



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 physical meetups in Madrid you are ready to lift your career to new heights. You will be able to make wiser decisions and explore areas of management you have yet to discover.

6TH

IN THE WORLD -
BEST BUSINESS SCHOOLS LIST

FORBES

Boost Your
CAREER

ESSENCE OF THE

#1

ONLINE MBA
IN THE WORLD

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



Siegfried
Hoenle

PhD / Founder and
Managing Partner,
Talent & Leadership
Solutions



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

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



Uri Levine

2x Unicorn Builder-Waze &
Moovit, Author of "Fall in
Love with the Problem, Not
the Solution"

Price for the Executive Management
Programme IE BUSINESS SCHOOL

7995 €

Sign up and Questions

Visit our website: www.europeanbusinessforum.eu

*Call our Program Manager Daniel Jepsen on tel. (+45) 93 88 24 13
or send an email to contact@europeanbusinessforum.eu*

We reserve the right to make changes to the programme.