



**IE BUSINESS SCHOOL**

**Master in Management**

**Exchange Program Fact Sheet (Periods: Fall 2019 & Spring 2020)**



School	IE Business School C/ Maria de Molina 13 Madrid, Spain <a href="http://www.ie.edu">www.ie.edu</a>																		
Coordinator	Name: Beatriz Peña e-mail: <a href="mailto:Beatriz.Pena@ie.edu">Beatriz.Pena@ie.edu</a>																		
Program	The Master in Management is aimed at recent university graduates with 0-2 years of professional experience. The program is designed for high performing individuals with an entrepreneurial spirit who want an innovative and challenging business program. <i>*Incoming exchange candidates with more than 5 years of professional experience will not be accepted into the program</i>																		
Specializations	International Business Sales & Marketing Digital Business <i>*Specializations will be later confirmed depending on availability</i>																		
Courses	Students must choose a specialization. The MIM program is a closed module. All courses assigned to that specialization are mandatory in order to complete the specialization. Enclosed are the courses included in each of the specializations and periods.																		
Period Dates	Fall 2019: August 29 – November 29, 2019 Spring 2020: March – July 2020 (TBC Final dates) Orientation Days: Students will be informed once they are nominated																		
Application Deadlines for partner schools	For Fall 2019: March 29, 2019 For Spring 2020: October, 2019																		
Documents Required	Data File (will be sent to student once nominated), CV and photo																		
Language Requirement	Fluency in the language of the courses studied. <i>If students are coming from a partner school where English is not the main language, TOEFL 95 ibt, 250 computer-based, IELTS 7 or Advanced Cambridge is required. If students come from a partner school where English is the main language but do not have the above mentioned proof of level, a letter from the university confirming the student's language proficiency is acceptable. (English Only)</i>																		
Average course load	Monday to Friday between 9:00 A.M. and 8:00 P.M. (3-4 sessions of 80 min)																		
Spanish Classes	Exchange students may attend Informal Spanish Classes while at IE. More information will be sent to students who are interested once nominated.																		
Grading System	<table border="0"> <thead> <tr> <th>Grade</th> <th>GPA</th> <th>The curve</th> </tr> </thead> <tbody> <tr> <td>Honors</td> <td>4.00</td> <td>top 15% of the class</td> </tr> <tr> <td>Excellence</td> <td>3.66</td> <td>the following 35% of the class</td> </tr> <tr> <td>Proficiency</td> <td>3.33</td> <td>the following 35% of the class</td> </tr> <tr> <td>Pass</td> <td>3.00</td> <td>the bottom 15% of the class</td> </tr> <tr> <td>Fail</td> <td>1.00</td> <td>represents a lack of performance.</td> </tr> </tbody> </table>	Grade	GPA	The curve	Honors	4.00	top 15% of the class	Excellence	3.66	the following 35% of the class	Proficiency	3.33	the following 35% of the class	Pass	3.00	the bottom 15% of the class	Fail	1.00	represents a lack of performance.
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Housing Services	IE is located in the Salamanca neighborhood of Madrid and has an urban campus. IE does not have campus housing. Students must arrange for their own housing. Student Services can help with the housing search once students have been accepted and have been added to our system.																		
Visa	Your coordinator will put you in contact with Student Services																		
Access to Career Services	IE Careers training (in classroom only) Individual drop in meetings with Career Advisors Careers events on campus, including annual Career Fairs IE Career Portal during program + 6 months following																		

## Offerings

*Specializations will be later confirmed depending upon availability.*

### International Business

*Fall Term: August 29 – November 29, 2019: Offered in English and Spanish*

*Spring Term: TBC: Offered in English and Spanish*

#### General Description

Businesses have gone global in a world that is more connected and interdependent than ever before. Decisions by corporate and public leaders in Sao Paulo or Beijing often have implications that cannot be ignored by decision makers in Paris or New York and vice-versa. As working across borders increases, so does the demand for capable leaders with international perspectives.

International Business students will acquire the necessary skills to meet the challenges of a business environment that has become increasingly global in any given functional area of the firm. The programme is designed to prepare global and multicultural professionals who are at ease working in more than one corner of the global marketplace.

