

## IE Business School - Fall 2011

First I would like to express my deep gratitude to Sharon Shaked, Exchange Program Manager, and the IE IMBA team for enabling me to experience the Student Exchange Program at IE Business School.

The Student Exchange Program enables Tel-Aviv University students to experience international studies. If you are selected to participate in the Exchange Program you're very lucky and should be very proud of yourself. Experiencing international studies will definitely have an added value for you personally and professionally. Moreover, the Exchange Program enables to broaden international connections and may generate business opportunities.

### Why should you choose IE Business School for the Exchange Program

1. **IE students** - The diversity of students, who come from different parts of the world, cultures and religion makes IE very special.
2. **Ranking** - IE Business School is highly ranked as one of the top business schools in the world.
3. **Spain** - Spain is very special and unique country. Spanish people are very warm welcoming, hospitable, combined with profound long history and historical sites, culture, rich food, etc.
4. **Language** - Studying at IE allows to practice both languages; Spanish and English.

All of these and more make IE Business School very attractive.



### IMBA Team and Administration

Congratulations, you've been selected to experience your Student Exchange Program at IE Business School. The IMBA program coordinator from IE will contact you via e-mail. You'll have to submit your personal data, a digital photo (which will appear on your student card), an updated CV and a copy of the first page of your passport. After about two weeks you'll receive a letter confirming your participation and an approval for getting a Visa.

You'll receive a password to Campus online, where you can see the syllabi, schedules, your courses and the courses material, book rooms for studying, etc.

### *Electives*

There is a variety of courses you can enroll to in the field of Marketing, Entrepreneurship, Finance, IT, Economic Environment, Operations, Human Resources, Law, Strategy, Control, Humanities, Skills, Communications, Negotiation etc. The courses are comprised of 20, 12, and 5 (usually a workshop) sessions, 1.5 hours each, depends on the course.

You'll have to send your courses requests in the add/drop period through e-mail and the coordinator will enroll you manually. You'll receive an incompatibilities file that will help to confirm that there are no clashes between the selected courses. After that you'll get an e-mail confirmation for the courses you're enrolled to. If you didn't get a requested course, it's possible to try again in the add/drop period.

The IMBA team is really amazing, be sure they'll do their best to help in any request/question etc.

Once you arrive to IE, first go to the IMBA student office on Calle Serrano 99 and get your student card.

As an IE student you'll be granted €12 for printing (though you won't really need it since you'll receive all the material you need in a hard copy).



## **IE Professors**

IE Professors are very professional and experienced. They make you feel very comfortable to ask questions and encourage you to participate in class discussions and they respond very quickly to e-mails. It seems that they really like to teach the students and broaden their knowledge. There is also a diversity of professors who teach at IE and that's also an advantage which makes IE very special.

## **IE Students**

IE students are friendly, intelligent, professional, supportive and welcoming. You're going to interact with students from a variety of cultures, religion and countries such as: Spain, U.S, Italy, Iceland, India, Belgium, Holland, Lebanon, France, Brazil, Portugal, Saudi Arabia, Greece, Canada etc.

Working in teams with such diversification of culture, religion and professional background is truly an amazing experience and you can benefit a lot personally and professionally. I can tell you that working in such teams was one of the most enjoyable times I've experienced and I made sure not to miss a single meeting.

## **Transportation**

To travel around Madrid you can use the Metro (train) or the bus. The price for a single way drive is €1.50 and it is optional to buy a ticket for 10 drives which costs €10 in the Metro's ATM'S (Automated Machines). The ticket can be used in both train and bus. The Metro is very comfortable and easy to manage, for more information you can enter [www.metromadrid.es](http://www.metromadrid.es) , and look at the Metro Map.



Once you've entered the Metro, you can change lines as much as you need without an additional cost, till you exit/enter again. Line No' 8 (Pink) will take you to and from the airport.

