

International Executive MBA online



www.ie.edu

The International Executive MBA Program at IE Business School provides all the ingredients for professional success in international business management and entrepreneurship



I would like to thank you for your interest in the opportunities IE Business School has to offer you. Read the information in this prospectus, explore the IE website, or ask members of the widespread IE Business School community (students, alumni, professors and other IE

professionals). Whatever the source of your information it will lead you to the same conclusion – that selecting IE Business School for your training needs is the first step in a successful strategy for your professional and personal development.

IE's objective is to train leaders in the fields of entrepreneurship, business management and corporate counsel - leaders who create collective value by instigating competitive business projects without losing sight of their responsibilities and commitments to their environment. The enormous changes taking place in society have made our mission all the more intense and exciting as we rise to the challenge of upholding our firm commitment to continuous innovation and the pursuit of excellence.

Here at IE we are fully aware of the new business opportunities opened up by information and communication technologies. They constitute an integral part of our programmes, not only as mere work tools, but also in the form of training material in each area.

We also recognise the inexorable globalisation process taking place, which now extends far beyond multinationals as small family-run businesses begin to feel its effects.

IE's international focus is a direct response to our belief that only globally oriented business initiatives will be able to survive in the not too distant future. It is no coincidence that a large number of our 36,000 alumni work in different continents. Our student body comprises over 73 nationalities at any given time, and the enormous diversity of nationalities among our teaching faculty makes us one of the most international business schools in the world.

Lastly, we are convinced that the successful business models of the future will be those that best know how to interact with an increasingly sophisticated and demanding social environment, accepting with full responsibility their role in the collective creation of value. This philosophy is present in our attitude, our vision, and in our understanding of how to develop professionals in the current business environment.

The International Executive MBA Program at IE Business School provides all the ingredients for professional success in international business management and entrepreneurship. If you consider IE to be the place to undertake the training you need for an increasingly dynamic and changing world, place a year of your life in our hands. The calibre of your contribution to society and the professional success that goes with it will depend only on your determination to achieve it.

But don't take our word for it - find out for yourself.

Santiago Íñiguez.
Dean



Why an International Executive MBA at IE?

IE alumni form part of a 40,000 strong network spread over 99 countries across the world. They share far more than a master's title. They share the IE experience - a life-changing experience in an international business school that is independent and diverse, where entrepreneurship and innovation form part of the day-to-day fabric, along with academic excellence, a superlative corporate network, and socially responsible vision.

A year of intense learning

In today's fast-changing environment, our **one-year programs** offer an accelerated, highly-demanding learning process that equips participants with the knowledge and skills required for top management positions.

A part-time program

The International Executive MBA at IE comprises **three intensive two-week face-to-face periods** (two in Madrid and one in Shanghai) and **two on-line periods of six months each**. This format allows participants to implement new knowledge and skills in their workplace immediately.

The virtual learning environment used for on-line periods, permits a flexible participation schedule from the student's place of residence at his/her convenience.

The teaching methods used in the International Executive MBA are based on **practical and interactive learning processes**, given that we feel this to be the best methodology for training somebody who is developing his/her business activity in a continuously changing environment.

Madrid Campus

IE is in Madrid, a major European capital and a strategic nexus for Europe, the US and Latin America.

Entrepreneurial Spirit

IE is itself the creation of an entrepreneur, and the entrepreneurial spirit of the founder has therefore been a guiding principle since our inception. At IE we view entrepreneurship as a mentality-driven process that is focused on the systematic identification, evaluation and development of business opportunities.

To further build on this entrepreneurial spirit, IE Business School has an Entrepreneurship Department with a team comprising over 200 external tutors who serve as mentors during the development of business plans,

and who design training programs in the fields of corporate venturing, family venturing and independent venturing.

International environment

Approximately 85% of the students on the International Executive MBA Program are **non-Spanish**, in keeping with the fact that there are over 75 nationalities on the IE campus at any given time.

An eminently practical approach

The **case study method** places students in real situations for their deliberation in an international environment, while the workshops implemented in the presential periods help participants develop vital management skills.

Academic Excellence

IE is ranked by the international press as one of the best business schools in the world – among the top 5 in Europe and top 20 worldwide. IE is also fully recognised by the three leading accreditation agencies in the business education arena: AACSB, EQUIS and AMBA, three prestigious institutions whose recognition guarantees the quality of business management training programs. This three-fold achievement is known in the sector as the “triple crown”.



The Spirit of Innovation

Driven by research and close links with international businesses, IE's innovative character permeates the entire organisation resulting in the constant revision and updating of all areas, including programme formats (on-line and on campus) and content.

