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

#1 CSR Awards U.K.

Qualificam
certificación de máster profesional



UCAV

www.ucavila.es

CENTRO COLABORADOR



CMI Business School

CONSCIOUS MANAGEMENT INSTITUTE

MASTER'S IN

RESPONSIBLE BUSINESS

ADMINISTRATION & MANAGEMENT

RESPONSIBLE MBA



Gran Vía de San Francisco, 15,
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STEAM · SUSTAINABILITY · AI
INNOVATION · INDUSTRY 6.0

Top Business School in Europe 2025

Awarded by Education Insider U.S.A.



CMI Business School

Associated by
EDUCATION
INSIDER

STUDY MODES:

- On campus
- Online

DOUBLE DEGREE:

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.

“THERE IS NO MORE POWERFUL INSTITUTION IN SOCIETY THAN BUSINESS, WHICH IS WHY I BELIEVE IT IS NOW MORE IMPORTANT THAN EVER BEFORE FOR BUSINESS TO ASSUME A MORAL LEADERSHIP”.

- ANITA RODDICK, FOUNDER OF THE BODY SHOP

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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 Higher Education 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, and our programmes hold the Cualificam quality seal.

RECOGNITION



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.

MASTER'S IN RESPONSIBLE BUSINESS ADMINISTRATION AND MANAGEMENT

CMI offers its Responsible MBA, a unique, specialised Master's designed to deliver, in just one year, truly transformative all-round professional and personal development.



Advancing Corporate Social Responsibility (CSR) means responding to society's demand for leaders of integrity: experts across the various disciplines of organisational management who set an example in the responsible leadership of projects, creating a positive impact on both people and the environments affected.

In a world of opportunities and challenges, the Responsible MBA is a guarantee of success. It provides outstanding academic preparation with a global reach, together with enhanced management skills that will enable participants to drive their own development to the full and achieve the highest levels of wellbeing throughout their careers.

The programme is taught using the latest educational technologies and teaching methodologies, by a faculty of researchers who excel professionally, academically and as educators: 75% hold a PhD or are PhD candidates.

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



WHO IT IS FOR

This programme is designed for people who want to embody the leader that society demands: one committed to organisational growth that creates a positive impact.

Applicants to this CMI Business School Master's must hold a bachelor's degree or a degree in architecture, engineering, law or teaching, a licentiate or a technical engineering degree, or other qualifications.

PROGRAMME OBJECTIVES



GRADUATE PROFILE

Qualification: Master's in Responsible Business Administration and Management.

Main function of the graduate profile, as recognised in the professional sector:

To develop the management competencies and skills needed to exercise responsible leadership. The Responsible MBA focuses on values-based management techniques for creating and running organisations in harmony with society and the environment. The programme offers a broad overview of business that enables students to develop at every level, both personally and professionally, so that they can lead innovative and sustainable companies and foundations with integrity and by example.

Career prospects: Business manager. General management of companies.

PROFESSIONAL Work Placements

All Master's programmes at CMI include 12 ECTS credits of Professional Work Placements, which may be paid and provide an ideal complement in the job market to the knowledge acquired throughout the curriculum. In addition, all students will have the option of completing an additional period of up to 6 months of extracurricular placements, i.e. not counting towards credits. These placements may be recognised for students with at least 3 years of work experience in the field of the programme.



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. CMI's sustainable scholarship scheme has received an Academic Excellence award from Fundación Gala. Financial support includes:



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).

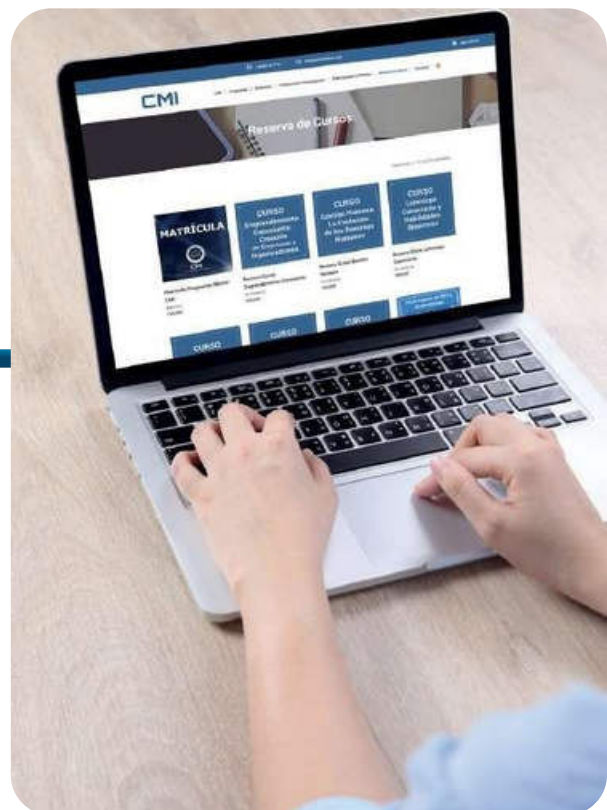
Additional 10% discounts for early enrolment, single payment, group enrolment and Alumni Club members.



CURRICULUM AND MODULES

The curriculum stands out for bringing together everything needed to excel as a responsible leader: cutting-edge knowledge with scientific rigour, practical exercises that allow students to apply what they have learnt, and experiential learning elements that maximise the benefit gained in each 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 line with the latest advances in their field, so as to always provide cutting-edge training.



