



IE BUSINESS SCHOOL

Master in Management

Exchange Program Fact Sheet (Periods: Spring & Fall 2014)



School	IE Business School C/Maria de Molina 13 Madrid, Spain www.ie.edu																								
Coordinator	Name: Krystina Dos Santos e-mail: Krystina.DosSantos@ie.edu Telephone: +34 91 782 17 13																								
Program	Master in Management																								
Specialization	International Business Sales & Marketing Digital Business <i>*Enclosed: Details on Specializations & Availability</i>																								
Courses	Students must choose a specialization. The MIM program is a closed module. All courses assigned to that specialization are all mandatory in order to complete the specialization. Enclosed are the courses given in each of the specializations & periods.																								
Period Dates	Spring 2014: March 24 – July 4 Fall 2014: September 1 – December 9 2014 Orientation Days: TBD																								
Application Deadlines	Spring 2014: September 28, 2013 Fall 2014: March 18, 2014																								
Documents Required	Data File (will be sent to student once nominated), CV and Picture																								
Language Requirement	Fluency in the language of the courses studied. <i>If students are coming from a partner school where English is not the main language, TOEFL 95 ibt, 250 computer-based, IELTS 7 or Advanced Cambridge is require. If students come from a partner school where English is the main language but do not have the above mentioned proof of level, a letter from the university confirming the student's language proficiency is acceptable. (English Only)</i>																								
Average course load	Monday to Friday from 9:00 - 15:00 (3 sessions of 80 min each)																								
Spanish Classes	Exchange students may attend Informal Spanish Classes during their exchange. More information will be sent to students who are interested once nominated.																								
Grading System	Gauss Curve <table border="0"> <tr> <td>A</td> <td>4.00</td> <td>5%</td> </tr> <tr> <td>A-</td> <td>3.66</td> <td>15%</td> </tr> <tr> <td>B+</td> <td>3.33</td> <td>25%</td> </tr> <tr> <td>B</td> <td>3.00</td> <td>35%</td> </tr> <tr> <td>B-</td> <td>2.66</td> <td>15%</td> </tr> <tr> <td>C+</td> <td>2.33</td> <td>5% (fail grade)</td> </tr> <tr> <td>C</td> <td>2.00</td> <td>Penalization</td> </tr> <tr> <td>F</td> <td>0.00</td> <td>Penalization</td> </tr> </table> Students must have a minimum of 2,66 average on the whole term	A	4.00	5%	A-	3.66	15%	B+	3.33	25%	B	3.00	35%	B-	2.66	15%	C+	2.33	5% (fail grade)	C	2.00	Penalization	F	0.00	Penalization
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F	0.00	Penalization																							
Housing Services	IE is located in the Salamanca neighborhood of Madrid, and is has an urban campus. IE does not have campus housing. Students must arrange for their own housing. Student Office can help with the housing search once students have been accepted and have been added to our system.																								
Visa	Your coordinator will put you in contact with the student office																								
Access to Career Services	IE Careers training (in classroom only) IE Alumni Agenda Careers events on campus, including annual Career Fair IE Career Portal during program + 6 months following																								

Offerings

**Please be attentive as to what Periods the Specializations are offered*

International Business

Spring Term: 24th March – 4th July 2014: **Offered in English & Spanish**

Fall Term: 1st September – 9th December 2014: **Offered in English & Spanish**

General Description

Businesses have gone global in a world that is more connected and interdependent than ever before. Decisions by corporate and public leaders in Sao Paolo or Beijing often have implications that cannot be ignored by decision makers in Paris or New York and vice-versa. As working across borders increases, so does the demand for capable leaders with international perspectives.

International Business students will acquire the necessary skills to meet the challenges of a business environment that has become increasingly global in any given functional area of the firm. The programme is designed to prepare global and multicultural professionals who are at ease working in more than one corner of the global marketplace.

