

MASTER IN BUSINESS FOR ARCHITECTURE & DESIGN

**BUILDING CREATIVE LEADERS IN
MANAGEMENT, ENTREPRENEURSHIP
AND INNOVATION**

MBArch	Official Master	Location	Madrid & Amsterdam + interactive online classes
Type of degree	English	Duration	1 year
Language	Blended	Intake / Start	February
Format			

FIND US ON:



@IE School of Architecture and Design,
#IEArchDesign, #IEMBArch,
#BusinessofDesign

IE School of Architecture and Design - MBArch



WWW.IE.EDU/MBArch



CONTENT

- 02** Quick facts about the program
- 04** A word of welcome
- 06** 10 reasons to join the program
- 08** Business and Design, stronger together
- 10** Program drivers
- 12** Our values
- 14** 360° Program structure
- 20** The MBArch experience
- 30** Class profile
- 32** Students backgrounds
- 34** Career development
- 36** Faculty
- 38** About IE
- 40** About IE School of Architecture and Design
- 42** IE experience
- 44** Why Madrid and Amsterdam?
- 46** IE's global presence
- 48** Admissions process



WHO IS IT FOR?

Architects and designers stand out as creative and analytical thinkers, that can contribute with powerful solutions to some of the complex problems of our time. But developing this potential in full, requires a vision and a set of skills that go far beyond their realm. Impact in spatial design implies understanding how economy works, how companies create and manage value through ideas, people and processes, how industry problems can be transformed into business opportunities, how clients and companies engage with each other, or how technology and innovation can empower organizations.

The MBArch is a unique learning experience where design professionals expand their core capacities with management, entrepreneurship and innovation expertise, preparing themselves to become the creative leaders of the future.

QUICK FACTS ABOUT THE PROGRAM

<p>FORMAT</p>  <p>BLENDED Madrid + Amsterdam + Online</p>	<p>INTAKE</p>  <p>FEBRUARY</p>	<p>DURATION</p>  <p>1 YEAR</p>
<p>LANGUAGE</p>  <p>ENGLISH</p>	<p>AGE RANGE</p>  <p>25-45</p>	<p>WORK EXPERIENCE</p>  <p>2 - 10 YEARS</p>
<p>TYPE OF DEGREE</p>  <p>OFFICIAL MASTER</p>	<p>ACADEMIC WORKLOAD</p>  <p>60 ECTS CREDITS</p>	<p>WORK-STUDY ORIENTED</p>  <p>FOR ACTIVE PROFESSIONALS</p>



A WORD OF WELCOME

Times of Change are Times of Opportunity



Dear Prospective Student,

One of the most exciting and promising conditions of our time is change. Deep transformations are taking place in the world of design in general, in architecture, engineering and construction, as well as in other industries related to cities and the built environment.

In the past, the traditional approach to design gave little attention to anything beyond the act of creating physical spaces. **Today, our impact as professionals increasingly depends on widening our vision, identifying new business opportunities, fresh approaches to problem-solving and renewed ways to create value through design.** It also resides in understanding how to work across disciplines with innovation-driven rather than authorship-driven teams, in communicating well, applying principles of management, finance and strategy wisely and embracing technology and agility in organizations. **To affect positive change and gain relevance, we need to develop a vision for creative leadership that represents this mindset, the shared territories and the mutual empowerment between business and design.** A vision that helps us to define, communicate and leverage our unique value for society as a group, and our differentiation as individuals to make great things happen.

The Master in Business for Architecture and Design (MBArch) is a unique program that provides spatial design professionals with the skills they need in management, entrepreneurship, and innovation to increase their relevance, effectiveness and strategic vision at work, becoming leaders and transforming their organizations, or creating the built environment companies of tomorrow. **Led by IE School of Architecture & Design, the MBArch also gathers experts from,**

IE Business School, School of Human Sciences & Technology and the Law School, building a world-class professional and faculty ecosystem, aligned under one vision: that business and design are stronger together.

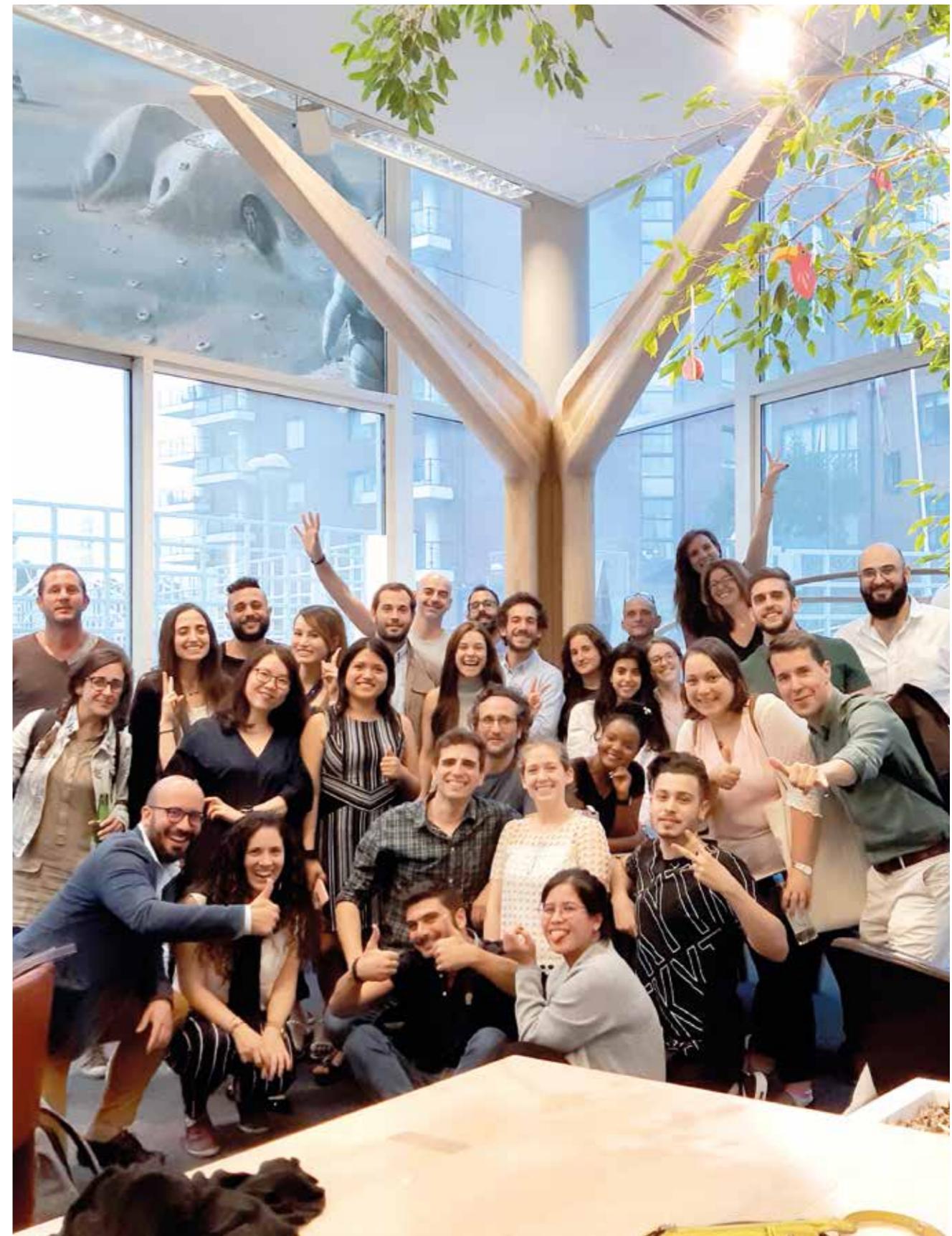
But we are not only unique for thinking like designers, with business in our blood; **the MBArch also stands out for its blended format, which allows students to combine the program with their professional activity, personal research, and other interests or commitments.** The Master's strong focus on **Management and Entrepreneurship, directly applied to spatial design professions, makes the MBArch relevant in the current transformation of our realm.** The Venture Lab, a fundamental component of the program, is a real-world entrepreneurship exercise that allows students to develop a broad, contemporary mindset and skill-set for business innovation. Students also have the opportunity to create and test projects in an academic environment of excellence, in a real and practical way, so that they can apply what they have learned during and after graduation.

The experience of the Master in Business for Architecture and Design is a unique and seamless combination of online sessions, face-to-face periods in Madrid and Amsterdam, and a professional post-graduation trip to London. The time students and faculty spend together in the same cities allows them to get to know each other, share experiences and network with a prominent community of architects, global design influencers, disruptors, entrepreneurs, and innovative, up-and-coming professionals. The online sessions resemble professional situations where we work with others virtually, without the confines of a particular space. In both formats, group work and team projects provide the opportunity to learn through collaboration, which is essential in the current professional world, and also allows students to build solid bonds that lead to lasting relationships.