First Term

- **Corporate Social Responsibility** 3 ECTS
 - Historical perspective on the evolution of CSR.
 - Responsible leadership as a key driver of CSR.
 - Holistic approach and scope of action.
 - Management objectives and tools.
 - National and international standards and certifications.
 - Purpose, strategies, and action and communication plans.
 - Designing and implementing CSR in SMEs and large companies.
- **Marketing and Corporate Communication Management** 4 ECTS
 - Purpose and plan for conscious communication.
 - Skills, techniques and tools.
 - Delivering effective presentations.
 - Introduction to responsible marketing.
 - Comprehensive and strategic marketing.
 - Planning, implementation, monitoring and control.
 - Relationships, experience and communication.
 - Digital marketing and neuromarketing.
- **Natural, Social and Economic Environment** 3 ECTS
 - Local and global markets.
 - Environment: ecosystem protection and sustainability.
 - Sociology applied to business.
 - History and economic environment.
 - Legal framework.

Continued on next page

- **Accounting and Finance** 3 ECTS
 - Introduction to responsible accounting and finance.
 - Analysis of financial statements and costs.
 - National and international regulations and standards.
 - Management control and impacts.
 - Accounting and finance in NGOs and social enterprises.

- **Career Development and Vision** 0.5 ECTS
 - Deepening self-knowledge.
 - Life purpose and career vision.
 - Career development plan.
 - Coaching and mentoring.
 - The CV.

- **Human Resources Management** 2.5 ECTS
 - Purpose, strategy and planning.
 - Development, learning and continuous improvement of people and organisations.
 - Organisation of activities and responsibilities.
 - Merit-based recruitment, assessment and selection of staff.
 - Performance appraisal and measurement.
 - Pay and employee benefits.

Second Term

- **Sales and Commercial Management** 2 ECTS
 - Sustainable sales management.
 - Analysis of commercial decisions.
 - Sales techniques.
 - Sales team management.
 - E-commerce.

- **Operations and Quality Management** 3 ECTS
 - Sustainable supply chain management.
 - Operations management and green technologies.
 - Production organisation.
 - Information systems.
 - Operations in digital organisations.
 - Quantitative methods.
 - Standards and certifications.
 - History and evolution of quality.
 - Quality management systems and plans: an integrated approach.
 - Assurance and control.
 - Continuous improvement.
 - Standards and certifications

- **Strategic Management** 3 ECTS
 - Global view of organisations.
 - The organisation's reason for being.
 - Collaborative strategy.
 - Defining and managing the sustainable strategic plan.

Continued on next page

- **Financial Management** 3 ECTS
 - Responsible finance.
 - Strategy, analysis, administration and control of organisations' economic and financial structure.
 - Valuation of projects, investments and financial instruments.
 - Short-, medium- and long-term planning and financing.
 - Self-financing and financial resources.
 - Stock markets and sustainability indices.
 - Risk and opportunity management.
 - Global and group finance.
 - Organisations' tax contribution.

- **Management of ICT, Big Data, Industry 6.0 and Artificial Intelligence** 2.5 ECTS
 - Introduction to big data and Industry 4.0.
 - Infrastructure and databases; legal and ethical aspects.
 - Big data projects and applications.
 - Internet of Things and RFID.
 - Robotics and artificial intelligence.
 - Development and integration of cyber-physical systems.
 - Organisations and information and communication technologies.
 - Digital organisations.
 - Systems, architectures and applications for organisational management.
 - Cybersecurity.

- **International Trade Management** 2 ECTS
 - Multiculturalism and values.
 - Import and export.
 - Global operations and logistics.
 - International contracting.

Third Term

- **Conscious Leadership** 1 ECTS
 - The human being: anthropological, psychological and philosophical approach.
 - Values as the backbone of human development and continuous improvement.
 - Behaviour and ethics in business: from compliance to CSR.
 - The keys to responsible leadership.
 - Skills of the responsible leader for excellence in self-management and in managing high-performing cross-functional teams, both on-site and remote.

- **Responsible Entrepreneurship** 1 ECTS
 - Management skills for running companies, NGOs and sustainable, innovative hybrid organisations.
 - Systemic approach and people management.
 - Introduction to responsible start-ups.
 - The entrepreneurial mindset.
 - Planning, designing and launching new responsible organisations.
 - Strategic management of research, development and innovation.
 - Entrepreneurship support ecosystems and resources.
 - Certifications and standards in entrepreneurship.
 - Digital entrepreneurship.

- **Responsible International Negotiation** 1 ECTS
 - Negotiations and the generic negotiation process.
 - Collaborative negotiation.
 - Techniques for the different stages of the generic negotiation process: initiation, preparation, development and closing.

Continued on next page

•The human being: psychology and neuroscience to understand the negotiator's mindset and negotiation processes

- **Research, Development and Innovation Management** 1.5 ECTS
 - Fundamentals of R&D&I methods.
 - Strategic Management of Research, Development and Innovation.
 - Innovation Financing.
- **Project Management** 2 ECTS
 - Defining a project and its life cycle.
 - Responsible project management.
 - Phase management: initiation, planning, execution, control and closure.
- **Management of Foundations, Social Enterprises and Public Administrations** 4 ECTS
 - Introduction to and context of foundations and social enterprises.
 - Legal framework and tax regulation.
 - Evolution of the relationships between companies, foundations, associations and public administrations.
 - Efficient and effective management of foundations and social enterprises.
 - Global collaboration and internationalisation.
- **Master's Dissertation** 6 ECTS

Options:

 - Research article.
 - Plan to create a responsible organisation.
- **Work Placement** 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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