

FULL-TIME INTERNATIONAL MBA EXCHANGE PROGRAM

FACT SHEET FALL 2024 - WINTER 2025 (NEW!) - SPRING 2025

CONTACT INFORMATION

PROGRAM EXPERIENCE INNOVATION OFFICE

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EXCHANGE TERM DATES

Fall 2024

- Exchange Term Dates: Sept. 2-Nov. 8, 2024 (exams included)
- Welcome Day: Saturday, Sept. 7, 2024

Winter 2025 (NEW!)

- Welcome Day: Jan. 11, 2025 (TBC)
- Exchange Term:
 - Business Impact Lab: Jan. 13-Feb. 14, 2025
 - Electives: staggered dates between Feb. 17 and April 4, 2025

Spring 2025

- Welcome Day: March/April 2025 (TBC)
- Exchange Term: March/April-June 2025 (exams included; exact dates TBC)

NOMINATION DEADLINES

Incoming students to IE (TBC)

- Fall 2024: April 5, 2024
- Winter 2025: Sept. 23, 2024
- Spring 2025: Nov. 25, 2024

Outgoing students from IE (TBC)

- Fall 2024: April 5, 2024
- Winter 2025: TBC
- Spring 2025: Dec. 2, 2024

MBA Exchange Academic Considerations

Eligibility

MBA exchange students typically have 3-6 years of professional experience. All nominees must be in good academic standing in an MBA or similar postgraduate program at one of IE's partner schools.

Fall 2024 and Spring 2025:

International MBA Concentrations

- 8 possible Concentrations; see expected options and sample course lists per Concentration at the end of this Fact Sheet. Final availability of Concentrations and courses will be confirmed.
- Availability of Concentrations subject to open seats/minimum student enrollment requirement.
- Students may only take courses from 1 Concentration.
- 6 pre-determined courses per Concentration; all courses last the full duration of the term.
- Students indicate 3 preferences of Concentrations in their exchange application and will be assigned 1. (In case of limited seats in a certain Concentration, remaining places will be assigned by lottery among exchange applicants.)
- Concentration assignments will be communicated approximately 2 months before the exchange starts.

NEW! Winter 2025:

Business Impact Lab + Electives

- Select partner schools may nominate MBA students to come on exchange to IE's Business Impact Lab (Jan. 13-Feb. 14, 2025) and MBA Electives (staggered dates between Feb. 17 and April 4, 2025).
- The **Business Impact Lab ("BIL")** is a dynamic five-week consulting project, featuring short, modular-style courses, intense teamwork and workgroup mentoring, and a real-life corporate challenge from an international company with offices in Spain.
- Nominees also choose **up to 4 MBA electives** that will take place during February and March (students may **customize** their start and end dates if their interests/subject requirements are flexible).
- **Total possible course load: 160 contact hours**
 - **BIL:** 80 contact hours (60 IE sessions)
 - **Electives:** up to 80 contact hours (each Elective has 20 contact hours/15 IE sessions)
 - **Minimum** determined by home school and any visa requirements
- **Only interested in the Lab OR in MBA Electives?** Ask us!

Credit Equivalents

The sending institution is responsible for determining its credit equivalents according to the information above and the institution's own requirements.

1 academic session at IE = 80 minutes (1,33 contact hours)

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Grading System

IE Business School uses a curve-based grading system with the distribution illustrated to the right.

The Fail grade falls outside the curve and is assigned to students whose performance is below the required minimum (two standard deviations from the mean of the course participants [minimum required = mean – (standard deviation*2)]).

Reassessment procedures will be communicated as necessary.

NOTE: At IE, participation is key to the learning experience and the final grade. Exchange students should prepare to participate actively in class discussion.

Language Requirements

All courses are taught in English. The sending institution is responsible for ensuring an adequate level of English for the MBA exchange.