Global Reach

IE is truly international, not only in terms of student body and faculty, but also in the content of its programs. **International rankings** by *Financial Times*, *Wall Street Journal*, *The Economist* or *BusinessWeek* place **IE among the five top business schools in Europe**, and among **leading schools worldwide** for its MBA and Executive Education Programs.

IE was also ranked second in the world for distance learning programs in the Economist Intelligence Unit's ranking.



The IE difference

The **International Executive MBA** is crafted using a tight blend of five core factors that drive the program:

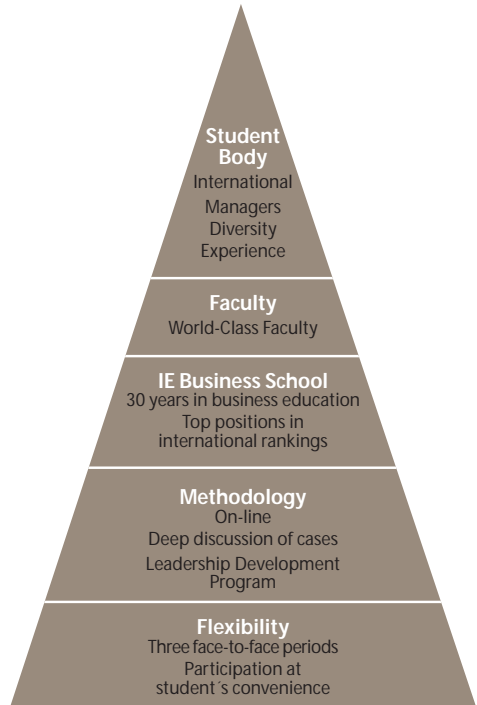
The first and probably most important factor is the program's **Student Body**, the result of a meticulous selection process among numerous applicants, designed to create an exceptional mix of experience and diversity. It is the students' experience that provides the base for discussions and the learning process.

The second factor is IE Business School **Faculty**. The internal and external professors at IE enjoy an exceptional reputation. And given its status as an on-line program, International Executive MBA professors are not necessarily on campus. Some professors are currently teaching in world-class universities or working as consultants in other countries while they participate in the course as if they were on campus.

The third factor is IE Business School experience based on more than 30 years in business education, and having reached top positions in international rankings.

The fourth factor is IE Business School **Methodology**, adapted from the traditional face-to-face case method to the on-line environment, leading to deeper discussion of cases. The process also includes a Leadership Development Program, which runs for the full course.

The fifth factor is **Flexibility**. The program includes just three face-to-face periods, than can be easily inserted in the working year, and on-line periods during which there are no fixed times to participate in the case discussions so students can schedule their workloads at their own convenience. This finely-tuned blend of factors creates a unique program for unique people;



International Executive MBA

The International Executive MBA Program is a service offered by IE Business School to the international management community. Its blended nature, combining periods of both face-to-face and on-line training, allows participants to follow a quality and prestigious MBA without having to leave their place of residence for prolonged periods of time.

Objective

The program equips participants with a solid working knowledge of the most innovative business management techniques, with the accent on new technologies. It also familiarises students with the kind of management skills that constitute an increasingly important factor in professional success.

Aimed at

The **International Executive MBA** is aimed at professionals with extensive experience who wish to broaden their perspectives or reorientate their career. Some of the main capacities and skills acquired by students of the **IE International Executive MBA** are: a strategic, global mindset, the use of new management and decisionmaking tools, an in-depth knowledge of the different functional areas, the flexibility required to adapt to continuous change, a capacity to take

decisions designed to solve the day-to-day problems, the ability to communicate clearly and convincingly, and the ability to work in groups comprised of people from very different geographic, professional, academic and cultural backgrounds.

Content

The **International Executive MBA** is a thirteen-month program.

The program includes three face-to-face periods (each lasting two weeks) and two on-line training periods.

The **International Executive MBA** is divided into two modules, one dealing with Fundamentals and the other with Integration. Both modules combine face-to-face training, which is concentrated into three intensive residential periods, with on-line sessions in between. Students are therefore able to follow the program regardless of their geographic location.

The face-to-face periods permit students to work with concepts and skills that require physical presence, contact with the professors and contact between participants.

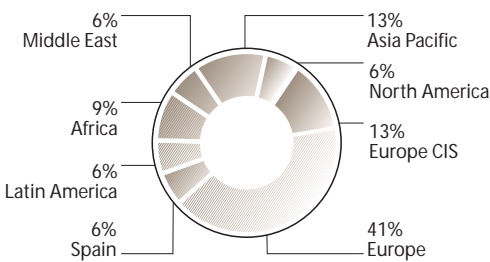
The initial and final sessions of each subject take place during these periods, along with seminars focused on skill-building activities, the presentation of individual and group projects, and assessment tests to consolidate the work done during the presential and on-line training periods.

