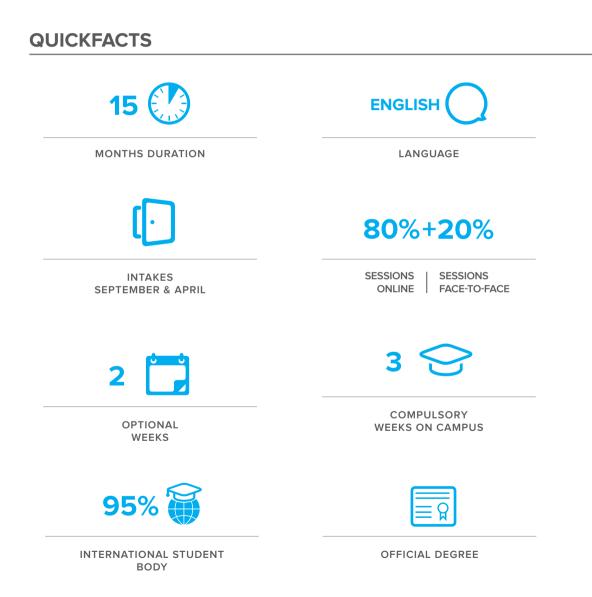


# EXECUTIVE MBA

Reach new leadership heights







# THE IE STORY

### **70**s

In 1973, three visionary entrepreneurs founded Instituto de Empresa in Madrid and that is when the MBA and Executive MBA programs were born.

# 80s

Ten years later, IE inaugurated its International MBA with 5% of international students, and the Entrepreneurship Department was founded to foster entrepreneurial thinking among all students.

# **90**s

By the end of the 1990s, IE had entered the top 25 business schools in the world and had partnerships, such as the Sumaq Alliance, with nearly 100 prestigious business schools in five continents.

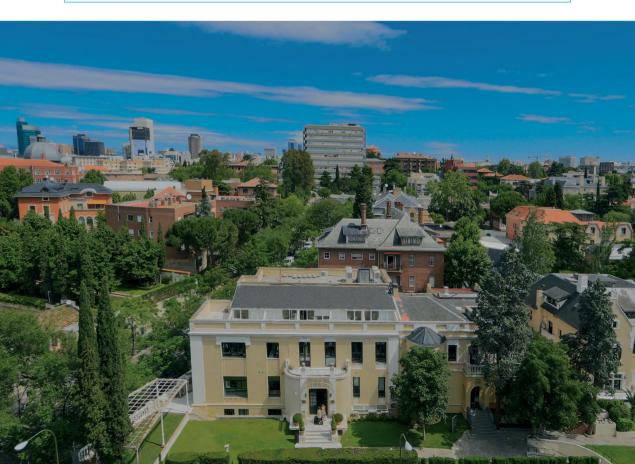
# **2000**s

In the early 2000s the International MBA increased its international student population to 35%, and IE created one of the world's first MBA programs to apply and innovative Blended Methodology that combined online classes and face-to-face learning.

In 2016 IE University was launched to train undergraduates from around the world. The Law School opened a year later.

# today

IE is now a top-ranked hub for international business students and features 31 different Master programs. More than 500 international faculty members teach 6,500 students from 90 different countries in IE's undergraduate, Master, Doctoral, and Executive Education courses. IE's urban campus comprises 20 buildings in central Madrid, and there are 28 IE country offices around the world. More than 50,000 alumni hold management positions in more than 100 countries.



# INTERNATIONAL RECOGNITION

IE has undergone four decades of rapid growth and is now recognized by the international press as one of the world's leading business schools.

FT	3 <sup>rd</sup>	in Europe	European Business Schools	December 2017
FINANCIAL TIMES	8 <sup>th</sup>	Worldwide	International MBA	nal MBA January 2017
THATE2	4 <sup>th</sup>	in Europe	International MIDA	January 2017
	<b>13</b> <sup>th</sup>	Worldwide	Executive MBA's	October 2017
	2 <sup>nd</sup>	Worldwide	Global MBA	March 2018
	8 <sup>th</sup>	Worldwide	Master in Finance	June 2017
	3 <sup>rd</sup>	Worldwide	Master in Management	June 2017
The Economist	1 <sup>st</sup>	Worldwide	Executive MBA's	October 2015
	<b>11</b> <sup>th</sup>	Worldwide	Master in Management	June 2017
Bloomberg Businessweek	8 <sup>th</sup>	Worldwide	Non US MBA's	November 2017
Forbes	3 <sup>th</sup>	Worldwide	Non US MBA's Schools	October 2017

IE Business School is fully accredited by the world's leading accreditation bodies:









nations of Skipe

a hell

Leadership, strategic thinking and effective team management are part of the requirements of modern business leaders. Not only do the results matter, but also how you have obtained them.

