

Welcome!!!

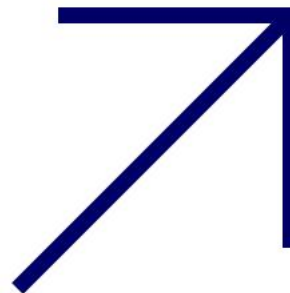
CHASING THE NEXT BEST YOU



***MDBI Master in Digital
Business & Innovation***

Manuel López Martín de Blas

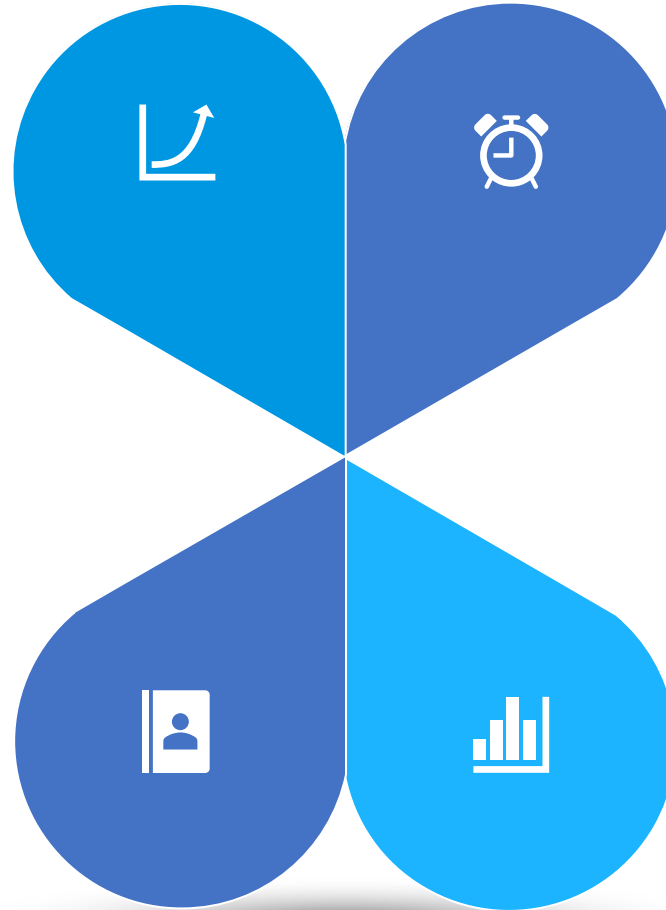
VICE DEAN BUSINESS TECH PROGRAMS



Agenda

Q&A & Final
Recommendations

04



01

Introduction.

Program Structure

03

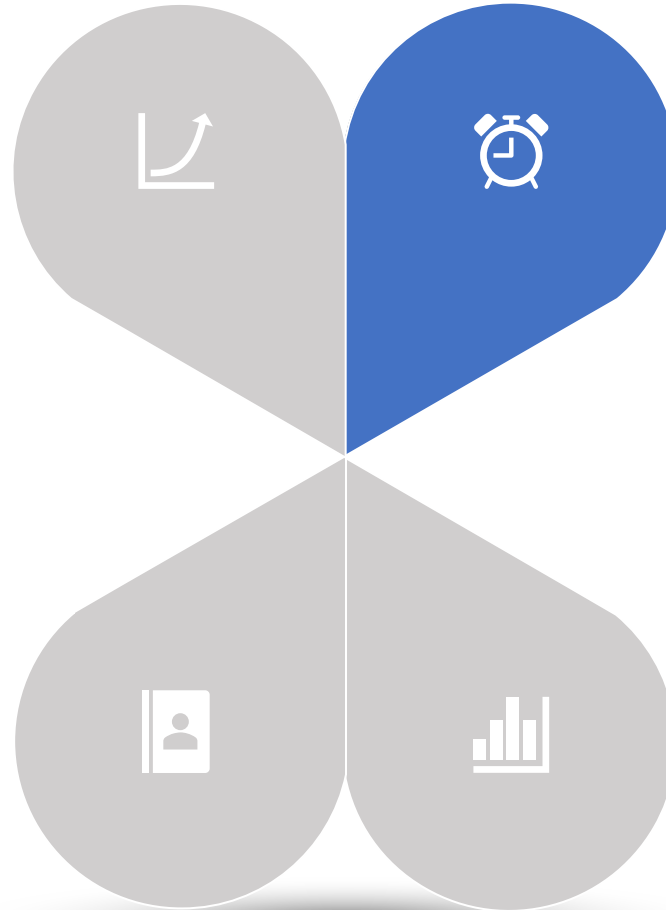
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Class Profile
(Sept 2023)