The virtual campus is the fundamental point of reference for the on-line activities that form a communication platform for group work and for the teacher-led on-line sessions. Participants have easy access to the comments, opinions and experiences of professors and fellow students, as well as general information on the program.

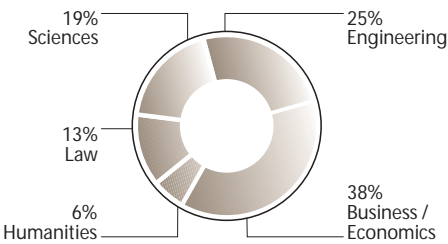
Students participate in their own training right from the start of the course. Intensive communication and a methodology that hinges on participation guarantee a high level of motivation and commitment to the program.

International Executive MBA Profile

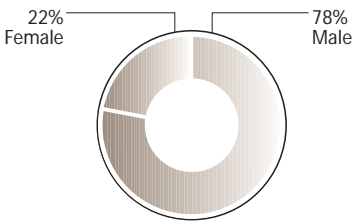
Region of Origen



Undergraduate Degree



Sex



Country of Residence

Benin	Mongolia
Bulgaria	Nigeria
Denmark	Portugal
France	Russia
Germany	Singapore
Holland	Spain
Italy	Switzerland
Jordan	UAE
Luxembourg	United Kingdom

Nationalities 26

International 94%

Professional Experience Average 12 years

Nationalities

Andorra	Guatemala	Peru
Australia	Hungary	Portugal
Bulgaria	India	Russia
Canada	Italy	Singapore
Denmark	Ivory Coast	Spain
Finland	Jordan	Sweden
France	Luxembourg	Switzerland
Germany	Mongolia	UAE
Ghana	Nigeria	

Sample of Student's Employers

Alstom	Philip Morris
Nestlé	Reuters
Nokia	KPMG
Siemens	Sberbank
Goldman Sachs	ABN Amor
IBM	TDK
British American Tobacco	GE Money Bank

Sectors

High Tech / Telecommunications	23%
Industry / Energy and mining / Construction	19%
Investment Banking / Stockbroking	16%
Consumer Products	9%
Commercial / Private Banking	6%
Consulting	6%
Distribution and Retailing	3%
Education / Training	3%
Entertainment / Advertising	3%
Legal Services	3%
Pharmaceutical	3%
Real Estate / Architecture / Urban Planning	3%
Transport / Tourism	3%

Employment Functions

Finance	20%
Sales and Marketing	16%
General Management	13%
Consulting	9%
Operations and Processes	9%
Strategy / Business Development	9%
Communications	6%
Technology	6%
Human Resources	3%
Information Systems and Programming	3%
Legal	3%
R+D	3%

Age Years

Average 36

80% 31-42

Leadership Development Program

This program comprises a compendium of management skills that are developed through both specific seminars and the teaching of core subjects.

Students will participate in a series of workshops in which they develop skills related to team management, presentations, negotiation, coaching, time management and self management.

The core subjects will cover areas like change management, motivation, conflict resolution, quality service, redesigning processes, mission and vision, organisational design and knowledge management. Throughout the program, teamwork will give students the opportunity to put new concepts into practice, and to see how these skills evolve thanks to a series of peer feedback evaluations.

The pre-program


This introductory course is designed to equip those students who need it with the basics of financial accounting. This on-line pre-program does not require the student's presence in Madrid.

The on-line experience

The on-line program allows students from anywhere in the world and with any working timetable or travelling requirements to attend the **International Executive MBA**.

The case discussions might go deeper than in face-to-face programs as they last for several days, leaving students and professors time to read the comments that have been posted, digest them and submit a personal, deeply thought comment to the class. Several discussions are held in parallel, making it easier for the student to perceive links among the different aspects under discussion. This working environment enriches the learning process.

The broad use of Internet technologies (such as mail, chats, messaging, Internet telephony and video conferences) brings the students and the professors together at any time of the day, from anywhere in the world, eliminating distance and time constraints. This ubiquity creates strong and personal links among students, professors and the program directors.