GAMECHA

ERS: THE CUSTOME

POSITION

IE's Executive MBA will enhance your business acumen and develop the soft skills you need to evolve your career and become a successful manager. At the same time, you will be able to reconcile your professional and personal life while experiencing the enriching journey of studying an MBA in a global environment.

# **KEY ATTRIBUTES OF THE EXECUTIVE MBA**



**LEADERSHIP SKILLS:** Managers are no longer only expected to possess the technical knowledge to be great decision makers, but are also required to have developed the necessary soft skills that will allow them to succeed. The Executive MBA curriculum, combined with the hands-on workshops organized during the Advanced Leadership Week, will help you gain an in-depth understanding of your management style and strenghten you abilities as an innovative leader.



M

**INTERNATIONAL VIEW OF BUSINESS:** The program brings together professionals from diverse cultural backgrounds, drawing on a vast experience across various industries, increasing your awareness of the cultural realities influencing the international context today. The Global Immersion Week, based in a key business hub, aims to prepare you to successfully tackle global challenges.

**PERSONAL AND PROFESSIONAL DEVELOPMENT:** Our Career Management Center helps you learn how to profit from your professional capacities. You can count on the lifelong, personalized support of a career service that guides you to ultimately achieving your professional goals. Throughout the program you will also have the opportunity to meet with an expert career coach who will help you clarify your objectives, create a personal brand and establish concrete actions that will allow you to reach the next level in your career.



**NETWORKING:** You will become a part of IE Business School's 50,000 alumni network and additionally benefit from the Global Network for Advanced Management. This is a unique exchange week that will allow you to connect with other Executive MBA students from top business schools across the world.



**ENTREPRENEURSHIP:** Entrepreneurship and innovation are fundamental pillars of IE Business School and will be embedded in every course of the Executive MBA Program. You will get an overview of entrepreneurial and intrapreneurial processes, learning how to conceive and develop a business idea, as well as transform a company through innovation. The final project of your Executive MBA will require you to work in teams, design a business plan, prepare and deliver your pitch.



My classmates were excellent executive professionals coming from very different business sectors, with high profiles and relevant experience. Together we could add a multitude of perspectives to the class discussions. This was an incredible and unique added value... An incredible experience of teamwork and healthy competition.