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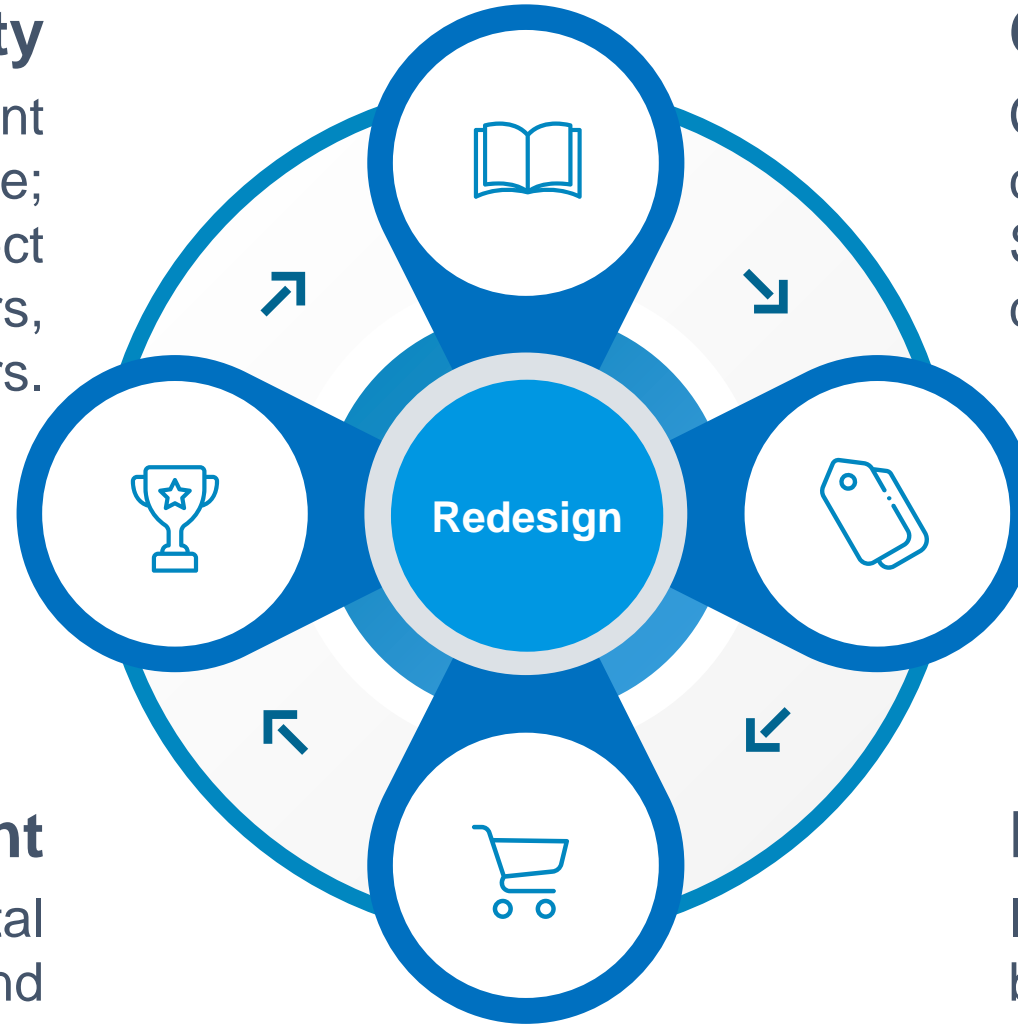
THE NEXT BEST YOU

Diversity

candidates with different career scope; consultants, project managers, entrepreneurs.

