

Global MBA



Connect, Interact, Learn...

Global MBA



*“Based on emerging technologies that are changing the face of global business, the **Global MBA** Programme 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 programme 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 33,000 alumni work in different continents. Our student body comprises over 65 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 Programme** at IE Business School provides all the ingredients for professional success in international business management and entrepreneurship. If you consider IE 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

Why a Global MBA at IE?

IE alumni form part of a 33,000-strong network spread over **85 countries** across the world. They share far more than a master's title. They share the **IE 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 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 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 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 programmes 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 blogs, wikis, 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 presential periods help participants develop vital management skills.

Academic Excellence

IE 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 programmes. 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 programme formats (online and on campus) and content.

Global Reach

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

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 programme 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 established Global Community nodes (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 programmes. 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 Programmes.

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 9am), 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 programme participants will have the chance to attend presential academic workshops and seminars (2 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, Munich, Dubai, Moscow and Shanghai. These two-day 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.

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 at no additional charge.

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

General Information

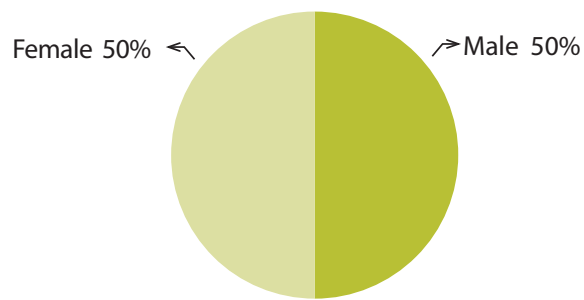
Programme Length: 18 months

Intakes: February and September

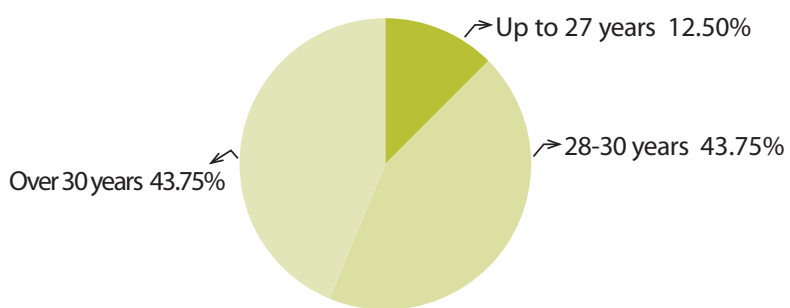
Languages: English (also available in Spanish)



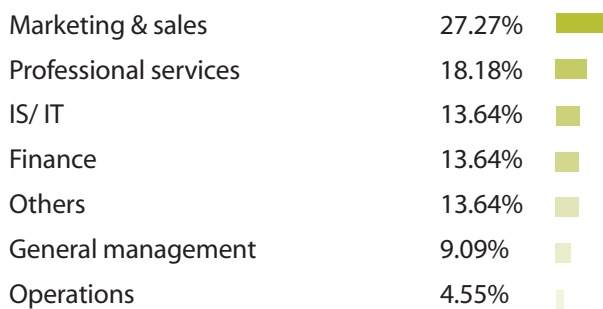
Gender



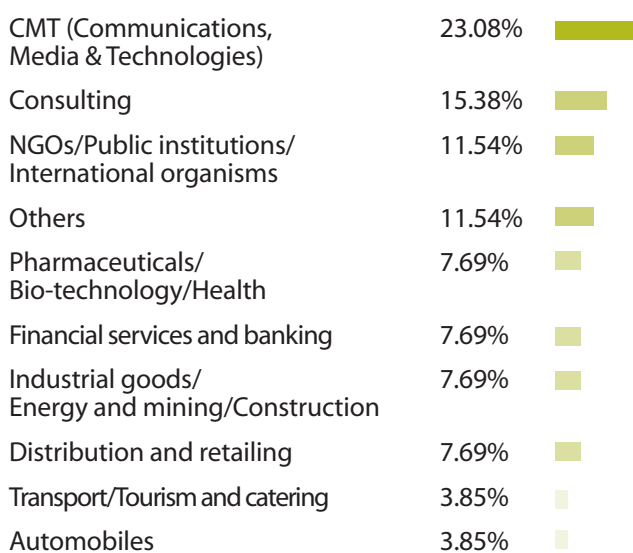
Age



Functional Background



Sectors



Geographic Origin

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

Country of Residence

Austria, Germany, Hong Kong, India, Ireland, Lebanon, Jordan, New Zealand, Norway, Russia, Singapore, South Africa, Spain, Sweden, Switzerland, UK, US Virgin Islands, USA.

