

Online Education Portfolio

INDEX

01

Online
Education @ IE
University

02

Online
Pathways

03

Map of
Programs by
Competencies

04

Yearly Program
Calendar

05

Annexes:

1. The WOW ROOM
2. High Impact Online Programs
3. Online Learning Journeys

06

Contact

ONLINE EDUCATION @ IE University

We live times of constant uncertainty, when companies have the responsibility to move forward with their daily challenges in a context of continuous change.

IE has pioneered Online Executive Education, our long experience has now more than ever prepared us to help our Corporate Partners providing them the needed tools for their Talent & Leadership Development initiatives, targeted to their executives, managers, employees and allowing them to navigate the current period in an increasingly digital and online context.

Prepared to face
constant change

ONLINE EDUCATION @ IE University

2 TYPES OF
ONLINE
PROGRAMS,
1 GOAL:

TO INSPIRE
CHANGE

IE University has developed a portfolio of online programs aimed at helping companies easy access to all available options in all areas of knowledge and to:

- **Assess** talent development solutions that are aligned with their current challenges
- **Align** their current competency development planning with the new needs
- **Make decisions** in the most time-effective manner, adjusting to new unforeseen scenarios

Knowing the needs and characteristics of each company, we have designed 2 types of 100% online programs* with the goal of adapting their learning content to the multiple circumstances of each organization:

1. **High Impact Online Programs***
2. **Online Learning Journeys***

- **Detailed Information available on slides 16 and 17 respectively.*

ONLINE PATHWAYS

Our program portfolio is organized by the following capabilities and knowledge categories.

01



General Management,
Leadership & Strategy

02



Digital, Data & Technology

03



Innovation,
Marketing & Sales



Talent and People



Law



Finance

04

05

06



01. General Management, Leadership & Strategy

LEADERSHIP AND STRATEGY IN THE AGE OF DISRUPTION

In this escalating changing world of volatility, uncertainty, complexity and ambiguity (VUCA), leaders are being challenged to come up with visionary thinking, make insightful strategic decisions, and guide their teams to reach their destinations

SCALE UP: HOW TO SUCCESSFULLY MANAGE GROWTH

In this program you will study key concepts such as product and customer intelligence, team culture, understanding the roles of risk and exponentiality as well as the importance of operations and meeting supply and demand.

Type of Program: High Impact Online Program
Duration: 5 weeks
Platform: WOW Room
Dates: Apr 22th - May 29th
Price: 1.950 euros
Language: English

[Web info](#)

Type of Program: High Impact Online Program
Duration: 5 weeks
Platform: WOW Room + face to face
Dates: TBC
Price: 1.950 euros
Language: English

[Web info](#)

01. General Management, Leadership & Strategy

LEADERSHIP DURING DIGITAL TRANSFORMATION IN ORGANIZATIONS AND INDUSTRIES

Type of Program: Online Learning Journey
Duration: Self-Paced Learning
Dates: On demand
Price: Depending on number of participants
Language: English

LEARNING HOW TO LEARN

Type of Program: Online Learning Journey
Duration: Self-Paced Learning
Dates: On demand
Price: Depending on number of participants
Language: English

WORKING REMOTELY AS A TEAM

Type of Program: Online Learning Journey
Duration: Self-Paced Learning
Dates: On demand
Price: Depending on number of participants
Language: English





02. Digital, Data & Technology

DATA SCIENCE AND VISUALIZATION FOR BUSINESS

Professionals from all sectors are identifying, analyzing, preparing and leveraging data to make smarter decisions on a daily basis. In this course, participants discover the basics of data science through data insights and visualization.

Type of Program: High Impact Online Program
Duration: 5 weeks
Platform: WOW Room
Dates: May 6th - Jun 12th, 2020
Price: 1.950 euros
Language: English

[Web info](#)

DIGITAL STRATEGIES FOR BUSINESS

Learn alongside professors and experts, Grupo Santander and Ericsson and analyze the impact of digital disruption through a business lens and a focus on technologies such as Big Data, AI, Blockchain and 5G..

