

Why a Global MBA at IE Business School?

IE alumni form part of a 35,000-strong network spread over **99 countries** across the world. They share far more than a master's title. They share the **IE Business School experience** - a life-changing experience in an international business school that is independent and diverse, where entrepreneurship and innovation form part of the day-to-day fabric, along with academic excellence, a superlative corporate network, and socially responsible vision.

Entrepreneurial Spirit

IE Business School is itself the creation of an entrepreneur, and the entrepreneurial spirit of the founder has therefore been a guiding principle since our inception. At IE Business School we view entrepreneurship as a mentality-driven process that is focused on the systematic identification, evaluation and development of business opportunities.

To further build on this entrepreneurial spirit, IE Business School has an Entrepreneurship Department with a team comprising over 200 external tutors who serve as mentors during the development of business plans, and design training programs in the fields of corporate venturing, family venturing and independent venturing.

An Integrated Learning Experience

The online nature of the Global MBA eliminates the rift between learning and career. Each develops simultaneously. There is also immediate application of new knowledge, skills and abilities, reinforcing and consolidating what is being learned.

The technologies and applications designed to impart the Global MBA, such as discussion, video conferencing or asynchronous online sessions, are the same tools being implemented in modern businesses to increase efficiency and communication. The international spread of participants offers students a first-hand experience in the regions and cities that matter most to them, not just in theory, but in experience and practice.

In other words, the Global MBA is the most integrated means of developing business skills.

An Eminently Practical Approach

The case study method places students in real situations for their deliberation in an international environment, while the workshops implemented in the presentational periods help participants develop vital management skills.

Academic Excellence

IE Business School is fully recognised by the three leading accreditation agencies in the business education arena: AACSB, EQUIS and AMBA, three prestigious institutions whose recognition guarantees the quality of business management training programs. This three-fold achievement is known in the sector as the "triple crown".



The Spirit of Innovation

Driven by research and close links with international businesses, IE's innovative character permeates the entire organisation resulting in the constant revision and updating of all areas, including program formats (online and on campus) and content.

Global Reach

IE Business School is truly international, not only in terms of student body and faculty, but also in the content of its programs. International rankings by Financial Times, Wall Street Journal, The Economist or BusinessWeek place IE Business School among the five top business schools in Europe, and among leading schools worldwide for its MBA and Executive Education Programs.



If you want to learn more about the program, our faculty and other IE initiatives:

• Please contact our international offices: www.ie.edu/offices

• Request the full brochure or more information at IE in Madrid:

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Admissions Department**
María de Molina, 13
28006 Madrid, Spain
Tel.: +34 91 568 96 10
Fax: +34 91 568 97 10
admissions@ie.edu
www.ie.edu

• Download the pdf program: www.ie.edu/gmba

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Global MBA



Global MBA



"Based on emerging technologies that are changing the face of global business, the **Global MBA Program** at IE Business School provides all the ingredients for professional success in international business management and entrepreneurship".

I would like to thank you for your interest in the opportunities IE Business School has to offer you. Read the information in this prospectus, explore the IE website, or ask members of the widespread IE community (students, alumni, professors and other IE professionals). Whatever the source of your information, it will lead you to the same conclusion - that selecting IE Business School for your training needs is the first step in a successful strategy for your professional and personal development.

IE's objective is to train leaders in the fields of entrepreneurship, business management and corporate counsel - leaders who create collective value by instigating competitive business projects without losing sight of their responsibilities and commitments to their environment. But we think that to train a professional who is only able of working in a single geographical area, no matter how deep his knowledge is, makes no sense nowadays. The Global Communities Network, driven by the latest advances in IT platforms, allows this master program to provide a global concept of learning. Take a manager working in the marketing department of an aircraft company in Brazil, and intending to do business with China. The **Global MBA** would enable him or her to join IE's geographical communities in Brazil and China, as well as the marketing community and aircraft industry community. He/she would also be able to attend face-to-face and online meetings with Chinese colleagues who can provide an insight into how business is done in that part of the world.

IE's international focus is a direct response to our belief that only globally oriented business initiatives will be able to survive in the not too distant future. It is no coincidence that a large number of our 35,000 alumni work in different continents. Our student body comprises over 73 nationalities at any given time, and the enormous diversity of nationalities among our teaching faculty makes us one of the most international business schools in the world. Lastly, we are convinced that the successful business models of the future will be those that best know how to interact with an increasingly sophisticated and demanding social environment, accepting with full responsibility their role in the collective creation of value. This philosophy is present in our attitude, our vision, and in our understanding of how to develop professionals in the current business environment.