“At first I was a bit concerned about how the programme 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, *GMBA 2006, from Shanghai.*



Structure of the Global MBA (18 months)

18 months

Strategy ⁷	Financial Accounting ⁹	Strategic Management ⁵	Management Accounting ⁸	Management Control ⁵	Organisational Behaviour ⁸	Fundamentals of Financial Management ⁸	Supply Chain Management ⁵	Entrepreneurship & Business Plan Development ⁹
Quantitative Methods ⁷	Fundamentals of Marketing Management ⁹	Information Systems Management ⁵	Economic Environment and Country Analysis ⁷	Management Skills ⁹	Marketing Strategy and Plan ⁵	Operations Management ⁸	Human Resource Management ⁵	Financial Management ⁹

Estimated work load

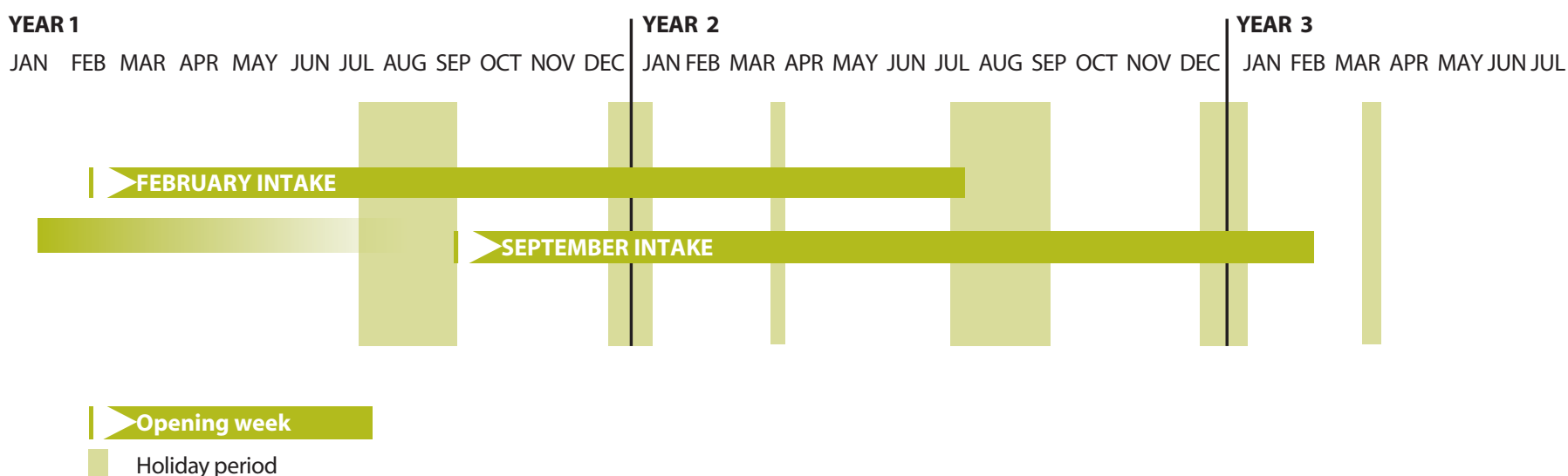
- 18-month track (20 hours per week) Online work in forums and videoconferences

Live interactive video sessions

- Saturday mornings 11am and 1 pm Madrid time (exceptionally 9am).
- Participants attend 2 or 3 sessions, depending on their chosen itinerary.

⁸ N° of weeks for this course

Length and sessions



“The Global MBA professors are world-class professionals with an acute sense of business reality. Something else that really stands out is the programme’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, GMBA 2006, from Mexico.

“There are a lot of capable people out there that were previously unable to access a top MBA programme. Now IE 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 programmes 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

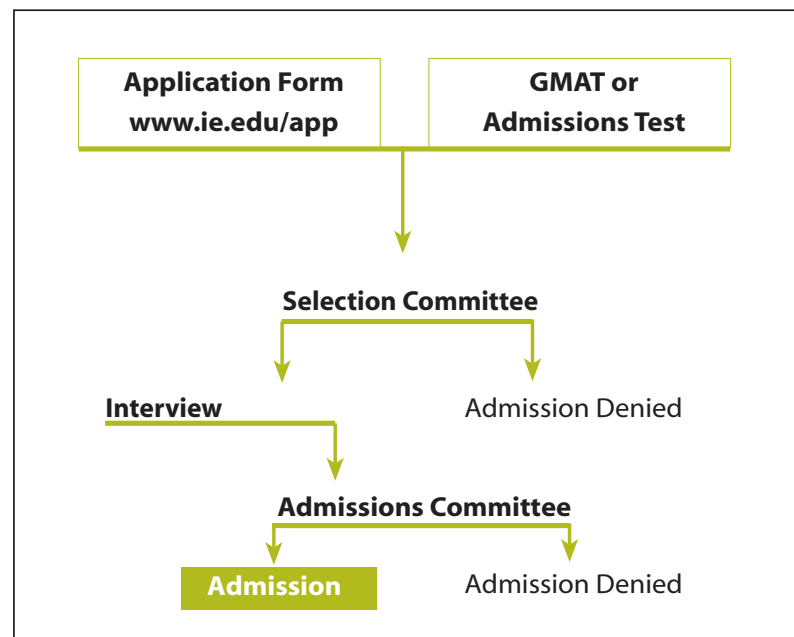
- Available in www.ie.edu/app
- Photocopies of complete university transcripts
- Photocopy of passport or ID card
- One passport-size photo (with your name on the back)
- CV (one page)
- 3 Essays
- Photocopies of diplomas or certificates accrediting additional courses or seminars
- 2 Letters of recommendation
- 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 programme 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 programmes.

The Annual Instituto de Empresa 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 Alumni Association currently comprises some 33,000 alumni that hold management positions in 85 countries, and over 65 clubs and 80 representatives around the globe.

The Careers Management Centre

The mission of the IE 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 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.





**Instituto
de Empresa**

Business School

If you want to learn more about the programme, 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:

**Instituto de Empresa
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 programme: www.ie.edu/gmba

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