



# INTERNATIONAL TOP MANAGEMENT PROGRAMS 2011 - 2012

# IE Business School, an innovative, modern and entrepreneurial institution

IE Business School is an international institution dedicated to educating business leaders through programs based on our core values of global focus, an entrepreneurial spirit and a humanistic approach.

Our 500-strong, international Faculty teaches a student body composed of 85 nationalities on our Undergraduate (IE University), Master, and Doctorate degrees, and Executive Education programs. Our alumni, now numbering over 40,000, hold management positions in some 100 countries worldwide.

We champion applied research coupled with multidisciplinary, integrative education programs. Designed to address market demands, our innovative learning processes comprise a blend of online and onsite formats, making IE a pioneer in international education.

IE Business School has a urban campus in Madrid and a 500-Professors strong Faculty. Its programs use innovative online and presential learning methods, and enjoy the benefits of the IE Business School communities network. But IE Business School prides itself on something more – an innovative and entrepreneurial spirit that has formed an integral part of the School since its inception, a truly international vision of business and management, and last but not least, a firm commitment to promoting ethical and socially responsible business practices at all levels. IE is itself an entrepreneurial project, born from a private initiative more than 30 years ago. Since then it has worked to promote innovation. Therefore IE fosters entrepreneurial behaviour in all its students with the philosophy that an entrepreneur is not only someone who creates their own business, but also someone who contributes to the growth and improvement of the organisation where they work.

IE Business School has been recognised by the world's most important institutions. Achievements include a triple crown comprising accreditation by EQUIS (European Quality Improvement Systems), AMBA (Association of MBAs) and AACSB International (The Association to Advance Collegiate Schools of Business), this last accreditation being the most recent, having been awarded in April 2002.

IE Business School is considered one of Europe's leading business schools by international journals like Financial Times, The Economist, Wall Street Journal or América Economía. These publications recognise IE Business School as a leader in academic areas like entrepreneurship, or in the field of learning technologies.



business  
school

Executive Education

INTERNATIONAL TOP MANAGEMENT PROGRAMS

2011 - 2012



AACSB  
Internacional Association  
to Advance Collegiate  
Schools of Business



EQUIS  
European Quality  
Improvement System



AMBA  
Association  
of MBAs

# International Top Management Programs

In a world that changes so quickly, managers, owners and entrepreneurs who embrace the latest management trends and who have a clear strategic vision adapted to their present circumstances will have a much higher chance of being successful.

Our International Top Management Programs are the answer to today's challenges.

## A UNIQUE OPPORTUNITY

IE Business School's International Top Management Programs provides a unique platform to reflect on and share ideas, concerns and experience in an academic environment that fosters the personal and professional enrichment of participants.

The objective of the International Top Management Programs is to offer companies, their owners and directors the opportunity to increase their personal capacity, analyze new management models and broaden their network with new colleagues from different organizations and countries.

Our programs are designed for senior managers, owners and entrepreneurs with a clear international vision who either need to take their professional careers or their companies to the next level.

In order to attain these objectives we have designed innovative programs to offer participants a flexible and dynamic learning model that generates the exchange of ideas with faculty and other participants and the newly-acquired knowledge and skills into current management that are achievable and immediately applicable.

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## Senior Programs

**GSMP** GLOBAL  
SENIOR  
MANAGEMENT  
PROGRAM

**VMP** VISION  
MANAGEMENT  
PROGRAM

## Advanced Programs

**AMP** ADVANCED  
MANAGEMENT  
PROGRAM *Blended Edition*  
*Intensive Edition*

## Entrepreneurship Programs

**OEMP** OWNERS &  
ENTREPRENEURS  
MANAGEMENT  
PROGRAM



# Global Senior Management Program

Joint program with the University of Chicago Booth School of Business



## Program Objectives

The UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS and IE BUSINESS SCHOOL have jointly developed:

- A program based in **lasting learning experiences** rather than absorbing content.
- A program that offers the combined know how of **two of the world's best executive development faculties**.
- A program which **adapts itself to the specific needs** of the participants thanks to the role of the "Program orchestrator" and the Learning Partners methodology.

The learning and networking experience continues even after the program ends, since both the University of Chicago Booth School of Business and IE Business School will continue to provide GSMP graduates with relevant educational resources and opportunities through their alumni networks.

Besides, the GSMP compact format (1 week in May (Chicago) + 1 week in June (Madrid)) is compatible with very demanding job positions.

## Participants Profile

The program is aimed at members of the Managing Committee and Administrative Directors, presidents, company owners, managing directors, vice presidents, unit directors, country managers and other senior managers, whose responsibilities are strategic affairs within their companies, and whose focus is clearly international.

## Language - English

### GSMP experience

"What I have gotten from this experience is that the world is really flat. It doesn't matter if you're working for a big or small company; it is a world of communications; a world of competition. The people from these two business schools really know what they are doing; they present to you how the world is changing."