Other Exchange Benefits

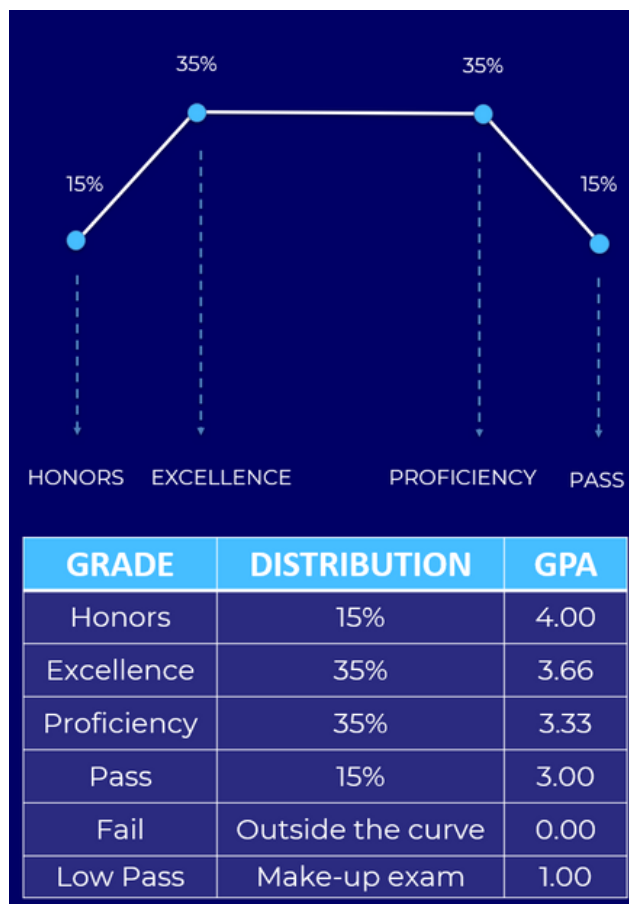
MBA Exchange BuddIEs Program: Exchange students may be introduced to current IE students to help facilitate their arrival and adjustment to Madrid.

Accommodation in Madrid: IE Business School has an urban campus, and exchange students must arrange their own housing. After admission to the exchange, IE's Student Services provides suggestions on how to begin the search.

Access to IE Talent & Careers Resources on the IE Career Portal: Exchange students have access to navigate IE's Career Portal during the exchange (and for 6 months afterward). NOTE: exchange students do not have access to apply for jobs, nor to request one-on-one advising.

IE Library Resources: Exchange students receive access to the IE Library and its resources during their term.

Alumni Services: Exchange students do not obtain alumni status at IE Business School, but during the exchange, they do have access to the Alumni Directory and can participate in certain associated events.



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MBA CONCENTRATIONS: PROVISIONAL COURSE LIST

(expected for Fall 2024 and Spring 2025 Terms; subject to change)

STRATEGY, ORGANIZATION & TRANSFORMATION

- BUSINESS TRANSFORMATION
- COMPETING IN PLATFORM MARKETS
- CORPORATE STRATEGY
- STRATEGIC FORESIGHT: NAVIGATING UNCERTAINTY
- STRATEGY IMPLEMENTATION
- DIGITAL TRANSFORMATION

BRANDING, MARKETING & SALES

- ACCELERATING BUSINESS DEVELOPMENT & SALES IN A DIGITAL WORLD
- BRAND MANAGEMENT
- CUSTOMER EXPERIENCE
- DIGITAL MARKETING, SOCIAL MEDIA, MOBILE & ANALYTICS
- MARKETING STRATEGY FOR SUSTAINABILITY
- NEUROMARKETING: WHAT HAPPENS IN OUR CUSTOMER'S MIND

DIGITAL BUSINESS & ANALYTICS

- DIGITAL MARKETING, SOCIAL MEDIA, MOBILE & ANALYTICS
- DIGITAL SERVICES DESIGN
- OPERATIONAL EXCELLENCE AND DIGITALIZATION
- ARTIFICIAL INTELLIGENCE FOR BUSINESS
- DIGITAL BUSINESS STRATEGY
- TECHNOLOGY PRODUCT MANAGEMENT

ENTREPRENEURSHIP & CORPORATE INNOVATION

- ADVANCED ENTREPRENEURSHIP
- CORPORATE VENTURING & ECOSYSTEM DEVELOPMENT
- ENTREPRENEURSHIP AND VENTURE CAPITAL
- INTRAPRENEURSHIP & BUSINESS INNOVATION
- SCALE-UPS
- SOCIAL ENTREPRENEURSHIP

