



# **ELECTIVES TERM & ACADEMIC IMMERSION MONTH**

IMBA, JAN24 INTAKE – 15 MONTH

# International MBA 15 Months

## Academic calendar

### PERIODS

- ONLINE PRE-PROGRAMS: ACCESS DEC. 11th; DEADLINE JAN. 21st
- OPENING DAY: ■ JAN. 9th
- ORIENTATION: ■ JAN. 10th - JAN. 19th
- TERM I: ■ JAN. 22nd - APR. 30th
- TERM II: ■ MAY. 13th - JUL. 26th
- CONCENTRATIONS: ■ SEP. 2nd - NOV. 6th
- SHORT EXCHANGE WEEKS: ■ SEE CALENDAR
- EXAM PERIODS: ■ SEE CALENDAR
- GLOBAL IMMERSION MONTH: ■ NOV. 11th - DEC. 5th
- LAB PERIOD: ■ DEC. 9th - JAN. 31st
- ELECTIVES: ■ FEB. 4th - APR. 4th
- FINAL EXAM: ■ SEE CALENDAR
- GRADUATION: ■ JUL. 18th

### HOLIDAYS BREAKS

- SPRING BREAK:** MARCH 25th - APRIL 1st
- SUMMER BREAK:** JULY 25th - AUGUST 30th
- WINTER BREAK:** DECEMBER 23rd - JANUARY 10th
- DAYS OFF:** SEE CALENDAR

JANUARY							FEBRUARY							MARCH							APRIL										
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S				
1	2	3	4	5	6	7				1	2	3	4					1	2	3	1	2	3	4	5	6	7				
8	9	10	11	12	13	14	5	6	7	8	9	10	11	4	5	6	7	8	9	10	8	9	10	11	12	13	14				
15	16	17	18	19	20	21	12	13	14	15	16	17	18	11	12	13	14	15	16	17	15	16	17	18	19	20	21				
22	23	24	25	26	27	28	19	20	21	22	23	24	25	18	19	20	21	22	23	24	22	23	24	25	26	27	28				
29	30	31					26	27	28	29				25	26	27	28	29	30	31	29	30									
MAY							JUNE							JULY							AUGUST										
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S				
		1	2	3	4	5					1	2		1	2	3	4	5	6	7				1	2	3	4				
6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11				
13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18				
20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25				
27	28	29	30	31			24	25	26	27	28	29	30	29	30	31					26	27	28	29	30	31					
SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER										
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S				
						1		1	2	3	4	5	6					1	2	3							1				
2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8				
9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15				
16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22				
23	24	25	26	27	28	29	28	29	30	31				25	26	27	28	29	30	23	24	25	26	27	28	29					
30																					30	31									
JANUARY							FEBRUARY							MARCH							APRIL										
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S				
			1	2	3	4	5					1	2							1	2					1	2	3	4	5	6
6	7	8	9	10	11	12	3	4	5	6	7	8	9	3	4	5	6	7	8	9	7	8	9	10	11	12	13				
13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16	14	15	16	17	18	19	20				
20	21	22	23	24	25	26	17	18	19	20	21	22	23	17	18	19	20	21	22	23	21	22	23	24	25	26	27				
27	28	29	30	31			24	25	26	27	28			24	25	26	27	28	29	30	28	29	30								
														31																	
MAY							JUNE							JULY							AUGUST										
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S				
			1	2	3	4						1							1	2	3	4	5	6							
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13											
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20											
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27											
26	27	28	29	30	31		23	24	25	26	27	28	29	28	29	30	31														

Dates may not be final and there could be changes.

# ELECTIVE TERM: February 4th to April 4th

1.

CUSTOMIZABLE

Choose your courses  
and design your  
schedule

2.

SESSION  
REQUIREMENT

60 sessions

3.

GRADES

Factor into your final  
GPA

FAIL a course? Re-  
take exam

4.

CAPACITY

56 Students per  
course

Few courses with  
limited capacity

5.

ATTENDANCE

Face-to-face

20% allowed  
absences

# HOW DO I CHOOSE MY COURSE?

# BIDDING PROCESS





# WHERE IS THE BIDDING PLATFORM?


PROGRAM INFORMATION IMBA-ENG15 2024  
JANUARY


*NOT ELECTIVES!*


ie

 Institution Page

 CAMILLA BONATI

 Activity Stream

 Courses

 Organizations

## Organizations



Search your organizations

IMBA-ENG152024j



Terms

All Terms

Filters

All organizations

1 result

"IMBA-ENG152024j" 

## Others

IMBA-ENG152024January

Program Information IMBA-ENG15 2024 January

Open | [Multiple Leaders](#) | [More info](#) 



## **PRE-BID: SEPTEMBER 26-30**

NOT BINDING

1000 POINTS

NO SCHEDULE

DETERMINE FINAL OFFER

## ELECTIVES: CUSTOMIZE YOUR IMBA EXPERIENCE

To further enable students to pursue their passions, deepen their understanding, and solidify their career focus, the Elective Period offers students an opportunity to tailor their academic activities according to individual, personal, and professional goals. Through a bidding process, you will be able to choose from a series of elective courses, international trips, and other hands-on projects that will take place from October 7 to November 29, 2024.

Students are required to take a 60 sessions during the whole Elective Period.

Electives courses can only be taken for credit. **Auditing is not allowed according to IE policy; this applies to core and elective courses.**

This Web site was created to provide information and guide you through the bidding process. Please review it carefully, and should you have any questions, please [contact Camilla Bonati](#).

Below you will find information about the electives – electives presentation and electives index including electives list, course sessions, professors' names, comments from professors and program management team. The information will be updates as we receive it.



**DATES & BID OVERVIEW**

WHERE & HOW TO BID

ADD/DROP PERIODS

SUSTAINABILITY CERTIFICATE

## ELECTIVES AT GLANCE BIDS OVERVIEW



**PRE-BID: FILTER PHASE - MAY**

**NOT BINDING.  
DETERMINE DEMAND.  
LOW DEMAND COURSES CANCELLED.**

The filter bid and the points you assign during it are not definitive or binding. It serves to determine interest in the different courses. This bid will establish the demand for the courses and the number of seats available for each course.

