



IE BUSINESS SCHOOL

Master in Management

Exchange Program Fact Sheet (Periods: Spring and Fall 2018)



School	IE Business School C/ Maria de Molina 13 Madrid, Spain www.ie.edu																		
Coordinator	Name: Amanda Bender e-mail: Amanda.Bender@ie.edu Telephone: +34 91 568 96 02																		
Program	Master in Management																		
Specializations	International Business Sales & Marketing Digital Business <i>*Enclosed: Details on Specializations & 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 given in each of the specializations and periods.																		
Period Dates	Spring 2018: April 3 – July 2, 2018 Fall 2018: August 28 – November 27, 2018 Orientation Days: Students will be informed once they are nominated																		
Application Deadlines for partner schools	For Spring 2018: October 6, 2017 For Fall 2018: March 2, 2018																		
Documents Required	Data File (will be sent to student once nominated), CV and picture																		
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 during their exchange. 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 or compromise to learning and therefore, is awarded a grade below the minimum required.</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 or compromise to learning and therefore, is awarded a grade below the minimum required.
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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) IE Alumni Agenda Careers events on campus, including annual Career Fair IE Career Portal during program + 6 months following																		

Offerings

**Please be attentive as to what Specializations are offered in Spring and Fall. Specializations will be later confirmed upon availability.*

International Business

Spring Term: April 3 – July 2, 2018: Offered in English and Spanish

Fall Term: August 28 – November 27, 2018: 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	curved grading system
Advanced Finance	20	3,0	curved grading system
Corporate Strategy	20	3,0	curved grading system
Knowing the Market and the Consumer	20	3,0	curved grading system
Talent Management	12	1,5	curved grading system
Business Government & Society	12	1,5	curved grading system
Process & Services Innovation	12	1,5	curved grading system
Project Management	12	1,5	curved grading system
Country Analysis	12	1,5	curved grading system
Marketing Strategy for Decision Making	12	1,5	no curve
Total Specialization	152	21,0	Weighted Average/Credits

Sales and Marketing

Spring Term: April 3 – July 2, 2018: Offered in English and Spanish

Fall Term: August 28 – November 27, 2018: 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.

SALES & MARKETING Specialization			
Course	Sessions	Credits	Grading System
Knowing the Market and the Consumer	20	3,0	curved grading system
Product & Brand Management	20	3,0	curved grading system
Channel Management	20	3,0	curved grading system
Integrated Marketing Communication	20	3,0	curved grading system
Pricing	12	1,5	curved grading system
Creativity & Innovation Management	12	1,5	curved grading system
Services Marketing	12	1,5	curved grading system
Sales Force & Key Account Management	12	1,5	curved grading system
Search Engine Marketing	12	1,5	curved grading system
Marketing Strategy for Decision Making	12	1,5	no curve
Total Specialization	152	21,0	Weighted Average/Credits

Digital Business

Spring Term: April 3 – July 2, 2018: Offered in English

Fall Term: August 28 – November 27, 2018: Offered in English

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.

DIGITAL BUSINESS Specialization			
Course	Sessions	Credits	Grading System
Digital Business Strategy	20	3,0	curved grading system
Mobile Business & Trends	20	3,0	curved grading system
Shaping the impact of Disruptive Technologies	20	3,0	curved grading system
Building an Online Business	20	3,0	curved grading system
Digital Marketing	12	1,5	curved grading system
The Social Web and the Customer	12	1,5	curved grading system
Tech Based Entrepreneurship	12	1,5	curved grading system
Managing the Innovation Process	12	1,5	curved grading system
Challenges and Opportunities for the Media Industry	12	1,5	curved grading system
Big Data Analytics	12	1,5	curved grading system
Total Specialization	152	21,0	Weighted Average/Credits