



**MASTER IN  
CUSTOMER  
EXPERIENCE  
& INNOVATION**

**MCXI**

HUMAN-CENTERED  
DESIGN & BUSINESS



# MASTER IN CUSTOMER EXPERIENCE & INNOVATION

## MCXI

HUMAN-CENTERED  
DESIGN & BUSINESS



BUSINESS SCHOOL

JAN '24 IMBA/MIM DUAL DEGREES  
SEP '23 IMBA DUAL DEGREES  
SEP '24 MBD DUAL DEGREES  
Transition Info Session with the AD

HELLO!



**MASTER IN  
CUSTOMER  
EXPERIENCE  
& INNOVATION**  
**MCXI**  
HUMAN-CENTERED  
DESIGN & BUSINESS

**CREATIVITY**  
SUBJECT  
MATTER  
EXPERT

**ie**  
BUSINESS SCHOOL



● **THREE CHEERS FOR YOUR  
CLASS REPS!**



● **THREE CHEERS FOR YOUR  
T&C and SE REPS!**



# PROGRAM

## INTEGRATED CORE

Grading system:

Gauss Curve  
Terms 1, 2, 3, 4\*

\*Except Labs and courses marked with \*

## IMPACT SKILLS ACCELERATOR

Standard grades no curve &

## COMPLEMENTARY WORKSHOPS

NGS/NGU

## PRE-PROGRAM NGS/NGU

## PROFESSIONAL PERSPECTIVES NGS/NGU

## AREAS

	TERM 0		TERM 1	TERM 2	TERM 3									
	PRIOR TO START Dates	CORE PERIOD Dates	SPECIALIZED Dates	SPECIALIZED Dates	SPECIALIZED + ELECTIVES Dates									
INTEGRATED CORE		BRANDING (6)	ADAPTIVE LEADERSHIP* (5)	ADAPTIVE LEADERSHIP* (5)	ADAPTIVE LEADERSHIP* (5)									
		FINANCE FOR MKT (5)	<b>BIZ FUNDAMENTALS: OPERATIONS &amp; PROCESSES (10)</b>	BRAND, VISION & GROWTH (10)	BEHAVIORAL DESIGN (10)									
		BUSINESS DEVELOPMENT & SALES (6)	CX ECOSYSTEM & ETHICS (10)	BUSINESS PROTOTYPING AND DESIGN (8)	CREATIVE PROCESS & PRACTICE* (5)									
		CONSUMER BEHAVIOR & INSIGHTS (8)	CREATIVE PROCESS & PRACTICE* (5)	<b>CORPORATE INNOVATION &amp; CULTURE CHANGE (11)</b>	<b>DATA-DRIVEN INNOVATION (12)</b>									
		CROSS-CULTURAL COMUNICATION (3)	GRAPHIC DESIGN TOOLS (6)	CREATIVE PROCESS & PRACTICE* (5)	DISRUPTIONS (12)									
		CUSTOMER EXPERIENCE (8)	QUALITATIVE RESEARCH & ANALYSIS (10)	CX IN ORGANIZATIONS (10)	ECONOMICS OF CX (10)									
		DIGITAL MARKETING (8)	QUANTITATIVE RESEARCH & ANALYSIS (10)	FACILITATION* (8)	PERSUASION & ETHICS (12)									
		VISUAL COMMUNICATION (6)	THEATER TOOLS FOR COMMUNICATION & INNOVATION* (10)	GAMIFICATION (10)	PRODUCT MANAGEMENT & OWNERSHIP (8)									
		<b>ENTREPRENEURSHIP (4)</b>		HUMAN BEHAVIOR (10)	STRATEGIC DESIGN (12)									
				HUMAN CENTERED DESIGN (10)	THEATER TOOLS FOR COMMUNICATION & INNOVATION* (10)									
				PROTOTYPING & SPACES FOR INNOVATION (15)										
				THEATER TOOLS FOR COMMUNICATION & INNOVATION* (10)										
				TRENDS IN TECHNOLOGY FOR CX (10)										
				UX/UI IN DIGITAL PROJECTS (10)										
			CORPORATE CLIENT LAB (8)	SOCIAL IMPACT LAB (15)	SUSTAINABLE ENTREPRENEURSHIP LAB (15)									
IMPACT SKILLS ACCELERATOR		CRITICAL THINKING (8)	HIGH PERFORMANCE TEAMBUILDING I (4)	HIGH PERFORMANCE TEAMBUILDING II (4)	POWER AND INFLUENCE (6)									
Standard grades no curve & COMPLEMENTARY WORKSHOPS		SELF TRANSFORMATION I (5)		PROBLEM SOLVING (5)										
		AI FOR PRODUCTIVITY (5)		PROJECT MANAGEMENT (5)										
NGS/NGU		STORYTELLING AND PUBLIC SPEAKING (10)		WORKSHOP: VR	WORKSHOP: PORTFOLIO (3)									
		WELL BEING IN PRACTICE 2		MEET ACADEMIC DIRECTOR II	WORKSHOP: CUSTOMER JOURNEY MANAGEMENT (3)									
		DIVERSITY, EQUITY AND INCLUSION 2	MEET ACADEMIC DIRECTOR I	MEET ACADEMIC DIRECTOR III										
PRE-PROGRAM NGS/NGU	EXCEL FOR MARSALES (3)		MENTOR SESSIONS TERM 01 (3)	MENTOR SESSIONS TERM 03 (3)	MENTOR SESSIONS TERM 03 (3)									
				MCXI SKILLS BOOSTERS II	MCXI SKILLS BOOSTERS II									
PROFESSIONAL PERSPECTIVES NGS/NGU	CAREER ACCELERATOR PRE-PROGRAM	CAREER ACCELERATOR	CAREER ACCELERATOR 2	CAREER ACCELERATOR 10	CAREER ACCELERATOR									
					ALUMNI PANEL									
AREAS	OPERATIONS	MARKETING	STRATEGY	ECONOMICS	ISA SKILLS	CAREERS	OTHER	CONTROL	FINANCE	SKILLS	NEGOTIATION	TECHNOLOGY	ENTREPRENEURSHIP	HUMAN RESOURCES AND ORGANISATIONAL BEHAVIOUR



