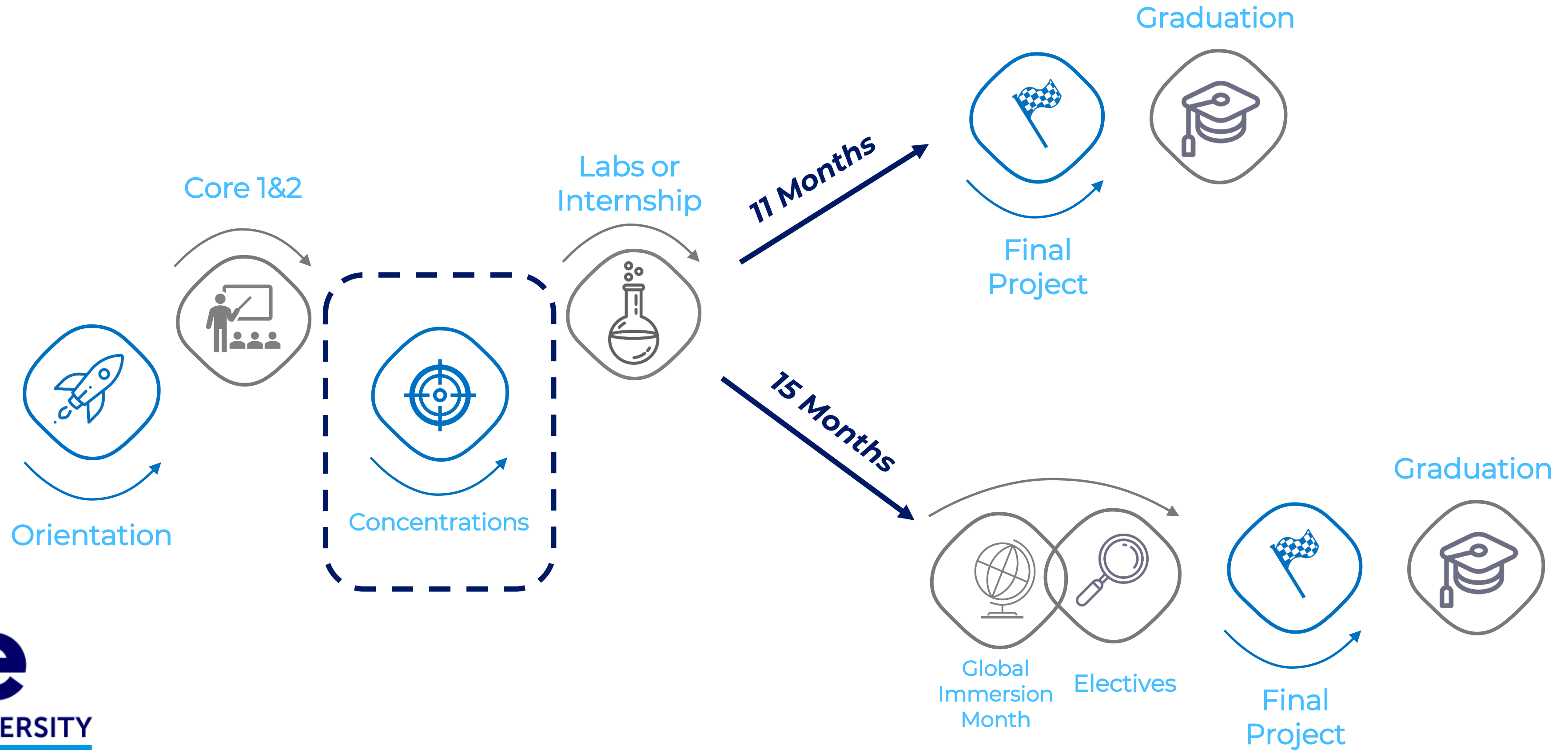




# CONCENTRATIONS INFO SESSION

IMBA JAN25 Intake

# GENERAL OVERVIEW OF THE PROGRAM



# YOU STARTED TO EXPLORE THE PATHWAYS...

Career Pathway  
insights

Career Areas

Role Models





# NOW IS TIME TO CHOOSE A CONCENTRATION

Increase technical skillset

Deep dive - Gain knowledge

Increase employability

# PATHWAY JOURNEYS ENHANCED BY THE CONCENTRATIONS



**Ximena Errazuriz**

## Background:

Industrial Eng.  
Product Manager at  
Toteat Analytics



## Career Goal:

**Plan A:** Entrepreneur  
**Plan B:** Tech Consultant

## Concentration:

Digital Business &  
Transformation

## Internship

Data Product Manager  
at Toqio

## Global Immersion Month

St Galle University  
in Switzerland



## AWARDS:

Dean's List &  
Beta Gama  
Sigma

## Lab

Tech Lab  
Overall Winner  
Award



## After

## Graduation:

MBA Leadership  
Program - Strategic  
Planner Europe