Fabio Maffei, Executive MBA Alum



# CLASS PROFILE









+25 NATIONALITES

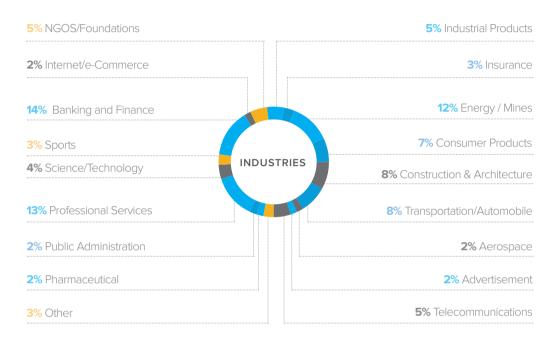


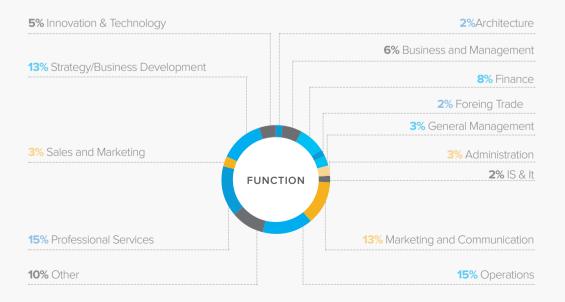
#### NATIONALITIES REPRESENTED



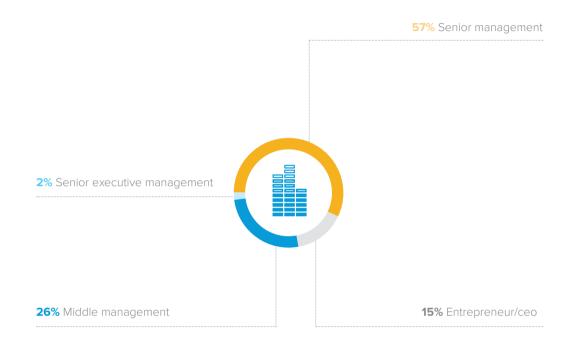
ANGOLA - AUSTRALIA - BRAZIL - CANADA - CHINA - EGYPT - FRANCE - GERMANY INDIA - ISRAEL -ITALY - IVORY COAST - JAPAN - JORDAN - KENYA - LITHUANIA MALAYSIA - NIGERIA - PAKISTAN - PERU - ROMANIA - SAUDI - SPAIN - SUDAN SWITZERLAND - UK - UKRAINE - URUGUAY - USA - VIETNAM

#### PROFESSIONAL BACKGROUND





#### LEVELS OF RESPONSIBILITY





#### **COMPANIES REPRESENTED\***

ABENGOA	AMSTED RAIL COMPANY INC	AON RISK SOLUTIONS	APPLE INC	BAKER HUGHES	BANK FOR INTERNATIONAL SETTLEMENTS
BBVA	BEST DOCTORS	BOMBARDIER	BTG PACTUAL	CARBON HOLDINGS	CARGILL
CITY OF ZURICH	CLEARSTREAM	CREALYTICS GMBH	CREDIT SUISSE	DAETWYLER SWITZERLAND INC	DANONE
DEA DEUTSCHE ERDOEL AG	DEFENCE FORCES IRELAND	DELOITTE	ERM	ERNST AND YOUNG	EUROPEAN COMMISSION
FAURECIA	FOSTER AND PARTNERS	GENERAL MOTORS	GRUPO ALIMENTARIO CITRUS	HONEYWELL	HRVATSKI TELEKOM
INTERNATIONAL PHARMACEUTICAL FEDERATION	IT TELECOM ITALIA SPA	LAN CARGO	LUFTHANSA	MACADAM BULGARIA	MARATHON OIL CORP
MARS INC	MICROSOFT	NICE AGENCY	NOR CONSULT	NOVARTIS	NOVATEL
PERENCO	РІМСО	P&G	ROCHE	R TWINING AND COMPANY LIMITED	SOCIETY OF PETROLEUM
STANDARD BANK	THOMSON REUTERS	TRIONYX S A L	UBS	UNIFARM	UNITED INTERNATIONAL MANAGEMENT B.V
WEFLYMATE	WHARTON HILL INVESTMENT ADVISORS	WORLD ECONOMIC FORUM	ZALANDO		

\*These companies change every intake

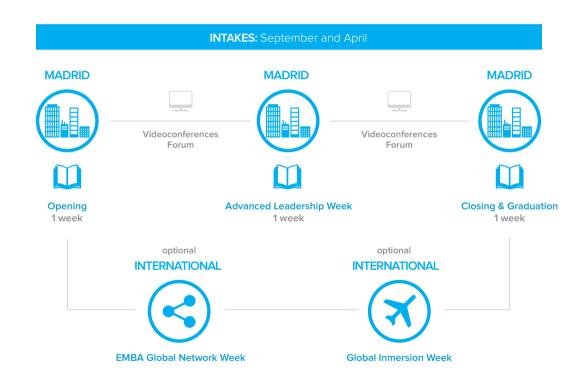
The learning is applied on a real-time basis. The case studies we worked on and the faculty provided us the inputs on the latest developments in particular fields. For me personally, this worked wonderfully as I was able to combine the real-world business experiences with the theory.

Devaratth Nambiearr, Executive MBA Alum



# **PROGRAM STRUCTURE**

The Executive MBA has a duration of 15 months and is taught predominantly online. With three mandatory one-week periods in Madrid, the rest of the program is imparted through interactive online classes, a combination of online forums and live videoconference sessions.