# PROGRAM

## TERM 0

PRIOR TO START  
Dates

CORE PERIOD  
Dates

### INTEGRATED CORE

Grading  
system:

### Gauss Curve

Terms  
1, 2, 3, 4\*

\*Except Labs  
and courses  
marked with \*

- BRANDING (6)
- FINANCE FOR MKT (5)
- BUSINESS DEVELOPMENT & SALES (6)
- CONSUMER BEHAVIOR & INSIGHTS (8)
- CROSS-CULTURAL COMMUNICATION (3)
- CUSTOMER EXPERIENCE (8)
- DIGITAL MARKETING (8)
- VISUAL COMMUNICATION (6)
- ENTREPRENEURSHIP (4)

### IMPACT SKILLS ACCELERATOR

Standard  
grades no curve

&  
COMPLEMENTARY  
WORKSHOPS

### NGS/NGU

- CRITICAL THINKING (8)
- SELF TRANSFORMATION I (5)
- AI FOR PRODUCTIVITY (5)
- STORYTELLING AND PUBLIC SPEAKING (10)
- WELL BEING IN PRACTICE 2
- DIVERSITY, EQUITY AND INCLUSION 2



# PROGRAM

## TERM 1

SPECIALIZED  
Dates

ADAPTIVE LEADERSHIP\* (5)

**BIZ FUNDAMENTALS: OPERATIONS & PROCESSES (10)**

CX ECOSYSTEM & ETHICS (10)

CREATIVE PROCESS & PRACTICE\* (5)

GRAPHIC DESIGN TOOLS (6)

QUALITATIVE RESEARCH & ANALYSIS (10)

QUANTITATIVE RESEARCH & ANALYSIS (10)

THEATER TOOLS FOR COMMUNICATION & INNOVATION\* (10)

CORPORATE CLIENT LAB (8)

HIGH PERFORMANCE TEAMBUILDING I (4)