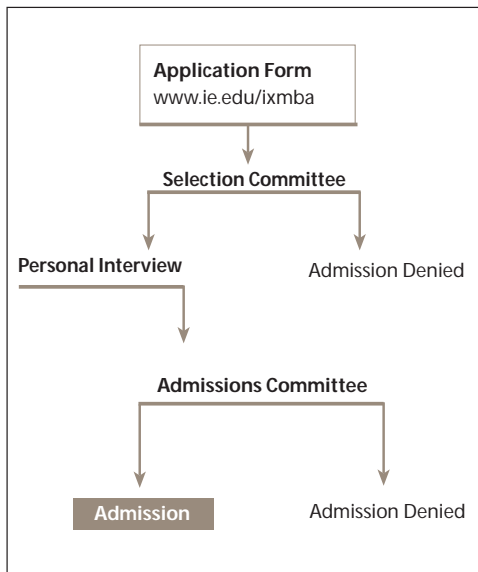
<p>Program Length 13 months Intakes June and November No. students per class Approx. 30</p>	
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International Executive MBA Structure

	Face-to-face Period (2 weeks)	On-line Period	Face-to-face Period (2 weeks)	On-line Period	Face-to-face Period (2 weeks)
November Intake	November Madrid (Spain)	November-June	June Shanghai (China)	June-December	December Madrid (Spain)
June Intake	June Madrid (Spain)	June-January	January Shanghai (China)	January-July	July Madrid (Spain)
Pre-program (On-line Course)	Financial Accounting Management Accounting Economic Environment and Country Analysis Strategy Sales Management Organisational Behaviour Entrepreneurship Leadership Development Program		Financial Management Management Control Operations Management Strategic Management Marketing Strategy and Plan Human Resource Management Information Systems Management Preparation of Final Case Leadership Development Program		

Admissions Process

The demanding nature of IE Business School International MBA programs means that the large number of candidates that apply are subject to a rigorous selection process.



The main objective of the admissions process is to select students with maximum potential. We seek candidates that are dynamic, motivated, creative, and who not only present an excellent academic and professional background, but also offer the kind of interpersonal skills that will permit them to obtain maximum benefit from the program.

Candidates must also offer the following qualities:

- Professional achievements
- Leadership potential
- Academic excellence
- Languages

The admissions process is a rolling process and as such there is no deadline for applications for a particular intake. However, given the limited number of places on the program, we recommend that you embark on the process many months, or even a year, before you intend to start.

Basic Admissions Criteria

• University degree or equivalent and a minimum of 3 years' professional experience in a management position. The application form must be completed in the English language.

Application Form

The application form provides the Admissions Committee with fundamental information when it comes to evaluating candidatures for master programmes.

Please enclose the following documentation in your application form:

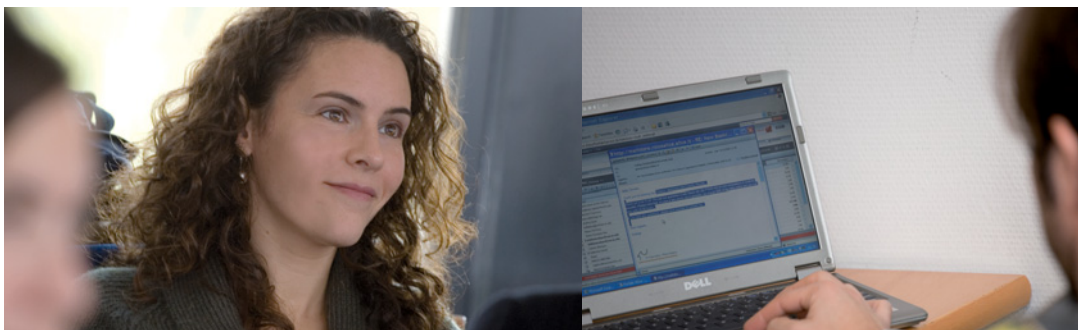
- Photocopies of complete university transcripts (complete with original or copy bearing official stamp)
- Photocopy of passport or ID card
- One passport-size photo (with your name on the back)
- Curriculum Vitae (one page):

The CV provides the Admissions Committee with a brief and concise overview of the candidate's academic and professional achievements.

- 3 Essays
- Photocopies of diplomas or certificates accrediting courses, seminars or programmes undertaken by the candidate.
- Certificate of current work
- Application Fee
- Two letters of recommendation written by professors, entrepreneurs, freelance professionals or persons holding a management position

Interview

After receiving the application form and additional documentation the Admissions Committee evaluates said documentation. The Committee then determines which candidates will be invited to attend an interview.



IE would like to extend its deepest thanks to all those students, alumni, faculty members, and other parties who appear in this brochure.



If you want to learn more about the program, our faculty and other IE initiatives:

- Please contact our international offices: www.ie.edu/offices
- Request the full brochure or more information at IE in Madrid:

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