Type of Program: High Impact Online Program
Duration: 5 weeks
Platform: WOW Room
Dates: Jun 10th - Jul 17th, 2020
Price: 1.950 euros
Language: English

[Web info](#)

DATA SCIENCE, MACHINE LEARNING AND AI: IMPACT AND OPPORTUNITIES FOR BUSINESS

Type of Program: Online Learning Journey
Duration: Self-Paced Learning
Dates: On Demand
Price: Depending on number of participants
Language: English



03. Innovation, Marketing & Sales

DIGITAL MARKETING, SOCIAL MEDIA AND ANALYTICS: AN OMNICHANNEL STRATEGY

This program is aimed at professionals and managers seeking to update their knowledge in digital marketing and its integration into a wider omnichannel marketing strategy.

Type of Program: High Impact Online Program
Duration: 5 weeks
Platform: WOW Room
Dates: May 20th - June 26th
Price: 1.950 euros
Language: English

[Web info](#)

INNOVATION FOR GROWTH

Innovation for Growth explores a framework for making strategic planning more robust amidst an increasingly changing and volatile business environment. As you progress through the course, you will gain insight into the various degrees of leadership that allow innovation to be harnessed and nurtured in organizations.

Type of Program: High Impact Online Program
Duration: 5 weeks
Platform: WOW Room
Dates: TBC
Price: 1.950 euros
Language: English

[Web info](#)



04. Talent and People



LEADERSHIP IN A VUCA WORLD

Type of program: Online Learning Journey
Duration: Self paced
Dates: On demand
Price: Depending on number of participants
Language: English



FINANCIAL DECISION MAKING FOR MANAGERS

Financial Decision-Making for Managers offers students the opportunity to acquire the financial knowledge and skills needed to succeed in today's fast-paced business environment.

The program takes on a very practical approach to understanding and applying fundamental learning objectives to your business or company. Throughout the program, you will see real-life examples of challenges that enterprises both big and small face and how they can be tackled, and acquire the skills and confidence needed to feel empowered to make and convey financial decisions.

Type of program: High Impact Online Program
Duration: 5 weeks
Platform WOW Room
Dates: May 27th - July 3rd 2020
Price: 1.950 euros
Language: English

[Web info](#)

MAP OF PROGRAMS BY PATHWAYS /COMPETENCIES

PROGRAM	GENERAL MANAGEMENT, LEADERSHIP & STRATEGY	DIGITAL, DATA & TECHNOLOGY	INNOVATION MARKETING & SALES	TALENT & PEOPLE	FINANCE
LEADERSHIP AND STRATEGY IN THE AGE OF DISRUPTION	X				
SCALE UP: HOW TO SUCCESSFULLY MANAGE GROWTH	X				
LEADERSHIP DURING DIGITAL TRANSFORMATON IN ORGANIZATIONS AND INDUSTRIES	X		X		
LEARNING HOW TO LEARN	X				
WORKING REMOTELY AS A TEAM	X				
DATA SCIENCE AND VISUALIZATION FOR BUSINESS		X			
DIGITAL STRATEGIES FOR BUSINESS		X			
DATA SCIENCE, MACHINE LEARNING AND AI: IMPACT AND OPPORTUNITIES FOR BUSINESS		X			
DIGITAL MARKETING, SOCIAL MEDIA AND ANALYTICS: AN OMNICHANNEL STRATEGY			X		
INNOVATION FOR GROWTH			X		
LEADERSHIP IN A VUCA WORLD				X	
FINANCIAL DECISION MAKING FOR MANAGERS					X

YEARLY PROGRAM CALENDAR



DATES	PROGRAM	JAN	FEB	MAR	APR	MAY	JUN	JUL	APR	AUG	SEP	OCT	NOV	DEC
FEB	SCALE UP: HOW TO SUCCESSFULLY MANAGE GROWTH													
JUN 10-JUL17	DIGITAL STRATEGIES FOR BUSINESS													
MAY 27-JUL 3	FINANCIAL DECISION MAKING FOR MANAGERS													
APR 22-MAY 29	LEADERSHIP AND STRATEGY IN THE AGE OF DISRUPTION													
MAY 6-JUN 12	DATA SCIENCE AND VISUALIZATION FOR BUSINESS													
MAY 20-JUN26	DIGITAL MARKETING, SOCIAL MEDIA AND ANALYTICS: AN OMNICHANNEL STRATEGY													
ALL YEAR	LEADERSHIP DURING DIGITAL TRANSFORMATON IN ORGANIZATIONS AND INDUSTRIES													
ALL YEAR	LEARNING HOW TO LEARN													
ALL YEAR	WORKING REMOTELY AS A TEAM													
ALL YEAR	DATA SCIENCE, MACHINE LEARNING AND AI: IMPACT AND OPPORTUNITIES FOR BUSINESS													
ALL YEAR	LEADERSHIP IN A VUCA WORLD													
TBD	INNOVATION FOR GROWTH	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD

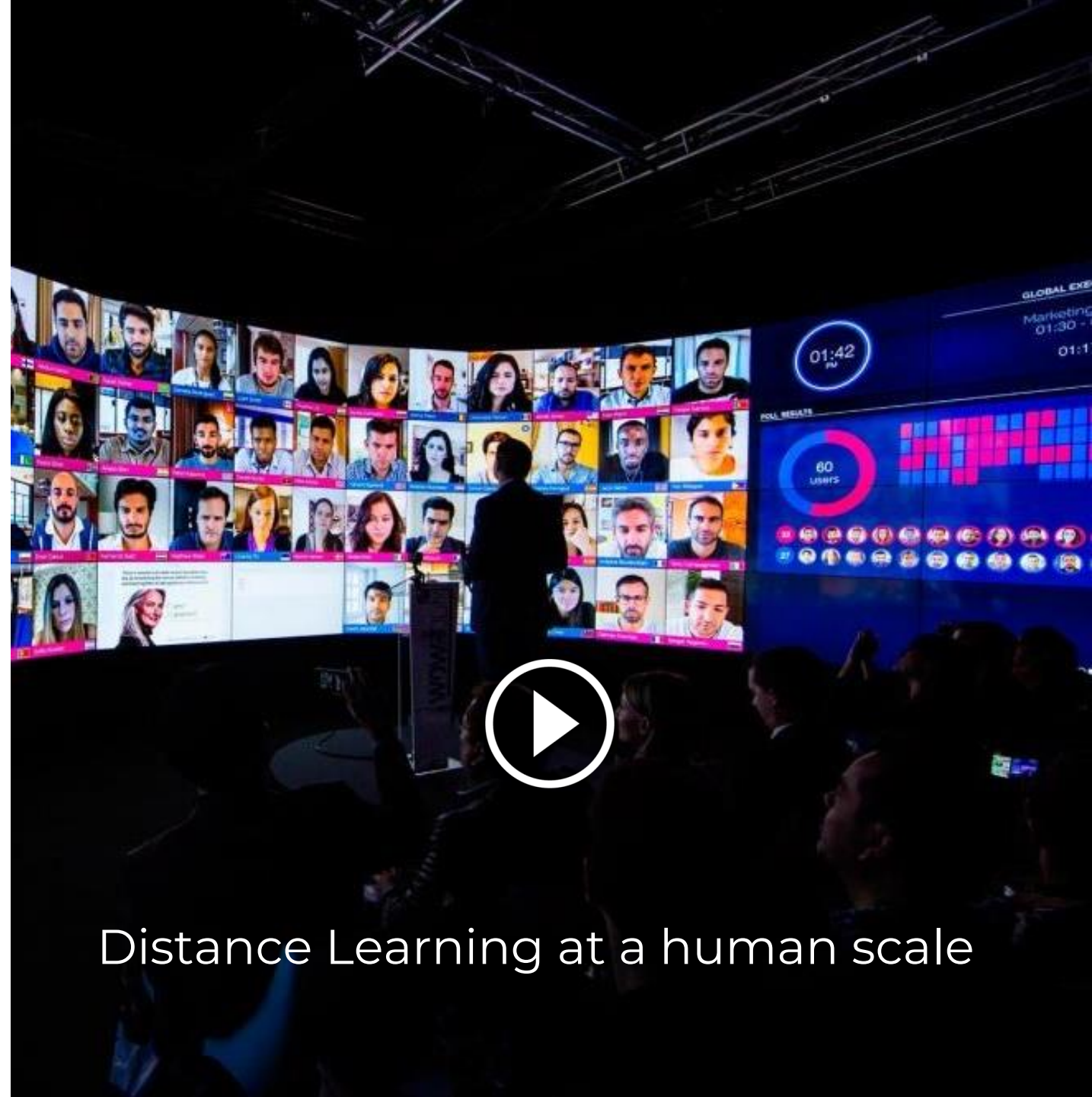
06

Annex

1. The WOW Room

The IE **WOW Room** transforms online education into a unique experience in which collaboration, networking, cultural and knowledge exchange are more tangible than ever.