**Nicolay Orlov**, Bank "Vozrozhdenie", Deputy Chairman of the Board. **Russia**

Find out what participants think about their **GSMP** experience: [www.globalsmp.com](http://www.globalsmp.com)



## Program Format

The GSMP has been designed to balance the schedule of a busy executive while maximizing the learning of a comprehensive management program. In order to achieve this, the program has been divided into 2 separate residential modules:

### • MODULE 1

In class: Sunday May 20 – Friday May 25, 2012  
University of Chicago Booth School of Business, Chicago Campus, USA

### • INTERSESSIONS - "Leadership assessment"

Online: Monday May 28 – Friday June 15, 2012

### • MODULE 2

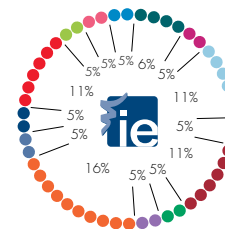
In class: Sunday June 17 – Friday June 22, 2012  
IE BUSINESS SCHOOL Campus, Madrid, SPAIN

### Program fee: 18.500 €

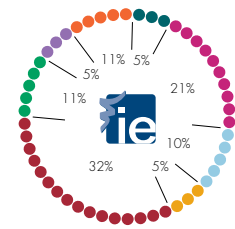
It covers teaching sessions, program material, coffees, lunches and special events.

## Participants Profile

### Industry



### Position



Gas	6%	CCO	5%
Audio Visual Media	5%	CEO	21%
Banking	11%	CFO	10%
Motor	5%	Dean	5%
Construction	11%	Director	32%
Education	5%	General Manager	11%
Electronics Manufacturing	5%	Partner	5%
Food & Beverages	16%	Vice President	11%
Agroindustry	5%		
Infrastructure	5%		
Insurance	11%		
Logistic	5%		
Professional Service	5%		
Technology	5%		



## Program Objectives

The **Vision Management Program** is aimed principally at company directors who are responsible for, and authorised to make, strategic decisions at their respective organisations.

Participants will be given the chance to compare and contrast varying information, techniques, schools of thought and practical management solutions for these uncertain times.

## Participants Profile

The VMP is a program aimed at high-level company directors (Chairmen, CEOs, Director Generals, Managing Directors, Country Managers, Business Unit Directors, Strategic Development Directors, etc) who are trying to form a clear vision of the changing environment, to understand the challenges facing the strategic management of different areas, to achieve better working practices, and to participate in strategic disruption and reflection sessions with the leaders of other organisations

Language - English



**VMP** VISION  
MANAGEMENT  
PROGRAM

## Program Format

- English edition  
23 - 25 May, 2012

IE BUSINESS SCHOOL Campus, Madrid, SPAIN

### Program fee: 4.250 €

It covers teaching sessions, program material, coffees, lunches and special events.



**Jesús V. Izquierdo**  
Managing Director  
Vision Management Program  
Associate Professor  
IE Business School

The **Vision Management Program** is a high-impact program with an intensive format which provides a profound vision of the business, economic and strategic environment, imparted by its first-rate professional staff.

As well as boasting experts and business leaders with whom it will be possible to contrast opinions and points of view, the program allows participants to take part in disruptive sessions of strategic reflection, the objective of which is to analyze best working practices and, quite possibly, to formulate possible roadmaps for dealing with current challenges.

Participants, along with experts and teaching staff, will be able to find answers to doubts and questions currently shared by business leaders. As a team, answers will be found to questions such as: What does recovery mean in a recession-hit environment? Which leadership styles are most appropriate in order to bring about change in the current climate? Can innovation be one of the main motors of change.

Leaders as we are of our respective organisations we recognise, more than ever, the importance of taking appropriate action. The **VMP** presents a unique opportunity to reflect, to diagnose and to find the answers that will help us to plot a successful course through this landscape.



# Advanced Management Program

## Blended Edition

### Program Objectives

The **Advanced Management Program** responds to the training needs of top managers who have reached a stage in their career where they are poised to seek positions of maximum responsibility in the near future.

Participants increase their personal capacity, analyse new management models and broaden their network with new colleagues from different organizations and countries.

### Participants Profile

This program is aimed at managers and entrepreneurs who are preparing themselves to make the transition to general management or broader responsibilities. They bring over 10 years of experience in management.

Language - English

#### AMP experience

"Extensive knowledge about different spheres of running a business successfully nowadays from CEO point of views, which is basically the most advantage of AMP.

I obtained an enormous experience studying in a multinational team sharing interesting facts and peculiarities of sitting up and running business in different countries which consequently extended my world outlook and gave me food for thought-what I can improve or do better in my company".

**Natalia Zorina.** Conde Nast, Manager of Advertising. **Russia**

"The online module has allowed us to link the in class modules without loosing the path of the learning and practice and, at the same time, to deal with our daily tasks related to our jobs."