Content Curation

Cross transversal capabilities (Impact Skills, transversal capabilities)



Alignment

With the Digital Business, Analytics and Operations pathway

Differentiation

Introducing a more balanced view of digital business

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Class Profile
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Class Profile MDBI Sept. 2023

85

Number of students

87%

International Students

34

Number of nationalities

25.8

Average Age

4

Average prof. exp.

ie

UNIVERSITY

Countries Represented

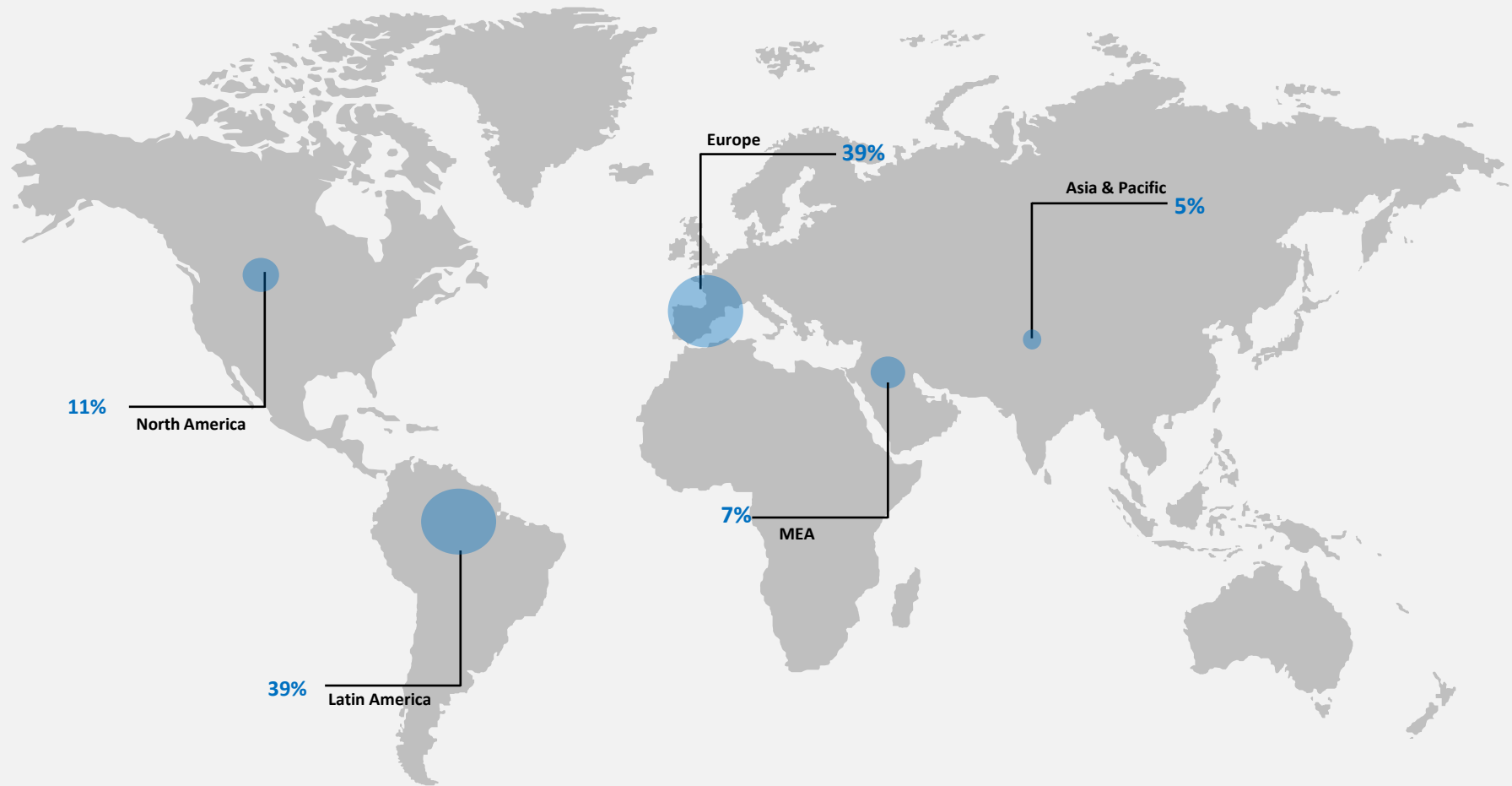
| | | |
|--------------------|-------------|--------------|
| Australia | Germany | Portugal |
| Argentina | Guatemala | Puerto Rico |
| Belgium | India | Russia |
| Canada | Italy | Saudi Arabia |
| Chile | Jordan | South Africa |
| Costa Rica | Lebanon | Spain |
| Colombia | Mexico | Switzerland |
| Dominican Republic | Panama | USA |
| Ecuador | Peru | UK |
| Ethiopia | Philippines | Ukraine |
| France | Poland | Venezuela |