# GETTING READY FOR THE PRE- BID

## ELECTIVE GUIDE AND INDEX:

- List of courses
- Academic Area
- Language
- Updates after every bid

# PRE-BID INTERFACE

SEPTEMBER 26-30

Cod.	Course	Professor	VideoLink	PDF	Description	Sessions
2	ADVANCED NEGOTIATIONS WORKSHOP	ENRIQUE OGLIASTRI URIBE	-		-	15
3	AFRICA: THE LAST DEVELOPMENT FRONTIER	GAYLE ALLARD	<a href="#">Link</a>		-	15
6	APPLIED CORPORATE FINANCE	CONCEPCION MARTIN BERZAL	-		-	15
7	APPLIED FINANCIAL ENGINEERING	ANTONIO RIVELA RODRIGUEZ	<a href="#">Link</a>		-	15
8	APPROACHING COMPLEXITY	MILO JONES, ROLF STROM-OLSEN	-		-	15
9	ARTIFICIAL INTELLIGENCE PRINCIPLES	JESUS CALZADILLA DAGUERRE	<a href="#">Link</a>		-	15
12	BIG DATA FOR MARKETERS	CESAR MORENO PASCUAL	-		-	15
13	BLOCKCHAIN 101	PABLO VENTURA	-		-	15



# **FIRST BID: JANUARY 16-20**

NOT BINDING

1000 POINTS

SCHEDULE

INCOMPATIBILITIES

GAUGE DEMAND

AREA	NO.	Incompatibilities	COURSE NAME
Marketing	11	14, 45, 50, 58, 111, 12	BIG DATA FOR MARKETERS
Human Science & Technology	12	1, 5, 27, 73, 78, 82, 13	BLOCKCHAIN 101
HR & Skills	13	17, 20, 41, 45, 63, 127	BOOSTING CREATIVITY- SKILL FOR LEAD
HR & Skills	14	11, 50, 58, 108, 111, 1	BRANDING PERSONAL Y NETWORKING
Marketing	15	6, 8, 27, 31, 43, 46, 82	BUSINESS AT BASE OF PYRAMID & IMPA
Operations	16	29, 32, 34, 36, 42, 72,	BUSINESS MODEL AND DIGITAL TRANSF
Operations	17	4, 7, 13, 41, 53, 63, 75	BUSINESS PROCESS INNOVATION
Human Science & Technology	18	22, 29, 38, 57, 69, 86,	BUSINESS STORYTELLING & INFLUENCE
Finance	20	4, 13, 41, 45, 63, 65, 1	CAPITAL MARKETS, DERIVATIVES & RIS
Info Systems & Technology	22	18, 29, 38, 57, 69, 86,	COEXISTING WITH THE ONLINE GIANTS
HR & Skills	23	33, 49, 55, 66, 67, 76,	COMUNICACION PRODUCTIVA
Economics	25	43, 54, 60, 64, 90, 91,	COUNTRY ECONOMIC ANALYSIS
Info Systems & Technology	27	1, 6, 12, 15, 31, 64, 78	CRYPTOECONOMY: FROM BITCOIN TO T
Law	28	34, 35, 36, 38, 42, 81,	CULTURE & VALUES AS COMPETITIVE A
Info Systems & Technology	29	16, 18, 22, 36, 57, 69,	CUSTOMER ANALYTICS
Design & Management	31	1, 6, 15, 27, 64,	DESIGN YOUR LIFE - GRADUATION AND
Marketing	32	16, 34, 36, 42, 81, 89,	DESIGNING VIRAL MARKETING CAMPA
Marketing	33	23, 46, 49, 74, 83, 84,	DIGITAL MARKETING, SOCIAL, MOBILE &
Info Systems & Technology	34	16, 28, 32, 35, 36, 42,	DIGITAL TRANSFORMATION DOING
Operations	35	28, 34, 36, 38, 42, 81,	DIRECCION ESTRATEGICA DE PROYECTO
Marketing	36	16, 28, 29, 32, 34, 35,	DIRECCION ESTRATEGICA DE VENTAS
Economics	37	2, 51, 70, 96, 97, 110,	DOING BUSINESS IN AFRICA
Info Systems & Technology	38	18, 22, 28, 35, 36, 42,	DRIVING INNOVATION IN MODERN OR
Control	39	10, 40, 48, 74, 82, 84,	DUE DILIGENCE, FUSIONES Y PROJECT F
Control	40	10, 39, 46, 48, 82, 84,	DUE DILIGENCE, M&A, PROJECT FINAN
HR & Skills	41	4, 13, 17, 20, 45, 63, 6	EFFECTIVE COMMUNICATION
Design & Management	42	16, 28, 32, 34, 35, 36,	EFFECTIVE PRESENTATIONS DESIGN
Design & Management	43	1, 6, 8, 15, 25, 46, 54,	EFFICIENT PROBLEM SOLVING
Economics	45	4, 11, 13, 20, 41, 63, 1	EMERGING MARKETS & THE INTERNATI
Entrepreneurship	46	6, 8, 15, 33, 40, 43, 49	ENTREPRENEURIAL ACQUISITION
Finance	47	54, 90, 91, 104, 106, 1	ENTREPRENEURSHIP & CAPITAL MARKE
Entrepreneurship	48	10, 39, 40, 74, 82, 84,	ENTREPRENEURSHIP & VENTURE CAPIT
Finance	49	23, 33, 46, 74, 82, 83,	EQUITY VALUATION
Human Science & Technology	50	11, 14, 58, 108, 111, 1	ERP TRANSFORMATION IN THE DIGITAL
Info Systems & Technology	51	2, 37, 70, 96, 97, 104,	EXCEL FOR BUSINESS SOLUTIONS
HR & Skills	52	7, 53, 75, 77, 100,	EXEMPLARY LEADERSHIP PRACTICE

# GETTING READY FOR THE 1<sup>ST</sup> BID

## ELECTIVE GUIDE AND INDEX:

- Calendar
- Incompatibilities because of:
  - Content overlap
  - Scheduling among courses

