✓ **Experiential methodology**  
Theory and case studies are combined to create knowledge based on experience.
- ✓ **International Program**  
Subjects have a business perspective.
- ✓ **Virtual Campus**  
This platform facilitates communication and monitoring of the academic program.
- ✓ **Limited places**  
Maximum 30 students per class.

## OUR PARTNERSHIPS

We offer programs of excellence like Master's degree programs, advanced diplomas, and e-learning courses in various fields of responsible management of organizations. 100% online and Onsite (in Madrid).

We also offer significant special discounts on all CMI products and services for our partners and collaborators.

We look forward to developing and intensifying our relationship with value-added services for the sustainable growth of all our partners.

Internship Agreements grows the talent on organizations. They are signed for the enthusiastic and committed talent of CMI Business School's professional students.



## CMI BENEFITS

It is a research institute that provides cutting-edge knowledge and an international reference institution in CSR. It has a team of more than 30 PhD researchers.

CMI provides a sustainable approach to responsible management of organizations, and uses the latest generation Virtual Campus.

Classes in the center of Madrid.

Close and personalized treatment.

Commitment to excellence in everything we do.

Competitive prices in all our areas: Research, Education and Consulting.

# CLUB ALUMNI

At CMI, we work to serve, at the highest possible level, students who pass through our classrooms. For this reason, at the end of any CMI program, all the advantages of being an alumnus are offered free of charge:

- Timely and updated information about the programs and scholarships offered.
- Receipt of newsletters and publications.
- Information on topics of interest.
- Invitation to networking activities, conferences, lectures.
- Discounts on training and merchandising.
- Job opportunities.



**CMI**  
BUSINESS  
SCHOOL



## SCHOLARSHIPS, DISCOUNTS AND PAYMENT FACILITIES

CMI, through its Universal Foundation, awards scholarships for all types of master's degree programs in all modalities, contributing to the democratization of quality education and equal opportunities. These scholarships include:

- ✓ 50% Scholarship for academic excellence, or for people coming from developing countries.
- ✓ 25% Scholarship for professional experience in CSR, NGO's or similar, the unemployed, or recent graduates.
- ✓ 10% discount for registration during the pre-enrollment period.
- ✓ 5% discount for making the full payment of the Master's program (one-time payment)
- ✓ Partnerships discounts
- ✓ Interest-free financing



**UCAV**  
[www.ucavila.es](http://www.ucavila.es)

CMI Business School, the leading international business school in the conscious management of organizations, now offers a double degree after reaching an agreement with the Catholic University of Ávila (UCAV), thanks to a collaborative effort to provide greater opportunities to students.

The Catholic University of Ávila is an active nucleus, part of all sectors of society in a bidirectional way. It has professionals from all sectors who bring the needs of the real world closer together and pursues an education adapted to job needs.

It's commitment to society seeks a balance between education and the needs of the labor market. The Catholic University of Ávila crosses the Wall to make its Corporate Social Responsibility a reality through different courses of action, putting its enthusiasm and commitment into practice to achieve a better society.



## OUR ACADEMIC PROGRAMS

RESPONSIBLE MBA

MASTER IN CSR AND SUSTAINABILITY

MASTER IN SUSTAINABLE FINANCE  
MANAGEMENT

MASTER IN MARKETING AND  
INTERNATIONAL TRADE MANAGEMENT

MASTER IN HUMAN RESOURCES  
MANAGEMENT AND ORGANIZATIONAL  
DEVELOPMENT

HIGHER EDUCATION DIPLOMA IN  
CORPORATE SOCIAL RESPONSIBILITY  
AND SUSTAINABILITY

E-LEARNING COURSES

9 MONTHS, 72 ECTS

4 WEEKS, 20 ECTS

CHECK AVAILABILITY

# MASTER'S DEGREE IN ADMINISTRATION AND RESPONSIBLE MANAGEMENT

Our Responsible MBA Program is a Master's degree in different modalities: full-time weekly, bi-weekly, and online. It is a unique program of excellence, truly transformative and innovative to develop your talents and skills for the conscious management of companies and organizations.



Start date: February and October  
Taught in Spanish

CMI offers its Responsible MBA program, a unique and specialized Master's degree specialized in achieving, after one year, a truly comprehensive professional and personal development.

The development of Corporate Social Responsibility (CSR) involves responding to society's demand for leaders of integrity, who are experts in the different disciplines of organizational management and role models in the responsible management of projects to achieve a positive impact on people and the affected environments.

In a world of opportunities and challenges, the Responsible MBA program is a guarantee of success. Academic preparation of global scope and an improvement of management skills that will enable participants to be the driving force behind their full development and at the highest levels throughout their professional and academic careers. The program is taught with the most modern and pedagogical technologies and methodologies with a staff of professors who are top researchers in the ir professional and academic careers.

The Responsible MBA has an international approach to business for global growth.