## **Teaching Method**

The teaching method at IE is different from Tel-Aviv University. There is a special emphasize on participation in class discussions, and presentations in front of the class. In every course you'll probably work in a team. You should be prepared to participate a lot in class discussions, team work and presenting in front of the class.

Allow yourself to be creative, even if you're not sure how it will be sound or if you want to say something which isn't mentioned in the case you're discussing. El miedo mata el suerte!

If you want to have good grades someone described it like "the fight for the grades" so you should come prepared and really enjoy it. It doesn't mean you should speak all the time but try to mention one smart thing in each session.



## **HBS (Harvard Business School) Cases**

HBS cases will be provided to you by the IE store (La Tienda) which is situated on Calle Maria De Molina 4. You don't need to purchase any additional material for your studies at IE.

Almost each session you'll have to be prepared for a HBS case discussion in class. When I say be prepared I mean not just reading the case rather than understand it, be able to answer questions and be involved in class discussion.

The HBS cases have different level of difficulty. Some of the cases you'll find very difficult to understand and can take about 3-4 hours preparation maybe more but some of them can be quiet easy to understand; other cases you may find boring.

It's important to mention that the ability to understand these cases also depends on your background etc. Be sure that after a couple of weeks you'll find that your English has been improved and reading the cases will be faster and smoother. You'll certainly develop your learning techniques and abilities in time. My advice to you - don't worry about it!

The cases are approximately 15 pages long. I found myself preparing 3-4 HBS a day 😊 my point is that when you choose your courses and read the syllabus take into account the time you'll have to spend for preparing these cases.

## **Communication**

You'll need available access to the internet since most of the communication will be through e-mails etc.

Don't forget to bring your laptop since it will be the main device in which you'll communicate and prepare your assignments. All IE buildings have Wi-Fi access.

It's possible to buy a simple mobile for €15. If your phone is open/hacked you can buy only the Sim Card (tarjeta) for €10. There are various mobile telecommunications operators which offer this service such as Movistar, Vodafone, Orange etc.

## **Representing Tel-Aviv University and Israel**

Remember that you are like an ambassador, representing Tel-Aviv University and Israel abroad.

I think it's highly important to try to bring an added value of yourself and something unique from Israel to others. For example, in one of the electives, we had to select for our final project a global industry and develop a global strategy for the company within that industry. I was able to recruit the support of my team members to present Better Place with their goal to end the world dependency on oil. The project we presented was highly rated by the students and the professor, who was very interested in that topic and the EV industry.

As you know, the Founder and CEO of Better Place, Shai Agassi, who was selected to be the entrepreneur of year 2011 in Israel. On June 2012, He will run for the title of World Entrepreneur of the Year in Monaco. This is similar to the Oscar for the business sector. The competition is considered to be a good predictive tool for business success.

The international criteria to select the Entrepreneur of the Year are: leadership, financial viability, management and strategic thinking, organizational culture, innovation, dealing with crises and global impact.



## Food

The food in Spain is much more economical compared to Israel. Take into consideration that the Jamon (Pig meat) is very common in Spain and to those who don't eat Jamon nor mix cheese with meat, remember to ask in advance.

Here are some basic words you may find useful:

Con	With
Sin	Without
Carne	Meat
Queso	Cheese
Cerdo	Pig
Jamon	Pig Meat
Ternera	Beef
Pollo	Chicken
Cerveza	Beer

And the most important ☺ Cheers, Salute!

I would like to recommend a food chain that is called **100Montadittos**. In their website you can see the menu they offer. It is very cheap and on Wednesdays (Miercoles) everything costs €1!!! It's a great opportunity to hang out with your friends and enjoy a good meal. The bears cost €1 everyday.

Here is a link to their website: <http://www.100montaditos.com>

If you don't understand some words, Google Translator can be very useful.



