

## IMBA - SAMPLE LIST OF ELECTIVES

\*This list is **for reference only** and is intended to provide an example of potential electives.

\*Both the initial list and the final offering will vary depending on the intake's demand.

\*Some courses might be taught by different professors.

COURSE	PROFESSOR	LANGUAGE	AREA	SESSIONS
ADVANCED ENTREPRENEURSHIP	Matan Ganani	English	Entrepreneurship	15
ADVANCED FINANCIAL STATEMENTS ANALYSIS	Álvaro García Soto	English	Control	15
ADVANCED PROJECT MANAGEMENT	Antonio Zabaleta Moreno	English	Operations	15
AI-POWERED MARKETING	Dushinka Karani	English	Marketing and Communication	15
BECOMING A SOLOPRENEUR WITH NO-CODE & AI	Jon Oleaga Guridi	English	Info. Systems	15
BRAND MANAGEMENT	Carlos Corral Madrigal	English	Marketing and Communication	15
BUILDING FINANCIAL PROJECTIONS	Ana Hernández-Ros Otamendi / Enrique Fernández De	English	Control	15
BUILDING UNICORNS	Uri Levine	English	Entrepreneurship	15
CLIMATECH: 10XING EARTH'S OPERATING SYSTEM	José María García Benito	English	Info. Systems	15
COMMUNICATION WITH IMPACT TEDX	Arturo Cuenllas	English	Human Resources and Skills	15
CORPORATE INNOVATION AND ECOSYSTEM DEVELOPMENT	Paris de l'Etraz	English	Entrepreneurship	15
CORPORATE STRATEGIES IN A GLOBALIZED WORLD	Jose Antonio Martinez Marcos	English	Strategy	15
COUNTRY ECONOMIC & RISK ANALYSIS A	Gayle Allard / Gonzalo Garland	English	Economics	15
COUNTRY ECONOMIC & RISK ANALYSIS B	Gayle Allard / Gonzalo Garland	English	Economics	15
CUSTOMER EXPERIENCE MANAGEMENT	Felipe Amado Quintana Navarro	English	Operations	15
DATA-DRIVEN LEADERSHIP:TRANSFORMING MARKETING DECISIONS	Iñaki Gorostiza	English	Marketing and Communication	15
EFFECTIVE COMMUNICATION	Javier Bernad	English	Human Resources and Skills	15
ENTREPRENEURIAL ACQUISITION	William Blake Winchell	English	Entrepreneurship	15
FAMILY BUSINESS AND FAMILIES IN BUSINESS	Cristina María Cruz	English	Entrepreneurship	15
FINANCING COMPANIES: GROWTH, VALUE AND EXIT	Paz Ambrosy Eyzaguirre	English	Entrepreneurship	15
GEOPOLITICS FOR BUSINESSPEOPLE A	Milo Jones	English	Economics	15
GEOPOLITICS FOR BUSINESSPEOPLE B	Milo Jones	English	Economics	15
INTERNATIONAL TRADE, MARKETING &GEOPOLITICS	Fernando Cortiñas	English	Marketing and Communication	15
KNOWLEDGE INCUBATOR	Paris de l'Etraz	English	Entrepreneurship	15
LEADING CHANGE - THE MCKINSY APPROACH	Nick van Dam	English	Human Resources and Skills	15
LUXURY STRATEGY	David Millán Planelles	English	Strategy	15
MARKETING ANALYTICS FOR ENTREPRENEURS	Iñaki Gorostiza	English	Marketing and Communication	15
MARKETING IN FASHION & LUXURY	Dushinka Karani	English	Marketing and Communication	15
MARKETING STRATEGY FOR DECISION MAKING	Ramón Díaz-Bernardo	English	Marketing and Communication	15
MAXIMIZE YOUR NEGOTIATION POWER	Enrique Peña / Paula Almansa	English	Center for Negotiation	15
MODELING FINANCE	Eduardo Plaza Escribano	English	Finance	15
NEGOCIACIÓN, PERSUASIÓN Y JUEGOS DE PODER	Enrique Peña / Paula Almansa	Spanish	Center for Negotiation	15
OPERATIONAL EXCELLENCE AND DIGITALIZATION	Lourdes Álvarez Del Amo	English	Operations	15
PRIVATE EQUITY	Eusebio Martin	English	Finance	15
PRODUCT MANAGEMENT: FRM IDEATION TO MRKET SUCCESS	Pablo Delgado	English	Operations	15
REAL ESTATE FINANCE	Roberto Knop	English	Finance	15
SCALING YOUR STARTUP	Joe Haslam	English	Entrepreneurship	15
SERVICES MARKETING & CUSTOMER STRATEGY	Teresa Recio	English	Marketing and Communication	15
SOCIAL ENTREPRENEURSHIP AND IMPACT INVESTING	Rachida Justo	English	Entrepreneurship	15
SPORTS MARKETING AND VALUE CREATION	Eduardo Fernandez-Cantelli	English	Marketing and Communication	15
SQL FOR BUSINESS: UNLOCKING DATA INSIGHTS	Luis Reina	English	Computer Science and Artificial Intelligence	15
STRATEGIC FORESIGHT: NAVIGATING UNCERTAINTY	Alexander Van De Putte	English	Strategy	15
STRATEGIC PARTNERSHIPS	Freek Duppen	English	Strategy	15
STRATEGY EXECUTION	Mario Silva	English	Strategy	15
TECH PRODUCT MANAGEMENT	Matt King	English	Info. Systems	15
TECHNOLOGY AND BUSINESS STRATEGY	Ramiro Montealegre	English	Info. Systems	15
THE ART OF WAR IN BUSINESS A	Brendan Anglin / Bjorn Beam	English	Humanities	15
THE ART OF WAR IN BUSINESS B	Brendan Anglin / Bjorn Beam	English	Humanities	15
UX/UI AND PROTOTYPING	Laura McDermott	English	Marketing and Communication	15
VENTURE LAB	Paris de l'Etraz	English	Entrepreneurship	15
WEALTH MANAGEMENT	Miguel A. Muñoz de Luna González	English	Finance	15
WIN ANY PITCH WITH STORY SELLING	Victor Gay Zaragoza	English	Marketing and Communication	15