# PATHWAY JOURNEYS ENHANCED BY THE CONCENTRATIONS



**Philipp Egli**

## Background:

Mechanical Eng.  
Sr Tech Consultant  
at D-One-AI



d-one.ai

## Career Goal:

Plan A: Consultant  
Plan B: Entrepreneur

Summer   
Internship

## AWARDS:

Dean's List &  
Beta Gama  
Sigma



## Concentration:

Strategy, Organization &  
Transformation

## Lab

Startup Lab 3rd  
Place Award



## Electives:

Finances &  
Strategy

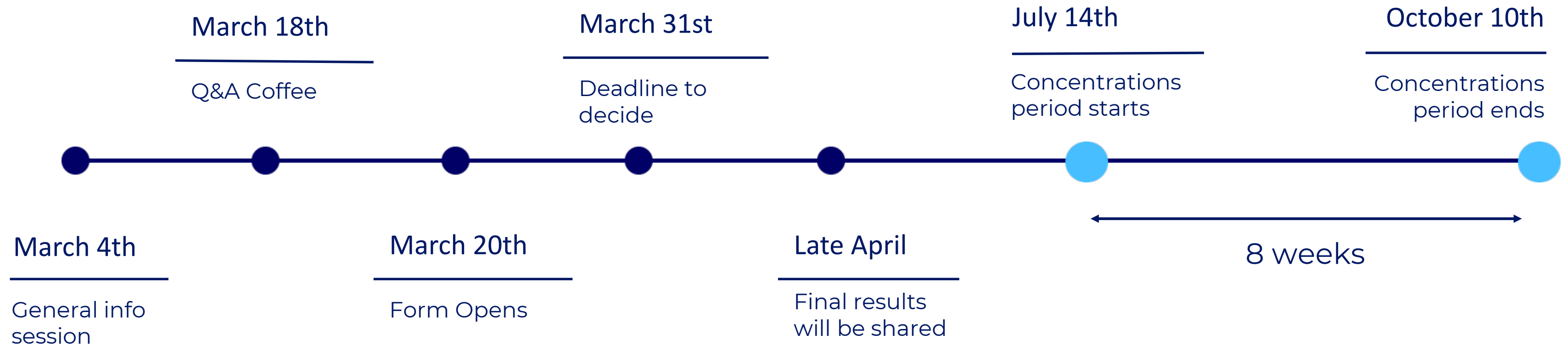
## After

## Graduation:

Associate  
Consultant

# TIMELINE

# CONCENTRATIONS TIMELINE



# CONCENTRATIONS

July – October 2025



# CONCENTRATIONS

1. Marketing, Branding & Sales
2. Digital Business, Transformation & Innovation
3. Entrepreneurship & Corporate Innovation
4. Finance & Investments
5. International Business & Strategic Foresight
6. Product Management & Service Design
7. Strategy, Organization & Transformation
8. Sustainability & Business Transformation