- A **Facial Recognition System** that reads student engagement in the classes.
- A **borderless class**. You select which device and where you will be attending your classes from.
- **Hands-on technology**: live surveys, fluid debates, dynamic role playing, interacting with your colleagues as if they were in the same physical space.
- **Maximum diversity in your class**. The WOW room reaches the furthest corners of the globe, so will your network and contacts.



Distance Learning at a human scale

2. High Impact Online Programs

Supported by videoconferencing, individual sessions with the faculty team and asynchronous forums, you will be able to participate in an active way during these programs, exchanging impressions with your colleagues. Furthermore, the goal is that the knowledge and experience you have acquired are applicable to your professional life: this is the reason why our pedagogical approach is completely practical.

QUICK FACTS ABOUT HIGH IMPACT ONLINE PROGRAMS -HIOP			
DURATION	CERTIFICATION	FORMAT	LANGUAGE
5 weeks 6 h study /week	From IE XL Executive Education	100% Online Flexible schedule	English



TOP FACULTY

2 professors, your **main professor** and your **assistant professor** will guide you through the learning process. Additionally the program coordinator will make sure they accompany you in the journey in the completion of every task.



FLEXIBILITY

The program is designed to suit the needs of professionals, executives and entrepreneurs with tight agendas. Watch the course videos anywhere, anytime from your laptop, tablet or mobile. Use the course discussion board anytime. Work at your convenience, just meet the deadlines.



COMMITMENT

Your assistant professor will work hand in hand with you and help you reach all learning goals. Engage in networking with other like-minded, talented professionals from all around the globe.



IMMEDIATE PAYOFF

Work on action plans applied to your own business throughout the course and get ready to take the lead.

3. Online Learning Journeys

The Online Learning Journeys are self-paced online formats that aim at developing executive skills in different business and technology fields. Each Journey is made up of various building blocks and components such as interactive tutorials, videos, interviews with experts, trending articles, podcasts, infographics and other digital content. All these elements are connected under the pedagogical coordination of an Academic Director, who will guide you throughout the journey. The Online Learning Journeys, allow each participant to manage their own time and performance balancing both with their work and personal time.

QUICK FACTS ABOUT ONLINE LEARNING JOURNEYS

DURATION	CERTIFICATION	FORMAT	LANGUAGE
Self-paced 6 h study /journey	From IE XL Executive Education	100% Online Flexible schedule	English



MEET OUR TEAM



WILLIAM DÁVILA
Executive Director Corporate Relations



PEDRO ARGÜELLES
Chairman of IE Corporate Relations



MARGARITA VELÁSQUEZ
Director of Corporate Relations



PEDRO HORMIGO
Corporate Account Management Director



SUFİYAN JAVEED SAIT
Corporate Account Management Director



CAMILLA TORJUSSEN
Corporate Account Management Director



LEONARDO CAMPOS CALUMBY DE LIMA
Corporate Account Management Director



BEATRIZ PÉREZ GARCÍA
Corporate Account Management Director



ÁLVARO SÁNCHEZ
Corporate Account Management Mexico



SOFÍA RUBIO BARAÑANO
Loyalty Manager



SONIA REDRUELLO
Assistant Corporate Relations



ELIANA EL HAGE
Corporate Business Development MEA



ISABELLE DELACAVE
Director Business Development Europe and Central Asia



ANDRÉS MEOLI
Corporate Business Development LATAM

Visit us at:

IE Corporate Relations Website <https://www.ie.edu/corporate-relations/>

IE Corporate Learning Hub <https://www.ie.edu/learning-hub/companies/ie-corporate-hub/>