

MASTER IN MANAGEMENT EXCHANGE PROGRAM

FACT SHEET 2024-2025 (UPDATED MARCH 2024)

CONTACT INFORMATION

THE PROGRAM EXPERIENCE INNOVATION OFFICE

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Stephanie Lim, Associate Director

*Overall master's-level exchange supervision
(Business School only), yearly negotiations, program
design questions, special requests*

María Ulargui, Coordinator

Primary contact, outgoing students from IE

Isabel Aymat, Assistant

Primary contact, incoming students to IE

TERM DATES

Fall 2024 MIM Electives

- Electives: Sept. 2-Nov. 15 (staggered course dates; exams included)
- Welcome Day: Saturday, Sept. 7

Spring 2025 MIM Concentrations

STUDENTS MUST BE PRESENT FOR THE FULL TERM.

- **NEW!** MIM Concentrations: Feb. 24-May 16 (exams included)
- Welcome Day: Saturday, March 8

NOMINATION DEADLINES

Incoming students to IE

- Fall 2024: April 5, 2024
- Spring 2025 (Feb.-May): Oct. 31, 2024

(Outgoing students from IE will be nominated by Partner School deadlines.)

MIM Exchange Academic Considerations

MIM exchange students have 0-2 years of professional experience (students with more than 5 years of experience may not participate). All nominees must be in good academic standing in MIM or similar postgraduate program at one of IE's partner schools.

General Course Load Information

- 1 course = 15 sessions
- 1 academic session = 80 minutes (1.33 contact hours)

The home school is responsible for determining ECTS equivalents if so required.

Fall 2024 MIM Electives Overview

- Exchange start/end dates depend on electives chosen.
- Final course offering confirmed approximately 1-1.5 months before the exchange begins. (Sample listing found at the end of this Fact Sheet (reference only)).
- Students enroll on specific dates through an online bidding system, selecting 4 courses based on their interests, home school requirements, and available seats.
- Minimum course load: 60 sessions (4 electives/80 contact hours)
- Maximum course load: 75 sessions (5 electives; available by special request/100 contact hours) *Taking a different number of sessions than indicated is allowed only by explicit approval of the home school coordinator and IE and is subject to feasibility in terms of course overlaps/workload.*
- Students may **only** drop a class during the designated Add/Drop period communicated by IE staff, as long as the course meets Add/Drop date requirements. **Students may not drop a class once the term has begun.** Not adhering to this policy will result in a "W" (Withdrawal) or a Fail on the exchange transcript, depending on the situation.

Spring 2025 MIM Concentrations Overview

- Students must be present for the duration of the term.
- 9 possible Concentrations (availability subject to demand); students take courses from only 1.
- Each Concentration includes 4-5 courses of 15-20 academic sessions each + 3 "Impact Skills" courses of 22 sessions total, for a total of 97 academic sessions (129 contact hours). All programming is required, except for Career Week (March 3-6), which is not open to exchange students.
- Students indicate 3 preferences of Concentrations in their exchange application and will be assigned 1. (In case of limited seats in a certain Concentration, remaining places will be assigned by lottery among exchange applicants.)
- Concentration assignments will be communicated approximately 2 months before the exchange starts.



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Language Requirements

Almost all Fall 2024 MIM Electives will be taught in English, with a small selection in Spanish.

Spring 2025 MIM Concentrations will be taught entirely in English.

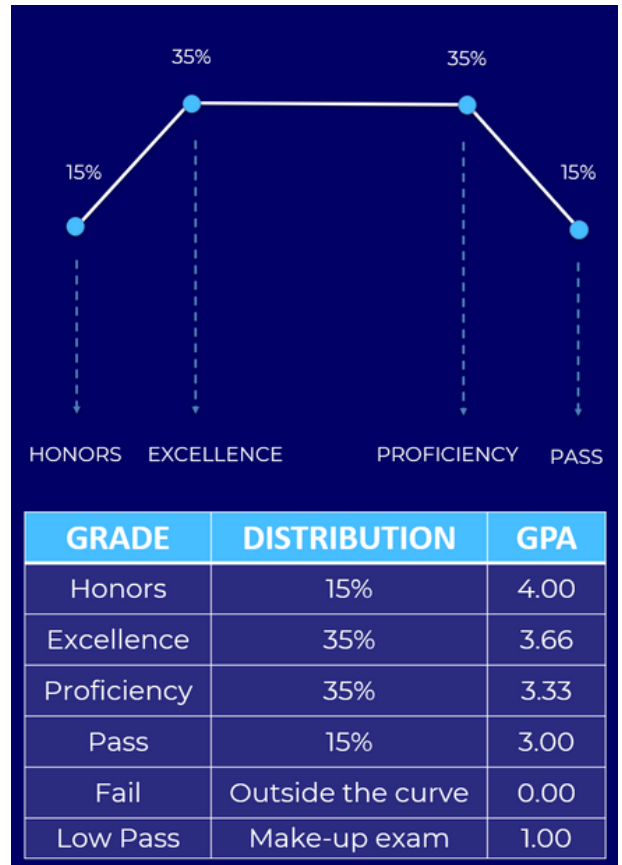
The home school is responsible for only nominating students who are fluent in the language of instruction.