# PATHWAY FROM AN ACADEMIC PERSPECTIVE: MARKETING, BRANDING & SALES

15 MONTHS

11 MONTHS

## CORE PERIOD

Marketing Management

## CONCENTRATION

**Accelerating Business Development & Sales in a Digital World**

**Brand Management**

**Customer Experience**

**Digital Marketing, Social Media, Mobile & Analytics**

**Marketing Strategy for Sustainability**

**Neuromarketing: What Happens in Our Customer's Mind**

## LAB PERIOD

**Startup Lab**

**Tech Lab**

Business Impact Lab

Social Impact Lab

## ELECTIVES\*

Business At The Base Of Pyramid & Impact Investment

Marketing Analytics for Entrepreneurs

Services Marketing & Customer Strategy

Sports Marketing and Value Creation

Marketing In The Fashion & Luxury Industry

Marketing Strategy For Decision Making

## (OPTIONAL) DUAL DEGREES

IMBA + Master in Customer Experience & Innovation

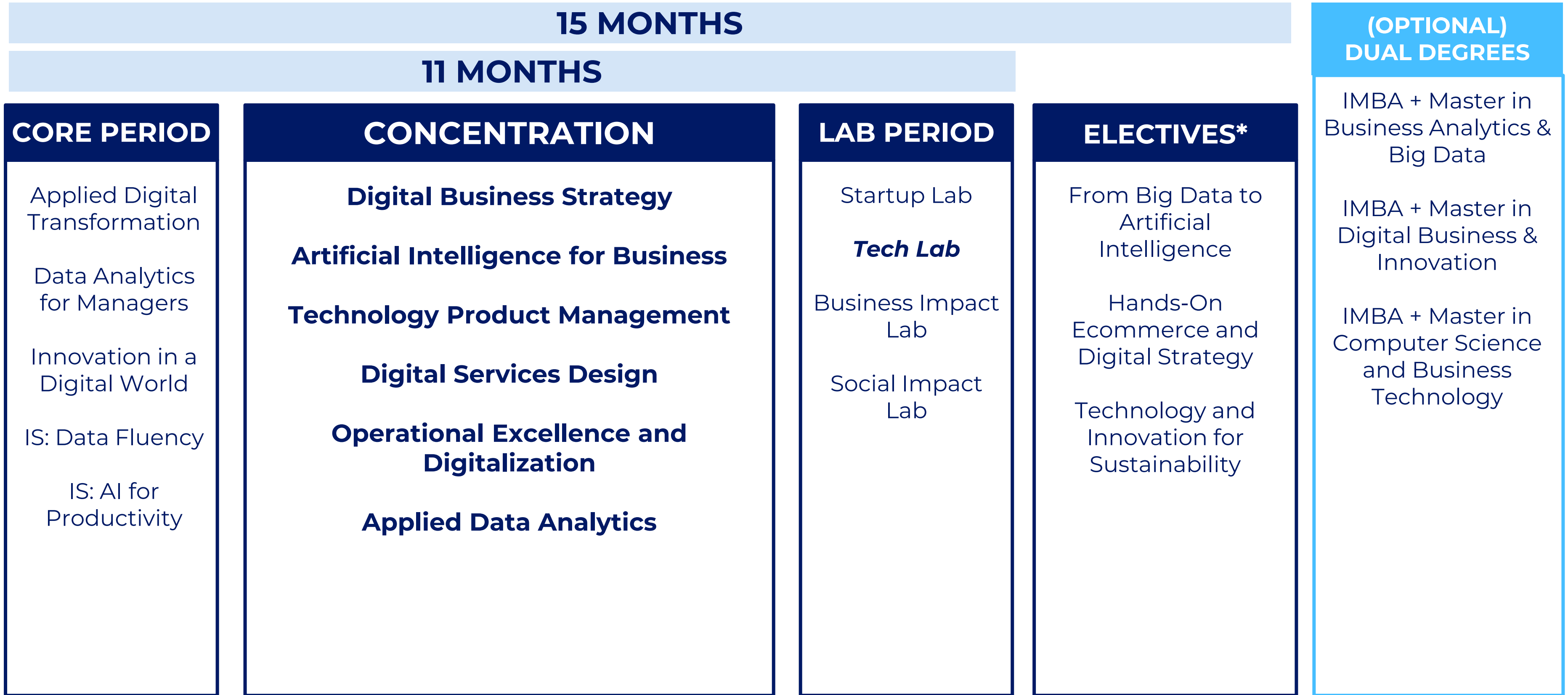
IMBA + Master in Strategic Marketing and Communication