# FIRST BID INTERFACE

JANUARY 16-20

Courses Bidding 1 Results

**WARNING: you have not reached the limit of sessions (min. 90)**

Save

remember

Total Score (max. 1000): 75

Total Sessions (Min 90 max 105) : 80

Cod.	Course	PDF	Sessions	Points	Status	Incompatibilities
2	ADVANCED NEGOTIATIONS WORKSHOP		15	<input type="text" value="100"/>		
3	AFRICA: THE LAST DEVELOPMENT FRONTIER		15	<input type="text" value="0"/>		
6	APPLIED CORPORATE FINANCE		15	<input type="text" value="0"/>		
7	APPLIED FINANCIAL ENGINEERING		15	<input type="text" value="150"/>		
8	APPROACHING COMPLEXITY		15	<input type="text" value="0"/>		37, 49, 82, 91, 98, 102
9	ARTIFICIAL INTELLIGENCE PRINCIPLES		15	<input type="text" value="100"/>		26, 30, 38, 61, 70, 86, 122
12	BIG DATA FOR MARKETERS		15	<input type="text" value="0"/>		13, 51, 72, 91, 117
13	BLOCKCHAIN 101		15	<input type="text" value="0"/>		12, 17, 51, 72, 94, 117
14	BLOCKCHAIN: NETNOGRAPHIC ANALYSIS		15	<input type="text" value="0"/>		23, 25, 31, 35, 43, 48, 61, 68, 74, 85, 86, 93, 111, 115, 123
15	BOOSTING CREATIVITY- SKILL FOR LEADERS		15	<input type="text" value="150"/>		59, 61, 88, 96, 119, 122
16	BRANDING PERSONAL Y NETWORKING		15	<input type="text" value="0"/>		39, 50, 61, 69, 94, 103, 108, 132
17	BUSINESS 360 EXTENDED		15	<input type="text" value="0"/>		10, 24, 54, 70, 75, 80, 82, 89, 90, 100, 110, 118

Electives Bid have been saved successfully

Close

# FIRST BID RESULTS

		Courses	Bidding 1	Results					
Cod.	Course	Sessions	Max.	Min.	Avg.	My Bid	Assigned	Capacity	
31	CUSTOMER EXPERIENCE MANAGEMENT	15	201	1	85	150	-	66 of 57 (9)	
50	FAMILIES IN BUSINESS	15	500	1	152	150	-	50 of 57 (-7)	
91	NEGOCIACION, PERSUASION Y JUEGOS DE PODER	15	160	10	92	100	-	39 of 57 (-18)	
99	PROJECT MANAGEMENT	15	397	1	137	150	-	100 of 58 (42)	
115	SUPPLY CHAIN MANAGEMENT	15	250	10	119	150	-	60 of 57 (3)	
119	TECHNOLOGY AND BUSINESS STRATEGY	15	396	2	146	135	-	94 of 58 (36)	
9	ARTIFICIAL INTELLIGENCE PRINCIPLES	15	200	1	76	100	-	66 of 57 (11)	
19	BUSINESS MODEL AND DIGITAL TRANSFORMATION	15	200	1	86	150	-	66 of 57 (9)	
36	DIGITAL TRANSFORMATION IN ACTION	15	121	5	75	55	-	48 of 57 (-9)	
40	EFFECTIVE COMMUNICATION	15	250	4	119	4	-	43 of 25 (18)	
42	EFFICIENT PROBLEM SOLVING	15	155	10	72	70	-	41 of 57 (-16)	
87	MAXIMIZE YOUR NEGOTIATION POWER & SUCCESS	15	161	1	93	6	-	68 of 57 (11)	
2	ADVANCED NEGOTIATIONS WORKSHOP	15	351	5	133	-	-	86 of 35 (51)	
3	AFRICA: THE LAST DEVELOPMENT FRONTIER	15	200	1	69	-	-	20 of 57 (-37)	
6	APPLIED CORPORATE FINANCE	15	250	10	124	-	-	66 of 58 (8)	
7	APPLIED FINANCIAL ENGINEERING	15	300	10	113	-	-	27 of 57 (-30)	
8	APPROACHING COMPLEXITY	15	200	10	101	-	-	47 of 57 (-10)	
12	BIG DATA FOR MARKETERS	15	200	10	101	-	-	71 of 58 (13)	
13	BLOCKCHAIN 101	15	240	1	87	-	-	48 of 57 (-9)	
14	BLOCKCHAIN: NETNOGRAPHIC ANALYSIS	15	400	20	133	-	-	12 of 10 (2)	
15	BOOSTING CREATIVITY- SKILL FOR LEADERS	15	300	2	83	-	-	62 of 57 (5)	

**MINIMUM DEMAND: 15 STUDENTS**

# SECOND BID: JANUARY 23-27

BINDING

1000 POINTS

FINAL BID



# SECOND BID INTERFACE

JANUARY 23-27

Courses Bidding 1 Results

**WARNING: you have not reached the limit of sessions (min. 90)**

Save

remember

Total Score (max. 1000): 75

Total Sessions (Min 90 max 105) : 80

Cod.	Course	PDF	Sessions	Points	Status	Incompatibilities
2	ADVANCED NEGOTIATIONS WORKSHOP		15	<input type="text" value="100"/>		
3	AFRICA: THE LAST DEVELOPMENT FRONTIER		15	<input type="text" value="0"/>		
6	APPLIED CORPORATE FINANCE		15	<input type="text" value="0"/>		
7	APPLIED FINANCIAL ENGINEERING		15	<input type="text" value="150"/>		
8	APPROACHING COMPLEXITY		15	<input type="text" value="0"/>		37, 49, 82, 91, 98, 102
9	ARTIFICIAL INTELLIGENCE PRINCIPLES		15	<input type="text" value="100"/>		26, 30, 38, 61, 70, 86, 122
12	BIG DATA FOR MARKETERS		15	<input type="text" value="0"/>		13, 51, 72, 91, 117
13	BLOCKCHAIN 101		15	<input type="text" value="0"/>		12, 17, 51, 72, 94, 117
14	BLOCKCHAIN: NETNOGRAPHIC ANALYSIS		15	<input type="text" value="0"/>		23, 25, 31, 35, 43, 48, 61, 68, 74, 85, 86, 93, 111, 115, 123
15	BOOSTING CREATIVITY- SKILL FOR LEADERS		15	<input type="text" value="150"/>		59, 61, 88, 96, 119, 122
16	BRANDING PERSONAL Y NETWORKING		15	<input type="text" value="0"/>		39, 50, 61, 69, 94, 103, 108, 132
17	BUSINESS 360 EXTENDED		15	<input type="text" value="0"/>		10, 24, 54, 70, 75, 80, 82, 89, 90, 100, 110, 118