At IE we are passionate about creating a better future and providing our students with the best possible academic and professional journeys. Join us for the Master in Business for Architecture and Design, and become a leader in a world where the impact and potential of design are growing exponentially.

I look forward to working alongside you!

Sincerely,
Jerónimo van Schendel, Director of the Master in Business for Architecture and Design



10 REASONS TO JOIN THE MBARCH

01

FOCUS ON DESIGN MANAGEMENT

Those trained and working in architecture, interior design, engineering, and other roles related to design often feel a need to gain a deeper understanding of business contexts.. The MBArch fuels the creative process of design, from the perspective of contemporary management. This integrated approach fosters an environment of professionals with a holistic vision.

02

BECOME A DESIGN ENTREPRENEUR

It's not enough to think up creative new ideas. Acquiring the knowledge, tools, and techniques of entrepreneurship is essential if you want to develop these ideas and create an impact. The various learning experiences in the MBArch—from the Venture Lab to courses such as Entrepreneurial Management—provide solid practical training in this area.

03

UNDERSTAND YOURSELF AND BECOME A LEADER

With our approach, you are always at the center. Through educational activities aimed at honing your interpersonal and professional abilities, we help you define your career path and goals, as well as to analyze yourself on a personal level. By understanding your strengths and potential limitations, you can be strategic in pursuing what interests you most.

04

LEARN FROM WORLD-CLASS FACULTY

Professors and lecturers are experienced academics who understand the realities of the professional world. We also rely on an outstanding international team of practicing professionals who are trained to use an innovative, practical, and fresh approach to learning. Many subjects are taught by professors from our globally ranked IE Business School.

05

MAINTAIN A HEALTHY WORK-STUDY BALANCE

We are the leaders in blended education. The unique structure of the program combines online classes and face-to-face sessions in Madrid and Amsterdam. The format and balance of the academic activities will allow you to combine your professional life with the requirements of the program.

06

BUSINESS OF DESIGN LECTURE SERIES

This series of lectures and conversations explores the “back of house” of successful companies and firms. Top professionals share their journeys and useful advice on how to implement the best practices for success. Students actively engage with lecturers about the transformation of our industries and how to be effective leaders.

07

BENEFIT FROM AN INNOVATIVE APPROACH

Throughout the program, we implement diverse teaching methods that correspond to the needs of today's students and, even more importantly, to a well-defined set of objectives. The MBArch combines case-method, collaboration, project-based learning, debates, research, lectures, and travel within one cohesive experience.

08

JOIN IE'S CAREER DEVELOPMENT ECOSYSTEM

IE Talent & Careers is the best partner for your professional development. We help current and former students to take full advantage of their professional opportunities, providing them with impactful advising, learning resources and development tools. We also provide recruitment solutions for companies and institutions with access to more than 70.000 IE professionals worldwide.

09

EXPERIENCE TWO IDEAL LOCATIONS

You'll take courses and participate in activities in Madrid and Amsterdam two vibrant and distinct cities that are renowned for great architecture and design. They are at the forefront of innovation, culture, and education, and we take advantage of everything that's going on in the two capitals to keep the program at the vanguard of the industry.

10

FORM PART OF A VIBRANT DESIGN-DRIVEN CULTURE

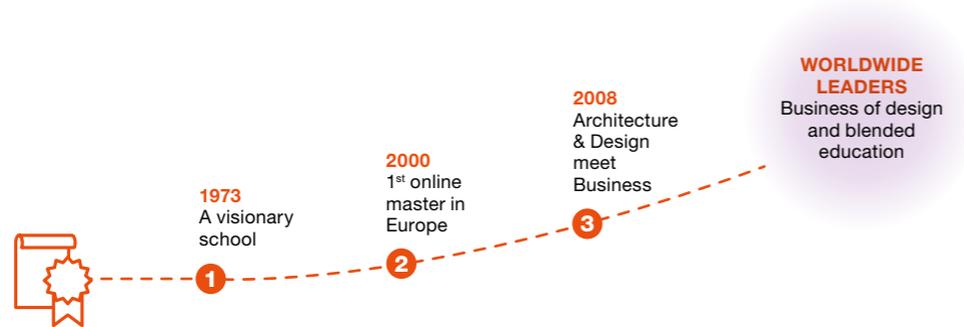
IE School of Architecture and Design shares the DNA of IE University, which was built by and for entrepreneurs. This positioning has made us grow as an independent institution which empowers innovation. As a result, we remain a reference in the creation of new paths in education and in developing an active and diverse community known for excellence.



BUSINESS AND DESIGN, STRONGER TOGETHER.

THE IE STORY

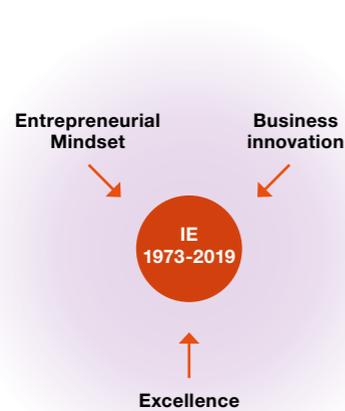
Founded in 1973, IE Business School's success is based on its solid entrepreneurial mindset and its constant search for excellence and innovation. This clear vision has steadily transformed the school into one of the world's leading institutions. It has experienced exponential growth in the last few decades, with some of its programs occupying top rankings worldwide.



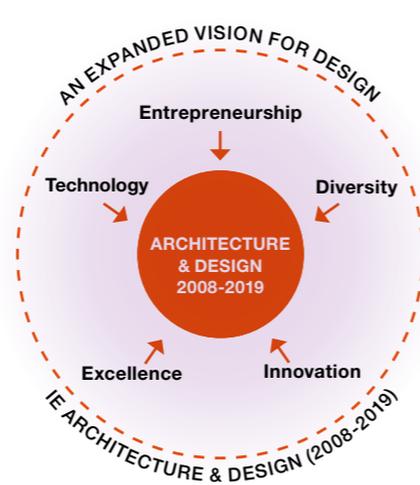
THE RELEVANCE OF ARCHITECTURE AND DESIGN

Founded in 2008, the School of Architecture and Design is a key player in IE University. Its balanced blend of technical, humanistic, and creative components complements the Business School's recognition and know-how, and empowers the entrepreneurial and innovative mindset. Today, the School is renowned as a groundbreaking institution. Its independence of thought, the diversity of its community, and its business origins have contributed to creating an expanded understanding of design, which is the core pillar of the Master in Business for Architecture and Design.

IE BUSINESS SCHOOL



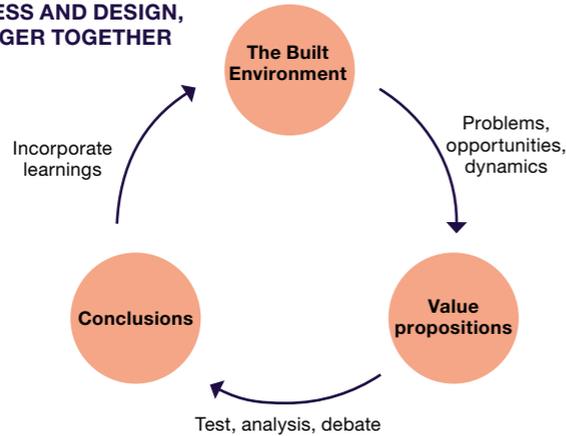
IE SCHOOL OF ARCHITECTURE & DESIGN



PROGRAM DRIVERS

The essence of the MArch and the pillars of our vision for the future.

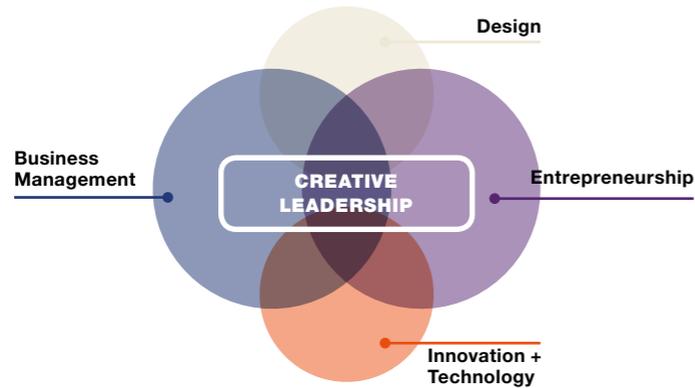
BUSINESS AND DESIGN, STRONGER TOGETHER



Expanding the impact of design requires challenging the status-quo of the built environment. We leverage the power of business perspectives to observe its dynamics, identify opportunities and propose new ways to solve problems. MArch Students and faculty constantly test and debate their initiatives, extracting conclusions and restarting the cycle. This process builds an ecosystem that is a reference for its expertise in the intersection of business and design.



