



# Executive Management Programme IE BUSINESS SCHOOL

*Essence of the #1 Online MBA in the World*



# WHY CHOOSE THIS EDUCATION?

## Highest level of education

IE Business School is accredited by AACSB, AMBA and EQUIS. Only 1% of the world's business schools have these accreditations.

## Top rankings and prestigious certificate

Along with top rankings of both school and education you receive perhaps the most prestigious certificate for an online Mini MBA in the entire world.

## Save time and money with a mini MBA

Not everyone can set aside the acquired time for an entire MBA course of 1 to 4 years. This programme gives you the essence of the best online MBA in the world during 6 months for less than 10% of the full MBA price.

## Online and flexible

The programme consists of 12 online modules of 4 hours each and two full days in Madrid. The online format combined with modules spread over a 6 month period offers flexible project organising.

## Attainable admission criteria

You don't have to worry about unattainable admission criterias. However we do expect you to have an enormous drive and to aspire for high leadership opportunities.

## Boost your career

With the newest knowledge and an amazing network supported by two fysical meetups in Madrid you are ready to lift your career to new highs. You will be able to make wiser decisions and explore areas of management you have yet to discover.

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IN THE WORLD -  
BEST BUSINESS SCHOOLS LIST

FORBES

Boost Your  
**CAREER**

ESSENCE OF THE

#1

ONLINE MBA  
IN THE WOLRD

FINANCIAL TIMES 2024

Newest  
**Knowledge**

IE is accredited with  
**AACSB, AMBA & EQUIS**

*Only 1% of the  
world's business schools hold  
this triple crown*

Amazing  
**NETWORK**

# EXECUTIVE MANAGEMENT PROGRAMME

Incredible technologies and geopolitical shifts, complex markets and stagnating growth, demanding customers and disruptive entrepreneurs, environmental crisis and social distrust, unexpected shocks and uncertain futures.

How do you make sense of today's rapidly changing world? How will you succeed in tomorrow's world?

We explore how businesses can survive and thrive, and move forwards to create a better future. How to reimagine strategy, to reinvent markets, to reenergise people, and to make your new ideas happen.

We consider what it means to combine meaningful purpose with superior profits, intelligent technologies with creative people. We bring together global faculty and use innovative learning techniques like virtual market simulations to explore tech disruption, venture capital and business transformation .


We learn from the innovative strategies of incredible companies – Alibaba to A, Biontech and BlackRock, Narayana and Netflix, Patagonia and PingAn, Spotify and Supercell, and many more.

The program captures the essence of the world's #1 online MBA. It is online, so that you can flex it with your work, but also includes two intensive days in beautiful Madrid.

We explore how to drive radical innovation, not just of products and services, but of channel structures and business models, organisation structures and processes. Fast, smart, agile, future-ready.

**Peter Fisk, Professor IE Business School**





### **TERM 1 - 4 DAYS**

**Madrid & Online:** Futures, Strategies and Change

### **TERM 2 - 5 DAYS**

**Online:** Customers, Innovation and Sustainability

### **TERM 3 - 5 DAYS**

**Online:** Transformation, Delivery and Performance



# Term 1

Futures, Strategies & Change





Day 1: Online

**Future Business**

Day 2: Online

**Leading People**

Day 3: Madrid

**Growth Strategies**  
**Leading Change**

Day 4: Madrid

**Technology Potential**  
**Transforming Markets**

## Key topics in Term 1

**Future Business:** Megatrends and Uncertainty

**Leading People:** Delivering and Performing

**Growth Strategies:** Scenarios and Planning

**Leading Change:** Teams and Courage

**Technology Potential:** AI and Platforms

**Transforming Markets:** Business Simulation

## Professors and practitioners for Term 1



**Peter Fisk**

Academic Director,  
Global Advanced  
Management Program  
- IE Business School



**Mark Fritz**

Adjunct Professor,  
Leading Change (Volatility) in the Advanced  
Management Program.  
- IE Business School



**Jill Paine**

Professor, Intersection of  
organizational change,  
leadership and motivation  
- IE Business School



**Ricardo Perez**

Professor, Information  
Systems and the field of  
new technologies  
- IE Business School



**Christian Rangen**

Professor, Strategy  
and Transformation  
- IE Business School

## Term 2

Customers, Innovation & Sustainability





Day 1: Online

**Entrepreneurial  
Innovation**

Day 2: Online

**Customer Psychology**

Day 3: Online

**New Business Models**

Day 4: Online

**Transforming  
Finance**

Day 5: Online

**Sustainable Business**

## Key topics in Term 2

**Entrepreneurial Innovation:** Idea Accelerators

**Customer Psychology:** Behavioural Science

**New Business Models:** Exploit and Explore

**Transforming Finance:** Business Simulation

**Sustainable Business:** Circular Impact

## Professors and practitioners for Term 2



**Peter Fisk**

Academic Director,  
Global Advanced  
Management Program  
- IE Business School



**Christian Rangen**

Professor, Strategy  
and Transformation  
- IE Business School



**Jaime Veiga**

Adjunct professor,  
Marketing area  
- IE Business School

# Term 3

Transformation, Delivery & Performance



Day 1: Online

**Transforming Results**

Day 2: Online

**Building Brands**

Day 3: Online

**Project Delivery**

Day 4: Online

**Making your Case**

Day 5: Online

**Futures Symposium  
and Graduation**

## Key topics in Term 3

**Transforming Results:** Business Simulation

**Building Brands:** Marketing and Sales

**Project Delivery:** Making Ideas Happen

**Making your Case:** Pitching and Storytelling

**Futures Symposium and Graduation**

## Professors and practitioners for Term 3



**Peter Fisk**

Academic Director,  
Global Advanced  
Management Program



**Christian Rangen**

Professor, Strategy  
and Transformation  
- IE Business School



**JM Dominquez**

Academic Director,  
Strategic Project  
Leadership  
- IE Business School



Price for the Executive Management  
Programme IE BUSINESS SCHOOL

5995 €

*Sign up and Questions*

*Visit our website: [www.europeanbusinessforum.eu](http://www.europeanbusinessforum.eu)*

*Call our CEO Bjarke Wolmar on tel. (+45) 29 44 86 16  
or send an email to [contact@europeanbusinessforum.eu](mailto:contact@europeanbusinessforum.eu)*

*We reserve the right to make changes to the programme.*