



CERTIFIED
UNE-ISO 21001



ISO 9001:2015
BUREAU VERITAS
Certification



efr

THE BEST BUSINESS SCHOOL IN SPAIN FOR
CSR, ON CAMPUS AND ONLINE

#1 CSR Awards U.K.



CONSCIOUS MANAGEMENT INSTITUTE

MBA IN SUSTAINABLE TOURISM



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STEAM · SUSTAINABILITY · AI
INNOVATION · INDUSTRY 6.0

Top Business School in Europe 2025
Awarded by Education Insider U.S.A.



Awarded by
EDUCATION
INSIDER

STUDY MODES:

- On campus
- Online

MASTER'S DEGREE FROM CMI BUSINESS SCHOOL
MASTER'S DEGREE FROM THE CATHOLIC
UNIVERSITY OF ÁVILA (UCAV)
ECTS: 60



Business School



OUR CAMPUS IN MADRID



Gran Vía de San Francisco, 15: 700 m from Almudena Cathedral and the Royal Palace, with Puerta de Toledo metro station and BiciMAD bike-sharing next to the school.

Faculty of working professionals: 75% hold a PhD or are PhD candidates.

***“TODAY AND EVERY DAY,
LET US HARNESS THE
POWER OF TOURISM AS A
FORCE FOR
TRANSFORMATION,
RESILIENCE,
SUSTAINABILITY AND
SHARED PROGRESS FOR
ALL”.***

**- ANTÓNIO GUTERRES, UN SECRETARY-
GENERAL**

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WHY CMI Higher Education?

CMI Higher Education is an international institute of professional higher education in business and technology, offering outstanding education focused on STEAM, sustainability, artificial intelligence, innovation and Industry 6.0 for a better world. Leading with purpose, innovating with responsibility.

CMI Business School has been named Top Business School in Europe 2025 by the US magazine EDUCATION Insider. This prestigious award reflects the excellent quality, reputation and trust that CMI has built over time.

It also received the award for the most innovative academic programmes in Spain in 2022 from The International CSR Excellence Awards.

At CMI, we lead, promote and carry out scientific and technological research covering the entire development and implementation process, from exploring the frontiers of knowledge to the end of the life cycle of all products and services, taking into account the needs of a sustainable, circular economy.

We offer the highest quality standards in our services to society. All our activities are carried out through continuous improvement processes, supported by modern, advanced technological management systems.

We have an integrated educational quality management system certified to ISO 9001 and audited by the Catholic University of Ávila.



Research and Development
Tutoring and research support.



Guest lectures
Venues in Madrid and Valencia.



Live-streamed classes
Virtual campus.



Careers and Networking
Job opportunities, work placements and alumni club.



Scholarships and grants
For new and former students.





EXPERIENCE AT CMI Higher Education

Studying at CMI means training at an institute whose mission is to make the world a better place, both socially and environmentally, through high-quality academic activity focused on STEAM, sustainability, AI, innovation and Industry 6.0. As a certified B Corp social enterprise, we foster talent with an award-winning scholarship programme recognised by Fundación Gala and with zero-cost financing.

PARTNER Organisations



✓ **CMI Higher Education**
International school of business and technology.

✓ **Teaching staff**
Expert professionals and researchers in the field:
75% hold a PhD or are PhD candidates.

✓ **Experiential methodology**
Theory is combined with case studies to build knowledge through experience.

✓ **International Programme**
All subjects take a global business perspective.

✓ **Virtual Campus**
This platform facilitates communication and monitoring of the academic programme.

✓ **Limited places**
Maximum of 45 students per class.



UCAV
www.ucavila.es

CMI Higher Education, an international institute of higher education in business and technology focused on STEAM, sustainability, AI, innovation and Industry 6.0, offers a double university degree with the Catholic University of Ávila (UCAV), the result of a joint effort to provide students with greater opportunities.

The Catholic University of Ávila is an active hub that engages with every sector of society in both directions. Its professionals, drawn from all sectors, bring real-world needs into the classroom, anticipating training that is tailored to the demands of the job market. Its commitment to society seeks a balance between education and the needs of the labour market.

The Catholic University of Ávila reaches beyond its walls to put its Corporate Social Responsibility into practice through a range of initiatives to which it devotes its enthusiasm and commitment every day, in pursuit of a better society.



Business School

Rankings, Awards and Recognition



· #5 Business School in Spain, Financial Magazine (FM), 2022.
Rankings: #1 Master's in CSR
#3 Sustainable Finance, #10 MBA



MBA and Human Resources & Organisational Development Master's: Top 10 online in Spain.