MEET ACADEMIC DIRECTOR I



# PROGRAM

## TERM 2

### SPECIALIZED Dates

ADAPTIVE LEADERSHIP\* (5)

BRAND, VISION & GROWTH (10)

BUSINESS PROTOTYPING AND DESIGN (8)

CORPORATE INNOVATION & CULTURE CHANGE (11)

CREATIVE PROCESS & PRACTICE\* (5)

CX IN ORGANIZATIONS (10)

FACILITATION\* (8)

GAMIFICATION (10)

HUMAN BEHAVIOR (10)

HUMAN CENTERED DESIGN (10)

PROTOTYPING & SPACES FOR INNOVATION (15)

THEATER TOOLS FOR COMMUNICATION & INNOVATION\* (10)

TRENDS IN TECHNOLOGY FOR CX (10)

UX/UI IN DIGITAL PROJECTS (10)

SOCIAL IMPACT LAB (15)

HIGH PERFORMANCE TEAMBUILDING II (4)

PROBLEM SOLVING (5)

PROJECT MANAGEMENT (5)

WORKSHOP: VR

MEET ACADEMIC DIRECTOR II



# PROGRAM

## TERM 3

SPECIALIZED + ELECTIVES  
Dates

ADAPTIVE LEADERSHIP\* (5)

BEHAVIORAL DESIGN (10)

CREATIVE PROCESS & PRACTICE\* (5)

DATA-DRIVEN INNOVATION (12)

DISRUPTIONS (12)

ECONOMICS OF CX (10)

PERSUASION & ETHICS (12)

PRODUCT MANAGEMENT & OWNERSHIP (8)

STRATEGIC DESIGN (12)

THEATER TOOLS FOR COMMUNICATION & INNOVATION\* (10)

SUSTAINABLE ENTREPRENEURSHIP LAB (15)

POWER AND INFLUENCE (6)

WORKSHOP: PORTFOLIO (3)

WORKSHOP: CUSTOMER JOURNEY MANAGEMENT (3)

MEET ACADEMIC DIRECTOR III

# PROGRAM

## TERM 0

### CORE PERIOD Dates

BRANDING (6)
FINANCE FOR MKT (5)
BUSINESS DEVELOPMENT & SALES (6)
CONSUMER BEHAVIOR & INSIGHTS (8)
CROSS-CULTURAL COMMUNICATION (3)
CUSTOMER EXPERIENCE (8)
DIGITAL MARKETING (8)
VISUAL COMMUNICATION (6)
ENTREPRENEURSHIP (4)

CRITICAL THINKING (8)
SELF TRANSFORMATION I (5)
AI FOR PRODUCTIVITY (5)
STORYTELLING AND PUBLIC SPEAKING (10)
WELL BEING IN PRACTICE 2
DIVERSITY, EQUITY AND INCLUSION 2

## TERM 1

### SPECIALIZED Dates

ADAPTIVE LEADERSHIP* (5)
<b>BIZ FUNDAMENTALS: OPERATIONS &amp; PROCESSES (10)</b>
CX ECOSYSTEM & ETHICS (10)
CREATIVE PROCESS & PRACTICE* (5)
GRAPHIC DESIGN TOOLS (6)
QUALITATIVE RESEARCH & ANALYSIS (10)
QUANTITATIVE RESEARCH & ANALYSIS (10)
THEATER TOOLS FOR COMMUNICATION & INNOVATION* (10)
CORPORATE CLIENT LAB (8)

HIGH PERFORMANCE TEAMBUILDING I (4)
MEET ACADEMIC DIRECTOR I

## TERM 2

### SPECIALIZED Dates

ADAPTIVE LEADERSHIP* (5)
BRAND, VISION & GROWTH (10)
BUSINESS PROTOTYPING AND DESIGN (8)
<b>CORPORATE INNOVATION &amp; CULTURE CHANGE (11)</b>
CREATIVE PROCESS & PRACTICE* (5)
CX IN ORGANIZATIONS (10)
FACILITATION* (8)
GAMIFICATION (10)
HUMAN BEHAVIOR (10)
HUMAN CENTERED DESIGN (10)
PROTOTYPING & SPACES FOR INNOVATION (15)
THEATER TOOLS FOR COMMUNICATION & INNOVATION* (10)
TRENDS IN TECHNOLOGY FOR CX (10)
UX/UI IN DIGITAL PROJECTS (10)
SOCIAL IMPACT LAB (15)