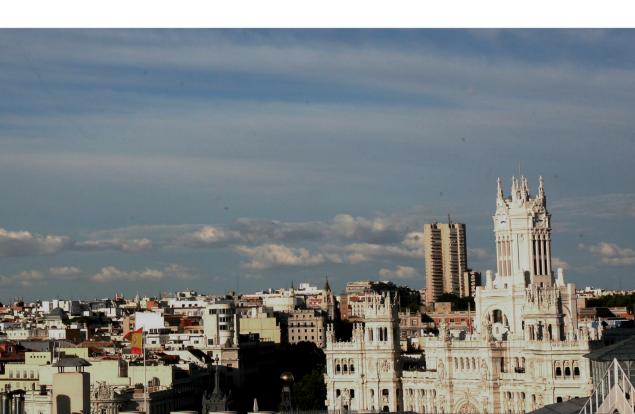




#### **RESIDENTIAL PERIODS**

The face-to-face periods allow you to create personal relationships and meaningful bonds with the people you will work with throughout the year. You will have three mandatory one-week periods in IE's Madrid Campus: one at the beginning of the program, one Advanced Leadership week, and one final week for the final project presentation and graduation.

The residential periods combine workshops, company visits, meals and a number of classes that require physical presence and interaction. They are an essential part of the blended experience, allowing you join networking events that the IE Community offers and at the same time understand the different angles and viewpoints of your classmates, creating a more fluid virtual interaction for the following online periods.





 You will have three mandatory one week residential periods in Madrid. ()

 The residential weeks will take place in our Madrid Campus from Monday through Friday, starting at 9:00 hrs until 19:00 hrs CET, including breaks.



 You take part in a series of classes, workshops, seminars and networking events. Students cover travel and accommodation costs. The school provides you special discount options for students.

#### ADVANCED LEADERSHIP WEEK

This mandatory week takes place in IE's Madrid Campus and consists of an intensive training on how to become a more effective leader. You will receive a series of hands-on workshops where you will be able to assess your management style and develop your leadership skills further.

It focuses on strengthening 4 core areas



Influence



High Performing Teams



Leading through Emotions



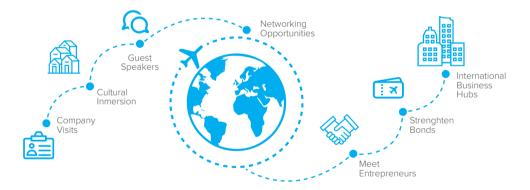
Leadership Vision

#### INTERNATIONAL WEEKS

The Executive MBA gives you the opportunity to have two optional weeks: The Global Immersion Week and the Global Network for Advanced Management Week. Each of these experiences will broaden your international perspective and enhance soft skills such as networking, negotiation, cultural sensitivity and leadership.

#### **GLOBAL IMMERSION WEEK**

The Global Immersion Week is a unique opportunity to increase your knowledge on international business markets. Students will have the option to choose between three different destinations. Previous intakes have visited Shanghai, Miami, San Francisco, Israel and Sao Paulo, where they have joined company visits, have had talks with business experts and gained an overview of how business is done in these international hubs.



#### GLOBAL NETWORK FOR ADVANCED MANAGEMENT

The Global Network for Advanced Management gives MBA students the opportunity to pursue intensive study at another business school in the network, in a focused short-course that leverages the perspectives, programs and faculty expertise of that school. Alongside their counterparts from elsewhere in the network, students attend classes, tour local businesses and meet with experts focused on current business problems.

The GNW is an optional part of the EMBA and it will take place during a regular class period of the program. It is each student's individual responsibility to manage the assignments and classes of the program's courses that might overlap with the GNW.

You can learn more about the GNW at: www.advancedmanagement.net

#### **ONLINE PERIODS**

The IE Online Campus is a web platform that allows students to access all of the program's online activities at any time, from any location. Through the use of innovative technologies, we have been able to replicate face-to-face teaching techniques and our students are able to enjoy the same experience they would have in a traditional classroom. The campus tools are also accessible from smartphones and tablets.

The online periods will consist of two main parts:



#### VIDEOCONFERENCE SESSIONS:

- Two 90 minute long videoconferences every Saturday.
- In between each residential period you will interact with your classmates through weekly live videoconferences and online forums.

