CMI Higher Education

SCIENCE | TECHNOLOGY | ENGINEERING | ARTS | MATHEMATICS

Conocimiento para crecer. | Tecnología para transformar. | Personas para un mundo mejor.



Specialist in

ADMINISTRATIVE MANAGEMENT, CUSTOMER SERVICE, AND ARTIFICIAL INTELLIGENCE

STEAM · SUSTAINABILITY · AI
INNOVATION · INDUSTRY 6.0

TOP BUSINESS SCHOOL IN EUROPE 2025
CMI Business School
EDUCATION INSIDER

SPECIALIST DIPLOMA
CMI + UCAV
ON CAMPUS
30 ECTS 8-9 MONTHS

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

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Certified B Corporation
ISO 21001
ISO 9001

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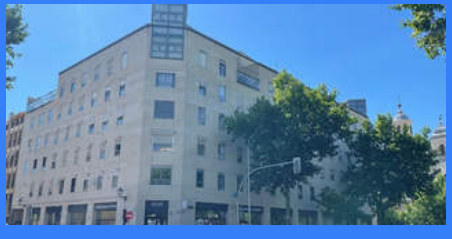
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“Your most unhappy customers are your greatest source of learning.”
— Bill Gates

(Co-founder of Microsoft, in ‘Business @ the Speed of Thought’, 1999)

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.

Practising professionals with experience in companies and institutions.

CMI

WHY

CMI HIGHER EDUCATION?

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

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

CMI Business School received the award for the most innovative academic programmes in Spain in 2022 from
The International CSR Excellence Awards.

At CMI we work to 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.

CMI Higher Education offers the highest quality standards in its services to society. All its activities are carried out through continuous improvement processes, supported by modern, advanced technological and management systems.

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

- Research and Development
- Guidance and support with your research
- Personalised tutoring and follow-up
- Campuses in Madrid and Valencia
- 100% online classes
- Virtual campus
- Employment and Networking
  Job opportunities, internships and alumni club
- Scholarships and grants
  For new and former students





OUR PHILOSOPHY

Our purpose is to help create a new and better world through research, development and innovation and the holistic education of the individual, putting science, technology and Artificial Intelligence at the service of the challenges of our time.

Research

At CMI we work on research, development and innovation to generate cutting-edge scientific and technological knowledge in collaboration with sector stakeholders and through our scientific journal, Conscious Management Journal.

Training in Social Responsibility

We offer training products and services for excellence in the conscious management of organisations, maximising the development of people's talent.

Consulting

Our aim is to offer advanced consulting services to leaders and organisations seeking excellence in the service of society.



MISSION

To train professionals in business and organisational management, leadership, innovation, science and new technologies through cutting-edge STEAM programmes of excellence, boosting their careers and achieving sustainable growth with a triple benefit: economic, social and environmental.

VISION

To become a world-leading STEAM school of business and technology, driving the sustainable growth of organisations with a positive impact on society and the environment.

VALUES

C - Conscious of our role as agents of change in driving the growth of responsible professionals and organisations.
M - Methodical in our teaching processes, so that we deliver innovative, excellent programmes to the full satisfaction of every student.
I - Integrity and ethics in how we work, internally and externally, with students, colleagues and partners, building trust and respect inside and outside the classroom.
B - Beneficial to society and the environment, with the firm purpose of helping to create a better world through quality education.
S - Sustainable through our contribution to the community, developing professionals and organisations with a positive impact for the generations of today and tomorrow.

CMI Higher Education

CONSCIOUS MANAGEMENT INSTITUTE

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 B Corp-certified social enterprise, we foster talent with an award-winning scholarship programme (Fundación Gala) and interest-free financing.

At CMI we work tirelessly because, like our students, partners and so many others, our goal is to leave a better world as our legacy to future generations.



- **CMI Business School**
  International school of business and technology.
- **Teaching staff**
  Our lecturers are practising professionals with experience in companies and institutions.
- **Experiential methodology**
  Theory and case studies are combined to build knowledge from experience.
- **International Programme**
  Subjects take a global business perspective.
- **Virtual Campus**
  This platform makes communication and programme monitoring easy.
- **Limited places**
  Small groups of students.

PARTNER ORGANISATIONS



AWARDS

Most Innovative Education Provider

Top 6 | 2023

CERTIFICATIONS

Empresa B Certificada
Esta empresa cumple con altos estándares de impacto social y ambiental.