The **Global MBA Program** at IE Business School provides all the ingredients for professional success in international business management and entrepreneurship. If you consider IE Business School to be the place to undertake the training you need for an increasingly dynamic and changing world, place a year or a year and a half of your life in our hands. The calibre of your contribution to society and the professional success that goes with it will depend only on your determination to achieve it.

But don't take our word for it - find out for yourself.
Santiago Iñiguez
Dean

Connect, Interact, Learn...

Emerging from the need of today's business professionals for **creative thinking, teamwork** and a **global contacts network**, the Global MBA is a part-time program that can be followed from anywhere in the world.

Objective

Utilising both the **Global MBA** virtual campus (with asynchronous online sessions and live interactive video ones) and Community Integration Days (for face to face learning and development), the **Global MBA** is a completely new generation of online training, emerging as the most advanced concept in modern business education.

IE's Global Network not only brings together an international array of business professionals, but also provides participants with a global contacts network. A limitless resource of knowledge and experience: global vision coupled with local expertise.

Aimed at

Young professionals who want to pursue a quality MBA without leaving their career. The **Global MBA** offers an 18 month course in order to ease the combination of learning and work duties. The title received is identical to a face to face MBA studied at the IE.

Methodology

Eminently practical; based on teamwork and the case method, both key concepts on our online and face-to-face programs. Topics are analyzed through participants' discussion of real cases and business

simulations under the guidance of the professor, who leads and focuses the debate. This methodology enables the identification of the main problems companies have to deal with and develops participants' ability to take decisions.

Online learning dynamic is based on combining live videoconference sessions and asynchronous discussion forums. This combination guarantees the same quality and excellence shared by all IE Business School Master Programs.

Live video conference sessions will take place on Saturdays. They last 90 minutes and are broadcasted at 11 am and 1 pm on Saturdays (or, exceptionally, at 9 am), all of them Madrid time. Professor and participants image and audio are available in real time. Different contents and cases are discussed in each session stimulating class debate. These sessions allow participants to keep a weekly face-to-face contact with the professor and the rest of the class.

From Monday to Thursday participants will log onto the virtual campus where sessions are held through discussion forums. These forums will be active 24 hours a day and will be chaired by professors. Participants will join according to their own availability.

In specific moments of the program participants will have the chance to attend presentational academic workshops and seminars (2-3 days). Moreover, participants will be welcome to join the Community Integration Days sessions which have been scheduled in 10 cities around the world, including Madrid, London, New York, Santiago, Mexico, Munich, Dubai, Mumbai, Moscow and Shanghai. These events will allow participants to meet each other and IE alumni, professors and business experts, resulting in an unparalleled opportunity for networking. During the Community Integration Days conferences will be given aimed at increasing participants' knowledge of each region's specific corporate traits, including economic, social, cultural and industrial aspects, visiting also different industries, infrastructures, institutions...

Technical requirements

Pentium IV PC or equivalent, with Microsoft Office compatible software. Cable, DSL or similar speed access to Internet needed. A webcam, microphone as well as course documentation is provided by the IE Business School at no additional charge.

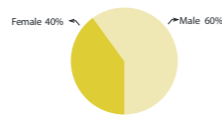
In order to ensure your IT equipment is suitable for completing the program, please contact IE's help online services: +34 91 787 51 15. E-mail: helponline@ie.edu

General Information

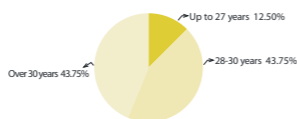
- Program Length:** 18 months
- Intakes:** February and September
- Languages:** English (also available in Spanish)

Profile

Gender



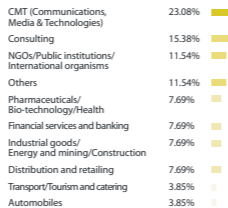
Age



Functional Background



Sectors



Geographic Origin

Austria, Australia, Brazil, Bulgaria, Canada, Cameroon, Chile, China, Colombia, Egypt, Germany, India, Italy, Ireland, Japan, Jordan, Lebanon, Morocco, Nigeria, Norway, Russia, Serbia, Singapore, South Africa, Spain, Sweden, Syria, UK, USA, Venezuela.

Country of Residence

Austria, Brazil, Cameroon, Germany, Hong Kong, India, Ireland, Kuwait, Lebanon, Jordan, New Zealand, Norway, Poland, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, UK, US Virgin Islands, USA, United Arab Emirates, Venezuela.

"At first I was a bit concerned about how the program would work, but having seen that it works like companies do today, I think it is ideal for forward-looking professionals. I know that many companies hold it in the same esteem as traditional MBAs, or even more."