Top 10 Most Promising Institutions in Spain (India)



Cum Laude Seal by Emagister



SME category recognition – Healthy, Flexible and Sustainable Company



European Seal of Educational Excellence



Award for Best CSR Training Institution in Spain (UK)



-Academic Excellence Award for Best Faculty

-Academic Excellence Award for Best Scholarship Scheme



Award for Most Innovative Educational Institution in Spain (UK)



Certifications



BlabSpain - Bcorp

B Corp Certification: a company with high standards of social and environmental impact



Fundación MásFamilia

EFR category C certification as a Committed Company, under standard EFR 1000-5

MBA IN SUSTAINABLE TOURISM

CMI presents its MBA in Sustainable Tourism, a cutting-edge specialist Master's designed to deliver truly transformative, all-round professional and personal development in just one year.



The MBA in Sustainable Tourism is a specialised programme that prepares participants to lead and manage the development and growth of tourism businesses responsibly, generating a positive economic, social and environmental impact.

It is aimed at those who wish to specialise and give their careers a boost through a comprehensive, values-based curriculum built on the latest management and digitalisation techniques and tools.

The MBA focuses on directing policies, strategies, teams and organisations that excel in customer service, taking all stakeholders into account and managing projects according to ESG (Environmental, Social and Governance) criteria, in order to achieve Socially Responsible Investment (SRI) and optimise the performance of teams and resources. Through outstanding training, the programme will equip you to lead departments, teams, projects and organisations successfully, and to create innovative companies focused on responsible, sustainable growth.

You will gain an in-depth understanding of the challenges and opportunities facing the industry, grasp the drivers of and barriers to sustainable growth, and acquire technical and managerial skills, while also learning to drive digitalisation and implement the latest technologies, such as big data and digital platforms. The faculty is made up of outstanding researchers specialising in the sector and drawn from leading industries, who combine scientific and academic rigour with a passion for teaching: 75% hold a PhD or are PhD candidates.

The MBA in Sustainable Tourism takes an international business development approach, considering the diverse contexts, cultures, regulations, products and services of tourism and hospitality worldwide.



WHO IT IS FOR

The MBA in Sustainable Tourism is designed for professionals and students in the tourism sector who wish to deepen their knowledge and specialise in leadership and in the management of companies and organisations, both private and public, for the sustainable development and growth of the tourism industry across its entire value chain, including all stakeholders involved in managing operations within the framework of a green, circular economy.

The programme is also open to students and professionals from other sectors who need a cutting-edge professional Master's to develop their careers in this constantly expanding and changing sector.

PROGRAMME OBJECTIVES



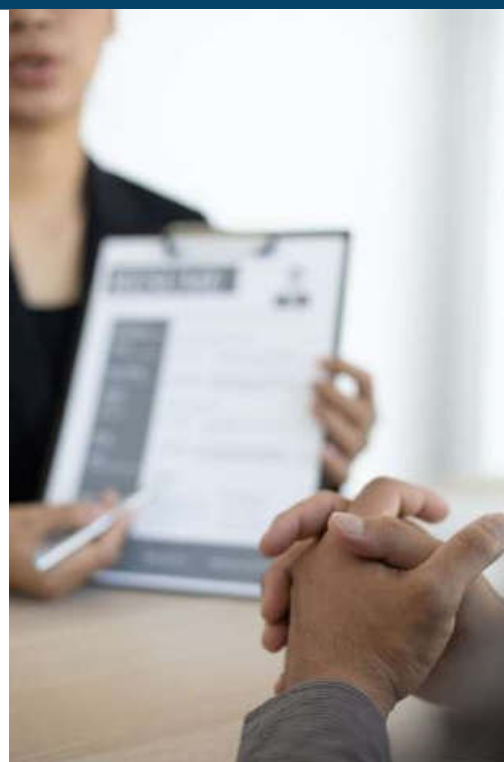
MULTICULTURAL ENVIRONMENT

At CMI, programmes are taught from a global perspective, so students interact with and learn about different business cultures, enabling them to lead international organisations while also taking local customs and traditions into account for greater business effectiveness.



PROFESSIONAL Work Placements

All Professional Work Placements may be paid and provide an ideal complement in the job market to the knowledge developed throughout the curriculum. In addition, all students will have the option of continuing their placement on an extracurricular basis, i.e. not counting towards credits, for a period of 6 months.