IMBA + Master in Market Research and Consumer Behavior

IMBA + Master in Creative Direction, Communication and Branding

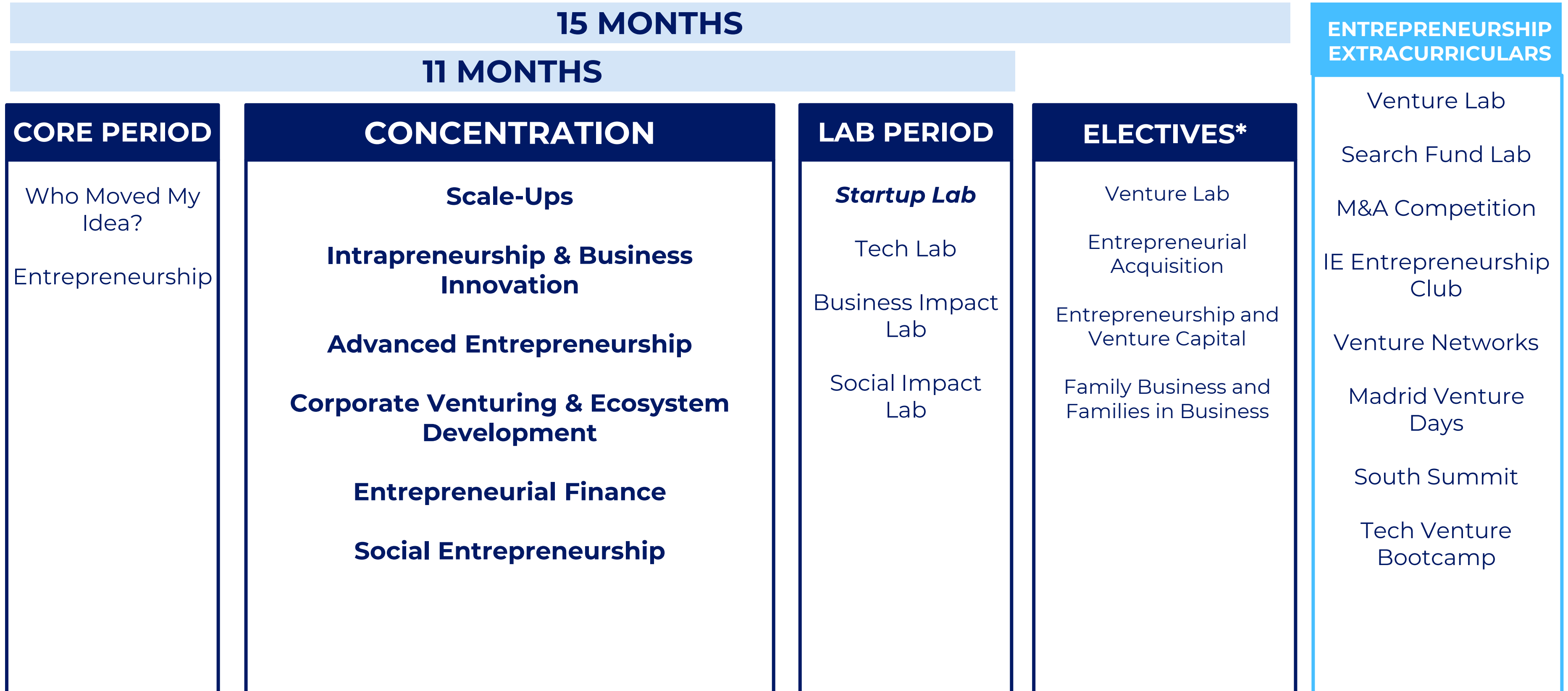
\* **Please note:** These electives are examples from past intakes meant for reference.

# PATHWAY FROM AN ACADEMIC PERSPECTIVE: DIGITAL BUSINESS, TRANSFORMATION & INNOVATION



\* **Please note:** These electives are examples from past intakes meant for reference.

# PATHWAY FROM AN ACADEMIC PERSPECTIVE: ENTREPRENEURSHIP & CORPORATE INNOVATION



\* **Please note:** These electives are examples from past intakes meant for reference.