If English is NOT the language of instruction in the home school's MIM program, the exchange coordinator must provide proof of the student's fluency (TOEFL (95 iBT or higher), IELTS (7 or higher), Cambridge (Advanced), or an institutional letter confirming the student's English ability).

Grading System

IE Business School uses a curve-based grading system with the distribution seen on the right. The Fail grade falls outside the curve and is assigned to students whose performance is below the required minimum (2 standard deviations from the mean of the course participants [minimum required = mean - (standard deviation*2)], or if so determined by the professor. Reassessment procedures will be communicated as necessary.

NOTE: At IE, participation is key to the learning experience and the final grade. Exchange students should prepare to participate actively in class discussion.



Other Exchange Benefits

MIM Exchange BuddIEs Program: Exchange students may be introduced to current IE students to help facilitate their arrival and adjustment to Madrid.

Accommodation in Madrid: IE Business School has an urban campus, and exchange students must arrange their own housing. IE's Student Services provides suggestions on how to begin the search.

Access to IE Talent & Careers Resources on the IE Career Portal: During the exchange, students are granted access to IE's Career Portal, through which they can access and navigate online resources on their own. After the program, exchange students will maintain access for 6 months. Please note that exchange students do not have access to apply for jobs, nor to request one-on-one advising.

IE Library Resources: Exchange students receive access to the IE Library and its resources during their term.

Alumni Services: Exchange students do not obtain alumni status at IE Business School, but during the exchange, they do have access to the Alumni Directory and can participate in certain associated events.

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FALL 2024 | SAMPLE MIM ELECTIVES COURSE LIST

Subject to changes | Total Contact Hours: 80-100

A CHIEF FINANCIAL OFFICER IN PRACTICE	HUMANS IN TIMES OF CRISIS
ADVANCED TOPICS IN THE WORLD ECONOMY	INTERNATIONAL STRATEGY SIMULATION
ART: BUSINESS AND SOCIAL PERSPECTIVES	INTRODUCTION TO FINTECH
AUTHENTIC LEADERSHIP... AN INSIDE JOB	INTRODUCTION TO PRIVATE EQUITY
B2B MARKETING STRATEGY	LUXURY STRATEGY
BLOCKCHAIN FOR BUSINESS	MANAGING TECH STARTUPS
BUILDING FINANCIAL PROJECTIONS	MARKETING STRATEGY FOR DECISION MAKING
CHATBOTS, ROBOTICS, AND INTELLIGENT INTERFACES	MARKETING STRATEGY FOR SUSTAINABILITY
CHINA: ECONOMY, TECHNOLOGY, AND GEOPOLITICS	MASTERING SALES AND OPERATIONS PLANNING
CLOUD SOLUTION ARCHITECTURE	MERGERS AND ACQUISITIONS: LEADERSHIP & VALUE CREATION
COUNTRY ECONOMIC ANALYSIS	NEGOTIATION
CULTURAL DIVERSITY TODAY: A GLOBAL PERSPECTIVE	PRICING: WINNING THE PROFIT GAME
DATA ANALYSIS FOR DECISION MAKING	REAL ESTATE FINANCE
DESCRIPTIVE ANALYTICS & VISUALIZATION	RISK ANALYSIS: SCENARIO PLANNING IN UNCERTAIN ENVIRONMENTS
DIGITAL MARKETING	RISK MANAGEMENT & DERIVATIVES
DIGITAL OPERATIONS	RISK MANAGEMENT AND BUSINESS OPPORTUNITIES IN INTERNATIONAL OPERATIONS
ENTREPRENEURSHIP IN EMERGING MARKETS: THE CASE OF LATIN AMERICA	SCALEUP YOURSELF!
FAMILY BUSINESS AND FAMILIES IN BUSINESS	SERVICES MARKETING & CUSTOMER STRATEGY
FINANCE FOR MULTATIONALS	SPORT MARKETING AND VALUE CREATION
FINANCIAL INSTRUMENTS AND M&A ACCOUNTING	STRATEGIC PROJECT MANAGEMENT
FINANCIAL SKILLS FOR CONSULTING	STRATEGY IMPLEMENTATION
FINTECH: DISRUPTING THE FINANCIAL SECTOR	SUSTAINABILITY THROUGH SUPPLY CHAIN MANAGEMENT
FORENSIC FINANCIAL ANALYSIS & DEBT RESTRUCTURING	SUSTAINABLE FINANCE
GAMIFICATION AND ECONOMICS: INCENTIVIZING AND REWARDING BEHAVIOR IN THE REAL WORLD	TECHNOLOGY INNOVATION AND SUSTAINABILITY
GROWTH-HACKING STARTUPS THROUGH DATA ANALYTICS	VALUATION OF INTANGIBLES IN FOOTBALL CLUBS: FINANCIAL ANALYSIS, TRADEMARKS, TV RIGHTS AND FOOTBALL PLAYERS
HOW TO BUILD AND DEVELOP HIGH-PERFORMING TEAMS	VIRTUAL REALITY AND AUGMENTED REALITY FOR MARKETING

