

FULL-TIME INTERNATIONAL MBA EXCHANGE PROGRAM

FACT SHEET 2024-2025

CONTACT INFORMATION

PROGRAM EXPERIENCE INNOVATION OFFICE

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EXCHANGE TERM DATES

STUDENTS MUST BE PRESENT FOR THE FULL TERM.

Fall 2024

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

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
- Spring 2025 (April-June): Nov. 25, 2024

Outgoing students from IE (TBC)

- Fall 2024: April 5, 2024
- Spring 2025 (April-June): 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.

International MBA Concentrations

- 8 possible Concentrations (availability subject to demand).
- Students may only take courses from 1 Concentration. Sample course lists for each Concentration are at the end of this Fact Sheet.
- 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 two months before the exchange starts.

Sample IMBA Concentrations (from previous term)

Availability of Concentrations subject to open seats/minimum student enrollment requirement. See provisional course lists by Concentration at the end of the Fact Sheet (please note that the information is for reference only).

- Branding, Marketing & Sales
- Digital Business & Analytics
- Finance & Investments
- Strategy, Organization & Transformation
- International Business & Economics
- Entrepreneurship & Corporate Innovation
- Product Management & Service Design
- Sustainability Management & Strategy

Course Load

- 6 pre-determined courses per Concentration
- 1 Concentration course= 15 academic sessions
- 1 academic session = 80 minutes (1,33 contact hours)
- Total of 90 academic sessions/120 contact hours

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



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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

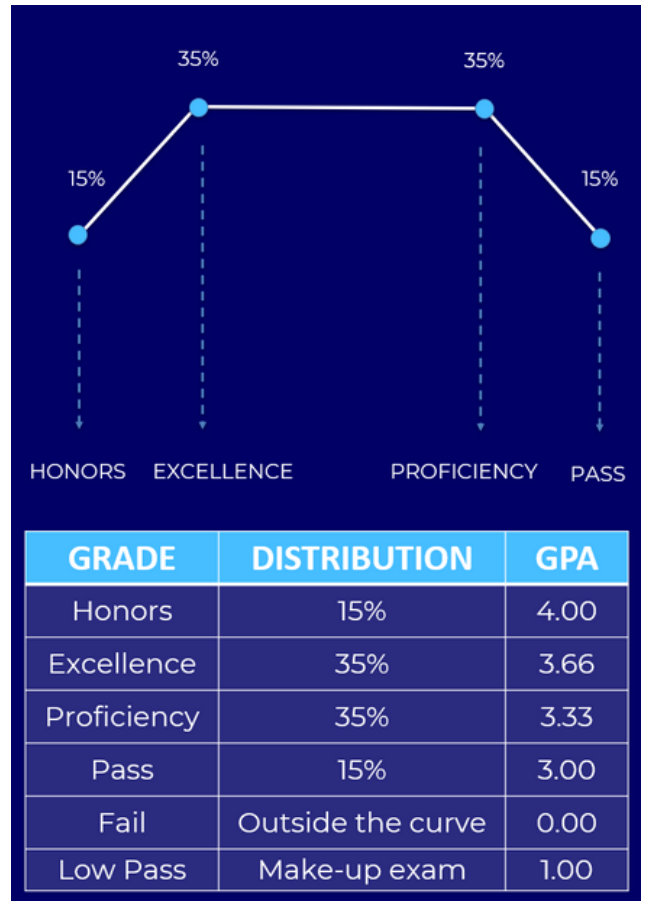
MBA Exchange BuddIEs Program: Exchange students may be introduced to current IE students to help facilitate their arrival and adjustment to Madrid.

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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PROVISIONAL COURSE LIST BY CONCENTRATION

(subject to changes)

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