Electives Bid have been saved successfully

Close

# SECOND BID RESULTS

Courses Bidding 2 Results

Cod.	Course	Sessions	Max.	Min.	Avg.	My Bid	Assigned	Capacity
38	DIGITAL MARKETING: SOCIAL, MOBILE AND ANALYTICS	15	400	15	160	200	Yes	27 of 29 (-2)
50	EXCEL FOR BUSINESS SOLUTIONS	15	200	80	131	100	Yes	21 of 29 (-8)
59	HANDS ON E-COMMERCE AND DIGITAL STRATEGY	15	390	100	182	250	Yes	26 of 29 (-3)
80	MARKETING STRATEGY FOR SUSTAINABILITY	15	400	100	177	200	Yes	9 of 29 (-20)
90	PRICING STRATEGY	15	200	1	103	100	Yes	20 of 29 (-9)
111	TECHNOLOGY AND BUSINESS STRATEGY	15	200	20	121	150	Yes	8 of 58 (-50)
1	ADVANCED CORPORATE FINANCE	15	180	15	128	-	-	10 of 29 (-19)
3	ADVANCED NEGOTIATION WORKSHOP	15	200	25	124	-	-	20 of 35 (-15)
5	ADVANCED TOPICS IN THE WORLD ECONOMY	15	200	15	103	-	-	8 of 29 (-21)
9	ANALISIS ECONOMICO DE PAISES	15	220	100	153	-	-	10 of 29 (-19)
10	APPLIED DATA ANALYTICS FOR BUSINESS LEADERS	15	170	20	119	-	-	5 of 58 (-53)
11	APPLIED FINANCIAL ENGINEERING	15	200	100	158	-	-	8 of 29 (-21)
12	ARTIFICIAL INTELLIGENCE & MACHINE LEARNING	15	200	15	123	-	-	11 of 58 (-47)
13	B2B MARKETING STRATEGY	15	200	15	124	-	-	10 of 15 (-5)
14	BANKING INDUSTRY: ANALYSIS AND INVESTMENT	15	200	170	185	-	-	2 of 58 (-56)
15	BIG DATA AND ARTIFICIAL INTELLIGENCE	15	330	15	166	-	-	30 of 29 (1)
16	BUILDING FINANCIAL PROJECTIONS	15	180	45	133	-	-	7 of 29 (-22)

**MINIMUM DEMAND: 15 STUDENTS**

# KEEP IN MIND

1.

CANNOT BID FOR INCOMPATIBLE COURSES

2.

SESSION REQUIRMENT

60 SESSIONS

3.

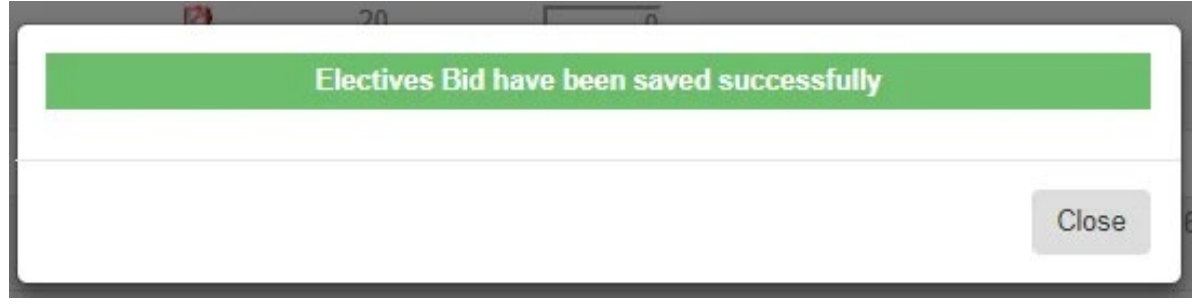
ENABLE POP-UPS

4.

SAVE YOUR BID!!

5.

AUDITING IS NOT ALLOWED



# ADD/DROP INTERFACE

JANUARY 30 – FEBRUARY 3

Courses Bidding 2 Add & Drop

Your Add-Drop Request was saved correctly however you have not reached the minimum limit of sessions (min. 90)

Total Sessions (min 90 max 105) : 90

Enrolled	Cod.	Course	Status	Sessions	Capacity	Incompatibilities
<input checked="" type="checkbox"/>	31	CUSTOMER EXPERIENCE MANAGEMENT	-	15	41 of 57 (-16)	14, 23, 25, 43, 68, 71, 74, 101
<input checked="" type="checkbox"/>	50	FAMILIES IN BUSINESS	-	15	46 of 57 (-11)	6, 16, 39, 44, 49, 61, 69, 94, 103, 108, 114, 132
<input checked="" type="checkbox"/>	91	NEGOCIACION, PERSUASION Y JUEGOS DE PODER	-	15	29 of 57 (-28)	6, 8, 12, 37, 51, 72, 82, 94, 102, 114, 117
<input checked="" type="checkbox"/>	99	PROJECT MANAGEMENT	-	15	58 of 58 (-4)	17, 54, 102
<input checked="" type="checkbox"/>	115	SUPPLY CHAIN MANAGEMENT	-	15	48 of 57 (-9)	2, 14, 35, 43, 48, 61, 85, 86, 111, 123
<input checked="" type="checkbox"/>	119	TECHNOLOGY AND BUSINESS STRATEGY	-	15	57 of 58 (-1)	15, 18, 59, 61, 66, 88, 96, 122
<input type="checkbox"/>	9	ARTIFICIAL INTELLIGENCE PRINCIPLES	-	15	44 of 57 (-13)	26, 30, 38, 61, 70, 86, 122
<input type="checkbox"/>	19	BUSINESS MODEL AND DIGITAL TRANSFORMATION	-	15	50 of 57 (-7)	56, 89, 109, 112, 121
<input type="checkbox"/>	36	DIGITAL TRANSFORMATION IN ACTION	No Add/Drop	15	25 of 57 (-32)	30, 61, 85, 86, 87, 122
<input type="checkbox"/>	40	EFFECTIVE COMMUNICATION	Full	15	25 of 25 (0)	7, 44, 45, 49, 53, 59, 88
<input type="checkbox"/>	42	EFFICIENT PROBLEM SOLVING	-	15	23 of 57 (-34)	26, 34, 38, 47, 70, 75, 79, 81, 118
<input type="checkbox"/>	87	MAXIMIZE YOUR NEGOTIATION POWER & SUCCESS	No Add/Drop	15	50 of 57 (-7)	30, 36, 41, 61, 85, 86, 122
<input type="checkbox"/>	2	ADVANCED NEGOTIATIONS WORKSHOP	-	15	34 of 35 (-1)	3, 14, 32, 35, 43, 93, 111, 115, 118
<input type="checkbox"/>	3	AFRICA: THE LAST DEVELOPMENT FRONTIER	-	15	16 of 57 (-41)	2, 43, 48, 61, 93, 111
<input type="checkbox"/>	6	APPLIED CORPORATE FINANCE	-	15	47 of 58 (-11)	13, 17, 50, 51, 72, 91, 94, 114, 132
<input type="checkbox"/>	7	APPLIED FINANCIAL ENGINEERING	-	15	22 of 57 (-35)	8, 40, 49, 54, 59, 82, 98, 102, 130
<input type="checkbox"/>	8	APPROACHING COMPLEXITY	-	15	35 of 57 (-22)	7, 37, 49, 82, 91, 98, 102
<input type="checkbox"/>	12	BIG DATA FOR MARKETERS	-	15	53 of 58 (-5)	13, 51, 72, 91, 117
<input type="checkbox"/>	13	BLOCKCHAIN 101	-	15	24 of 57 (-33)	6, 12, 17, 51, 72, 94, 117