8\_8 8

#### **ONLINE FORUM:**

- Online forums are a tool for open discussion around the concepts and topics imparted in class.
- Students are required to participate in two weekly online forums where they will share insightful analysis and their particular experience in applying the knowledge gained througout the MBA directly in their jobs and industries.
- Each student has a limited number of posts, to ensure quality contributions and in-depth discussion. A professor will guide the discussion and monitor the online forum. Contributions will count as class participation.



Two live videoconferences take place every Saturday

Time to connect: 1:30 p.m. & 3:30 p.m. CET



Forums take place from Monday to Thursday



Open 24 hours a day

# THE BLENDED METHODOLOGY

IE's online MBA's have been recognized since 2014 among the best in the world because they bring the classroom experience to an interactive online environment. The Blended experience allows you to pursue the Executive MBA without constant trips to Madrid. Combining live videoconference classes and forums replicates the experience of an actual class and group meetings. It is essentially a campus available online 24/7, complemented with face-to face periods.

Program objectives are reached by using the following diverse didactic methodologies:



#### PRACTICAL CASE DISCUSSION

This is the main methodology used. Before the session is held, students receive a practical case where a specific business situation is described. In the general session, students are expected to share their point of view, the decisions they would make and the analysis they have conducted to reach said conclusion. Likewise, the students are provided with complementary technical case notes that facilitate understanding by introducing and developing key concepts.



#### **GROUP WORK**

In order to analyze cases that will be later discussed in class, participants are divided into working groups that change every term. Discussions are enriched via the differing opinions of the various individuals in the group. This in turn aids discussion in the general sessions. An online workroom within the IE online campus is available for this purpose, however each team is free to use the platform of their choice.



#### STUDY

The Executive MBA is designed to be compatible with students' professional commitments throughout the program. Nevertheless, students must bear in mind that maximum benefit of the program demands both personal study time and group work.



#### **FINAL PROJECT**

Students will work on a business plan as the final project of the MBA. Throughout the final term, students will work in groups to design an end-to-end business plan. The final exam consists of pitching the business plan to a panel of professors.

### THE CURRICULUM

The curriculum of the Executive MBA directly addresses the needs of companies today. Designed to help you acquire the necessary multidisciplinary knowledge you will need to successfully manage at a senior executive level, it boasts a **strong academic business-oriented content** focused on strengthening your hard skills, complemented with top leadership practical training. Entrepreneurship, humanities, social innovation and diversity are the **IE core values** that underlie the program's content and practical approach. You will become a well-rounded manager with an entrepreneurial mindset.

1 <sup>st</sup> TERM	2 <sup>ND</sup> TERM	3 <sup>RD</sup> TERM
Online Tools Workshop	Technology and Innovation Management	Entrepreneurial Venturing
Financial Reporting and Analysis	Competitive and Corporate strategy	Strategy Implementation
Economic Environment and Country Analysis	Marketing Strategy and Plan	Corporate Finance
Entrepreneurial Management	Managing People at Work	Management Control
Leading People in Organizations	Managerial Accounting	Supply Chain Management
Sales and Marketing Management	Creating Value Through Operations	Personal Branding
Financial Departing and		

Financial Reporting and analysis

You will gain an in-depth understanding of the different key areas to succeed in today's fastpaced business climate, learning from practical cases that analyze real organizational challenges. Additionally, you will engage in an enriching debate with your classmates and faculty, which will challenge your thinking around a broad range of key concepts and allow you to understand different perspectives from your colleagues' roles and industry experiences.

I enjoyed the blended experience a lot. The flexibility of the program, the multicultural perspectives and the chance to bond during the face-to-face periods enhances the teamwork experience.

Suzette Flores, Executive MBA Alum 📃

10



# FACULTY

#### A VITAL INGREDIENT

IE's international faculty are experts in their fields. They come from diverse professional and academic backgrounds and will help you grow and maximize your potential.

To learn more about your future faculty, please visit

# www.ie.edu/business-school/faculty-research www.theotherside.blogs.ie.edu

	93 % PH. D
47 % International	
33 % Women	

Strengthening our faculty is an ongoing activity that leads us to continuously incorporate new teachers whose dedication to the students, passion for teaching and personal qualities stand out. Currently we have more than 500 teachers from over 30 nationalities.

