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**Degree program at TAU:** MBA

**Host University:** IE Business school

**Exchange term:** Fall 2019 (3 months)

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### Exchange Experience

#### **About the city**

Studying in Madrid was a great experience. The city has the best weather (especially during September- November) and a lot to offer!!! Museums, restaurants, tapas bars and most important - Wanda metropolitano - the holy stadium of Atletico de Madrid. Madrid is located in the center of Spain, which makes the city very accessible to many tourist sites and charming places. You can easily travel by train, domestic flights or car rental.

#### **About the Host University**

IE Business School is a private institution and considered to be one of the top MBA programs in world, especially for entrepreneurship. The school facilities and infrastructure are incredible, and are built with the highest standards. Classrooms are comfortable and with advanced equipment to ensure students make the most out of classes. There are free rooms (9 in each floor), which you can reserve online (6 hours per week) to study or to meet with your course's groups and work.

## **Courses and professors**

I took 8 courses during my exchange program. Most of them were great but I would most recommend the following 3 courses:

- **Marketing Strategy for Decision Making** by Ramon Diaz-Bernardo - a seminar designed to develop the knowledge and application of marketing strategy using a business simulation. Very intense and very enriching.
- **Venture Finance: from Bootstrapping to VC** by Jeffrey Char – the professor is full of experience in the entrepreneurship world and delivers the material in a very professional way.
- **Intelligence Tools for Businesspeople** by Milo Jones – Prof. Milo is the best professor and the funniest you will ever meet.

## **Accommodation**

I rented an apartment in Malasana (highly recommended) through Idealista. Most of the landlords in Madrid use real estate agencies which makes it more expensive for short term renting but yet it is still more convenient than Tel Aviv :). Tip - always write to the real estate agents in Spanish, otherwise they will not answer.

## **Visa**

Israeli passports allow 90 days out of 180 days in Spain without any special permit. Due to the time period of the semester, it is possible to attend a full semester without any special permit. Personally, I did not find it necessary to issue a student visa, knowing that I will not exceed 90 days (during the period you probably will be traveling abroad...)

## **Living expenses and transportation**

The major expenses are the rent and the bills for the apartment. I had a 2 room apartment and nice private garden in Malasana and I paid 1330 Euro per month (not including the bills).

(usually the rent goes around 1000 per month but I was picky and in addition I used an agency which makes the deal more expensive).

Tickets for important games should cost around 120 Euro (<https://en.atleticodemadrid.com/listado-de-entradas>).

Food and drinks are quite low and cost about half of the prices in Israel.

Metro cost 12 Euro for 10 rides and it's super comfortable and available. Uber and Cabify are also convenient and cheap.

### **Food**

For someone who never cooks at home... living in downtown Madrid is just perfect. There are restaurants everywhere and the variety offers a rich selection, and the bonus is that the prices at good restaurants are substantially cheaper than the ones in Israel.

### **Night life**

The nightlife was very bustling- with many available options every night of the week. There are specialty bars, such as small mezcal bars, wine bars, sherry bars, and there are more varied options, such as large multi-floor clubs with live music and DJ's, as well as several different cuisine and drink choices.

### **General experience**

For me, the experience was awesome. I personally opted to take the exchange experience toward the very end of my MBA and I highly recommend doing so (although I don't know another way:)

The IMBA program at IE is very diverse so I had the opportunity to meet and study with great people from all around the world. Madrid was a great choice and for those with a girlfriend/wife it is a benefit being less than a 5-hour flight away. Academically, I feel that I gained a lot of experience in a global view of the business world and specifically entrepreneurship that operates differently than here in Israel.