INTERNATIONAL BUSINESS Specialization			
Course	Sessions	Credits	Grading System
Management Control Systems	20	3,0	Gauss curve
Advanced Finance	20	3,0	Gauss curve
Corporate Strategy	20	3,0	Gauss curve
Knowing the Market and the Consumer	20	3,0	Gauss curve
Talent Management	12	1,5	Gauss curve
Business Government & Society	12	1,5	Gauss curve
Process & Services Innovation	12	1,5	Gauss curve
Project Management	12	1,5	Gauss curve
Country Analysis	12	1,5	Gauss curve
Marketing Strategy for Decision Making	12	1,5	No Gauss curve
<b>Total Specialization</b>	152	21,0	Weighted Average/Credits

## **Sales and Marketing**

*Fall Term: August 29 – November 29, 2019: Offered in English and Spanish*

*Spring Term: TBC: Offered in English and Spanish*

### **General Description**

People often define marketing as advertising or sales: highly visible activities by which organisations try to persuade consumers to buy products and services. However, marketing is more than advertising and sales, as even the most skilful marketers cannot make consumers buy things that they don't want. Rather, marketing involves identifying consumer needs, and then satisfying these needs with the right product, available through the best distribution channels, promoted in ways that motivate purchase as much as possible, and priced at the right level.

These decisions involving product, place, promotion, and price comprise the marketing mix. Together with rigorous and complete analysis of the environment, customers, and competitors, they are the key activities of marketing management, and they are crucial, as failure to find the right marketing mix may result in product or service failure.

The objective of the sales and marketing specialization is to introduce students to the concepts, analyses, and activities that comprise marketing management and to provide practice in assessing and solving marketing problems. The programme is designed to further develop critical thinking skills. Ultimately, students should develop improved decision-making skills, including the ability to analyse problems, evaluate alternatives and make better decisions.

<b>SALES &amp; MARKETING Specialization</b>			
<b>Course</b>	<b>Sessions</b>	<b>Credits</b>	<b>Grading System</b>
<b>Knowing the Market and the Consumer</b>	20	3,0	Gauss curve
<b>Product &amp; Brand Management</b>	20	3,0	Gauss curve
<b>Channel Management</b>	20	3,0	Gauss curve
<b>Integrated Marketing Communication</b>	20	3,0	Gauss curve
<b>Pricing</b>	12	1,5	Gauss curve
<b>Creativity &amp; Innovation Management</b>	12	1,5	Gauss curve
<b>Services Marketing</b>	12	1,5	Gauss curve
<b>Sales Force &amp; Key Account Management</b>	12	1,5	Gauss curve
<b>Digital Marketing</b>	12	1,5	Gauss curve
<b>Marketing Strategy for Decision Making</b>	12	1,5	No Gauss curve
<b>Total Specialization</b>	152	21,0	Weighted Average/Credits

## **Digital Business**

*Fall Term: August 29 – November 29, 2019: Offered in English*

*Spring Term: TBC: Offered in English and Spanish*

### **General Description**

We live in an era of constant change. Entire industries emerge or are being destroyed by the advent of new technologies. The transformations and challenges we are witnessing are similar to the development of the first telephone or TV network, the main difference being that the changes are happening much more quickly. From media to telecommunications, proven business models are challenged and shaken by rapid change.

In such an environment, the only executives to succeed are those who are prepared to foresee important changes and are capable of implementing their vision of the future. Digital Business students will develop an understanding of the trends behind this transformation and an integrated view of the market, and will acquire an understanding of how to grow a business in an industry marked by constant change. The challenge lies in the ability to understand those challenges and be prepared to react quickly to develop new business opportunities.

This programme allows students to develop a deeper understanding of the strategic approaches that successful companies formulate in order to manage the myriad of opportunities and challenges they face, and to link innovation and execution in a fast-changing industry. It includes both hard and soft skills, which will equip students with the necessary abilities to excel in an environment of constant change.

<b>DIGITAL BUSINESS Specialization</b>			
<b>Course</b>	<b>Sessions</b>	<b>Credits</b>	<b>Grading System</b>
<b>Big Data Analytics</b>	20	3,0	Gauss curve
<b>Coding Principles for Management</b>	20	3,0	Gauss curve
<b>Methodologies for Software Projects</b>	20	3,0	Gauss curve
<b>Building an Online Business</b>	20	3,0	Gauss curve
<b>Digital Marketing</b>	12	1,5	Gauss curve
<b>The Social Web and the Consumer</b>	12	1,5	Gauss curve
<b>Technology Analysis &amp; Forecasting</b>	12	1,5	Gauss curve
<b>Human Centered Design &amp; UX</b>	12	1,5	Gauss curve
<b>Challenges and Opportunities in the Media Industry</b>	12	1,5	Gauss curve
<b>Digital Business Strategy</b>	12	1,5	Gauss curve
<b>Total Specialization</b>	152	21,0	Weighted Average/Credits