<table>
<thead>
<tr>
<th>Country / City</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina / Buenos Aires</td>
<td><a href="mailto:argentina@ie.edu">argentina@ie.edu</a></td>
</tr>
<tr>
<td>Australia / Sidney</td>
<td><a href="mailto:australia@ie.edu">australia@ie.edu</a></td>
</tr>
<tr>
<td>Brazil / São Paulo</td>
<td><a href="mailto:brasil@ie.edu">brasil@ie.edu</a></td>
</tr>
<tr>
<td>Central America &amp; Colombia / Bogota</td>
<td><a href="mailto:centroamerica@ie.edu">centroamerica@ie.edu</a></td>
</tr>
<tr>
<td>Chile / Santiago de Chile</td>
<td><a href="mailto:chile@ie.edu">chile@ie.edu</a></td>
</tr>
<tr>
<td>China / Shanghai</td>
<td><a href="mailto:china@ie.edu">china@ie.edu</a></td>
</tr>
<tr>
<td>Ecuador / Quito</td>
<td><a href="mailto:ecuador@ie.edu">ecuador@ie.edu</a></td>
</tr>
<tr>
<td>Egypt / Cairo</td>
<td><a href="mailto:egypt@ie.edu">egypt@ie.edu</a></td>
</tr>
<tr>
<td>Germany / Munich</td>
<td><a href="mailto:germany@ie.edu">germany@ie.edu</a></td>
</tr>
<tr>
<td>Guatemala &amp; Mexico / Mexico D.F.</td>
<td><a href="mailto:guatemala@ie.edu">guatemala@ie.edu</a></td>
</tr>
<tr>
<td></td>
<td><a href="mailto:mexico@ie.edu">mexico@ie.edu</a></td>
</tr>
<tr>
<td>India / Mumbai</td>
<td><a href="mailto:india@ie.edu">india@ie.edu</a></td>
</tr>
<tr>
<td>Ireland &amp; UK / London</td>
<td><a href="mailto:uk@ie.edu">uk@ie.edu</a></td>
</tr>
<tr>
<td>Italy / Milan</td>
<td><a href="mailto:italia@ie.edu">italia@ie.edu</a></td>
</tr>
<tr>
<td>Japan / Tokio</td>
<td><a href="mailto:japan@ie.edu">japan@ie.edu</a></td>
</tr>
<tr>
<td>Peru &amp; Bolivia / Lima</td>
<td><a href="mailto:peru@ie.edu">peru@ie.edu</a></td>
</tr>
<tr>
<td>Portugal / Lisbon</td>
<td><a href="mailto:portugal@ie.edu">portugal@ie.edu</a></td>
</tr>
<tr>
<td>Russia &amp; Ukraine / Moscow</td>
<td><a href="mailto:russia@ie.edu">russia@ie.edu</a></td>
</tr>
<tr>
<td></td>
<td><a href="mailto:ukraine@ie.edu">ukraine@ie.edu</a></td>
</tr>
<tr>
<td>Singapore &amp; Southeast Asia / Singapore</td>
<td><a href="mailto:singapore@ie.edu">singapore@ie.edu</a></td>
</tr>
<tr>
<td>South Korea / Seoul</td>
<td><a href="mailto:korea@ie.edu">korea@ie.edu</a></td>
</tr>
<tr>
<td>Turkey / Istanbul</td>
<td><a href="mailto:turkey@ie.edu">turkey@ie.edu</a></td>
</tr>
<tr>
<td>UAE, Qatar, Bahrain &amp; Kuwait / Dubai</td>
<td><a href="mailto:uae@ie.edu">uae@ie.edu</a></td>
</tr>
<tr>
<td>USA / Los Angeles</td>
<td><a href="mailto:westcoast@ie.edu">westcoast@ie.edu</a></td>
</tr>
<tr>
<td>USA / Miami</td>
<td><a href="mailto:southusa@ie.edu">southusa@ie.edu</a></td>
</tr>
<tr>
<td>USA / New York</td>
<td><a href="mailto:northeast@ie.edu">northeast@ie.edu</a></td>
</tr>
<tr>
<td>Venezuela / Caracas</td>
<td><a href="mailto:venezuela@ie.edu">venezuela@ie.edu</a></td>
</tr>
</tbody>
</table>
INDEX

02  International Offices
03  Index
04  Message from the Dean
05  Why Executive Education at IE?
08  Top Management Programs
11  International Executive Programs
12  Finance Programs
14  General Management
15  Industry-Specific Management
15  Marketing Programs
15  Operations Programs
16  Skills Development Programs
20  ‘Learning Through Context’ Programs
22  Online Programs
25  Custom Programs
27  Executive Education @ IE Law School
31  Contact
32  Calendar
35  Why enroll in an Executive Education Program at IE?
MESSAGE FROM THE DEAN

WELCOME TO IE

I would like to thank you for your interest in the opportunities IE has to offer you. Read the information in this brochure, explore the IE website, or ask members of the widespread IE Community (Students, Alumni, Professors and other IE Professionals). Whatever the source of your information, it will lead you to the same conclusion – that selecting IE for your training needs is the first step in a successful strategy for your professional and personal development.

Santiago Iñíguez,
Dean

WHY IE?