A VISION FOR CREATIVE LEADERSHIP

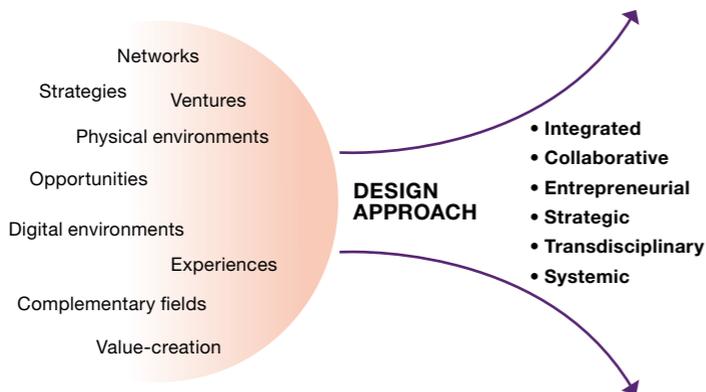


The evolution of design will empower professionals who embrace multiple perspectives and combine complementary skills.

Leading in the future of the built environment, will require understanding business, design, entrepreneurial initiative and innovation altogether. That is our academic approach.



DESIGN FOR THE 4TH INDUSTRIAL REVOLUTION



The digital revolution is transforming the built environment industry.

Designers must expand their role as professionals, pursuing value creation, taking entrepreneurial initiative, embracing technology within their companies and understanding the business and the profession of spatial design more strategically.



OUR VALUES

At IE, we embrace change and see opportunities rather than challenges.
We hope that you'll adopt this attitude too!

CHANGE IS OPPORTUNITY



DIVERSITY EMPOWERS PEOPLE



COLLABORATION MAKES YOU GROW



TECHNOLOGY: A GAME CHANGER



IMPACT & GLOBAL PERSPECTIVE



PURPOSE IS THE BEST GUIDE

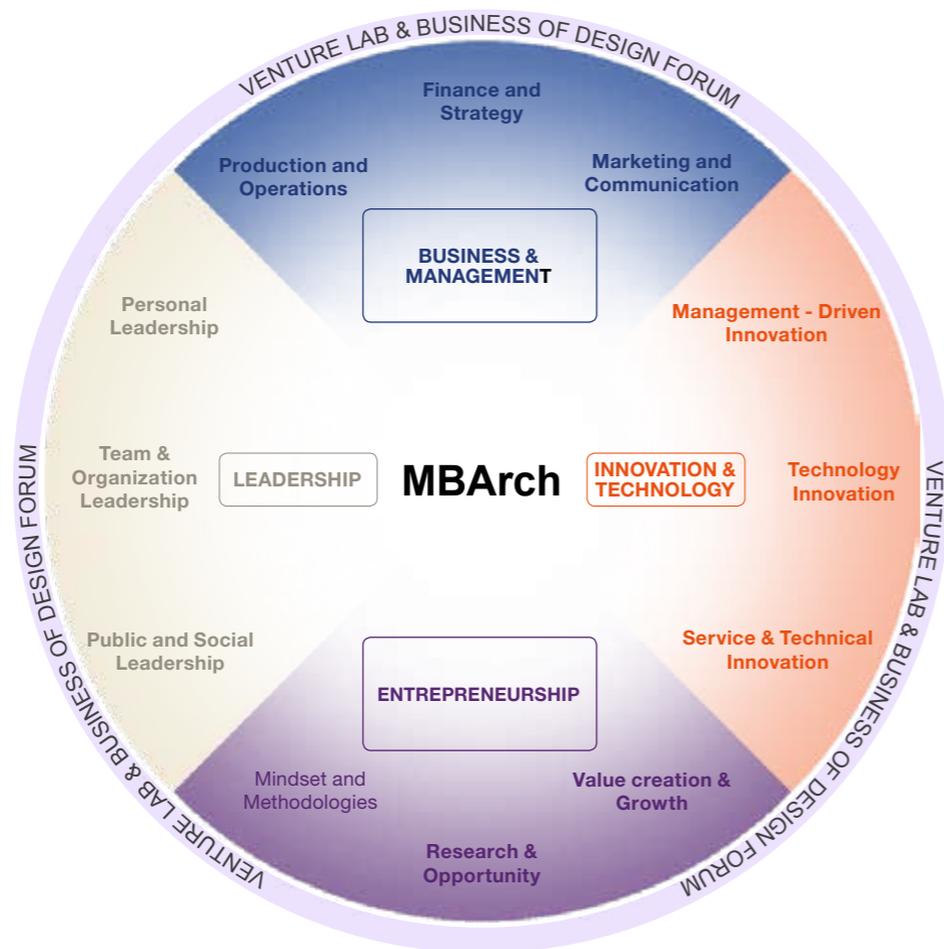


360° PROGRAM STRUCTURE: CONCEPTUAL OVERVIEW

The Master in Business for Architecture and Design is structured in two core modules in business and entrepreneurship and two complementary modules in innovation and leadership. Combined, they prepare creative professionals to foresee opportunity, rethink their realms and create new value, expanding their roles and their impact as designers. Students are trained to transcend the traditional boundaries of the built environment industry, for a future that does not differentiate between business and design, nor between physical and digital, and in which action, collaboration and crossdisciplinarity are the rule.

The four modules develop simultaneously, ensuring a transversal and practical learning experience, making the Master unique, relevant, and holistic. The Business of Design Lecture Series and the Venture Lab, that is capped by an entrepreneurship-focused thesis project, work as encompassing platforms to debate ideas and put them into practice.

CONCEPTUAL MAP OF THE PROGRAM



BUSINESS MANAGEMENT

Mastering the art of business with an emphasis on understanding and managing design companies is central to the program. The MBArch covers a wide range of topics, from the the Law of Supply and Demand or the principles of strategy, to in-depth study of financial modelling and its specificities for architecture ventures, corporate strategy, alliances, companies' valuation and industry analysis in the built-environment. We place attention to the different phases of companies, and their evolution to become international leaders, addressing topics such as competition, financing or the connection between services, business models and operations.

LEADERSHIP

Impact doesn't only depend on expertise, perfect execution, or a great idea. It implies a specific set of personal skills which allow professionals to adapt and succeed in demanding and ever-changing circumstances. A significant part of these can be trained, and we call them LEADERSHIP. This module explores its importance, characteristics, and responsibilities. It supports students through the development of professional self-awareness and purpose which impact their design careers, allowing them to reach maximum potential. We start at the personal level, moving towards the organizational and public dimensions of leadership.

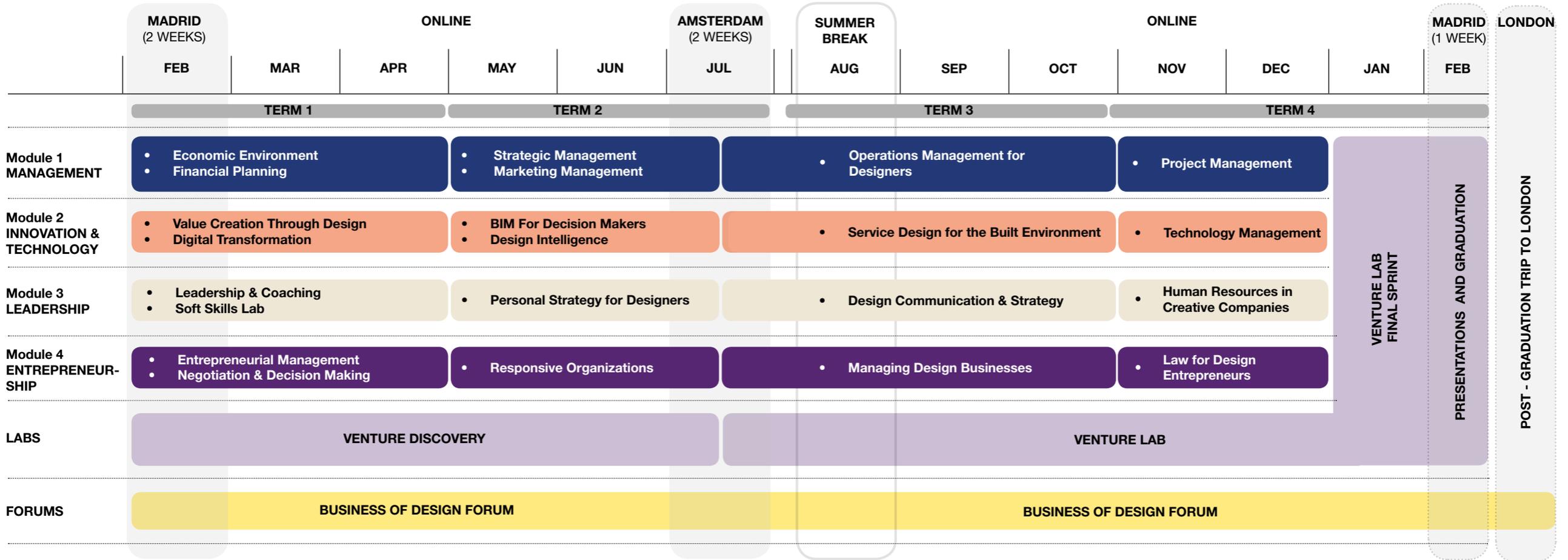
ENTREPRENEURSHIP

This module builds a solid understanding of the most updated theory and methodologies in entrepreneurship. Students learn to observe markets, research at the user and the economic level to support their ideas, identify industry problems, transform them into business opportunities and generate valuable and scalable design-based companies, grounded on innovative business models that are economically viable, technically feasible and humanly attractive. Students are also trained to work with agility and make critical decisions in diverse scenarios that young companies face, from team creation to product development or funding structures.