**Patricia Lequerica.** Ernst & Young, Manager Financial Accounting Advisory Services. **Spain**

Find out what participants think about their **AMP** experience: [www.topmanagement.ie.edu](http://www.topmanagement.ie.edu)



**AMP** ADVANCED MANAGEMENT PROGRAM

### Program Format

#### BLENDED EDITION

- **First In-Class Module**

Monday February 13 – Tuesday February 21

- **On-line Module**

Friday March 9 – Friday April 27

- **Second In-Class Module**

Monday May 21 – Tuesday May 29

IE BUSINESS SCHOOL Campus, Madrid, SPAIN

#### INTENSIVE EDITION

Monday 2 – 24 July, 2012

Monday - Friday 9:00 to 18:30h.

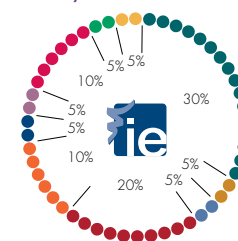
IE BUSINESS SCHOOL Campus, Madrid, SPAIN

**Program fee: 17.500 €**

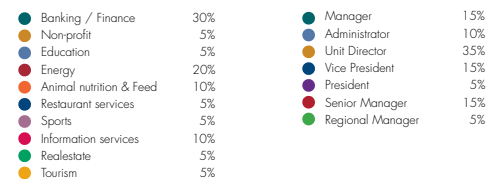
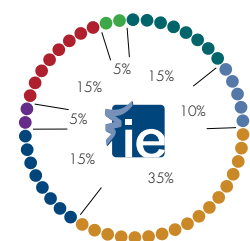
It covers teaching sessions, program material, coffees, lunches and special events.

### Participants Profile

#### Industry



#### Position



# Entrepreneurship Program

## Owners & Entrepreneurs Management Program

### Program Objectives

The **Owners and Entrepreneurs Management Program (OEMP)** responds to the training needs of leading executives, owners and entrepreneurs who have reached a stage in their career where they are poised to seek how to take their company and themselves to the next level. The OEMP is structured to refresh business management knowledge, to identify market growth opportunities and investment readiness and finally to discuss concepts and strategies in order to sustain your business in a changing economy.

A space for shared thinking with our faculty as well as a diverse group of entrepreneurial participants from different business backgrounds, countries and industries who will also provide you with an array of perspectives on your business interests and concerns. This is an opportunity to meet your future business consultants, clients, suppliers, partners and peers.

**Take the first step to the next level.**

### Participants Profile

This program is aimed at owners and visionary entrepreneurs who lead businesses with annual sales of over 2€ million and are preparing themselves and their businesses to grow further in an international environment.

Language - English

*An entrepreneur's challenge is not to innovate once but always.*



**OEMP** OWNERS & ENTREPRENEURS MANAGEMENT PROGRAM

### Program Format

- **First In-Class Module: LAYING THE FOUNDATIONS**

February 20 - 25, 2012

- **Second In-Class Module: GOING GLOBAL**

May 7 - 12, 2012

- **Third In-Class Module: INNOVATING FOR SUSTAINABLE SUCCESS**

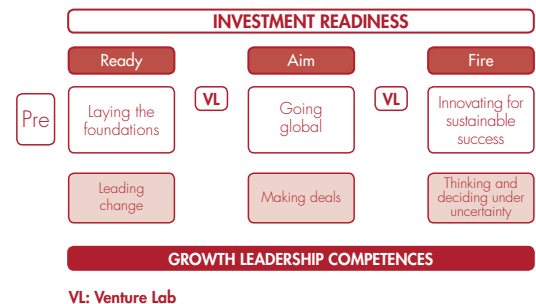
September 17 - 22, 2012

In-class modules will be held from 9:00 to 19:00 from Monday to Friday and Saturday from 9:00 to 14:00 at IE BUSINESS SCHOOL Campus, Madrid, SPAIN

**Program fee: 17.500 €**

It covers teaching sessions, program material, coffees, lunches and special events.

### Program Structure



## Recognition

**AMÉRICA ECONOMÍA**  
May 2011  
MBA Ranking,  
4<sup>th</sup> worldwide

**FINANCIAL TIMES**  
January 31, 2011  
MBA Ranking,  
3<sup>rd</sup> in Europe, 8<sup>th</sup> worldwide

**THE ECONOMIST**  
February 24, 2010  
Distance Learning International  
Executive MBA Ranking,  
1<sup>st</sup> worldwide

**FINANCIAL TIMES**  
December 7, 2009  
European Business Schools  
1<sup>st</sup> in Spain, 5<sup>th</sup> in Europe

## Alumni Benefits: The Learning and Networking never stop

A network of more than 40, 000 alumni, that hold management positions in some 100 countries worldwide.

Special discounts in IE Business School programs and in their associate schools.

Annual Conference.

Exclusive Publications.

Use of virtual library:  
<http://library.ie.edu>

[www.topmanagement.ie.edu](http://www.topmanagement.ie.edu)



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COMPANIES