# MASTER'S DEGREE IN CSR AND SUSTAINABILITY

CMI offers its program in CSR and Sustainability, a specialized and cutting-edge Master's degree to achieve, after one year, an integral, professional and personal development that is truly transformative.



Start date: February and October  
Taught in Spanish and English

This program is aimed at people who want to become the leader that society demands, committed to the growth of organizations that produce a positive impact.

The Master's Degree in CSR and Sustainability will enable you to maximize the chances of success in your career development, preparing you for the management and administration of companies and organizations with triple, bottom line economic, social, and environmental benefits; your employability will be enhanced to work in multinationals, in small and medium-sized companies, as well as in social enterprises and foundations.

Through excellence in education, this program will enable you to successfully lead areas, teams, projects, organizations, and the creation of innovative companies that are focused on responsible and sustainable growth.

The program is taught with the most modern and pedagogical technologies and methodologies with a staff of professors who are top researchers in their professional and academic careers.

The Master's Degree in CSR and Sustainability has an international focus on, and approach to, business and organizations for sustainable development in a global context.

# MASTER'S DEGREE IN SUSTAINABLE FINANCE MANAGEMENT

CMI offers its program in Sustainable Finance Management, a unique Master's degree with a pioneering and innovative program to lead the business transformation towards a greener and fairer economy.



**Start date: February and October  
Taught in Spanish**

The Master's Degree in Sustainable Finance Management is for professionals and entrepreneurs with previous studies or work experience in the field of finance, and who are interested in developing a CSR-based perspective of this area of study.

The development of financial management involves responding to society's demand for leaders of integrity, who are experts in the different disciplines of economic financial management that help to achieve a positive, triple bottom line impact: economic, social, and environmental, according to more holistic environmental, social, and governance (ESG) criteria in organizations.

In a world of opportunities and challenges that is moving towards a green and circular economy, the Master's program in Sustainable Finance Management provides an excellent academic preparation of global scope and an enhancement of managerial skills that will enable participants to be drivers of their own development in fullness and at the highest levels of well-being throughout their professional careers in the economic-financial field.

The program is taught with the most modern and pedagogical technologies and methodologies with a staff of professors who are top researchers in their professional and academic careers.

# MASTER'S DEGREE IN MARKETING AND INTERNATIONAL TRADE MANAGEMENT

CMI offers its program in Marketing and International Trade Management, the most comprehensive Master's degree in its field, including an integrated vision of new technologies, digital marketing, and sales team management for responsible and sustainable global marketing.



Start date: February and October  
Taught in Spanish

This Sales and Marketing Management Program will enable you to enhance your career by enabling you to exercise responsible leadership in this area of business development, in all types of companies, and organizations.

The subjects include everything you need to lead sustainable business and revenue growth, new technologies, advances in neurosciences, and the best management techniques that lead to high-performance sales teams.

The program is taught with the most modern and pedagogical technologies and methodologies with a staff of professors who are top researchers in their professional and academic careers.

The Master's Degree in Marketing and International Trade Management has an international scope of business and organizations for a sustainable growth of sales and exports in the global context, achieving new, more loyal and committed customers.

# MASTER'S DEGREE IN HUMAN MANAGEMENT AND ORGANIZATIONAL DEVELOPMENT

The Human Resources Management and Organizational Development program is a Master's program specialized in the responsible management of people and teams to promote continuous improvement and innovation through tools and processes for the evaluation of competencies and performance assessment for integral and sustainable development.



Start date: February and October  
Taught in Spanish

The Master's Degree in Human Resources Management and Organizational Development is aimed at professionals from different disciplines interested in responsible personnel management based on a holistic vision that understands people as the soul of organizations.

The program includes all levels of management, at the individual, group, and corporate levels, in order to promote improvement and innovation by making use of cutting-edge technologies, such as big data, HR Analytics, and selection and evaluation processes based on competencies and values, for integral and sustainable development.

The program is taught with the most modern technologies and methodologies in pedagogy, with an eminently practical orientation, and with a faculty of research professors of excellence both in the professional, academic and teaching fields.

The Master in Human Management and Organizational Development has an international scope to achieve sustainable growth of the company on a global scale, focusing on the career development of all members of the organization as well as collaboration, increasing efficiency and corporate effectiveness.

# MASTER'S DEGREE IN SUSTAINABLE TOURISM

CMI offers its program in Sustainable Tourism, a specialized and cutting-edge master's degree to achieve comprehensive, professional and personal development that is truly transformative after one year.



Start date: February and October  
Taught in Spanish

The Master in Sustainable Tourism is a specialized program to responsibly lead and manage the development and growth of tourism businesses, with a positive economic, social and environmental impact. This program is aimed at people who want to specialize and boost their career with a comprehensive curriculum based on values and the latest management and digitization techniques and tools.

The Master in Sustainable Tourism focuses on directing policies, strategies, teams and organizations of excellence in customer service, considering all interested parties and managing projects with ASG, Environmental, Social and Governance criteria, to achieve Socially Responsible

Investments (SRI) and optimize the performance of equipment and resources. Through excellent training, this program will train you to successfully lead areas, teams, projects, organizations and the creation of innovative companies focused on responsible and sustainable growth.