# WITHDRAWAL GRADE NOTATION

1.

COURSE  
WITHDRAWAL  
OUTSIDE  
ADD/DROP PERIOD

2.

BEFORE  
COURSE STARTS

3.

MAX OF 2  
WITHDRAWALS

4.

“W” WILL APPEAR  
ON YOUR  
TRANSCRIPT

No impact on  
Student GPA

5.

CANNOT  
WITHDRAW A  
COURSE WITH  
MINIMUM CAPACITY

**KEEP IN MIND...**

# VENTURE LAB

- 15 SESSIONS
- ANYONE CAN APPLY
- NO BIDDING PROCESS:  
SEPARATE SELECTION  
PROCESS
- ONCE SELECTED, REMEMBER TO  
ADJUST YOUR COURSES  
DURING THE ADD/DROP
- CONTACT: [pdletraz@faculty.ie.edu](mailto:pdletraz@faculty.ie.edu)





# Google Analytics

## GOOGLE ANALYTICS

- 15 SESSIONS
- COUNT AS 5th COURSE
- NGS/NGU
- ON YOUR TRANSCRIPT
- Preparation for the Google Analytics certification

# SUSTAINABILITY CERTIFICATE - ELECTIVES

BUSINESS BASE OF PYRAMID

SUSTAINABILITY REPORTING

MARKETING STRATEGY FOR SUSTAINABILITY

SOCIAL ENTREPRENEURSHIP AND IMPACT  
INVESTING

SUSTAINABLE FINANCE

## SUSTAINABLE DEVELOPMENT GOALS



# ACADEMIC IMMERSION MONTH

# International MBA 15 Months

## Academic calendar

### PERIODS

ONLINE PRE-PROGRAMS: ACCESS DEC. 11th; DEADLINE JAN. 21st

OPENING DAY: ■ JAN. 9th

ORIENTATION: ■ JAN. 10th - JAN. 19th

TERM I: ■ JAN. 22nd - APR. 30th

TERM II: ■ MAY. 13th - JUL. 26th

CONCENTRATIONS: ■ SEP. 2nd - NOV. 6th

SHORT EXCHANGE WEEKS: ■ SEE CALENDAR

EXAM PERIODS: ■ SEE CALENDAR

GLOBAL IMMERSION MONTH: ■ NOV. 11th - DEC. 5th

LAB PERIOD: ■ DEC. 9th - JAN. 31st

ELECTIVES: ■ FEB. 4th - APR. 4th

FINAL EXAM: ■ SEE CALENDAR

GRADUATION: ■ JUL. 18th

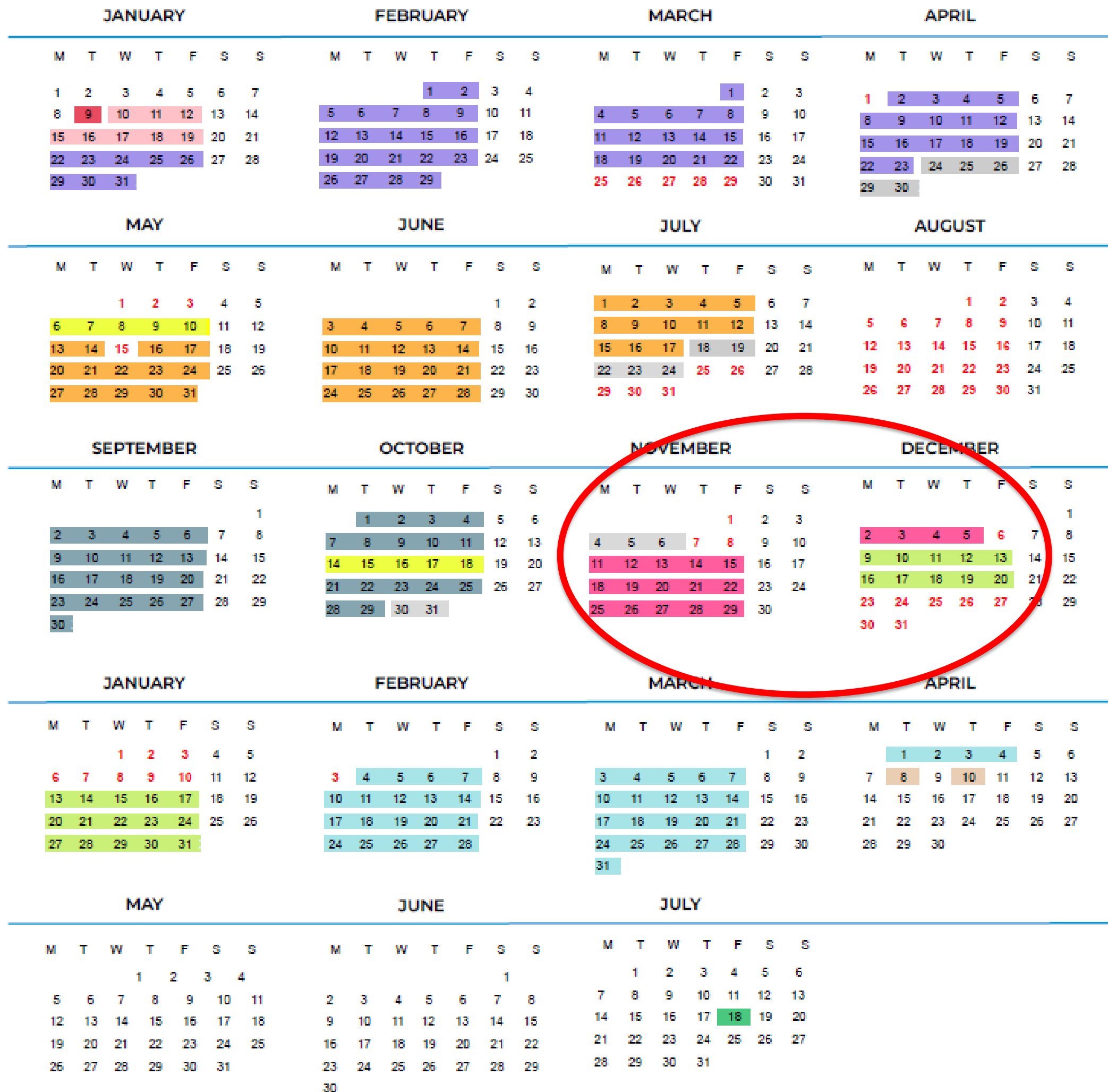
### HOLIDAYS BREAKS

**SPRING BREAK:** MARCH 25th - APRIL 1st

**SUMMER BREAK:** JULY 25th - AUGUST 30th

**WINTER BREAK:** DECEMBER 23rd - JANUARY 10th

**DAYS OFF:** SEE CALENDAR



# ACADEMIC IMMERSION MONTH: November 11th to December 5th

1.

CUSTOMIZABLE

Choose your courses and design your schedule

2.

SESSION  
REQUIREMENT

32-45 sessions

Courses have between 8 to 12 sessions

3.

GRADES

NGS/NGU

4.

CAPACITY

56 Students per course

5.

ATTENDANCE

Face-to-face

20% allowed absences

# HOW DO I CHOOSE MY COURSE?

# BIDDING PROCESS



BID 1: SELECTION

OCTOBER 17-21


BID 2: COMMITMENT

OCTOBER 24-28

# WHERE IS THE BIDDING PLATFORM?

PROGRAM INFORMATION IMBA-ENG15 2024  
JANUARY

*NOT ELECTIVES!*



ie

- Institution Page
- CAMILLA BONATI
- Activity Stream
- Courses
- Organizations

## Organizations

Search your organizations  
IMBA-ENG152024j

1 result "IMBA-ENG152024j" ✕

### Others

IMBA-ENG152024January  
Program Information IMBA-ENG15 2024 January  
Open | [Multiple Leaders](#) | More info ▾

List of available Electives Bids

S-Electives

S-ACADEMIC IMMERSION MONTH