INTERNATIONAL BUSINESS Specialization			
Course	Sessions	Credits	Grading System
Management Control Systems	20	3,0	Gauss Curve
Project Management	20	3,0	Gauss Curve
Corporate Strategy	20	3,0	Gauss Curve
Knowing the Market and the Consumer	20	3,0	Gauss Curve
Talent Management	12	1,5	Gauss Curve
Business Government & Society	12	1,5	Gauss Curve
Process & Services Innovation	12	1,5	Gauss Curve
Advanced Finance	12	1,5	Gauss Curve
Country Analysis	12	1,5	Gauss Curve
Marketing Strategy for Decision Making	12	1,5	No Gauss Curve
Total Specialization	152	21,0	Weighted Average/Credits

Sales and Marketing

Spring Term: 24th March – 4th July 2014: Offered in English & Spanish

Fall Term: 1st September – 9th December 2014: Offered in English Only

General Description

People often define marketing as advertising or sales: highly visible activities by which organisations try to persuade consumers to buy products and services. However, marketing is more than advertising and sales, as even the most skilful marketers cannot make consumers buy things that they don't want. Rather, marketing involves identifying consumer needs, and then satisfying these needs with the right product, available through the best distribution channels, promoted in ways that motivate purchase as much as possible, and priced at the right level.

These decisions involving product, place, promotion, and price comprise the marketing mix. Together with rigorous and complete analysis of the environment, customers, and competitors, they are the key activities of marketing management, and they are crucial, as failure to find the right marketing mix may result in product or service failure.

The objective of the sales and marketing specialization is to introduce students to the concepts, analyses, and activities that comprise marketing management and to provide practice in assessing and solving marketing problems. The programme is designed to further develop critical thinking skills. Ultimately, students should develop improved decision-making skills, including the ability to analyse problems, evaluate alternatives and make better decisions.

SALES & MARKETING Specialization			
Course	Sessions	Credits	Grading System
Knowing the Market and the Consumer	20	3,0	Gauss Curve
Product & Brand Management	20	3,0	Gauss Curve
Channel Management	20	3,0	Gauss Curve
Integrated Marketing Communication	20	3,0	Gauss Curve
Pricing	12	1,5	Gauss Curve
Creativity & Innovation Management	12	1,5	Gauss Curve
Services Marketing	12	1,5	Gauss Curve
Sales Force & Key Account Management	12	1,5	Gauss Curve
Search Engine Marketing	12	1,5	Gauss Curve
Marketing Strategy for Decision Making	12	1,5	No Gauss Curve
Total Specialization	152	21,0	Weighted Average/Credits

Digital Business

Spring Term: 24th March – 4th July 2014: Offered in English Only

Fall Term: 1st September – 9th December 2014: Not Available

General Description

We live in an era of constant change. Entire industries emerge or are being destroyed by the advent of new technologies. The transformations and challenges we are witnessing are similar to the development of the first telephone or TV network, the main difference being that the changes are happening much more quickly. From media to telecommunications, proven business models are challenged and shaken by rapid change.

In such an environment, the only executives to succeed are those who are prepared to foresee important changes and are capable of implementing their vision of the future. Digital Business students will develop an understanding of the trends behind this transformation and an integrated view of the market, and will acquire an understanding of how to grow a business in an industry marked by constant change. The challenge lies in the ability to understand those challenges and be prepared to react quickly to develop new business opportunities.

This programme allows students to develop a deeper understanding of the strategic approaches that successful companies formulate in order to manage the myriad of opportunities and challenges they face, and to link innovation and execution in a fast-changing industry. It includes both hard and soft skills, which will equip students with the necessary abilities to excel in an environment of constant change.

DIGITAL BUSINESS Specialization			
Course	Sessions	Credits	Grading System
Digital Business Strategy	20	3,0	Gauss Curve
Mobile Business & Trends	20	3,0	Gauss Curve
Shaping the impact of Disruptive Technologies	20	3,0	Gauss Curve
Building an Online Business	20	3,0	Gauss Curve
Digital Marketing	12	1,5	Gauss Curve
The Social Web and the Customer	12	1,5	Gauss Curve
Conversations with the New Customer	12	1,5	Gauss Curve
Managing the Innovation Process	12	1,5	Gauss Curve
Challenges and Opportunities for the Media Industry	12	1,5	Gauss Curve
Distribution Strategies for Technology Products	12	1,5	Gauss Curve
Total Specialization	152	21,0	Weighted Average/Credits