DESIGN INNOVATION AND TECHNOLOGY

Business and technology innovation are deeply impacting the built environment. Through a dual approach, we first analyze how spatial designers create value, and how much can we expand their territory of action. Based on that, we analyze how models and technologies such as IoT, BIM, Big Data for Business Intelligence, Blockchain, Platform Business Models or Agile methods can be leveraged to transform the dynamics of design businesses. You will widen your vision for opportunity, and learn to strategically lead management, industry or technology-driven innovation.

360° PROGRAM STRUCTURE: ACADEMIC CURRICULUM



The contents of the four modules are introduced through cases, workshops and discussions, which focus on a wide range of domains related to the built environment. The transversal curriculum and the course dynamics allow to establish links between the modules, the Venture Lab and the Business of Design Forum. You will put into practice all the contents explored along the program, and confront the conceptual dimension of learning with the hands-on experience of the labs and workshops, similar to real-life working environments.

The MBArch blends online sessions, face-to-face periods in Madrid and Amsterdam, and a professional post-graduation trip to London. Online weeks start with Monday to Thursday forums, followed by Friday Entrepreneurship Mentoring and Lectures, and Saturday videoconferences from professors. All activities involve group and individual work, that is closely followed-up by faculty and mentors. The four full-time residential weeks in Madrid and Amsterdam combine classes, workshops, entrepreneurship sprints, company presentations, visits, lectures and group work. The final trip to London is a unique opportunity to network and discuss lessons learned with industry leaders.

360° PROGRAM STRUCTURE: COURSES

ECONOMIC ENVIRONMENT

Introduction to the macroeconomic and microeconomic environment in business. You will learn to analyze the implications of economic situations and policies on the welfare of people, companies and governments.

FINANCIAL PLANNING

Comprehensive overview of corporate financial planning and decision-making. You will learn to align financial targets with strategy and to start, finance, expand, monitor or present design companies to investors.

STRATEGIC MANAGEMENT

The strategic mindset and competitive behavior that affect performance in businesses. You will learn tools and concepts to analyze industries and firm resources and adapt to current and future market situations.

LEADERSHIP AND COACHING

A broad overview of Human Resources, focused on how to structure unique, people-centered and creative companies to get the best out of a team, keeping motivation at the top.

HUMAN RESOURCES IN CREATIVE COMPANIES

A broad overview of Human Resources, focused on how to structure unique, people-centered and creative companies to get the best out of a team, keeping motivation at the top.

SOFT SKILLS LAB

A series of workshops and seminars that develop student's personal skills, focusing on their abilities for team work, presentation and communication, which remain central to all the courses and labs of the program.

MARKETING MANAGEMENT

A general approach to contemporary marketing for the built-environment. You will study differentiation, segmentation, positioning, marketing mix or customer satisfaction, as well as business development strategy.

OPERATIONS MANAGEMENT FOR DESIGN

Excellence in design requires balancing economic viability, technical and commercial requirements, and client demands. You will learn to control the resources needed to perform design and construction activities.

PROJECT MANAGEMENT

Designing the built environment implies managing relationships and processes with clients, stakeholders, public organizations, collaborators, contractors and suppliers. You will learn to manage them as a project leader.

DESIGN COMMUNICATION & STRATEGY

Branding, marketing and communications empower design practices to meet their goals. We look at the relationship between the market, the marketing process and the architectural strategies that particular firms pursue.

ENTREPRENEURIAL MANAGEMENT

We examine the mindset, methods and managerial activities of contemporary entrepreneurship. You will learn to frame problems as business opportunities and to generate, validate and present compelling new ventures.

MANAGING DESIGN BUSINESSES

An exploration of spatial design management. Students learn about building a unique culture of design, company reputation and development, multidisciplinary teams and to build a clear and powerful design vision.

VALUE CREATION THROUGH DESIGN

You will explore the multiple ways in which spatial design can create value for society nowadays. We analyze perspectives from business, communication, architecture, innovation, entrepreneurship, anthropology and technology.

SERVICE DESIGN FOR THE BUILT ENVIRONMENT

Designing an efficient service delivery strategy is critical for customer experience /commercial success. We explore how this requires specific business operations, and how aligning both can empower sustainable company models.

DIGITAL TRANSFORMATION

Key digital systems and business models affect and empower design nowadays. You will familiarize with cloud computing, blockchain, platforms or big-data, gaining capacity to pursue technology-enabled businesses.

NEGOTIATION & DECISION MAKING

The "art of negotiation", understood as an effective tool for your professional career and personal life. You will learn to prepare for negotiations, achieve objectives and reach win-win agreements.

RESPONSIVE ORGANIZATIONS

Uncertainty and change are omnipresent in the current era. We focus on how to structure or transform companies to respond to them, gaining leadership and utilizing vision, agility, collaboration and resilience.

LAW FOR DESIGN ENTREPRENEURS

We examine the most important and contemporary legal aspects that empower businesses in the built-environment realm. Key ideas involve intellectual property, founder agreements, technology law or professional liability.

DESIGN INTELLIGENCE

We explore the changes in spatial design since the advent of computational technology, and explore ways to utilize them to transform our companies, taking strategic and technology-based business and design decisions.

BIM FOR DECISION-MAKERS / TECHNOLOGY MANAGEMENT

The "digital era" has changed the built-environment. BIM and Technology Management analyze the appropriate adoption, use and management of production technology, that is essential to the success of design companies.

PERSONAL STRATEGY FOR DESIGNERS

Students create a Development Plan and learn to balance their personal and professional goals. We cover self-organization, social relationships, and how to market oneself to become increasingly relevant.

BUSINESS OF DESIGN FORUM

Up to 30 lectures and visits to prominent design and innovation companies. We discuss directly with their leaders, who share their journeys and insights about how to drive impact and transform the design realm.

VENTURE DISCOVERY LAB

A hands-on introduction to the practice of entrepreneurship, focused on discovery. This central piece of the program is comprised of MAKEATHONS, seminars and workshops ranging from idea generation to team building.

VENTURE LAB

Entrepreneurship workshop. You will develop a design-based company as your program's Final Thesis. During this process, you will be mentored by faculty, expert advisors and other entrepreneurs.

THE MBARCH EXPERIENCE: FACE-TO-FACE PERIODS

Lectures & Workshops

More than 20 lectures and workshops are held with professors and leading companies, to delve deeper into the academic content or expand on the work done in class. We also conduct Makeathons: one or two-days business design sprints in which groups address a given challenge, define opportunities and develop potential solutions.

Five sessions per day with international faculty

Students have a wide variety of courses from Monday to Friday in different settings. Classes are interactive and include case discussions, team presentations specific visits and guided group work.

WEEK

Group work & Presentations

You will discuss and prepare a series of assignments and projects in group, and present them to professors, companies, juries, and peers. Group work is essential to expand and deepen the lessons from different courses.

Visits and Discussions

The F2F sessions include discussions at leading companies and startups in architecture & design, communication, real-estate, project management, and technology. Visits contribute significantly to illustrate concepts and acquire a wider perspective of reality.

WHAT ARE THE FACE-TO-FACE SESSIONS?

These are intense periods of the program in which you spend time with peers and professors in either Madrid or Amsterdam. The F2F weeks feature program components that are best suited to classroom and workshop settings. They serve as key opportunities to build strong relationships, exchange ideas and collaborate. Being together is also a great way to advance personal projects, such as the Venture Lab, through formal and informal discussions with classmates and professors.