HIGH PERFORMANCE TEAMBUILDING II (4)
PROBLEM SOLVING (5)
PROJECT MANAGEMENT (5)
WORKSHOP: VR
MEET ACADEMIC DIRECTOR II

## TERM 3

### SPECIALIZED + ELECTIVES Dates

ADAPTIVE LEADERSHIP* (5)
BEHAVIORAL DESIGN (10)
CREATIVE PROCESS & PRACTICE* (5)
<b>DATA-DRIVEN INNOVATION (12)</b>
DISRUPTIONS (12)
ECONOMICS OF CX (10)
PERSUASION & ETHICS (12)
PRODUCT MANAGEMENT & OWNERSHIP (8)
STRATEGIC DESIGN (12)
THEATER TOOLS FOR COMMUNICATION & INNOVATION* (10)
SUSTAINABLE ENTREPRENEURSHIP LAB (15)

POWER AND INFLUENCE (6)
WORKSHOP: PORTFOLIO (3)
WORKSHOP: CUSTOMER JOURNEY MANAGEMENT (3)
MEET ACADEMIC DIRECTOR III

**MCXI  
IS EASILY  
THE MOST  
DEMANDING  
PROGRAM IN  
IE UNIVERSITY.**



TRUST THE PROCESS

WAXED





Ash



Birch



Crabapple



Dawn Redwood



Elm



Flowering Dogwood



Ginkgo



Hawthorn



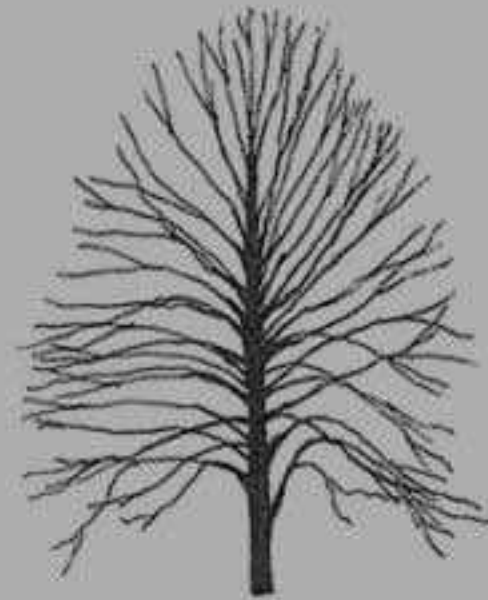
Ilex