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SPRING 2025 | MIM CONCENTRATIONS AND COURSE LISTS

Subject to Changes | Total Contact Hours: 129

STRATEGY, ORGANIZATION & TRANSFORMATION

- CORPORATE STRATEGY: BUILDING AGILITY
- NON-MARKET STRATEGY AND SUSTAINABILITY
- STRATEGIC DECISION MAKING
- PLATFORM AND DIGITAL BUSINESS STRATEGY
- STRATEGY EXECUTION

MARKETING, BRANDING & SALES

- CHANNEL MANAGEMENT AND RETAILING
- INTEGRATED MARKETING COMMUNICATION
- PRODUCT AND BRAND MANAGEMENT
- STRATEGIC SALES AND KEY ACCOUNT MANAGEMENT
- KNOWING THE MARKET AND THE CONSUMER.

BUSINESS INTELLIGENCE & ANALYTICS

- EXPERIMENTAL DESIGN
- PRESCRIPTIVE ANALYTICS: OPTIMIZING DATA-DRIVEN DECISIONS
- APPLICATIONS OF ANALYTICS FOR BUSINESS
- PREDICTIVE ANALYTICS: FORECASTING FUTURE EVENTS
- MACHINE LEARNING IN BUSINESS: ADAPTING MODELS TO CONSTANT CHANGE

DIGITAL STRATEGY & TRANSFORMATION

- BUILDING AN ONLINE BUSINESS
- BIG DATA AND MACHINE LEARNING
- DIGITAL BUSINESS STRATEGY
- AGILE DIGITAL PRODUCT DEVELOPMENT

ENTREPRENEURSHIP & CORPORATE INNOVATION

- CORPORATE ENTREPRENEURSHIP
- ENTREPRENEURIAL FINANCE
- SOCIAL ENTREPRENEURSHIP AND INNOVATION
- STARTUP BOOTCAMP
- BUDGETING AND METRICS FOR STARTUPS

FINANCE & INVESTMENTS

- CAPITAL MARKETS AND FINANCING
- FINANCIAL MODELLING AND VALUATION
- FINANCIAL STATEMENT ANALYSIS AND BUDGETING PROCESS
- INVESTMENTS AND PORTFOLIO ANALYSIS
- SUSTAINABLE FINANCE

INTERNATIONAL BUSINESS & STRATEGIC FORESIGHT

- KNOWING THE MARKET AND THE CONSUMER
- INTERNATIONAL MARKETING
- MANAGEMENT CONTROL SYSTEMS
- CORPORATE STRATEGY
- INTERNATIONAL FINANCE

PRODUCT MANAGEMENT & SERVICE DESIGN

INITIAL COURSE INFORMATION TBC

SUSTAINABILITY & BUSINESS TRANSFORMATION

- SOCIAL ENTREPRENEURSHIP AND INNOVATION
- SUSTAINABLE FINANCE
- 2050: THE TRANSITION TO A DECARBONIZED WORLD
- BUSINESS, GOVERNMENT & SUSTAINABILITY
- MARKETING STRATEGY FOR SUSTAINABILITY

In addition to all courses from 1 MIM Concentration, all incoming Spring 2025 MIM Exchange students will be enrolled in 3 "Impact Skills" courses:
Power and Influence: 6 sessions (8 contact hours)
Project Management: 6 sessions (8 contact hours)
Data Fluency: 10 sessions (13 contact hours)