THE MBARCH EXPERIENCE: BUSINESS OF DESIGN FORUM



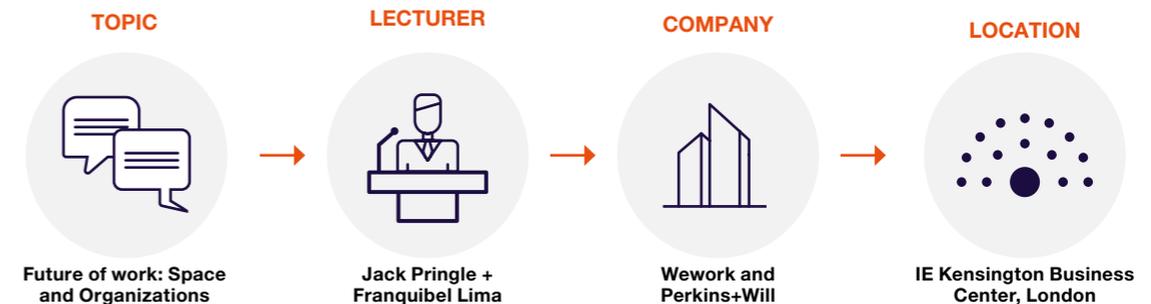
What is BDF?

BDF is a series of lectures and visits that explores companies' "back of house". Top professionals share their insights and engage with students, detailing how to implement best practices for success, and how to transform our industries. With a direct and analytical tone, the series combines lectures from design companies and start-ups, as well as venture capital, engineering, real estate and design communication firms, providing a holistic perspective.

What should I expect?

High profile lecturers, specific and complementary topics for each conversation and lively engagement in every event, openly discussing a variety of topics, such as the lecturer's journeys to success, and why struggle can be a positive part of it.

SOME PREVIOUS EVENTS



THE MARCH EXPERIENCE: A TYPICAL ONLINE WEEK

Live Video Conferences

On Saturdays from 2:30 p.m. to 7:30 p.m. (CET) students participate in live online video sessions led by professors. IE's online platform allows for seamless participation, conversation, and an interactive course flow.

Online Forum

Ongoing online conversations are held from Monday to Thursday. Students engage in thoughtful and lively class discussions via online posts that can be published at any time of day, allowing those with busy schedules great flexibility. Professors moderate and encourage students to delve deeper into the topics covered in class.

WEEK

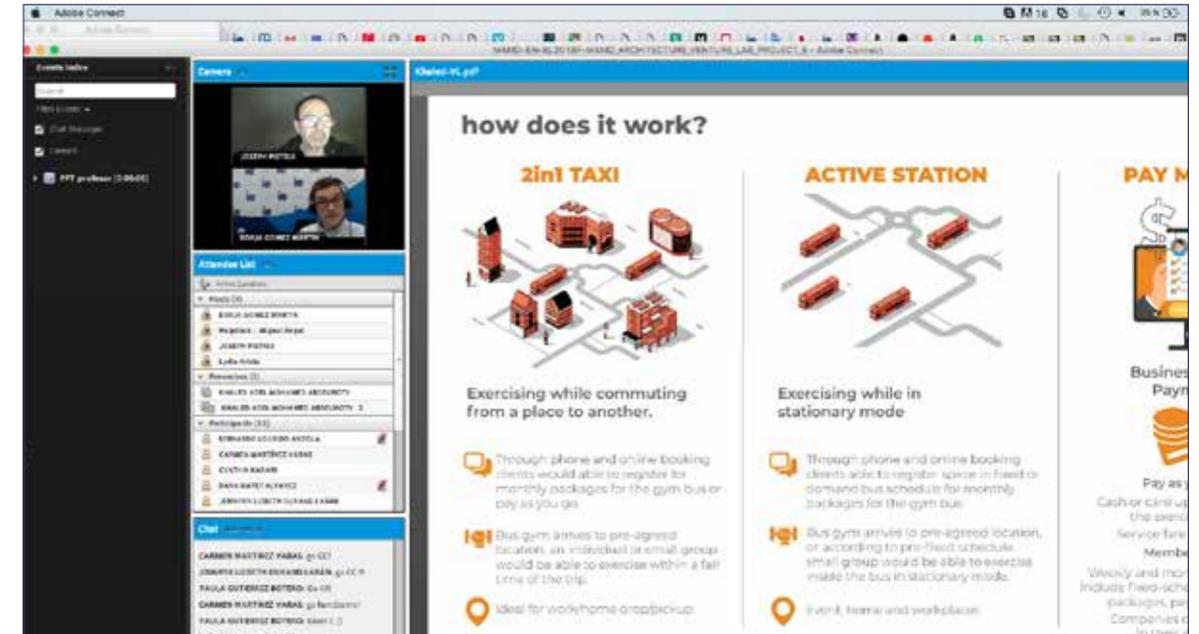
Individual Preparation

All syllabus, bibliographies, cases, and other curricular materials are posted ahead of time on our online platform "Campus Online." Assignments and readings are thoughtfully scheduled to allow for an appropriate workload. You can organize your time to fit your needs.

Group Discussion and Assignments

Students are divided into groups, and work on collaborative assignments throughout the program. Group work, both face-to-face and online, is a fundamental element of the learning experience.

IE is not only recognized worldwide for its full-time master's programs, but also for the online education that the institution offers, mainly for Executive Education. The international press has consistently recognized IE's online blended programs among the top.



HOW DOES THE MARCH BLENDED STRUCTURE WORK?



1
INTERACTIVE, ONLINE
Periods



2
FACE-TO-FACE
Periods



3
PLATFORM
The IE Online Campus

Thanks to the innovative use of new technologies, which allow us to replicate face-to-face teaching techniques, you will be able to enjoy the same interactive experience you would have in a traditional classroom.

The face-to-face periods allow you to create personal relationships and meaningful bonds with the people you will work with throughout the year. These periods combine workshops, company visits, meals and classes that require physical presence. The residential periods, an essential part of the blended experience, allow you to build deeper relationships and understand the different perspectives and viewpoints of your classmates.

The IE Online Campus is a web platform that allows students to access all of the program's online activities any time they wish from any location. The campus is also accessible from smartphones and tablets.

3 COURSES AT TIME

ONLINE FORUM
24/7
Group Work



VENTURE LAB PROJECT
Group Work



LIVE VIDEO CONFERENCES SATURDAYS
from 2:30pm to 7:30pm (CET)



WELCOME TO THE WOW ROOM

Our updated, state-of-the-art WOW Room is a virtual learning experience without limits.

It allows for enhanced collaboration and networking capabilities, resulting in a dynamic, intercultural exchange of knowledge and ideas.

Some of the world's most innovative technology has gone into producing this unique, lifelike virtual learning experience.



BORDERLESS CLASSROOM

MAXIMUM DIVERSITY FOR YOUR PROFESSIONAL NETWORK

Forge real, lasting connections with the best global talent thanks to our seamless technological system.

HANDS-ON TECHNOLOGY

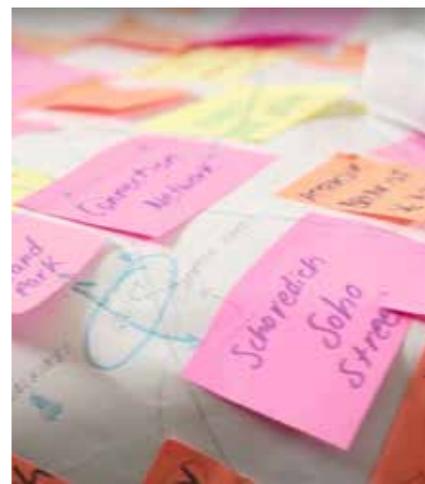
Cast your vote, in live class polls, collaborate with virtual documents in real time and take part in dynamic, interactive role plays. Even if you are in different countries, it will feel you are in the same room.

COMPUTER, TABLET OR MOBILE

Choose the device that works best for your educational needs.