Juniper



Kentucky Coffeetree



Linden



Maple



Nyssa



Oak



Persimmon



Quaking Aspen



Redbud



Sassafras



Tuliptree



Umbrella Pine



Virginia Pine



Willow



Xanthoxylum



Yellowwood



Zelkova

NEW YORK CITY

TREE

ALPHABET

Katie Holten © 2018

RADICAL COLLABORATION

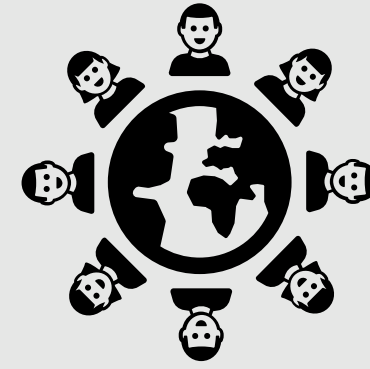


**86% of employees and executives cite lack of communication or collaboration for workplace failures!**

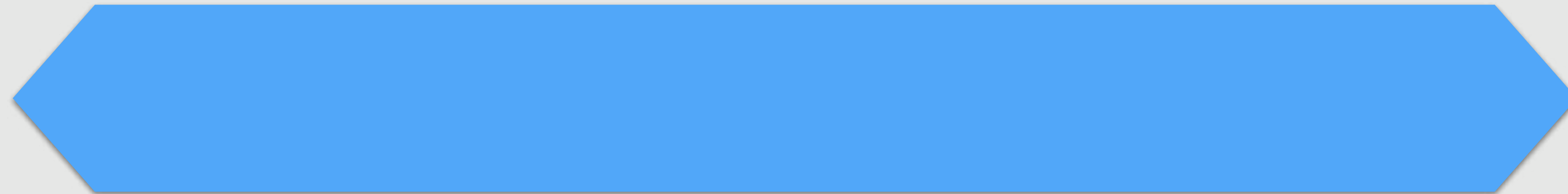
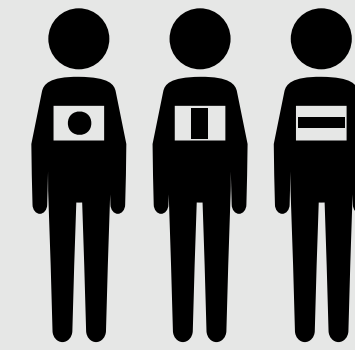
*Source: Salesforce*

# MCXI STUDENT BODY DIVERSITY

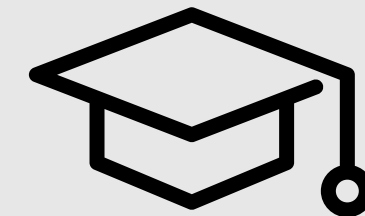
**GEOGRAPHIC**



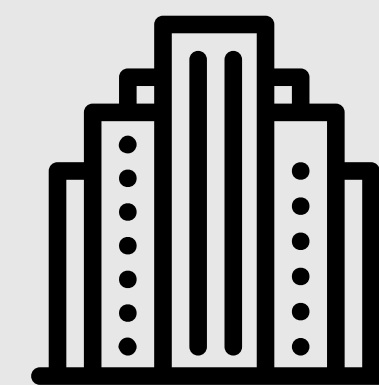
**CULTURAL**



**INDIVIDUAL**



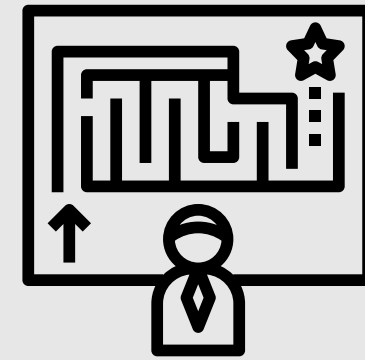
**ACADEMIC**



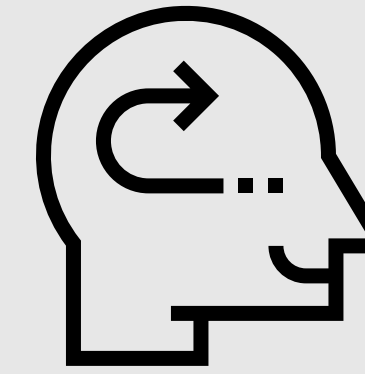
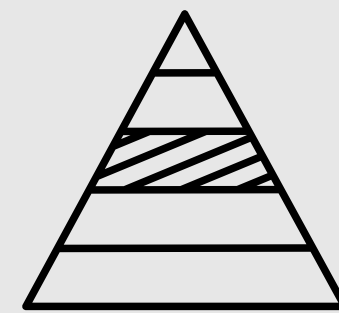
**SECTORS**