STUDY MODES AND SCHEDULES



On campus
50% hybrid

One week in the classroom, the next one remote. Friday and Saturday, 7–10 pm**



Online
live

Live and recorded classes

****Days may vary by intake.
Ask your adviser about the next intake.**

**All programmes are intensive and last one academic year.*

FEES and Applicable Conditions ¹

MBA (SPANISH OR ENGLISH)

Total price	Enrolment fee (included)	CMI + UCAV degree certificates (included)	Price with 60% scholarship	Interest-free financing
€11,835	€900 ³	€250	€5,424 ²	Enrolment fee + 9 instalments ⁴ of €503
€6,210	€900 ³	€250	€3,174 ²	Enrolment fee + 9 instalments ⁴ of €253

¹ Includes tuition, enrolment, degree certificates, materials and Alumni Club membership.

² 60% scholarship applied; early-enrolment and single-payment discounts can be added.

³ The enrolment fee secures your place after admission and is deducted from the price.

⁴ Nine instalments: within the first 5 days of each month.

SCHOLARSHIPS

CMI awards study scholarships for its Master's programmes in all study modes, championing the democratisation of quality education and equal opportunities.

These scholarships include:

✓ Up to 60% scholarship for academic excellence or country of origin.

✓ Alternatively: 40% for professional experience or for recent graduates (cannot be combined with the scholarship above).

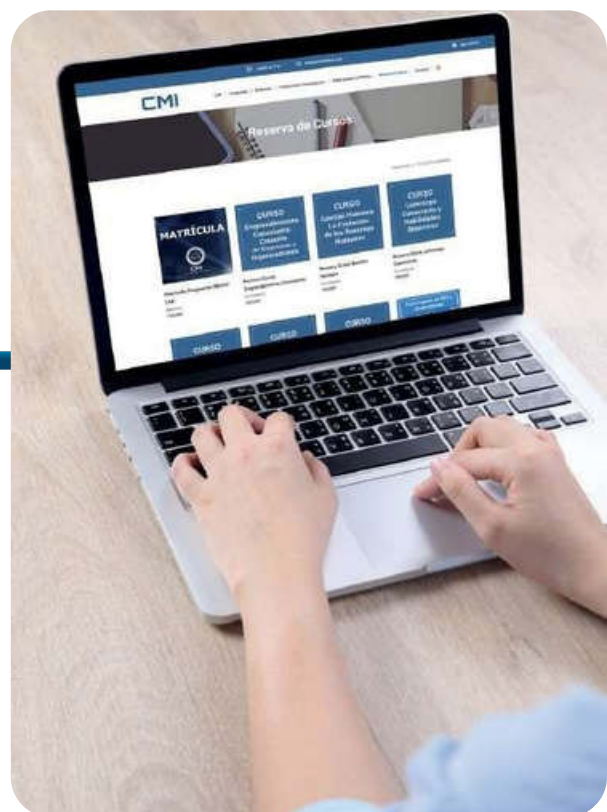
Additional 10% discounts for early enrolment, single payment, group enrolment and for Alumni Club members.



STUDY PROGRAMME

The curriculum stands out for bringing together everything you need to excel as a responsible leader: cutting-edge knowledge grounded in scientific rigour, practical exercises that let you apply what you have learnt, and experiential learning that gets the most out of every area of study and development.

The main pillars of the curriculum are described below. They may vary and are subject to the latest changes that each expert considers appropriate in light of the newest advances in their field, so that the programme always remains at the cutting edge.



FIRST TERM

• Sustainable tourism: value chain and business models

Introduction: evolution of tourism products and services towards responsible tourism

- Hotels, resorts, holiday rentals, campsites and youth hostels.
- Tourism in protected settings: nature parks, biodiversity, cultural heritage, UNESCO sites, Protected Natural Areas.
- Rural tourism.
- Shopping, food and leisure tourism.
- Adventure, history, archaeology, palaeontology and anthropology tourism.
- Theme park tourism.
- Sports tourism in urban and natural settings.
- Nature-watching tourism.
- Religious tourism.
- Festival and commemoration tourism.
- Ocean and river cruises.

3 ECTS

• Ethical Framework, Corporate Social Responsibility and Sustainability in International Tourism

- The international dimension of CSR and sustainability in the tourism industry.
- Regulatory and certification institutions and bodies.
- International regulations and guidelines on responsible tourism.
- Sustainable development and international cooperation strategies.

3 ECTS

• Market research, neuromarketing and consumer behaviour

- Market research techniques.
- Marketing, advertising and sales strategies.
- Consumer behaviour studies and neuromarketing.
- The conscious customer.

3 ECTS

• Leadership, Entrepreneurship, Responsible Negotiation and R&D&I Management

- Conscious Leadership (1 ECTS).
- Responsible Entrepreneurship (1 ECTS).
- Responsible International Negotiation (1 ECTS).
- Research, Development and Innovation Management (1 ECTS).