This program will allow you to understand and delve into the challenges and opportunities of this industry, understand the drivers and barriers to sustainable growth, and gain technical and managerial skills, while facilitating the digitization and implementation of the latest technologies such as big data and platforms. digital.

# Higher Education Diploma in Corporate Social Responsibility and Sustainability

By taking this diploma you will be able to design and implement Corporate Social Responsibility strategies to conduct responsible business with a positive impact on society and nature.



Start date: June (In English)  
March and September (In Spanish)

The Higher Diploma in Corporate Social Responsibility and Sustainability of CMI Business School, the first business school specialized in CSR, is a program where the integrity of people and training based on values prevail. The study plan includes processes and techniques from a new perspective of collaboration, obtaining the tools to drive business results not only economically but socially and environmentally.

CMI uses the most specialized and advanced teaching methodology that adequately combines theory and practice with case discussion and decision-making training with an eminently practical approach.

This training program is aimed at all types of professionals, freelancers, managers and those who seek to carry out an agile and intensive program to lead sustainability in their organization effectively and efficiently.

The program is taught by a faculty of research professors of excellence both in the professional, academic and teaching fields.

The Diploma has an international approach to business and organizations for sustainable development in the global context and is taught in both Spanish and English language.



# E-Learning Education

CMI Business School offers a wide range of courses to all individuals and organizations looking for continuous updating and improvement of their knowledge, skills, and professional and interpersonal skills and competencies.



Online classes



Languages: Spanish



FUNDAB Bonusable



## ORGANIZATIONAL MANAGEMENT AND GOVERNANCE

- Conscious Leadership and Management Skills.
- International Responsible Negotiation.
- Management of High Performance Collaborative Teams.
- Internal communication, management strategies and organizational crisis.
- Socially Responsible Banking Products and Investments.
- Finance in a sustainable growth environment.
- Fundamental pillars of internet advertising for a modern-day business current.
- Responsible management of image and reputation crises in social networks.
- Social media image and reputation crisis management.
- Living Labs management.

## CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY

- Introduction to Sustainability and CSR.
- The Conscious Organization: the evolution of CSR.
- Agents of global change: tri-sector leaders.
- Ethics and Compliance for a new generation of companies that are socially responsible.
- CSR communication management in socially responsible companies.



## ENTREPRENEURSHIP

- Conscious entrepreneurship.
- Keys to communicate successfully.
- Digital Marketing Plan for e-commerce.
- Sustainable Financing in start-ups.

## INNOVATION AND NEW TECHNOLOGIES

- Taxation of innovation. Public-private financing of R+D+I projects.
- The new era of data: big data analytics.
- Discovering the brain: introduction to neurosciences.
- Applications of Big Data and Artificial Intelligence in the health and social care sector.
- Innovation in healthcare: development of solutions and patents.

## HUMAN AND SOCIAL MANAGEMENT

- Socially responsible and sustainable management techniques and tools sustainable.
- Career Guidance.
- Mindfulness and Business.
- Good practices for a healthy organization.
- Social transformation and language appropriate to diversity.
- Selection interviews by competencies and values.
- Emotional Intelligence in the Company.
- Design and implementation of Equality Plans.

## ENVIRONMENTAL MANAGEMENT

- Environmental Management and Protection.
- Energy efficiency.
- Renewable Energies.
- Biodiversity Protection.
- Sustainable Tourism.
- Environmental Assessment and Impact Analysis.
- 3Rs, Calculation, Offsetting and Emission Reduction.



Online classes



Languages: Spanish



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To learn more about our complete brochure of courses and to receive offers and catalogs of customized education for companies contact with us: [cmi@cmiuniversal.com](mailto:cmi@cmiuniversal.com)



## SERVICES AND ADVANTAGES FOR BUSINESSES

CMI offers a variety of services to help companies and organizations drive their sustainable growth.

### IN COMPANY EDUCATION AND 100% ONLINE

Specially adapted to the needs of each organization, both in terms of content and format: face-to-face, mixed, or online mode.

The CMI programs available for companies and organizations are flexible and planned, designed, executed, and controlled according to the level required by each organization, from courses or Master's degrees, to the integral management of corporate education.

All programs can be 100% subsidized by Fundae.

### ADVANCED CONSULTANCY

Consulting services to managers, freelancers, SMEs, NGOs and large companies, providing consulting of excellence accessible to all types of organizations.

- Advice on CSR strategy and CSR implementation.
- Execution of CSR projects, Donations and Volunteer projects.
- Preparation of Sustainability Reports.
- Equality and organizational development plans.
- Protection of Biodiversity.
- CSR for SMEs and Self-employed

### INTERNSHIP AGREEMENTS

Organizations committed to CSR development can incorporate the talents of CMI students and professionals through the signing of an Internship Agreement.





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