# MCXI STUDENT BODY DIVERSITY

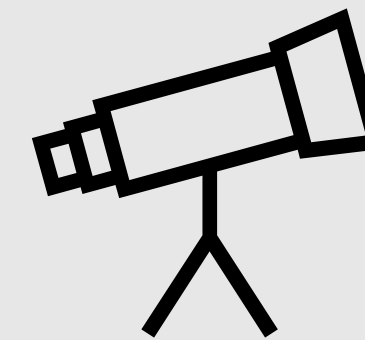
**PROFESSIONAL**



**STAGE OF LIFE**



**EXPERIENCE**



**GOALS**



# MCXI STUDENT BODY DIVERSITY

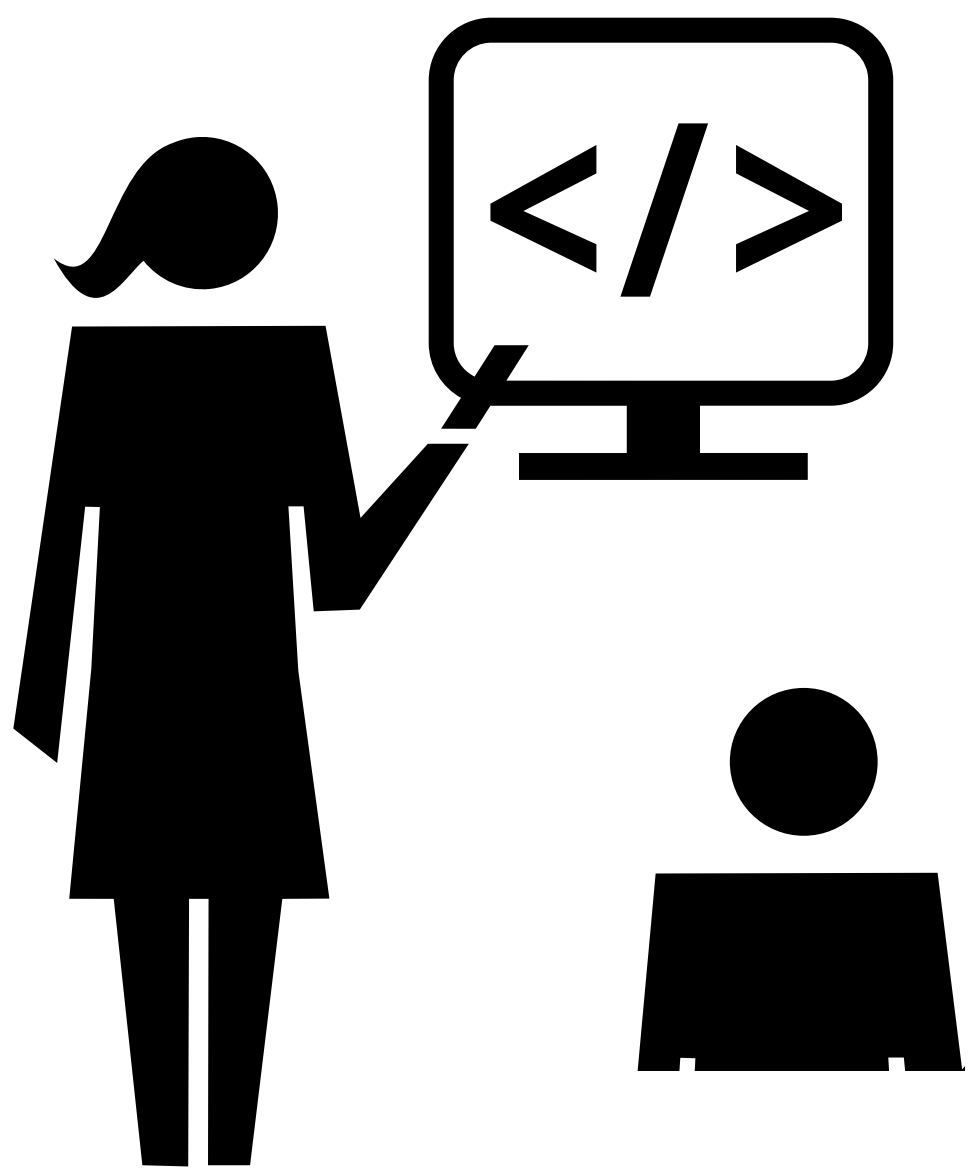