FINANCE & INVESTMENTS

- ADVANCED CORPORATE FINANCE
- ASSET MANAGEMENT & GLOBAL MARKETS
- CORPORATE FINANCE & INVESTMENT BANKING
- FINANCIAL MODELLING
- FINTECH, DIGITAL FINANCE & DEFI
- REAL ESTATE FINANCE

INTERNATIONAL BUSINESS & ECONOMICS

- CHALLENGES OF DECARBONIZING WORLD ECONOMY BY 2050
- CHINA: ECONOMY, TECHNOLOGY & GEOPOLITICS
- COUNTRY ECONOMIC ANALYSIS
- GEOPOLITICS FOR BUSINESS PEOPLE
- HOW TO EXPAND INTERNATIONALLY: MANAGING ECONOMIC RISKS
- REGIONAL AND URBAN ECONOMICS AND DEVELOPMENT

PRODUCT MANAGEMENT & SERVICE DESIGN

- CUSTOMER RESEARCH AND ANALYSIS METHODS
- HUMAN PREFERENCES AND BEHAVIOR
- PRODUCT LIFECYCLE MANAGEMENT
- SERVICE AND BUSINESS DESIGN
- TRENDS AND TECHNOLOGIES IN PRODUCT AND CUSTOMER MANAGEMENT
- UX/UI AND PROTOTYPING

SUSTAINABILITY MANAGEMENT & STRATEGY

- ESG PERFORMANCE REPORTING
- MARKETING STRATEGY FOR SUSTAINABILITY
- SUSTAINABILITY THROUGH SUPPLY CHAIN MANAGEMENT
- SUSTAINABLE FINANCE AND IMPACT INVESTING
- CHALLENGES OF DECARBONIZING WORLD ECONOMY BY 2050
- TECHNOLOGY & INNOVATION FOR SUSTAINABILITY

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GENERAL INFORMATION, BUSINESS IMPACT LAB AND MBA ELECTIVES SAMPLE COURSE LIST (Winter 2025 Term)

ABOUT THE BUSINESS IMPACT LAB

The “Business Impact Lab” is a five-week component of the International MBA Program from IE Business School. Throughout this period, students work in teams to solve a real and current business challenge proposed by a partner company (past collaborators have been ABInBev, Microsoft, Johnson & Johnson, SIEMENS, and more). The combination of classes and hands-on learning experience, based on the Design Sprint Methodology and supported by both company and academic mentors, allows students to come up with disruptive, feasible, profitable, and sustainable solutions to the challenge.

Divided into diverse teams of 4-6 members, students will work together to harness disruptive skills, as well as develop integrative, cross-disciplinary management perspectives via each of the Knowledge Streams:

- Business Innovation,
- Effective Execution,
- the Consultant Toolkit, and
- the Corporate Challenge.

At the end of the lab, teams will present their solutions to be evaluated by their academic mentors as well as top profiles from the partner company.

MBA ELECTIVES SAMPLE ELECTIVES COURSE LIST

(Subject to change; final list to be confirmed in Fall 2024)

FAMILY BUSINESSES AND BUSINESS FAMILIES
FINANCIAL MODELLING
REAL ESTATE FINANCE
SUSTAINABLE FINANCE
MANAGING PORTFOLIOS
EFFECTIVE COMMUNICATION
BUSINESS THINKING: CREATIVE SKILLS & SOLUTIONS
HANDS-ON ECOMMERCE AND DIGITAL STRATEGY
TECHNOLOGY AND BUSINESS STRATEGY
MARKETING STRATEGY FOR SUSTAINABILITY
SERVICE MARKETING AND CUSTOMER STRATEGY

STRATEGIC BRAND MANAGEMENT
DIGITAL MARKETING: SOCIAL, MOBILE AND ANALYTICS
NEUROMARKETING: WHAT HAPPENS IN OUR MIND
MAXIMIZE YOUR NEGOTIATION POWER AND SUCCESS
PROJECT MANAGEMENT
SUPPLY CHAIN MANAGEMENT
STRATEGY IMPLEMENTATION
LUXURY STRATEGY
COUNTRY ECONOMIC ANALYSIS
GEOPOLITICS, INTELLIGENCE TRADECRAFT & STRATEGY