ISO 9001 BUREAU VERITAS Certification

CERTIFIED UNE-ISO 21001

CERTIFIED CHOOSE MYCOMPANY ESG WeImpactIndex® ESPAÑA 2023

CMI Higher Education
CONSCIOUS MANAGEMENT INSTITUTE

UNIVERSIDAD CATÓLICA DE ÁVILA
UCAV
www.ucavila.es

Specialist in

ADMINISTRATIVE MANAGEMENT, CUSTOMER SERVICE, AND ARTIFICIAL INTELLIGENCE



As part of its commitment to excellence and to developing programmes with a strong professional impact, CMI Business School offers this 30 ECTS Specialist Diploma. The programme follows a structured pathway of five sequential modules, ranging from the foundations of interpersonal communication to the digital transformation skills that define administrative management today.

Graduates will be able to organise and run an organisation's administrative processes efficiently and manage customer relationships across all channels. They will master office software, document management, invoicing and CRM systems, and will apply artificial intelligence and automation to cut repetitive tasks and improve response times, while always preserving the human touch and data protection.

WHO IS IT FOR?



Professionals and technicians in administration, secretarial, customer service or support roles, as well as entrepreneurs and students who wish to bring digital and artificial intelligence tools into administrative management and customer relations. No prior technical training is required.

PROGRAMME OBJECTIVES



To equip students to manage end-to-end administrative processes and efficient document workflows and to deliver excellent omnichannel customer service, with a command of Microsoft Office and Google Workspace, databases and collaboration tools, and to introduce the practical use of artificial intelligence and CRM/ERP systems in everyday office work, with a Final Project based on simulated business scenarios.

FORMAT AND FEES



On campus



Incubator

Start: every month · Duration: 8–9 months · On campus
Schedule (Madrid): fortnightly, every other Monday, 7–10 pm
Total fee[1]: €3,500 (enrolment fee[3] of €800 and diploma issuing fee of €200 included)
Fee with 25% scholarship[2]: €2,875
Interest-free financing[4]: enrolment + 8 instalments of €259

Scholarships: 25% RESTART scholarship. Additional 10% discounts for pre-enrolment, single payment, group enrolment and Alumni Club members.
[1] Includes tuition, enrolment, diplomas, materials and Alumni Club membership. [2] 25% scholarship applied; with single payment, €2,688. [3] The enrolment fee secures your place after admission and is deducted from the total fee. [4] Eight instalments, payable within the first 5 days of each month.
Payment methods: card (including international cards), Bizum and direct debit for instalments, with online payment via the Enrolment Portal.

Optional additional services

Workstation rental at the CMI Incubator and Accelerator, 8 hours a week (1 full day or 2 half days) between 9 am and 5 pm + 2 monthly feedback and support sessions: €200/month + VAT.

Virtual and on-site support from the CMI Incubator and Accelerator: 2 monthly feedback and support sessions: €120/month + VAT.

STUDY PLAN

Professional Communication and Customer Service

6 ECTS

- Business and institutional communication: models and barriers
- Face-to-face and telephone service protocol. Professional image
- Customer types, active listening and complaint handling
- Professional written communication and digital channels

Office Administration

6 ECTS

- Organisation of the modern office and information flows
- Document management: filing, classification and indexing
- Correspondence, administrative procedures and data privacy
- Invoicing, the order cycle and supplier management
- Digital administration and public e-Government

Digital Tools and Office Software

6 ECTS

- Office suites: Microsoft Office and Google Workspace
- Word processing and spreadsheets: functions, pivot tables and charts
- Executive presentations in PowerPoint, Canva and Google Slides
- Cloud collaboration and basic cybersecurity

Sales Management, Social Media and Artificial Intelligence Applied to Administrative Management

6 ECTS

- Sales, digital marketing, social media and online reputation
- Generative AI, prompting and office workflow automation
- CRM and ERP systems for customer follow-up

Specialist Final Project: simulated company and oral defence

6 ECTS

PROGRAMME **FACULTY**

Practising professionals with experience in companies and institutions.