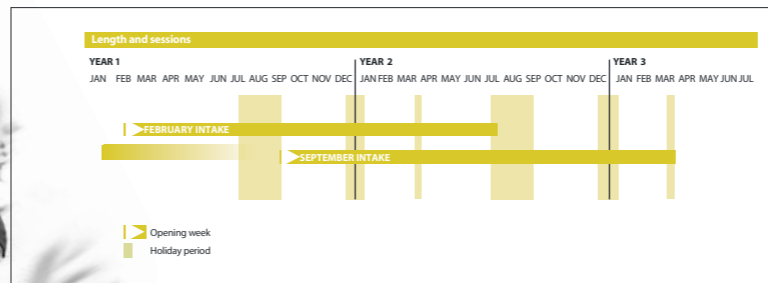
It really is like being in a classroom. I can see my classmates and professor, and all this from the comfort of my own home. The discussion forums during the week are amazingly in depth. Students are less afraid to express themselves than in presentational settings. Furthermore classes are recorded so that we can review sessions at a later time for a deeper understanding."

Catherine Chan, G MBA 2006, from Shanghai.



Structure of the Global MBA (18 months)

18 months									
Strategy	Financial Accounting	Strategic Management	Cost Accounting	Quantitative Methods	Management Control	Fundamentals of Financial Management	Supply Chain Management	Entrepreneurship & Business Plan Development	
Economic Environment and Country Analysis	Fundamentals of Marketing Management	Information Systems Management	Organizational Behaviour	Management Skills	Marketing Strategy and Plan	Operations Management	Human Resource Management	Financial Management	
Estimated work load					Live interactive video sessions				
• 18-month track (20 hours per week) Online work in forums and videoconferences					Saturday mornings 11 am and 1 pm Madrid time (exceptionally 9 am). Participants attend 2 sessions.				
■ N° of weeks for this course									



"The Global MBA professors are world-class professionals with an acute sense of business reality. Something else that really stands out is the program's international reach. When studying the Global MBA you interact very closely with executives from very different parts of the world, which makes for a highly enriching experience because you work, live and learn in a global context."

Carlos Maciel Roda, G MBA 2006, from Mexico.

"There are a lot of capable people out there that were previously unable to access a top MBA program. Now IE Business School is opening up this opportunity for them. I am in awe about how this new design in MBAs is helping people to achieve their dreams. I feel that a new page in the history of top MBA programs is being written and I am enjoying being part of it."

Antonio Sedan Murran, Strategy Professor in the Global MBA

Admissions Process

The admissions process is a rolling one and as such there is no deadline for applications for a particular intake.

Basic Admissions Criteria

- Bachelor degree or equivalent
- Professional experience highly recommended
- Fluent in English

Application Form

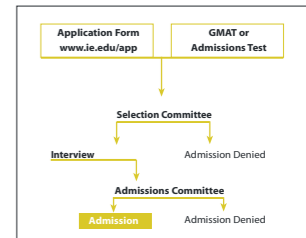
- Available in www.ie.edu/app
- Photocopies of complete university transcripts
- Photocopy of passport or ID card
- One passport-size photo (with your name on the back)
- CV (one page)
- 3 Essays
- Photocopies of diplomas or certificates accrediting additional courses or seminars
- 2 Letters of recommendation
- Application fee (if not paid upon submission of online application)

Exam

Candidates must present either a valid GMAT score or sit the IE Admissions Exam. To schedule an IE Admissions Exam, contact the IE Admissions Department. Please find GMAT test centres at www.mba.com

Interview

After receiving and evaluating application forms and additional documentation, the Selection Committee determines which candidates will be invited for an interview, which is the last stage in the admissions process.



Alumni Association

A group of IE Alumni created the school's Alumni Association in 1982 to promote relations among all Instituto de Empresa graduates through a permanent activities program and to foster the continuous training of its members, offering assistance and guidance in their professional development.

Special activities and events have been developed for alumni living out of Spain so they can be accessed online, such as e-conferences and free online programs.

The Annual IE Business School Alumni Conference has become the school's most symbolic event and a major meeting point for all IE alumni, bringing together over a thousand alumni from around the world. The IE Business School Alumni Association currently comprises some 35,000 alumni that hold management positions in 99 countries, and over 73 clubs and 80 representatives around the globe.

The Careers Management Centre

The mission of the IE Business School Careers Management Centre is to equip all students with the full set of skills needed to successfully manage their post-MBA career and to foster contact between corporate recruiters and the IE Business School community. All this gets done through individual career planning, market research and networking.

Alumni living out of Spain can access all these careers services online through an interactive password-protected web page. A virtual library

is also available, providing access to a large number of electronic resources.

The Careers Management Centre also organises the Annual International Job Fair, one of the largest of its kind.