# **FIRST BID: OCTOBER 17-21**

**NOT BINDING**

**1000 POINTS**

**SCHEDULE**

**INCOMPATIBILITIES**

**GAUGE DEMAND**

AREA	NO.	Incompatibilities	COURSE NAME
Marketing	11	14, 45, 50, 58, 111, 12	BIG DATA FOR MARKETERS
Human Science & Technology	12	1, 5, 27, 73, 78, 82, 13	BLOCKCHAIN 101
HR & Skills	13	17, 20, 41, 45, 63, 127	BOOSTING CREATIVITY- SKILL FOR LEAD
HR & Skills	14	11, 50, 58, 108, 111, 1	BRANDING PERSONAL Y NETWORKING
Marketing	15	6, 8, 27, 31, 43, 46, 82	BUSINESS AT BASE OF PYRAMID & IMPA
Operations	16	29, 32, 34, 36, 42, 72,	BUSINESS MODEL AND DIGITAL TRANSF
Operations	17	4, 7, 13, 41, 53, 63, 75	BUSINESS PROCESS INNOVATION
Human Science & Technology	18	22, 29, 38, 57, 69, 86,	BUSINESS STORYTELLING & INFLUENCE
Finance	20	4, 13, 41, 45, 63, 65, 1	CAPITAL MARKETS, DERIVATIVES & RIS
Info Systems & Technology	22	18, 29, 38, 57, 69, 86,	COEXISTING WITH THE ONLINE GIANTS
HR & Skills	23	33, 49, 55, 66, 67, 76,	COMUNICACION PRODUCTIVA
Economics	25	43, 54, 60, 64, 90, 91,	COUNTRY ECONOMIC ANALYSIS
Info Systems & Technology	27	1, 6, 12, 15, 31, 64, 78	CRYPTOECONOMY: FROM BITCOIN TO T
Law	28	34, 35, 36, 38, 42, 81,	CULTURE & VALUES AS COMPETITIVE A
Info Systems & Technology	29	16, 18, 22, 36, 57, 69,	CUSTOMER ANALYTICS
Design & Management	31	1, 6, 15, 27, 64,	DESIGN YOUR LIFE - GRADUATION AND
Marketing	32	16, 34, 36, 42, 81, 89,	DESIGNING VIRAL MARKETING CAMPA
Marketing	33	23, 46, 49, 74, 83, 84,	DIGITAL MARKETING, SOCIAL, MOBILE &
Info Systems & Technology	34	16, 28, 32, 35, 36, 42,	DIGITAL TRANSFORMATION DOING
Operations	35	28, 34, 36, 38, 42, 81,	DIRECCION ESTRATEGICA DE PROYECTO
Marketing	36	16, 28, 29, 32, 34, 35,	DIRECCION ESTRATEGICA DE VENTAS
Economics	37	2, 51, 70, 96, 97, 110,	DOING BUSINESS IN AFRICA
Info Systems & Technology	38	18, 22, 28, 35, 36, 42,	DRIVING INNOVATION IN MODERN OR
Control	39	10, 40, 48, 74, 82, 84,	DUE DILIGENCE, FUSIONES Y PROJECT F
Control	40	10, 39, 46, 48, 82, 84,	DUE DILIGENCE, M&A, PROJECT FINAN
HR & Skills	41	4, 13, 17, 20, 45, 63, 6	EFFECTIVE COMMUNICATION
Design & Management	42	16, 28, 32, 34, 35, 36,	EFFECTIVE PRESENTATIONS DESIGN
Design & Management	43	1, 6, 8, 15, 25, 46, 54,	EFFICIENT PROBLEM SOLVING
Economics	45	4, 11, 13, 20, 41, 63, 1	EMERGING MARKETS & THE INTERNATI
Entrepreneurship	46	6, 8, 15, 33, 40, 43, 49	ENTREPRENEURIAL ACQUISITION
Finance	47	54, 90, 91, 104, 106, 1	ENTREPRENEURSHIP & CAPITAL MARKE
Entrepreneurship	48	10, 39, 40, 74, 82, 84,	ENTREPRENEURSHIP & VENTURE CAPIT
Finance	49	23, 33, 46, 74, 82, 83,	EQUITY VALUATION
Human Science & Technology	50	11, 14, 58, 108, 111, 1	ERP TRANSFORMATION IN THE DIGITAL
Info Systems & Technology	51	2, 37, 70, 96, 97, 104,	EXCEL FOR BUSINESS SOLUTIONS
HR & Skills	52	7, 53, 75, 77, 100,	EXEMPLARY LEADERSHIP PRACTICE