GENDER

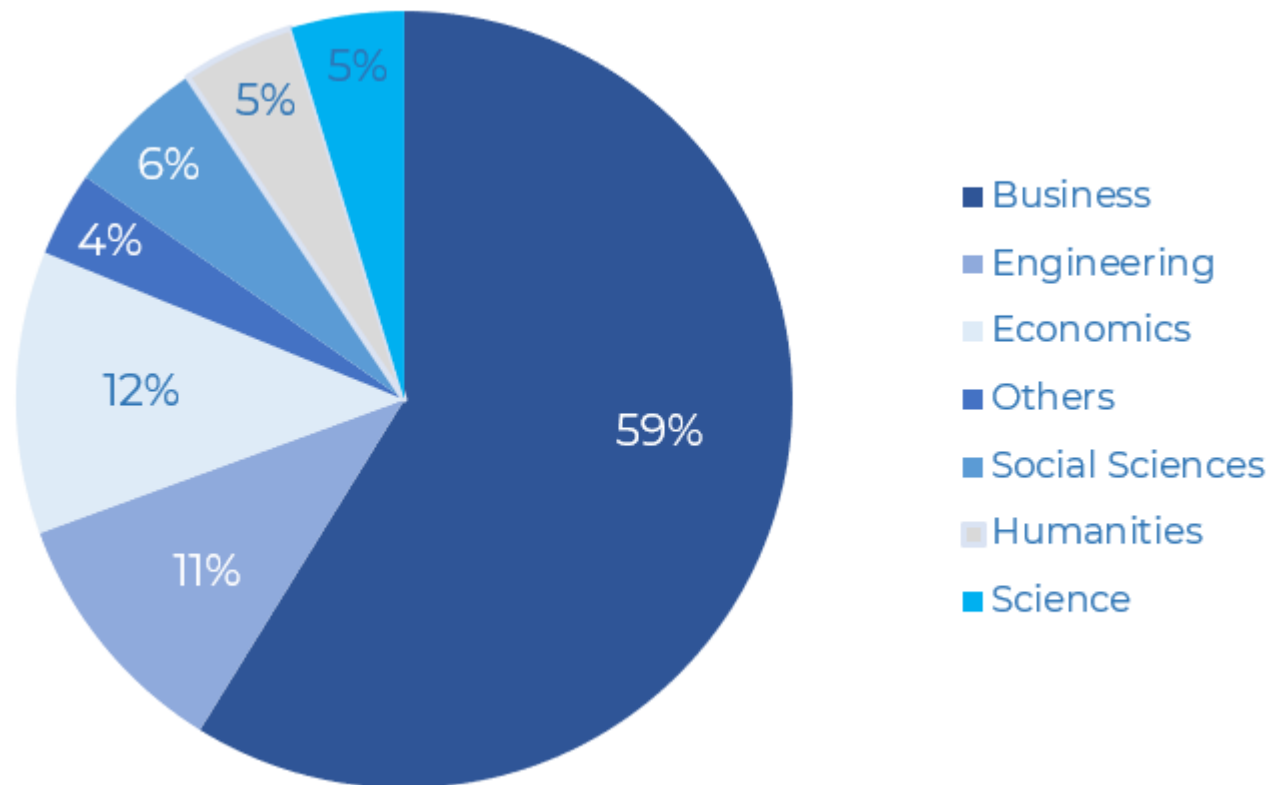


Class Profile MDBI 2023

REGIONS



ACADEMIC BACKGROUNDS





Number of
duals

14

5 DD MIM + MDBI
9 DD IMBA + MDBI

IE Alumni

4

2 BBAs
1 BBA + IR
1 MDGA



SOME COMPANIES REPRESENTED



EY

Revolut



pwc



AGUAS
andinas®



REGIONS

Bancolombia



Shopee



Microsoft

SOME UNIVERSITIES REPRESENTED



UNIVERSIDAD DE LIMA

Berkeley
UNIVERSITY OF CALIFORNIA



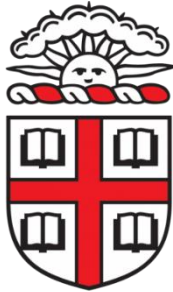
Harvard
Business
School



UNIVERSITY



UQÀM



BROWN



Universidad Autónoma de Madrid



THE UNIVERSITY OF SYDNEY

Université du Québec à Montréal



UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG



SMU
SINGAPORE MANAGEMENT UNIVERSITY



AUB
American University of Beirut
الجامعة الأمريكية في بيروت



Tecnológico de Monterrey



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Rethink: What is Business Technology and Digital transformation about?

To focus on a holistic view of the enterprise, using tech to achieve a real digital transformation → From Digitalization to Digital Transformation



Digital Strategy & Value Proposition

- Digital Strategy
- Decision Making Analytics
- Business Tech Strategy & Management



Digital Business Models

- Innovation Management
- Digital business Models
- Disruptive Thinking
- Finance Analytics & Digital Finance



Digital MKT & Sales

- UX strategy
- Digital sales
- Social platforms and positioning
- Market Research



Digital Processes & Operations

- Operations strategy
- Ops. Management
- BPM Practices
- Supply Chain Management
- Data for operations



Digital Talent & Change

- Transformational HR
- Organizational Models
- Talent management
- Talent Analytics



Emerging Tech

- NLP
- Blockchain
- Metaverse
- AI
- Robotics & Automation
- Cybersecurity

Capstone Project