Dr. (c) Rosa María Frías

PhD candidate. Master's in HR (ESADE and UCM). Associate Lecturer, UCM



María Fernanda López Mayoral

Master's in Sales Management (EAE). President of Ideas Iberoamericanas



Ana Belén Cabezas Esquinas

IBM Expert Labs Essential Services. Data and AI specialist

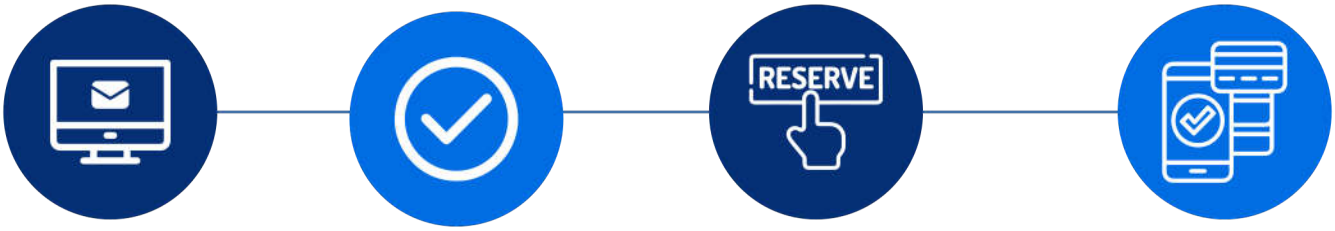


Tomás Listrani Blanco

Master's in AI and Innovation. European Certificate in Digital Competences. International analyst and historian

And other professionals from the CMI faculty. Faculty may vary from one intake and campus (Madrid and Valencia) to the next. Full faculty at cmi.es/en/faculty-and-research

ENROLMENT **PROCESS**



APPLICATION SUBMISSION

ADMISSION CONFIRMATION

PLACE SECURED BY PAYING THE ENROLMENT FEE

PROGRAMME PAYMENT (INSTALMENTS OR SINGLE PAYMENT)

Requirements

Upload your documents to the Enrolment Portal: cmi.es/matriculate

- Updated curriculum vitae
- ID document or passport
- Academic transcript
- Certified or apostilled academic qualification (or proof of work experience in the programme's field)

Enrolment

Candidates will be notified of the outcome of the admission process by email. Once admitted, enrolment is completed by paying the enrolment fee, which secures your place; the balance is paid in interest-free instalments or in a single payment with a discount. Enrolment is open all year round, subject to the availability of places.

Scholarships

If you wish to apply for a scholarship (for academic excellence, country of origin, professional background, recent graduates or unemployment), complete the Application Form on the Enrolment Portal (cmi.es/matriculate) and upload all your documents there.

WHAT OUR **STUDENTS SAY**

4.6 ★ on Google · over 200 reviews

> *"I particularly value the quality of the teaching staff, their approachability and willingness to answer questions. The programme content is current, relevant and applied to the reality of business."*
> **— Yarismar O., Master's**

> *"Both the lecturers and the coordinators stand out for their kindness and constant willingness to support students. Classes are of a high academic standard..."*
> **— Dahertys E., Master in Human Resources Management, Organizational Development, and People Analytics**

> *"Top-quality lecturers with extensive knowledge and business experience, who provide opportunities to bring academia into the real world."*
> **— Pamela M., student**

> *"I would like to highlight the excellent quality of the education I received. The teachers not only show an absolute, up-to-date command of their subjects, but also a remarkable vocation for teaching."*
> **— Miguelina V., Master's**

> *"Up-to-date materials, an amazing virtual classroom and an unbeatable atmosphere."*
> **— Nacho D., student**

Public reviews on Google · Reviews translated from Spanish.



ALUMNI CLUB · **CMI FAMILY**

Once CMI, always CMI Family. You belong from day one, free of charge.

• Your city club (Madrid, Valencia, Santo Domingo, Lima and more) and community directory.

• Mentoring by alumni, for alumni.

• 10% off all programmes to keep learning.

• Job Board for 1 year after graduation, with alumni-only vacancies.

• CMI Ambassadors: contribute to the CMI community and earn a reward for every enrolment you recommend.

1st Alumni Club Gathering · 22 July 2027 · Madrid · cmi.es/en/alumni

NEW · My CMI, your personal area

One single gateway for your whole time at CMI: Virtual Campus, Virtual Library, digital student card, payments and instalments, internships and Master's thesis, Job Board, events and student services. After graduating, you stay in with the Alumni Club. cmi.es/en/my-cmi
All student services: cmi.es/en/student-services



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Questions? Ask VAL,

CMI's AI guidance assistant, at cmi.es

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