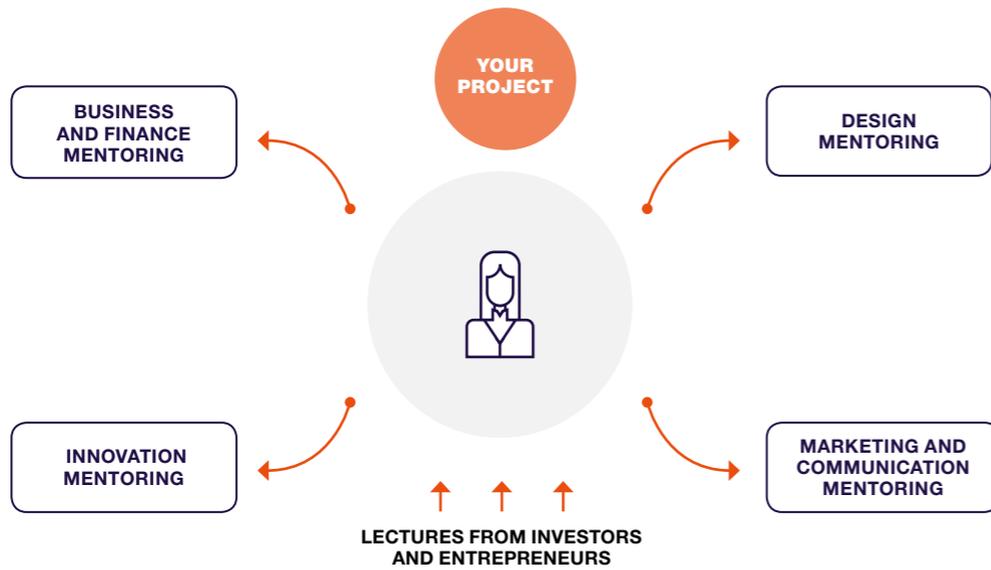
MBArch SPIRIT



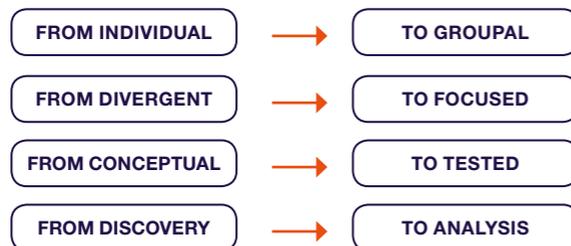
THE MARCH EXPERIENCE: THE VENTURE LAB

The Venture Lab is an entrepreneurship laboratory in which you will develop a company project for the built environment or a related industry, starting from your own motivations and putting them into practice in group, as in real-life. Faculty experts give mentorship in architecture and design, management, finance, business innovation, technology and marketing.

The Venture Lab project is your group's Final Thesis, which you will present in front of a jury of experts and investors. This hands-on lab encompasses all the learnings acquired throughout the MArch. We start with a discovery & prototyping phase, including a number of MAKEATHONS, research and business design sprints, and we progressively evolve towards business model focus and the definition of the company. The possible fields to work on are as wide and diverse as our vision for the architects and designers of the future.



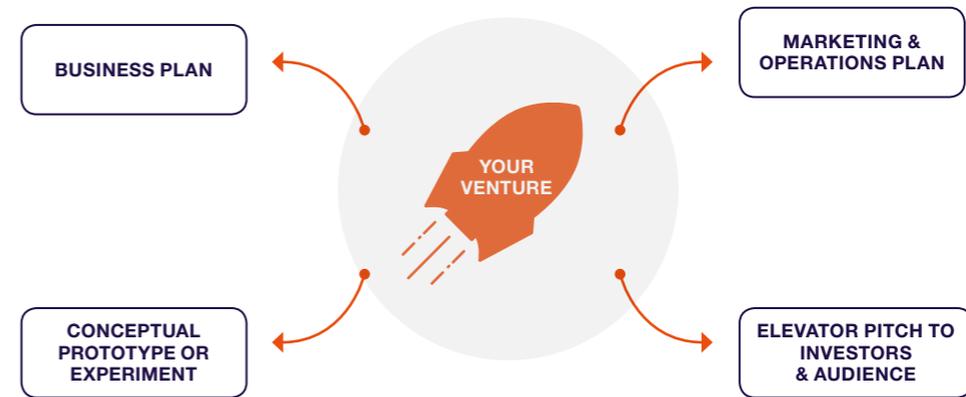
TEACHING APPROACH



THE MARCH EXPERIENCE: GOALS AND DELIVERABLES

GOALS: We help you propose a relevant business for the future, related to the built environment. It must be innovative, which means it has to be economically viable, technically feasible, and humanly attractive. We embrace different degrees of scalability. Together, we pursue maximum maturity for the projects, testing your business assumptions and increasing the chances of success on potential paths to the market.

FINAL DELIVERABLES: Your VL project will be composed of a research dossier, a business plan, an elevator pitch and a product or service prototype. You will have to explain the industry problem and opportunity addressed, the potential solutions, your chosen value proposition, and how you position and differentiate your company. The Business Plan will include management, strategy and operational considerations, a detailed financial model, and a marketing plan for your idea.



CLASS PROFILE

The Master in Business for Architecture and Design students seek to unleash their full potential as architects, designers or professionals creating impact in the built environment. If you are or envision becoming an entrepreneur, or if you work for a company and want to make important steps forward in career development by adding business, management and leadership skills, this is your program.

MBArch students are also diverse. They conform a solid group from all around the world, with valuable and different backgrounds and interests, that enrich the intense collaborative experience of the MBArch.

AVERAGE AGE & RANGE



28 / 25-45
YEARS OLD

PROFESSIONAL EXPERIENCE



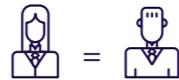
2-10 YEARS

NATIONALITIES



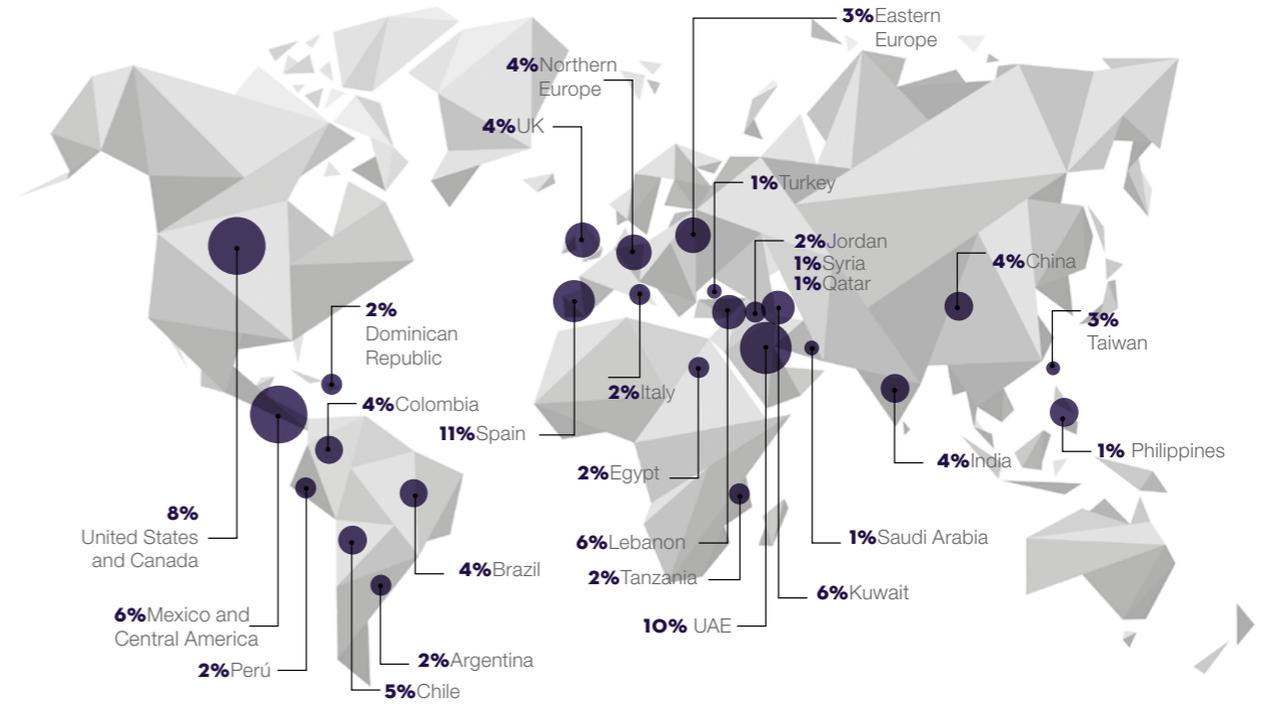
+15

GENDER BALANCE



≈ 50 %

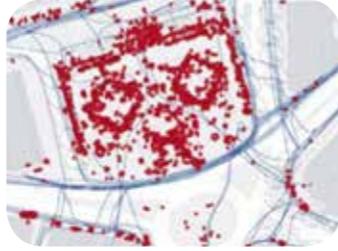
RESIDENCE AND ORIGIN OF OUR STUDENTS:



STUDENT BACKGROUNDS



ARCHITECTURE



URBAN DESIGN



LANDSCAPE



INTERIOR DESIGN



CIVIL ENGINEERING



TERRITORIAL PLANNING



BUILT ENVIRONMENT
TECHNOLOGY



URBAN STRATEGY AND
MANAGEMENT



SPATIAL EXPERIENCE DESIGN



SPATIAL INTELLIGENCE



DESIGN MANAGEMENT



CONSTRUCTION MANAGEMENT



CAREER DEVELOPMENT

IE CAREER DEVELOPMENT CENTER

Designed to help you thrive!

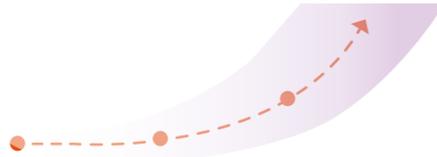


PROFESSORS AND LECTURERS

They're eager to keep in touch!