# PATHWAY FROM AN ACADEMIC PERSPECTIVE: FINANCE & INVESTMENTS

15 MONTHS

11 MONTHS

CORE PERIOD	CONCENTRATION	LAB PERIOD	ELECTIVES*	(OPTIONAL) DUAL DEGREES
<p>Financial Markets</p> <p>Financial Reporting and Analysis</p> <p>Corporate Finance</p> <p>Managerial Accounting</p>	<p><b>Advanced Corporate Finance</b></p> <p><b>FinTech, Digital Finance &amp; Defi</b></p> <p><b>Real Estate Finance</b></p> <p><b>Financial Modelling</b></p> <p><b>Asset Management &amp; Global Markets</b></p> <p><b>Corporate Finance &amp; Investment Banking</b></p>	<p><b>Startup Lab</b></p> <p><b>Tech Lab</b></p> <p>Business Impact Lab</p> <p>Social Impact Lab</p>	<p>Advanced Financial Statements Analysis</p> <p>Building Financial Projections</p> <p>Wealth Management</p>	<p>IMBA + Master in Finance</p>

\* **Please note:** These electives are examples from past intakes meant for reference.

# PATHWAY FROM AN ACADEMIC PERSPECTIVE: INTERNATIONAL BUSINESS & STRATEGIC FORESIGHT

15 MONTHS

11 MONTHS

## CORE PERIOD

Business,  
Government &  
Sustainability

## CONCENTRATION

**Challenges Of Decarbonizing World  
Economy By 2050**

**China: Economy, Technology &  
Geopolitics**

**How To Expand Internationally:  
Managing Economic Risks**

**Geopolitics for Business People**

**Country Economic Analysis**

**Regional & Urban Economics and  
Development**

## LAB PERIOD

Startup Lab

**Tech Lab**

**Business  
Impact Lab**

Social Impact  
Lab

## ELECTIVES\*

Navigating  
Deglobalization

Strategic Foresight:  
Navigating  
Uncertainty

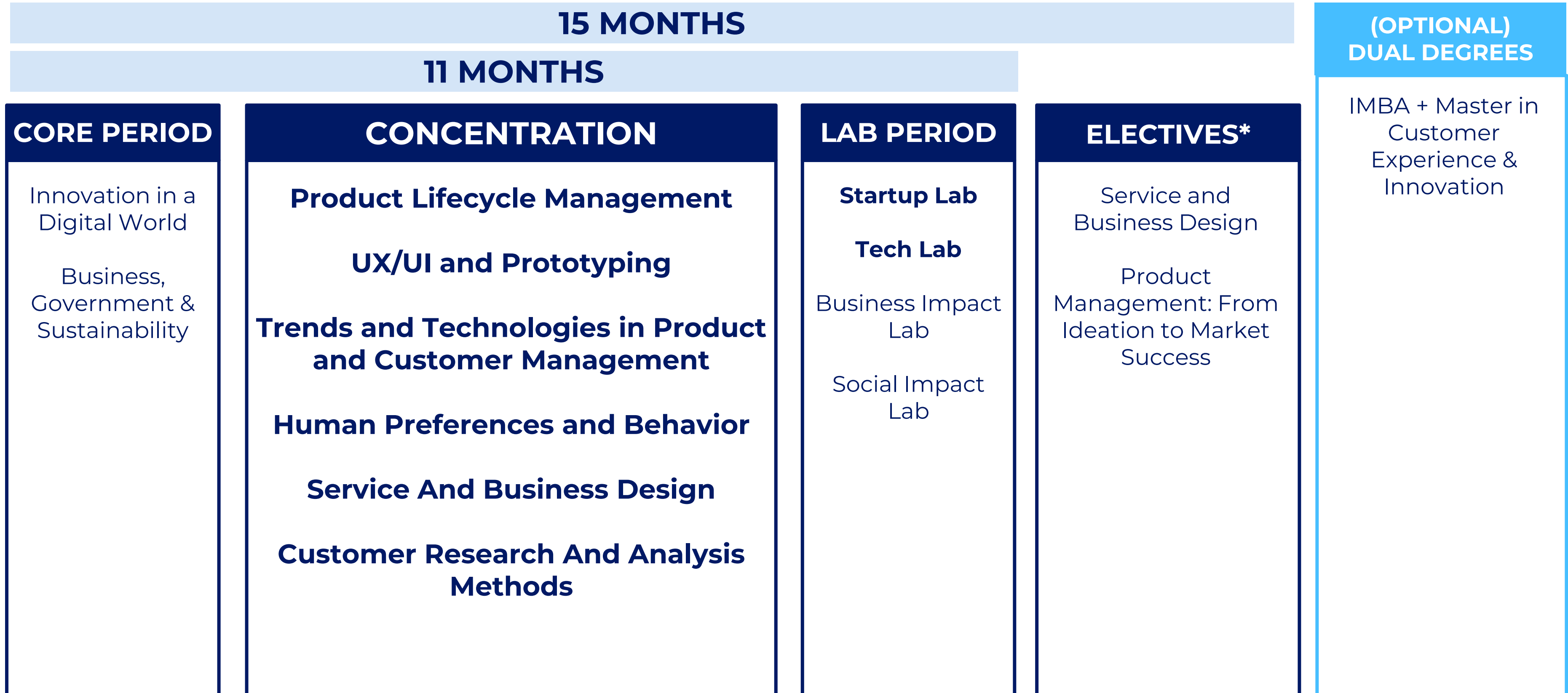
## (OPTIONAL) DUAL DEGREES

IMBA + Master in  
International  
Development

IMBA + Master in  
International  
Relations

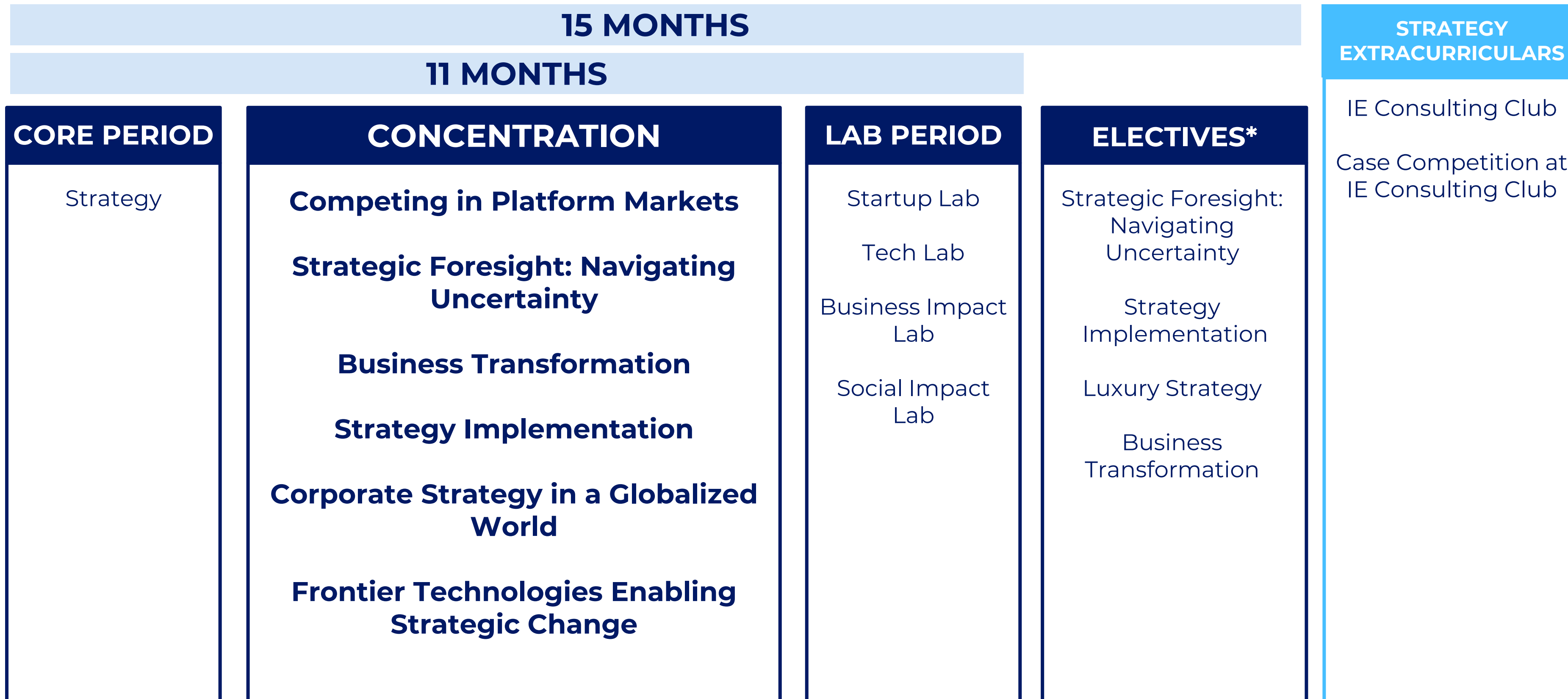
\* **Please note:** These electives are examples from past intakes meant for reference.