Technology Strategy & Digital Transformation

Business Analytics, Intelligence & Insights

Business Automation & Operations Innovation

BUS. PROCESSES REDESIGN

SCM FUNDAMENTALS

DIG. OPERATIONS

Digital Processes & Operations

ORG. DECISION MAKING

DIGITALIZING TALENT

Digital Talent & Change

CYBERSECURITY

INDUSTRY 4.0

MACHINE LEARNING

BLOCKCHAIN

Emerging Tech

DIG. PROJ. MANAG.

CODING FOR ANAL.

DATA MODELLING

BUS. STATISTICS

Digital Foundations

DIGITAL BUSINESS STRATEGY

TECH STRATEGY

Digital Strategy & Value Proposition

FINANCE FOR DIG. PROJECTS

INNOVATION MANAGEMENT

DIGITAL B. MODELS

Digital Business Models

DIGITAL EX. & CRO

DIGITAL SALES

DIGITAL MKT

Digital MKT & Sales

IMPACT MODULES (1)

Term 3 (ELEC)

Term 2

Term 1

(1) Includes Problem solving, Project Management, Creative Thinking, Storytelling, Negotiation skills

**Technology Strategy
& Digital Transformation**

DIGITAL TRANSF. IMPLEMENT.

TECH PRODUCT
MANAGEMENT

DIG SERVICES DESIGN

**Business Analytics,
Intelligence & Insights**

PREDICTIVE ANALYTICS

DATA VISUALIZATION

DATA STRATEGY FOR
DECISION MAKING

**Business Automation
& Operations Innovation**

BPA & ROBOTICS

COMPUTER VISION

NLP AND CONVERSATIONAL
MODELS

Electives (temp)

DIGITAL HEALTH

SUPPLY CHAIN TRANSF.

FINTECH

ENERGY

CONSULTING

DEEP TECH

DIG BUSINESS AT SCALE GBS

BUS, TECHNOLOGY MNG.

HUMAN & CULT., IN THE NEW
WORLD

CHATBOTS & DIG. ASSISTANTS

AGILE SCRUM IN PRACTICE

PAID MEDIA

GENERATIVE AI

Students will choose **1 track plus 4 electives**

Certifications, or course
preparation on Sustainability,
SALESFORCE and Google
Analytics V4

Immersion Week 3rd term

THE NEXT BEST YOU

YOUR IMPACT SKILLS

Three skill areas we cultivate



THINKING SKILLS

Formulating and solving problems, thinking critically, thinking creatively, managing projects and work.