ALUMNI AND PEERS

A successful and diverse group excited to help one another!



ECOSYSTEM OF COMPANIES

You'll visit many, and they'll be looking for new talent!



COMPANIES WHERE OUR ALUMNI WORK

<p>SUSTAINABILITY TEAM LEADER Abu Dhabi, UAE</p>	<p>SENIOR ARCHITECT & URBAN DESIGNER London, UK</p>	<p>SENIOR ARCHITECT Sharjah, UAE</p>	<p>SENIOR DESIGNER Buenos Aires, Argentina</p>
<p>ASSOCIATE London, UK</p>	<p>ASSOCIATE Abu Dhabi, UAE</p>	<p>SENIOR DESIGN ARCHITECT Doha, Qatar</p>	<p>SENIOR ARCHITECT Dubai, UAE</p>
<p>PROJECT DIRECTOR Wijnegem, Belgium</p>	<p>SENIOR DESIGN ARCHITECT Amman, Jordan</p>	<p>PROJECT ARCHITECT Dubai</p>	<p>ARCHITECT Dubai</p>

COMPANIES FOUNDED BY ALUMNI

<p>Bogotá Colombia</p>	<p>Madrid, España</p>	<p>Lagos, Nigeria</p>	<p>Salzburg, Austria</p>
------------------------	-----------------------	-----------------------	--------------------------

FACULTY

The Master in Business for Architecture and Design brings together highly talented academics who are highly experienced in their fields. A significant portion of them combine teaching with practice; they all deeply understand the professional world and are trained in the latest trends in business, innovation, and education. They are an outstanding and diverse international team, complemented by an ever-growing community of renowned lecturers, all passionate about what they do. Here are some of their backgrounds. (Backgrounds matrix below)

COMPANIES WHERE OUR COLLABORATORS AND PROFESSORS LEAD

 COLANDER.CO.UK	 GENSLER.COM	 ZAHA-HADID.COM	 DAVIDCHIPPERFIELD.CO.UK
 ARTICLE-25.ORG	 FOSTERANDPARTNERS.COM	 ARUP.COM	 UANDIPLC.COM
 AECOM.COM	 RSH-P.COM	 SHOPARC.COM	 SNOARC.NO
 MECANOO.NL	 MVRDV.NL	 UNSTUDIO.COM	 ING-MEDIA.COM
 ALLIESANDMORRISON.COM	 BIG.DK	 PERKINSWILL.COM	 NEWLONDONARCHITECTURE.ORG

JERÓNIMO VAN SCHENDEL
Program Director and Venture Lab Professor.

Office Manager Abalos+Sentkiewicz.

JON BLASBY
Project Management Professor.

Director Castiel Group.

JOSÉ MARÍA COMPAGNI
Marketing Management Professor.

Owner and Managing Director, Docensas.

CAROLINE COLE
Design Communication and Strategy Professor.

Director, Colander Associates

JOSÉ IGNACIO CONDE
Economic Environment Professor.

Ph.D. in Economics, Universidad Carlos III, Madrid. External Consultant at the World Bank.

REBECCA FANGER
Leadership and Coaching Professor.

Associate Coach and Leadership Facilitator, Center for Creative Leadership.

PAOLO GIANCANE
Financial Planning and Venture Lab Professor.

Board member, Vesenda.

BORJA GÓMEZ MARTIN
Venture Lab Professor.

Architect at IDOM.

MANUEL JIMÉNEZ
Negotiation and Decision Making Professor.

Captain and Instructor at Air Nostrum.

CARL KOCK
Strategic Management Professor.

Ph.D. in Management, Wharton, University of Pennsylvania.

LAURA MAGUIRE
Teamwork Professor.

Executive Director of Doctoral Programs, IE Business School.

KATE MARKS
Organizational Leadership & Human Resources Professor

Managing Director, Evolutionhr.

DANIEL MAYORAL
Personal Strategy Professor.

Founder of PDM.

ROBERTO MOLINOS
Building Information Management and Technology Management Professor.

Founder of Modelical.

TERESA MARTÍN CASTRO
Law for the Business of Design Professor.

Founding Partner, Mavens Abogados. Professor IE Law School.

IGNACIO CALLES
Digital Transformation Professor

Founder and CEO The Omnibus Ventures

CRISTINA MATEO
Digital Transformation Professor.

Executive Director IE School of Architecture and Design

JOSEPH PISTRUI
Entrepreneurial Management and Venture Lab Professor.

Ph.D. in Strategic Management and Entrepreneurship from Universidad Autónoma de Barcelona. Founder of Nextsensing.

JAVIER BERNARD
Presentation and Communication Professor.

Founder of Speak & Span.

DIEGO ROMÓN
Negotiation and Decision Making Professor.

Partner PDP Talentum. Co-founder Miramusei.

BALVINDER SINGH POWAR
Virtual Collaboration Professor.

Board Member and Director at BOOSTER Space Industries and AERDRON.

SAVINA TORRISI
Service Design & Cost Control Professor.

Co-founder Partner, NOI architects. Senior Tutor, Royal College of Art (RCA- Industrial Design Engineering Department).

MIGUEL VIDAL
Design Digital Era Professor.

Computational Design Lead, Astudio London.

MICHAEL LEUBE
Value Creation through Design Professor

Phd. in Anthropology University Zagreb, Specialist in Design Thinking

ABOUT IE



MORE THAN 40
GRADUATE PROGRAMS



60,000 ALUMNI
HOLD MANAGEMENT POSITIONS IN OVER 100 COUNTRIES



+130 NATIONALITIES
ON CAMPUS



MORE THAN 500 FACULTY MEMBERS
28% OF WHOM ARE WOMEN



**INTERNATIONAL CAREERS FAIR
HELD ANNUALLY**
WITH MORE THAN 100 MULTINATIONAL ORGANIZATIONS



SINCE 1973
FOCUSED ON ACADEMIC EXCELLENCE



MORE THAN 60
DIFFERENT SCHOLARSHIPS AVAILABLE



29 INTERNATIONAL OFFICES
AROUND THE GLOBE



MORE THAN 200
STUDENT AND ALUMNI ORGANIZATIONS AND CLUBS



ABOUT IE SCHOOL OF ARCHITECTURE AND DESIGN

“Our world is undergoing great change due to globalization, technology and the expansion of traditional roles into new fields and new ways of working. IE School of Architecture and Design believes that seeing the ‘big picture,’ learning from other disciplines and working collaboratively are keys to the future.”



Martha Thorne,
Dean of IE School of
Architecture and Design
and Executive Director of
the Pritzker Prize

IE SCHOOL OF ARCHITECTURE AND DESIGN PLACES EMPHASIS ON DESIGN, INNOVATION AND ENTREPRENEURIAL SPIRIT.

Students are encouraged to take a creative approach to architecture, think critically when confronted with a challenge and not be afraid to think outside the traditional boundaries of architecture and design. Diversity among our students and faculty, who come to us from all over the world, creates a rich blend of cultures and a broad learning experience. Graduates can aspire to work all over the globe and are able to consider the world as their town.

Our programs integrate the following four dimensions:

VIBRANT DESIGN CULTURE.

The highest quality design education is the backbone of our School. We engage experienced, top architects and designers who are committed to teaching, as well as successful in their professional careers.

THE REAL WORLD.

Whether through blended courses that allow students to work and study at the same time, or our internship program, IE always seeks to relate what is learned in the classroom to the real world.

LECTURE SERIES.

Our special guest lecturers provide direct contact with leading international professionals. By sharing their experiences and engaging in open dialogue, our students are able to directly benefit from these experts' knowledge and understanding of the field.

BECOME A DESIGN ENTREPRENEUR.

Design, management and visual and verbal communications skills are essential for today's professionals. Knowing how to run your own office, lead projects and teams or be an effective part of an organization all depend on knowledge, skills and a compelling vision.

IE School of Architecture and Design offers the following programs:

BACHELOR IN ARCHITECTURAL STUDIES

BACHELOR IN DESIGN

MASTER IN STRATEGIC DESIGN OF SPACES

MASTER IN BUSINESS FOR ARCHITECTURE AND DESIGN

MASTER IN REAL ESTATE DEVELOPMENT

FIND US ON:



@IE School of Architecture and Design,
#IEArchDesign, #IEMBArch,
#BusinessofDesign
IE School of Architecture and Design
- MBArch



WWW.IE.EDU/MBArch



IE EXPERIENCE

SERVICES FOR OUR MASTER IN BUSINESS FOR ARCHITECTURE & DESIGN

The IE Experience is much more than just an academic experience. We want you to enjoy your time and take advantage of all the opportunities around you at IE. Our students have a wide range of cultural, social and sporting activities, arranged by students themselves with the support of the Campus Life Office. Our current and former students at IE, proactive by nature, have started over 200 clubs both in Madrid and abroad, organizing countless regional and cross-sector events.