# PATHWAY FROM AN ACADEMIC PERSPECTIVE: PRODUCT MANAGEMENT & SERVICE DESIGN



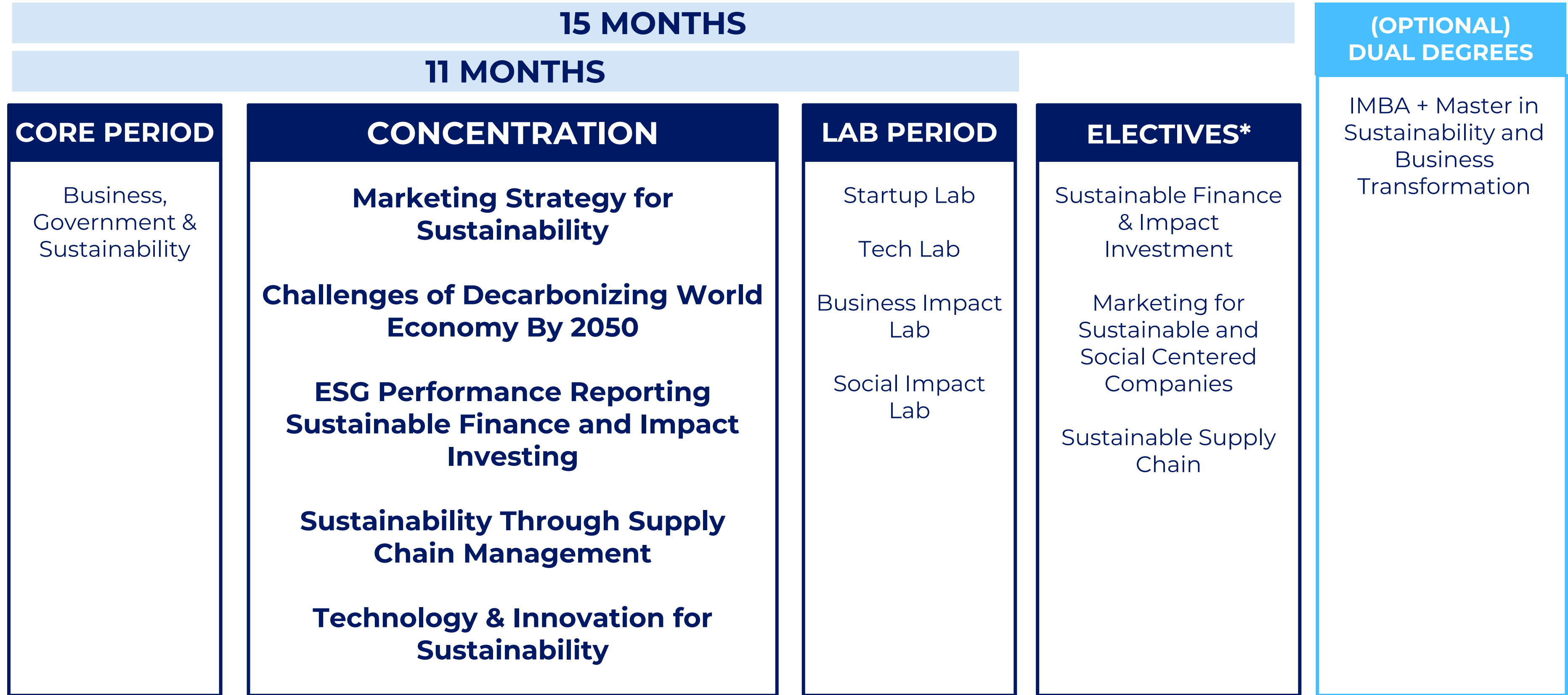
\* **Please note:** These electives are examples from past intakes meant for reference.