BEHAVIORAL SKILLS

Understanding yourself and gaining behavioral agility, selling your ideas and proposals, forging and maintaining high-performing teams, navigating conflicts and politics.



DIGITAL SKILLS

Collecting, structuring, analyzing, visualizing and storytelling with data.



IE Business School Framework - Thinking Skills + Behavioral Skills + Digital Skills – our terminology, but consistent with what the world of work demands



THINKING

Formulate, analyze and generate solutions to challenges & plan and carry out work



BEHAVIORAL

Sharpen your abilities to overcome challenges and move ideas forward



DIGITAL

Run business based on digital insights and data

Critical Thinking

Address complexity, make decisions and sound judgements with an open mindset

Creative Thinking

Generate solutions through creative strategies and a user-centric approach

Problem Solving

Tackle difficult challenges through analytical strategies

Project Management

Design, coordinate, and implement complex projects

Self Transformation

Understand yourself (self awareness) and be open to get transformed by gaining behavioral agility (self management)

High-performance Teambuilding

Build and maintain diverse, efficient & self healing teams

Public Speaking Strategies

Present ideas in public in a convincing and professional manner

Power & Influence

Manage negotiation to build sustainable alliances, solve conflicts and address power games

Selling & Storymaking

Create stories through different media for leveraging mind-changing communication

Data Fluency

Gather, organize, analyze, and visualize data to make your case

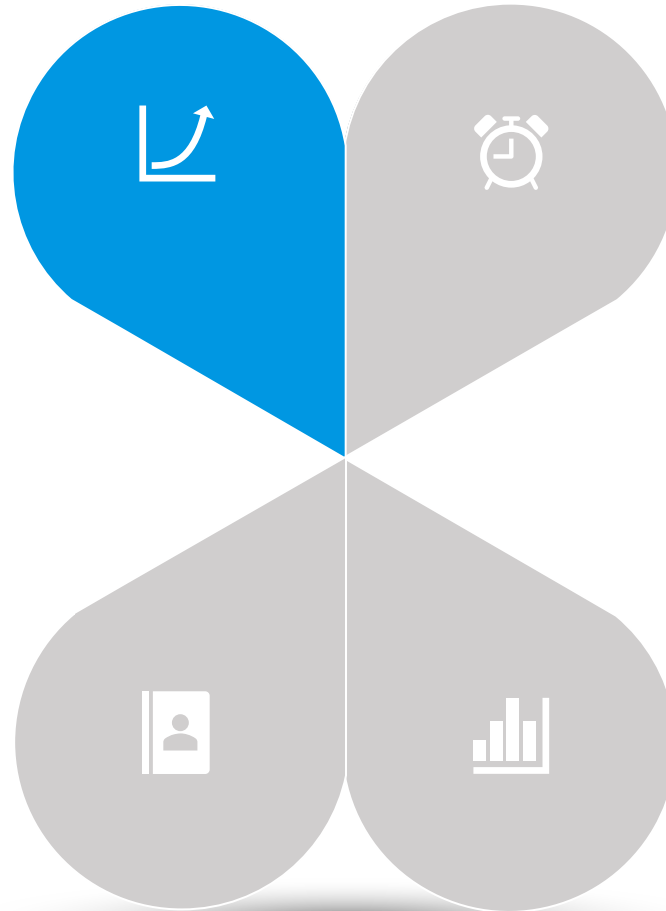
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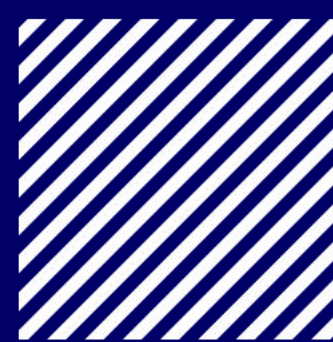
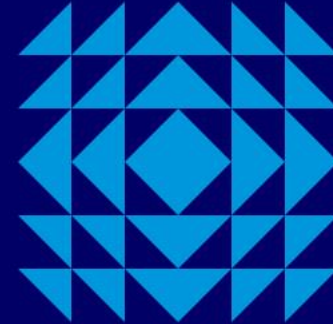
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THANK YOU



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