## Places to see

1. **The Prado Museum** - the Prado offers free admission at the end of every day for two hours (three on Sunday). From Tuesday through Saturday, the museum's doors are wide open from 6 PM to 8 PM, and on Sunday from 5 PM to 8 PM. <http://www.museodelprado.es/en>
2. **Royal Palace** - Metro Opera
3. **Retiro Park**
4. **Plaza Mayor** - Metro Sol
5. **Puerat del Sol** - Metro Sol

## Additional Link

IE Israel Club

<http://www.ie-il.com/about-ie-business-school>

This website contains a lot of good information about IE Business School, housing, events etc.



## Traveling in Spain

Since you're in Spain you'll probably want to explore other places rather than Madrid. This is a great opportunity for you to tour Andalucia (South of Spain) which is very attractive and there is a lot to see and you should defiantly experience the Spanish culture and the Flamenco.

Here are some of my recommendations (probably you won't find at the tourist guide):

### Seville – The city of Flamenco Magic

In order to get to Seville I recommend taking a bus. It takes 6 hours and costs about €1. Of course there is the option of taking the train which takes 2 hours but the price is far more expensive, about €78.

Taking the bus is cheaper and you can schedule the drive to 24:00 or 1:00 in the morning which will allow you to sleep and you won't feel the time pass; don't forget that you'll earn another day for traveling.

For more information arriving by a bus, visit Socibus website: <http://www.socibus.es>

For more information arriving by a train, visit Renfe website: <http://www.renfe.com>

### **Flamenco - The Singing, the Dance & the Guitar**



In general, the quality of the show depends on various aspects such as the audience, the artists, their mood etc. Sometimes the free shows are better than the ones you had to pay for. My advice is to combine and go to a couple of shows at the same day if possible.

1. **Los corralones de castellar** - Calle Castellar 48B-52 junto a Plaza San Marcos. On Thursdays and Fridays, after the formal show a lot of tourists leave the place and the Flamenco Fiesta starts till the morning. Free entrance.
2. **La Carboneria** – Calle Levies 18, every day, free entrance, the first show starts around 22:00, better to arrive early to get a close seat. After the first show a lot of tourists leave the place and there is a second one much better which starts around 24:00. Every day is different.
3. **La Caja Negra** - Calle Fresa 15, on Mondays, costs around €5.
4. **T de Triana** – Calle Betis 20, a Flamenco bar in Triana, free entrance. Come early to get a close seat. Starts at 21:30.
5. **Pena Torres Macarena** – A Flamenco Pena, on Wednesdays and Fridays at the Macarena neighborhood, costs €6, the quality of the show is guaranteed.
6. **Calle pasaje Mallol** – on Sundays, very good shows, costs €8.
7. **Peña Flamenca “Cantes al Aire”**. C/ Castilla, 47. Triana - on Mondays, entrance costs €8 through a comics store.
8. **There are plenty more...**

Take into consideration that places can be closed in certain periods, new places are opened etc.



**There are several options to be updated:**

1. Street ads
2. Flamenco y Mas - this is a Flamenco store on Calle San Luis 120 at the Macarena district where you can ask for information and get a brochure which includes all the Flamenco shows around Spain of the current month.
3. The Flamenco Guide - [www.guiaflama.com](http://www.guiaflama.com)
4. Facebook
5. <http://www.facebook.com/#!/profile.php?id=100001362020449>

Who knows maybe you'll see me there :)



Best flamenco wishes.

**Places to see**

1. Macarena Neighborhood – Alameda de Hercules, a lot of people, good restaurants such as: Duo Tapas on calle calatrava 10 and Casa Paco.
2. Las Setas
3. Triana and Guadalquivir River
4. Plaza de España
5. The Cathedral

For more information about Flamenco, Spain, and Andalusia, you're more than welcome to enter my website: [www.flamenco-world.co.il](http://www.flamenco-world.co.il) click the Like button! :)

For additional information please feel free to contact me via e-mail [lioragassi@mail.tau.ac.il](mailto:lioragassi@mail.tau.ac.il) or Mobile: +972-54-239939

Think Different!!!

Lior Agassi

