



# Executive Management Programme IE BUSINESS SCHOOL

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

ie

# 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.

6<sup>TH</sup>

IN THE WORLD - BEST  
BUSINESS SCHOOLS LIST  
*FORBES*

Newest  
Knowledge

Boost Your  
**CAREER**

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

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

ESSENCE OF THE

**#1**

**ONLINE MBA**  
IN THE WOLRD  
*FINANCIALTIMES*

2025

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**

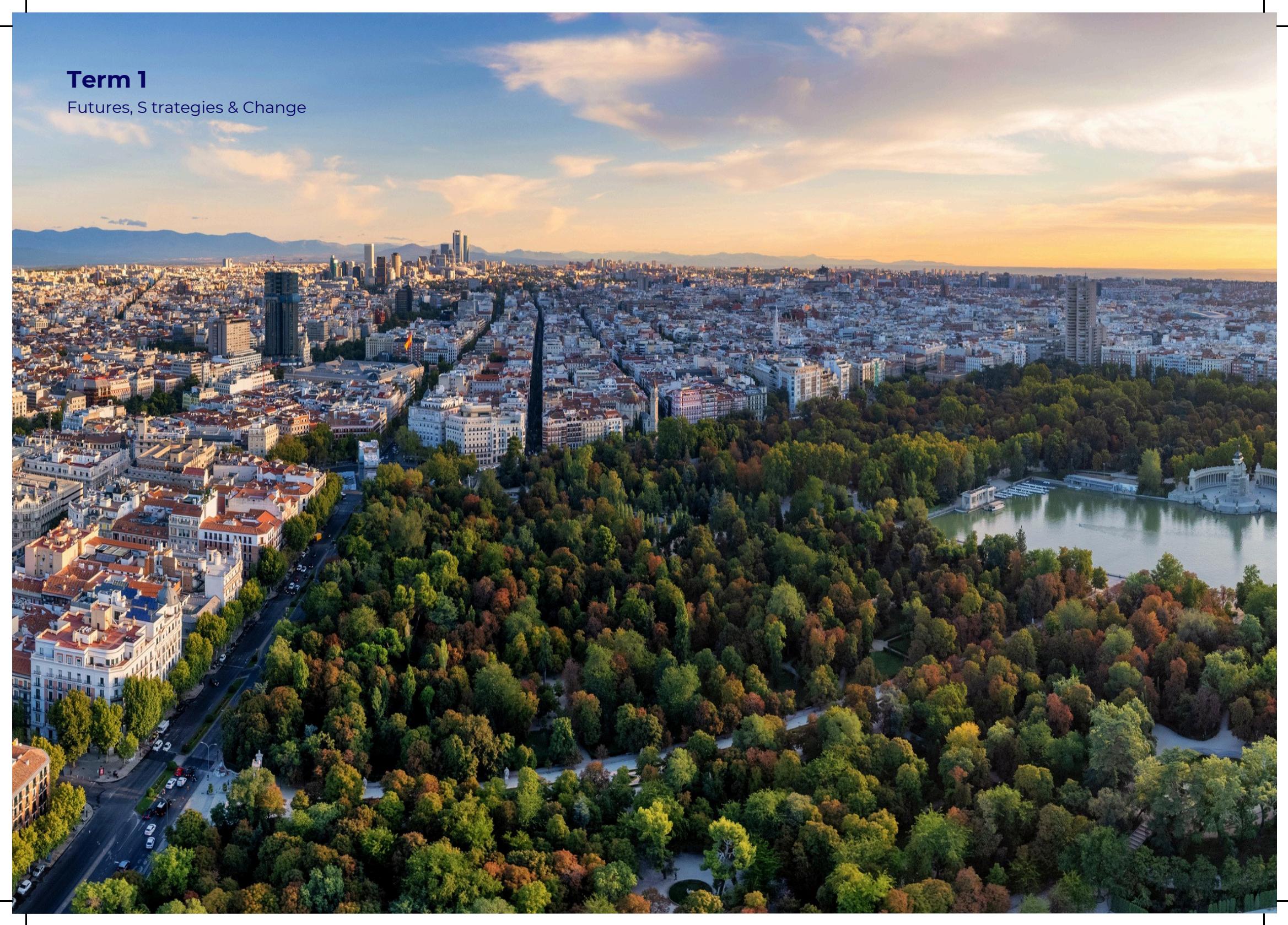
*Online: Customers, Innovation and Sustainability*

## **TERM 3 - 5 DAYS**

*Online: Transformation, Delivery and Performance*

# Term 1

Futures, S 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



Siegfried  
Hoenle



Jill  
Paine



Ricardo  
Perez



Christian  
Rangen

Academic Director,  
Global Advanced  
Management  
Program - IE  
Business School

PhD / Founder and  
Managing Partner,  
Talent & Leadership  
Solutions

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

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

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



Christian Rangen



Jaime Veiga

Academic Director,  
Global Advanced  
Management Program  
- IE Business School

Professor, Strategy and  
Transformation - IE  
Business School

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](http://www.europeanbusinessforum.eu)*

*Call our Client Manager Line Tange on tel. (+ 45) 93 40 02 90  
or send an email to [contact@europeanbusinessforum.eu](mailto:contact@europeanbusinessforum.eu)*

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