For us, faculty members, it is always a privilege to engage with such knowledgeable and motivated students. As participants progress throughout the program, I personally enjoy seeing how they thrive on sharing their professional and personal experiences learning from each other. Many of them graduate from our programs with new perspectives on their most pressing professional challenges, a state of the art toolkit for analyzing new business situations, but most importantly with a network of friends around the globe.

Matthias Tietz, Assistant Professor of Entrepreneurship

# **CORPORATE FUNDING**

Around **40% of our students** receive company support. This is because part-time programs deliver fast returns on investment for yourself and your company. Your coworkers and directors will notice your professional development and sharpened business skills from day one.

Through our Corporate Relations Department, a partnership between IE Business School and your company may be established, with possibilities of recruiting from our talent pool of IE students, access to our executive education programs and presence in IE's international network.



#### DON'T STOP YOUR CAREER

IE's unique Blended Methodology allows our students to **continue building their professional foundations and careers while participating in our top-ranked MBAs.** This innovative learning approach brings together diverse professionals from all around the world who engage in an active and current debate.



#### BRING ADDED VALUE TO YOUR COMPANY FROM DAY ONE

The Executive MBA requires you to apply the concepts imparted in class directly to your professional life, something that will bring value to your company from day one. The curriculum and coursework has been designed to provide you with the latest theories and innovations, as well as the newest practical cases which will prepare you to tackle future challenges in your job with a strategic approach.

# 0

#### CONVEY A GLOBAL VIEW TO YOUR COMPANY

Our international network, together with the Global Immersion Week, will provide you with a key comprehension of innovation in the global business arena. Through these experiences, you will constantly **bring in refreshing ideas and key insights from your industry** and other sectors.

### 8

#### INCREASE ENGAGEMENT IN YOUR TEAM

When you apply the new concepts you learn in class to your day-to-day job, you will also be **sharing your expertise** with your colleagues on a daily basis. In addition, through the program's soft skills training you will **become a more effective leader** and learn how to increase engagement in the teams you are managing.



# BECOME AN INTRAPRENEUR BY DEVELOPING PROJECTS FOR YOUR OWN COMPANY

You will have several opportunities to apply coursework projects to your job and company, getting the guidance and feedback from our faculty.

# **PROFESSIONAL CAREERS**

IE's Career Management Center is committed to boosting the professional visibility of students and alumni, as well as giving international recruiters access to the profiles that best fit their requirements. You will get **lifelong access** to IE's strong international Job Bank, as well as to a training and advisory service from our Career Experts. Additionally, the Career Management Center prepares Corporate Presentations and organizes Career Recruitment Fairs with over 150 international companies.



#### PLACEMENT

- 3 months after graduation more than 90% of our students find work.
- More than **20%** find work outside their country of origin.

### • •

#### ADVISING

• Get advice from our Career Experts on how to brand yourself better, improve your curriculum vitae, and get insights on how to tackle upcoming job interviews.



#### RECRUITING

- We manage over **6,000 job offers** and work with more than **3,500 recruiters** worldwide.
- **Career fairs are organized periodically**, attended by more than 3,000 students and alumni, with more than 150 recruiters from international companies.

#### ACCESS THE IE NETWORK

#### ALUMNI ASSOCIATION

More than 50,000 alumni are part of the IE Community in over 100 countries. As an IE student you will gain lifelong access to IE's network and the opportunities that come with it.

#### A UNIQUE NETWORK OF CONTACTS

IE organizes various events around the world masterclasses, networking events, international club chapter meetings, among others. Alumni also have the chance to become a part of our geographical clubs located in different countries worldwide and to participate in sectorial and functional clubs (entrepreneurship, innovation, tourism, marketing, etc). Our community is also accessible from the major social media networks.

#### CONTINUOUS TRAINING

After finishing your MBA, you will be able to continue your education with both classroom and online activities available. Some examples are: business updates, workshops, conferences, seminars, book presentations, technical management and communication trainings.