# PATHWAY FROM AN ACADEMIC PERSPECTIVE: STRATEGY, ORGANIZATION & TRANSFORMATION



\* **Please note:** These electives are examples from past intakes meant for reference.

# PATHWAY FROM AN ACADEMIC PERSPECTIVE: SUSTAINABILITY & BUSINESS TRANSFORMATION

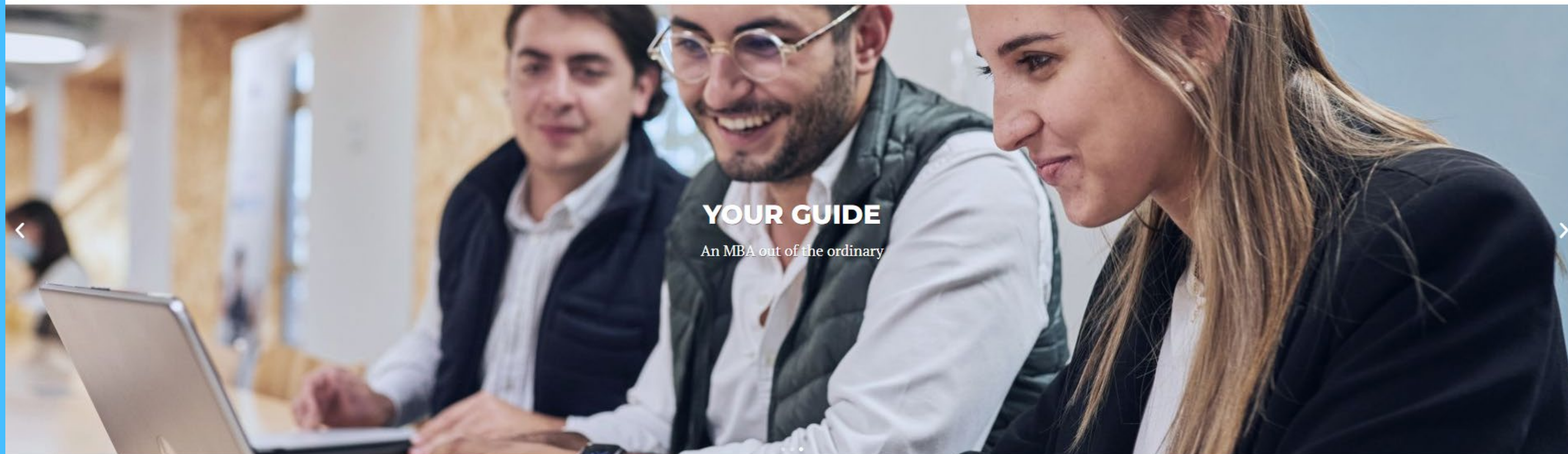


\* **Please note:** These electives are examples from past intakes meant for reference.

# APPLICATION PROCESS

# CONCENTRATIONS PAGE LINK

- Info session presentation
- Syllabi from past intakes for reference.
- All new info will be uploaded to this page.



## YOUR GUIDE

An MBA out of the ordinary



### WELCOME TO THE STUDENT GUIDE

Welcome to IE Business School and to your IMBA Program!

Meet the IMBA Program Management Team on Campus

C/ María de Molina, 31, 6th Floor

# APPLICATION PROCESS



Rank your preferences

Fill up the form as many times as you want, only the last one counts.

Minimum capacity: 10 students  
Maximum capacity: 58 students

**The form will be shared via the Weekly Newsletter**

**THANK YOU!**