# GETTING READY FOR THE 1<sup>ST</sup> BID

## ELECTIVE GUIDE AND INDEX:

- Calendar
- Incompatibilities because of:
  - Content overlap
  - Scheduling among courses

# FIRST BID INTERFACE

OCTOBER 17-21

Courses Bidding 1 Results

**WARNING: you have not reached the limit of sessions (min. 90)**

Save

remember

Total Score (max. 1000): 75

Total Sessions (Min 90 max 105) : 80

Cod.	Course	PDF	Sessions	Points	Status	Incompatibilities
2	ADVANCED NEGOTIATIONS WORKSHOP		15	<input type="text" value="100"/>		
3	AFRICA: THE LAST DEVELOPMENT FRONTIER		15	<input type="text" value="0"/>		
6	APPLIED CORPORATE FINANCE		15	<input type="text" value="0"/>		
7	APPLIED FINANCIAL ENGINEERING		15	<input type="text" value="150"/>		
8	APPROACHING COMPLEXITY		15	<input type="text" value="0"/>		37, 49, 82, 91, 98, 102
9	ARTIFICIAL INTELLIGENCE PRINCIPLES		15	<input type="text" value="100"/>		26, 30, 38, 61, 70, 86, 122
12	BIG DATA FOR MARKETERS		15	<input type="text" value="0"/>		13, 51, 72, 91, 117
13	BLOCKCHAIN 101		15	<input type="text" value="0"/>		12, 17, 51, 72, 94, 117
14	BLOCKCHAIN: NETNOGRAPHIC ANALYSIS		15	<input type="text" value="0"/>		23, 25, 31, 35, 43, 48, 61, 68, 74, 85, 86, 93, 111, 115, 123
15	BOOSTING CREATIVITY- SKILL FOR LEADERS		15	<input type="text" value="150"/>		59, 61, 88, 96, 119, 122
16	BRANDING PERSONAL Y NETWORKING		15	<input type="text" value="0"/>		39, 50, 61, 69, 94, 103, 108, 132
17	BUSINESS 360 EXTENDED		15	<input type="text" value="0"/>		10, 21, 51, 70, 75, 80, 82, 89, 90, 100, 110, 118

Electives Bid have been saved successfully

Close

# FIRST BID RESULTS

		Courses	Bidding 1	Results					
Cod.	Course	Sessions	Max.	Min.	Avg.	My Bid	Assigned	Capacity	
31	CUSTOMER EXPERIENCE MANAGEMENT	15	201	1	85	150	-	66 of 57 (9)	
50	FAMILIES IN BUSINESS	15	500	1	152	150	-	50 of 57 (-7)	
91	NEGOCIACION, PERSUASION Y JUEGOS DE PODER	15	160	10	92	100	-	39 of 57 (-18)	
99	PROJECT MANAGEMENT	15	397	1	137	150	-	100 of 58 (42)	
115	SUPPLY CHAIN MANAGEMENT	15	250	10	119	150	-	60 of 57 (3)	
119	TECHNOLOGY AND BUSINESS STRATEGY	15	396	2	146	135	-	94 of 58 (36)	
9	ARTIFICIAL INTELLIGENCE PRINCIPLES	15	200	1	76	100	-	66 of 57 (11)	
19	BUSINESS MODEL AND DIGITAL TRANSFORMATION	15	200	1	86	150	-	66 of 57 (9)	
36	DIGITAL TRANSFORMATION IN ACTION	15	121	5	75	55	-	48 of 57 (-9)	
40	EFFECTIVE COMMUNICATION	15	250	4	119	4	-	43 of 25 (18)	
42	EFFICIENT PROBLEM SOLVING	15	155	10	72	70	-	41 of 57 (-16)	
87	MAXIMIZE YOUR NEGOTIATION POWER & SUCCESS	15	161	1	93	6	-	68 of 57 (11)	
2	ADVANCED NEGOTIATIONS WORKSHOP	15	351	5	133	-	-	86 of 35 (51)	
3	AFRICA: THE LAST DEVELOPMENT FRONTIER	15	200	1	69	-	-	20 of 57 (-37)	
6	APPLIED CORPORATE FINANCE	15	250	10	124	-	-	66 of 58 (8)	
7	APPLIED FINANCIAL ENGINEERING	15	300	10	113	-	-	27 of 57 (-30)	
8	APPROACHING COMPLEXITY	15	200	10	101	-	-	47 of 57 (-10)	
12	BIG DATA FOR MARKETERS	15	200	10	101	-	-	71 of 58 (13)	
13	BLOCKCHAIN 101	15	240	1	87	-	-	48 of 57 (-9)	
14	BLOCKCHAIN: NETNOGRAPHIC ANALYSIS	15	400	20	133	-	-	12 of 10 (2)	
15	BOOSTING CREATIVITY- SKILL FOR LEADERS	15	300	2	83	-	-	62 of 57 (5)	