SOME EXAMPLES OF THE CLUBS WE HAVE:

PROFESSIONAL CLUBS

- Net Impact Club
- IE Marketing Club
- IE Consulting Club
- IE Entrepreneurship Club
- And many more

SOCIAL CLUBS

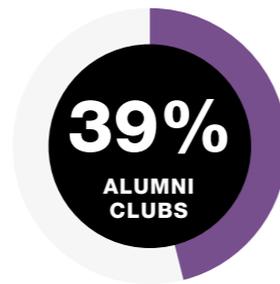
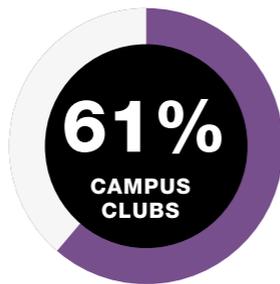
- IE Music Club
- IE Drama Club
- IE Photography Club
- And many more

GEOGRAPHIC CLUBS

- IE Africa Club
- IE Japan Club
- Latin America Business Club
- IE DACH Club
- And many more

SPORTS CLUBS

- IE Football Club
- IE Basketball Club
- IE Running Club
- IE Sailing Club
- IE Rugby Club
- And many more



(*) FOR STUDENTS AND ALUMNI

WHY MADRID AND AMSTERDAM?

MBArch students enjoy our strategically located campus in Madrid, and one of the most active networks of connections and companies in the heart of Amsterdam. Madrid is welcoming and a worldwide model for working and visiting, with an outstanding quality of life, famous blue skies, and a highly innovative environment. Amsterdam is a worldwide hub where designers, creatives and entrepreneurs work and meet, and where Architects are especially well valued. Holland is also known for its forward-thinking company models and corporate culture.

WHY MADRID?



- **Entrepreneurship:** In the last decade, the city has developed a highly active entrepreneurial ecosystem, in which IE is a major player. The availability of space, affordable cost of living and active and engaging Spanish mindset contribute to this momentum.



- **Dynamic culture & leisure scene:** The city that never sleeps features wide-ranging and high-quality cultural offerings. All sorts of leisure activities are available throughout the year and around the clock. You can combine campus activities with talks, concerts, museum visits and meals at creative gastronomic spaces.



- **Leading Design Community:** Recent and ongoing city transformations make Madrid an interesting place to live and study. Some of the most brilliant architects of our time have worked here. Special events like Madrid Design Week, and institutions such as the Norman Foster Foundation or the ICO Museum, support the design spirit.

- **IE's Campus:** More than 20,000 m2 of educational space, spread across 17 buildings, are centered in the Salamanca neighborhood, which is strategically located in the heart of the city. The Madrid campus also features state-of-the-art venues such as Shigeru Ban's Paper Pavilion and the entrepreneurship center, Area 31.

WHY AMSTERDAM?



- **A Forward-Thinking City:** Amsterdam is well-known for its drive as a design capital. Together with Rotterdam, it conforms a leading community of global architects, within 40 mins distance. Its openness to innovation makes it one of the top destinations for entrepreneurs, with a strong focus in creative industries.



- **Mature Design Industry:** The built environment and design industries have evolved significantly in recent decades, and Holland is at the forefront. Some of the most outstanding design companies are based there, and IE collaborates with them building the highly specialized future of the promising orange economy.



- **Dense Networks of Connections:** IE is well connected with relevant companies, professionals and institutions in Amsterdam such as MVRDV, UNStudio, the Museum for Architecture, Design and the Digital Culture, or ECE Rotterdam. We host multiple events and visits involving this ecosystem in different locations.



- **The Wonderful Summer:** Amsterdam is one of the best European cities in the summertime. There are numerous events and pop-up initiatives at outdoor venues like parks or channels, daily and pleasant bike-riding, and a variety of museums. It's the perfect time to combine work with cultural and leisure activities.

WHY A PROFESSIONAL TRIP TO LONDON?

The spatial design industries have made great advancements in terms of corporate structures and strategic organization in London. The city hosts global firms that are perfect to visit and discuss with, at the end of the Master.



IE'S GLOBAL PRESENCE

EUROPE

europa@ie.edu

FRANCE - PARIS

france@ie.edu

GERMANY, SWITZERLAND

& AUSTRIA - MUNICH

dach@ie.edu

ITALY & BALKANS - MILAN

italia@ie.edu

PORTUGAL - LISBON

portugal@ie.edu

EASTERN EUROPE & CENTRAL ASIA -

MOSCOW

eeeca@ie.edu

SPAIN - MADRID & SEGOVIA

iespain@ie.edu

TURKEY - ISTANBUL

turkey@ie.edu

UK & IRELAND - LONDON

uk@ie.edu

NORTH AMERICA

northamerica@ie.edu

WEST & MIDWEST USA - LOS

ANGELES

westcoast@ie.edu

SOUTH USA & CARIBBEAN - MIAMI

southusa@ie.edu

NORTHEAST USA - NEW YORK

northeast@ie.edu

CANADA - TORONTO

canada@ie.edu

LATIN AMERICA

latam@ie.edu

ARGENTINA & URUGUAY -

BUENOS AIRES

argentina@ie.edu

uruguay@ie.edu

BRAZIL - SAO PAULO

brasil@ie.edu

CHILE - SANTIAGO DE CHILE

chile@ie.edu

COLOMBIA - BOGOTA

colombia@ie.edu

centroamerica@ie.edu

ECUADOR - QUITO

ecuador@ie.edu

MEXICO CITY - MEXICO

mexico@ie.edu

PERU, BOLIVIA & PARAGUAY - LIMA

peru@ie.edu

bolivia@ie.edu

paraguay@ie.edu

VENEZUELA - CARACAS

venezuela@ie.edu

ASIA-PACIFIC

asia-pacific@ie.edu

AUSTRALIA & NEW ZEALAND -

SYDNEY

australia@ie.edu

CHINA - SHANGHAI & BEIJING

china@ie.edu

INDIA & SOUTH ASIA - MUMBAI

india@ie.edu

JAPAN - TOKYO

japan@ie.edu

SINGAPORE & SOUTHEAST ASIA -

SINGAPORE

singapore@ie.edu

southeastasia@ie.edu

SOUTH KOREA - SEOUL

korea@ie.edu

MIDDLE EAST/AFRICA

mea@ie.edu

SAUDI ARABIA - RIYADH

saudi@ie.edu

UAE, QATAR, BAHRAIN, KUWAIT

& OMAN - DUBAI

uae@ie.edu

WEST AFRICA - LAGOS

nigeria@ie.edu

SOUTHERN AFRICA -

JOHANNESBURG

southernafrica@ie.edu

PLEASE DO NOT HESITATE TO CONTACT THE OFFICE NEAREST YOU IN CASE YOU NEED ANY ADDITIONAL INFORMATION.

YOU CAN ALSO CONTACT US VIA ADMISSIONS.ARCHITECTURE@IE.EDU



ADMISSIONS PROCESS

The main objective of the admissions process is to select students with the greatest potential who can make a significant contribution to the learning experience. We seek candidates who are dynamic, motivated, creative, and who not only present an excellent academic and professional background, but also offer the kind of interpersonal skills that will allow them to obtain maximum benefit from the program.

THIS PROCESS HAS 4 STEPS



Start your application process right away through our online application system.

Simply go to www.edu/ app and choose the Master in Business for Architecture and Design.

Our admissions and academic team will review your application and all accompanying documents.

If you pass the review, you will be invited to interview with our admissions and academic staff (in-person or online)

IE Admissions will make a final decision on your application. The admissions process is a rolling process and there is no deadline for application for a particular class. Admissions is valid for two intakes.

PROGRAM KEYWORDS:

business, entrepreneurship, leadership, management, innovation, ventures, companies, future, technology, impact, change, growth, communication, diversity, AEC, Built-environment, resilience, collaboration, design, architecture, construction, engineering, cities, space, planning, interior design, landscape design, experience, Madrid, Amsterdam, London, Online, blended, work-study, part-time, international, global, human-made environment, human-environment.





**SCHOOL OF
ARCHITECTURE
& DESIGN**

CONTACT US:

admissions.architecture@ie.edu

MARÍA DE MOLINA, 11. 28006 MADRID

+34 91 568 96 00

FIND US ON



@IE School of Architecture and Design,
#IEArchDesign, #IEMBArch #BusinessofDesign
IE School of Architecture and Design - MBArch



WWW.IE.EDU/MBArch

MORE INFORMATION ABOUT THE SCHOOL:

WWW.IE.EDU/SCHOOL-ARCHITECTURE-DESIGN

MBArch 18 images by Avril Hernández Padilla, MBArch 18 Alumni