4 ECTS

Continued on next page

- **Research, Development and Innovation Management**
 - Quantitative and qualitative research methodologies for managing responsible tourism organisations.
 - Development of sustainable products and services.
 - Innovative organisations.
 - Integrated management of R&D&I projects.
 - Communicating R&D&I.

Second Term

- | | |
|---|---------------|
| <ul style="list-style-type: none"> • Design of spaces, infrastructure, logistics and smart mobility in tourism services <ul style="list-style-type: none"> • Designing tourism spaces from a holistic perspective. • Green, bionic and sustainable infrastructure. • Renewable energy and energy efficiency. • Sustainable air, land and sea transport. | 3 ECTS |
| <ul style="list-style-type: none"> • Management of ICT, Big Data, AI and Digitalisation <ul style="list-style-type: none"> • New technology platforms and tools for marketing tourism products and services. • Big data and business intelligence applications. • Information and communication systems applied to the tourism industry. • Geography, cartography and routes. • Multichannel strategy. | 3 ECTS |
| <ul style="list-style-type: none"> • Sales management and customer loyalty strategies <ul style="list-style-type: none"> • Management of hotel chains, resorts and holiday rental companies. • Travel agencies and tour operators. | 3 ECTS |
| <ul style="list-style-type: none"> • Triple-bottom-line tourism strategy and sustainable finance <ul style="list-style-type: none"> • Triple-bottom-line strategy within the green and circular economy. • Sustainable finance management. | 3 ECTS |
| <ul style="list-style-type: none"> • Environmental and biodiversity management and protection <ul style="list-style-type: none"> Environmental protection <ul style="list-style-type: none"> • Ecosystems. • Biodiversity. • Healthy atmosphere. • Water resources. • Soil, forests and mineral resources. • Climate change. Practical environmental management tools <ul style="list-style-type: none"> • Water footprint. • Environmental footprint. • Waste management. • Energy eco-efficiency and eco-design. • Carbon footprint calculation. Environmental management systems. <ul style="list-style-type: none"> • Environmental risk analysis. • Environmental impact assessment. Energy management systems. | 3 ECTS |

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Third Term	
• Quality management and customer experience 3 ECTS • Quality management systems and certifications. • Study, analysis and continuous improvement of the customer experience. • Strategy and Management of Sustainable Development Projects for International Tourism Hubs 3 ECTS • Fundamentals of the 2030 Agenda and UN Tourism (UNWTO). • Strategies for renewing and creating new models that drive regions, hubs and organisations towards cultural and sustainable tourism. • Responsible communication and sustainability reporting 3 ECTS • Purpose and plan of conscious communication. • Communication methodology and standards. • Preparing CSR/sustainability reports. • Delivering effective presentations. • People management and organisational development 3 ECTS • Managing high-performance teams. • Social management for positive impact on local communities. • Trends and innovation in ecological and responsible tourism 2 ECTS • New management models, products and services. • Trends and future outlook for the international tourism market. • Master's Thesis 6 ECTS <i>Options:</i> • Research article. • Plan for creating a responsible organisation. • Professional placements in companies 12 ECTS • 300 compulsory hours, or credit recognition for accredited professional experience*	
TOTAL CREDITS	60 ECTS



Submission
of documents



Admission confirmation



Place reservation by
paying the enrolment fee



Programme
payment

ADMISSIONS PROCESS

Requirements

Documents to send to admisiones@cmi.es:

- Curriculum vitae
- Copy of passport or ID document
- University degree giving access to Master's studies, apostilled or certified. Degrees issued by universities anywhere in the world are accepted.
- Academic transcript (record of grades)

Application

If you wish to apply for any of the scholarships offered by CMI, please send a motivation letter and scholarship application explaining your interest in the programme, together with all your documents, to: admisiones@cmi.es

Candidates are selected by the Admissions Committee, made up of CMI's management and the programme director.

Enrolment

Candidates will be informed of the outcome of the admissions process by email. Admitted candidates must pay the definitive place reservation to complete their enrolment.

Enrolment is open all year round, subject to the availability of places.

Candidates without a university degree may be admitted by demonstrating relevant professional experience as a source of knowledge and skills under our admission criteria, in order to maximise the positive impact of our students and the Institute. In this case, a minimum of 3 years' work experience is required, evidenced by an employment letter issued by the company.



ALUMNI CLUB

At CMI, we strive to serve every student who passes through our classrooms to the highest possible standard. That is why, on completing any CMI programme, graduates enjoy all the benefits of alumni status free of charge:

- Timely, up-to-date information on programmes and scholarships.
- Newsletters and publications.
- Information on topics of interest.
- Invitations to networking events, conferences and talks.
- Discounts on training and merchandise.
- Job board.





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