**MINIMUM DEMAND: 15 STUDENTS**

# SECOND BID: OCTOBER 24-28

BINDING

1000 POINTS

FINAL BID



# SECOND BID INTERFACE

OCTOBER 24-28

Courses Bidding 1 Results

**WARNING: you have not reached the limit of sessions (min. 90)**

Save

remember

Total Score (max. 1000): 75

Total Sessions (Min 90 max 105) : 80

Cod.	Course	PDF	Sessions	Points	Status	Incompatibilities
2	ADVANCED NEGOTIATIONS WORKSHOP		15	<input type="text" value="100"/>		
3	AFRICA: THE LAST DEVELOPMENT FRONTIER		15	<input type="text" value="0"/>		
6	APPLIED CORPORATE FINANCE		15	<input type="text" value="0"/>		
7	APPLIED FINANCIAL ENGINEERING		15	<input type="text" value="150"/>		
8	APPROACHING COMPLEXITY		15	<input type="text" value="0"/>		37, 49, 82, 91, 98, 102
9	ARTIFICIAL INTELLIGENCE PRINCIPLES		15	<input type="text" value="100"/>		26, 30, 38, 61, 70, 86, 122
12	BIG DATA FOR MARKETERS		15	<input type="text" value="0"/>		13, 51, 72, 91, 117
13	BLOCKCHAIN 101		15	<input type="text" value="0"/>		12, 17, 51, 72, 94, 117
14	BLOCKCHAIN: NETNOGRAPHIC ANALYSIS		15	<input type="text" value="0"/>		23, 25, 31, 35, 43, 48, 61, 68, 74, 85, 86, 93, 111, 115, 123
15	BOOSTING CREATIVITY- SKILL FOR LEADERS		15	<input type="text" value="150"/>		59, 61, 88, 96, 119, 122
16	BRANDING PERSONAL Y NETWORKING		15	<input type="text" value="0"/>		39, 50, 61, 69, 94, 103, 108, 132
17	BUSINESS 260 EXTENDED		15	<input type="text" value="0"/>		10, 24, 54, 70, 75, 80, 82, 89, 90, 100, 110, 118

Electives Bid have been saved successfully

Close

# SECOND BID RESULTS

Courses

Bidding 2

Results

Cod.	Course	Sessions	Max.	Min.	Avg.	My Bid	Assigned	Capacity
38	DIGITAL MARKETING: SOCIAL, MOBILE AND ANALYTICS	15	400	15	160	200	Yes	27 of 29 (-2)
50	EXCEL FOR BUSINESS SOLUTIONS	15	200	80	131	100	Yes	21 of 29 (-8)
59	HANDS ON E-COMMERCE AND DIGITAL STRATEGY	15	390	100	182	250	Yes	26 of 29 (-3)
80	MARKETING STRATEGY FOR SUSTAINABILITY	15	400	100	177	200	Yes	9 of 29 (-20)
90	PRICING STRATEGY	15	200	1	103	100	Yes	20 of 29 (-9)
111	TECHNOLOGY AND BUSINESS STRATEGY	15	200	20	121	150	Yes	8 of 58 (-50)
1	ADVANCED CORPORATE FINANCE	15	180	15	128	-	-	10 of 29 (-19)
3	ADVANCED NEGOTIATION WORKSHOP	15	200	25	124	-	-	20 of 35 (-15)
5	ADVANCED TOPICS IN THE WORLD ECONOMY	15	200	15	103	-	-	8 of 29 (-21)
9	ANALISIS ECONOMICO DE PAISES	15	220	100	153	-	-	10 of 29 (-19)
10	APPLIED DATA ANALYTICS FOR BUSINESS LEADERS	15	170	20	119	-	-	5 of 58 (-53)
11	APPLIED FINANCIAL ENGINEERING	15	200	100	158	-	-	8 of 29 (-21)
12	ARTIFICIAL INTELLIGENCE & MACHINE LEARNING	15	200	15	123	-	-	11 of 58 (-47)
13	B2B MARKETING STRATEGY	15	300	1	144	-	-	10 of 15 (-5)
14	BANKING INDUSTRY: ANALYSIS AND INVESTMENT	15	200	170	185	-	-	2 of 58 (-56)
15	BIG DATA AND ARTIFICIAL INTELLIGENCE	15	330	15	166	-	-	30 of 29 (1)
16	BUILDING FINANCIAL PROJECTIONS	15	180	45	133	-	-	7 of 29 (-22)

**MINIMUM DEMAND: 15 STUDENTS**

# KEEP IN MIND

1.

CANNOT BID FOR INCOMPATIBLE COURSES

2.

SESSION REQUIRMENT

32-45 SESSIONS

3.

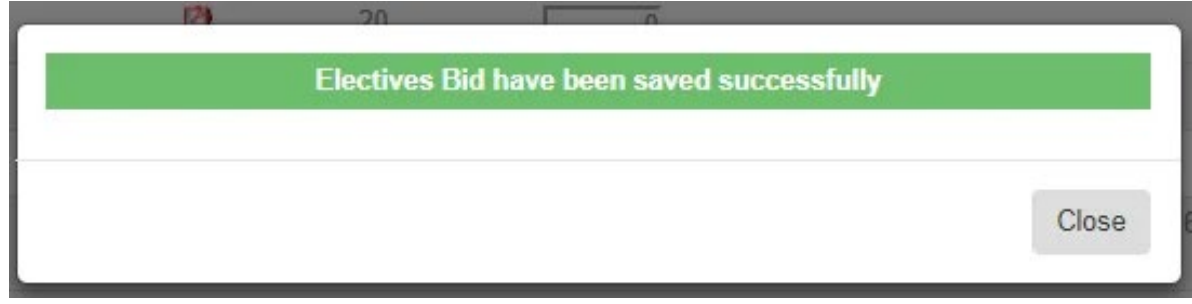
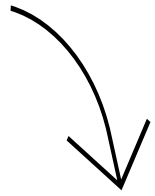
ENABLE POP-UPS

4.

SAVE YOUR BID!!

5.

AUDITING IS NOT ALLOWED



# WITHDRAWAL GRADE NOTATION

1.

BEFORE  
COURSE STARTS

2.

MAX OF 2  
WITHDRAWALS

3.

“W” WILL APPEAR  
ON YOUR  
TRANSCRIPT

No impact on  
Student GPA

4.

CANNOT  
WITHDRAW A  
COURSE WITH  
MINIMUM CAPACITY

# BIDDING PROCESS

## ELECTIVES & ACADEMIC IMMERSION MONTH

### ELECTIVES

PRE-BID

SEPTEMBER 26-30

BID 1: SELECTION

JANUARY 16-20

BID 2: COMMITMENT

JANUARY 23-27

1st ADD/DROP

JAN 30- FEB 3



BID 1: SELECTION

OCTOBER 17-21

BID 2: COMMITMENT

OCTOBER 24-28

### ACADEMIC IMMERSION MONTH

# SELECT THE CORRECT BID

List of available Electives Bids

S-Electives

S-ACADEMIC IMMERSION MONTH

# KEEP IN MIND

YOU CANNOT TAKE THE SAME COURSE TWICE!!

Some courses may be repeated in the  
concentrations/AIM/electives

**THANK YOU!**

Camilla.Bonati@ie.edu