# ● WHAT DOES THIS MEAN?

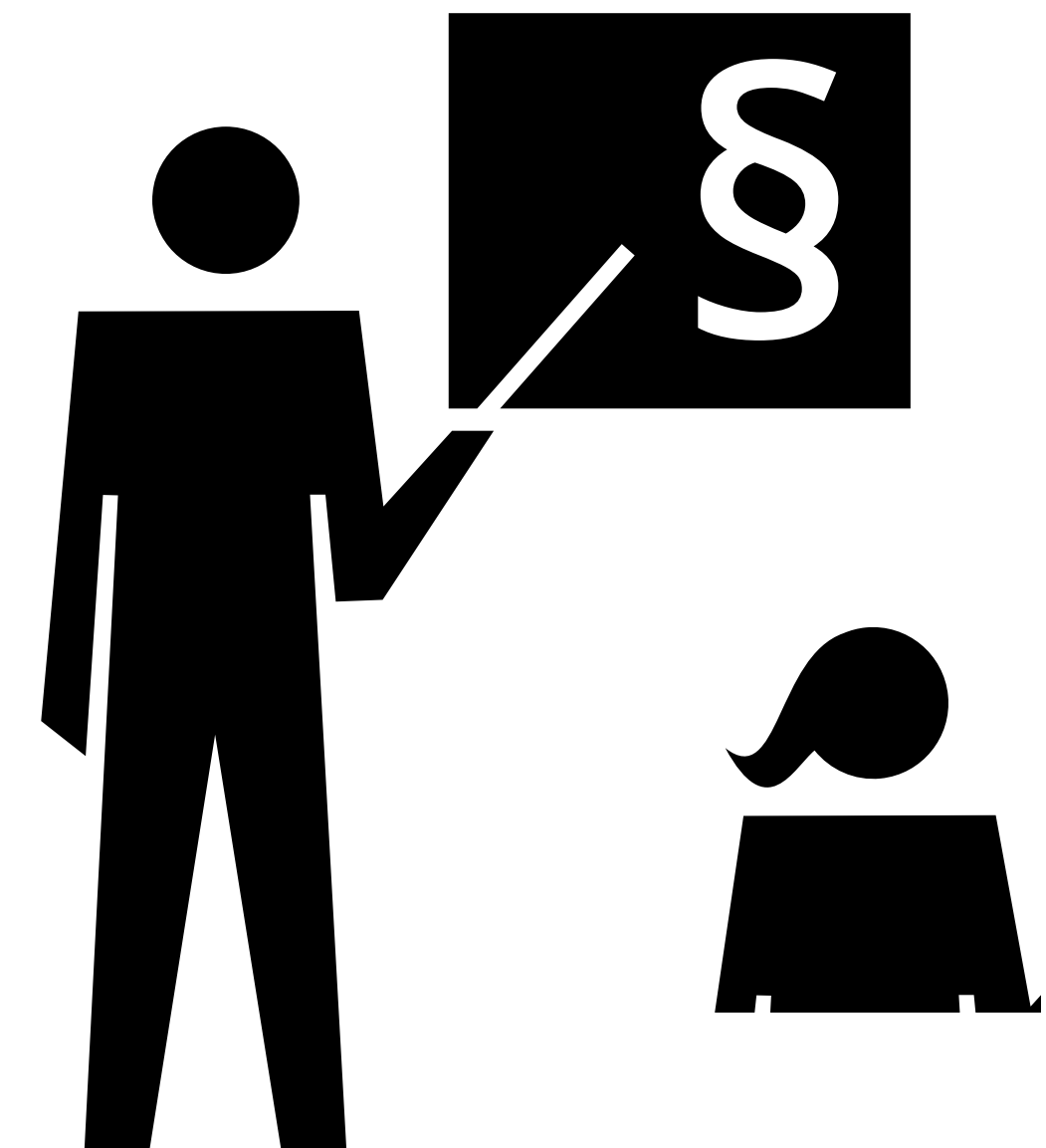


# ● YOU WILL ALL ALWAYS HAVE OPPORTUNITIES

**FOR PEER  
TEACHING**



**FOR PEER  
LEARNING**

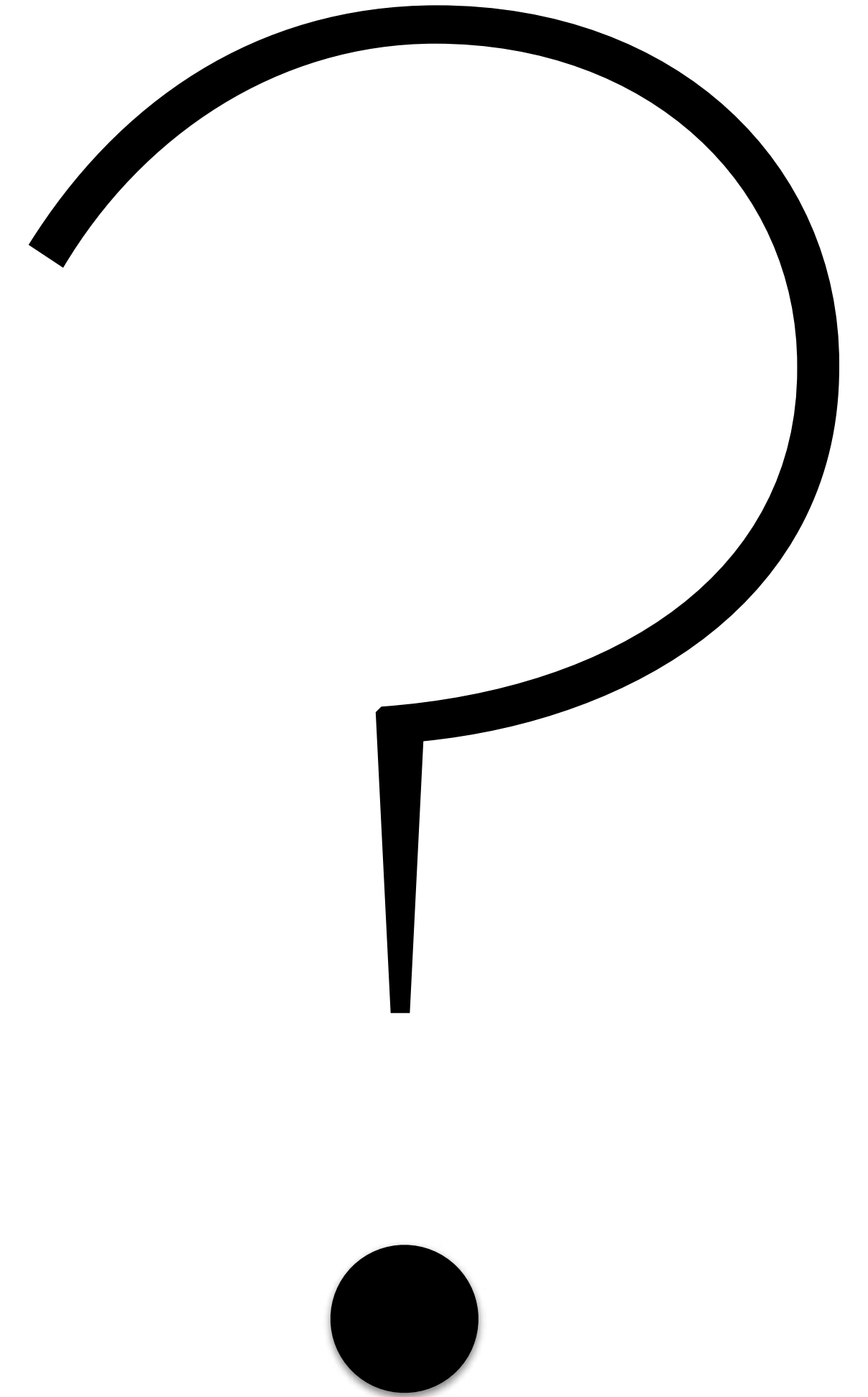


# LEAVING ONE BEHIND

# ● GET TEAM COACHING!



**QUESTIONS,  
COMMENTS,  
QUEMEMENTS,  
CONVERSATION,  
QUERIES,  
CONSTERNATION,  
QUEASINESS,  
CONFUSION**





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**HOP ON BOARD!**