#### FINANCIAL AID

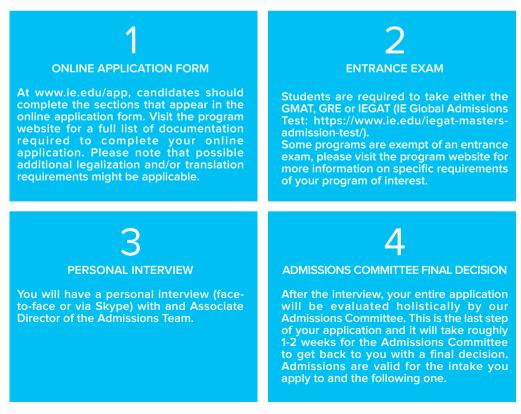
Pursuing higher education is an important personal and financial decision, and our Financial Aid Office offers assistance to identify resources that can help you invest in your education. Financial aid is made available to qualified students to assist them in paying for their education at IE. For more information regarding specific options including scholarships, loans, and fellowships, please visit www.ie.edu/financial-aid

# ADMISSIONS STEPS

REQUIREMENTS				
$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
8 years minimum experience	University degree	IE Global Admissions Test, GMAT, or GRE	English language certificate	Completed application form

The IE Admissions Department has a rigorous selection process. We seek motivated, creative and high-potential candidates who stand out for their academic and/or professional achievements, as well as interpersonal skills. We take a holistic approach when evaluating each candidate in order to bring in the most talented people into our international classrooms.

#### HOW TO APPLY



OFFICIAL DEGREE

Students must fulfill requirements to be able to request the issuance of the Official University Degree upon completion of the Master Program. More information at: https://www.ie.edu/registrar-office/



Students fulfilling the following **requirements**, will be entitled to request the issuance of the Official University Degree upon completion of the Master Program

www.ie.edu/offices

# IE's Global Presence

Contact the office in your region for additional information on our programs, and the dates for the latest events of the IE Community happening all over the world.

EUROPE

europe@ie.edu

France - Paris france@ie.edu

Germany, Switzerland & Austria - Munich dach@ie.edu

Italy, Croatia & Slovenia - Milan italia@ie.edu

Portugal - Lisbon portugal@ie.edu

Eastern Europe & Central Asia - Moscow eeca@ie.edu

Spain - Madrid & Segovia iespain@ie.edu

Turkey - Istanbul turkey@ie.edu

UK & Ireland - London uk@ie.edu

NORTH AMERICA USA & Canada

West & Midwest USA - Los Angeles westcoast@ie.edu

South USA & Caribbean -Miami southusa@ie.edu

Northeast USA - New York northeast@ie.edu

Canada - Toronto canada@ie.edu

# LATIN AMERICA

Argentina & Uruguay - Buenos Aires argentina@ie.edu uruquay@ie.edu

Brazil - Sao Paulo brasil@ie.edu

Chile - Santiago de Chile chile@ie.edu

Colombia - Bogota colombia@ie.edu centroamerica@ie.edu

Ecuador - Quito ecuador@ie.edu

Mexico City - Mexico mexico@ie.edu

Peru, Bolivia & Paraguay -Lima peru@ie.edu bolivia@ie.edu paraguay@ie.edu

Venezuela - Caracas venezuela@ie.edu ASIA-PACIFIC asia-pacific@ie.edu

Australia & New Zealand -Sydney australia@ie.edu

China - Shanghai

India & South Asia - Mumbai india@ie.edu

Japan - Tokyo japan@ie.edu

Singapore & Southeast Asia -Singapore singapore@ie.edu southeastasia@ie.edu

South Korea - Seoul korea@ie.edu

#### MIDDLE EAST/AFRICA mea@ie.edu

Saudi Arabia - Riyadh saudi@ie.edu

UAE, Qatar, Bahrain, Kuwait, Iran & Oman - Dubai uae@ie.edu

West Africa - Lagos nigeria@ie.edu

Sudáfrica - Johannesburg southernafrica@ie.edu

#### ADMISSIONS DEPARTMENT

María de Molina 1' Madrid, Spain exmba.admissions@ie.edu

T: + 34 915 689 610

OTHER WAYS TO GET IN TOUCH:

in y f 🖸 🖸 G+ 🌲

Please Note: The information contained in this brochure is subject to change. IE reserves the right to modify program content, regulations and policies when deemed appropriate and in the best interest of the IE community. Please contact the program management team should you have any queries.