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

Our 400-strong international Faculty teaches a student body of 85 nationalities on our Undergraduate (IE University), Master, Doctorate degrees and Executive Education programs.

Our alumni, now numbering over 40,000, hold management positions in over 400 countries worldwide.

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

➔ IE Business School
➔ IE Law School
➔ IE School of International Relations
➔ IE School of Architecture & Design
➔ IE School of Communication
➔ IE School of Social & Behavioral Sciences
➔ IE School of Biology
Recognized as one of the world’s top business schools, IE Business School, with its central Madrid campus, boasts students from over 85 countries on its Master, Doctorate and Executive Education programs. IE Business School trains leaders that promote innovation and change in business organizations, entrepreneurial styles of management that generate employment, collective wealth and social well-being.

IE Business School has been recognized 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).

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.
At IE Business School, we view Executive Education as a way for managers, directors and company leaders to update skills, learn the latest trends and practices and to network with experts and other managers.

Executive Education addresses key issues being faced by executives, such as increased competition, global and increasingly interdependent economies, more dynamic markets, fast-paced technological evolution, shrinking product lifecycle, constantly changing consumer habits, and corporate responsibility.
Our aim, is to renew Executives’ global vision, competitive edge, efficiency, commitment, entrepreneurial spirit, and even their motivation, within a globally recognized institution, reinforcing their international perspectives. The programs we develop, are designed to transfer knowledge directly from the classroom to the workplace, providing a superior learning experience that will have a direct impact on participants’ overall business management performance.

Executive Education at IE is characterized by three facets:

**EXECUTIVE DEVELOPMENT**
Executive Development improves the personal capacities that make Executives more effective in positions of leadership. The systematic development of management skills is vital for the improvement of processes and organizational effectiveness.

**GLOBAL CHARACTER**
The Global Character of IE’s Executive Education is evident in the international nature of the programs we offer and our multinational clients. This means that both the contents and the culture of business, must be integrated into each program while leaving room for any local adaptation that may be required.

**INNOVATION AND CREATIVITY**
One of the defining aspects of Innovation and Creativity in IE’s Executive Education programs is our investment in e-learning: proven and recognized for our leadership in the application of new technologies to education by developing and offering programs that blend a combination of online and face-to-face training.
GLOBAL SENIOR MANAGEMENT PROGRAM

JOINT PROGRAM

EXPERIENCE THE BEST OF BOTH WORLDS

The University of Chicago Booth School of Business and IE Business School have jointly developed the Global Senior Management Program (GSMP), a transformative experience for senior international managers and top executives, who are looking to reinforce and develop global leadership skills in order to navigate in an ever-changing environment and lead more effectively.

The GSMP’s main goals are: to develop a strategic vision in global markets, strengthen leadership, self-management and improve organizational performance. An experience-based program which challenges senior managers to upgrade their own management style, their approach to global competitiveness, and their organization’s core.

Fee: 18,500€
For further information: www.globalsmp.com

ADVANCED MANAGEMENT PROGRAM

BLENDED EDITION/ INTENSIVE EDITION

LEARN HOW TO FACE TODAY’S CHALLENGES AND TAKE YOUR CAREER TO THE NEXT LEVEL

The Advanced Management Program (AMP) is a unique learning experience that allows you to review and update your business management knowledge, to analyze and develop new management models while empowering your leadership skills.

The AMP’s key objective is to accelerate the career of experienced executives, managers and directors with a clear international vision, who are preparing themselves to make a transition to general management or broader responsibilities.

BLENDED EDITION: First In-Class Module: February 24th to March 1st, 2014 / Online Module: 3 months / Second In-Class Module: June 9th to June 14th, 2014
INTENSIVE EDITION: July 1st to 23rd, 2014
Location: Madrid
Fee: 17,900€
For further information: www.topmanagement.ie.edu
GLOBAL ENGINEERING LEADERSHIP PROGRAM
TRANSFORMING SUCCESSFUL ENGINEERS INTO TOP BUSINESS LEADERS

Engineering leadership today demands business leadership. By combining a top-down strategic and leadership approach and bottom-up technical and entrepreneurial approach, the Global Engineering Leadership Program (GEL), empowers a new generation of engineering leaders with the insightful judgment needed to address industrial, societal, technical and economic challenges. The program responds to the needs of both top-performing engineers, as well as professionals seeking to advance their careers in management of technology based companies and aims to help provide the necessary skills to seek a management position in a technology enterprise.

Dates: *To be confirmed* First In-Class Module: March, 2014 / Online Module: March - June, 2014 / Second In-Class Module: June, 2014 / Online Module: June - September, 2014 / Third In-Class Module: September, 2014
Fee: 24.000$
For further information: www.globalengineeringleadership.com

GLOBAL VISION MANAGEMENT PROGRAM
GET THE KEYS TO LEAD SUCCESSFULLY

The Global Vision Management Program is a high-impact program with an intensive format geared toward company decision-makers, 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 organizations. This is an opportunity to take a step back from daily rush and focus on the overarching strategies. A strategic time to reflect where you are and where you’re going.

Intake: October 23rd to October 25th, 2013 / May, 2014
Location: Madrid
Fee: 4.250€
For further information: www.topmanagement.ie.edu
OWNERS AND ENTREPRENEURS MANAGEMENT PROGRAM
A SPACE FOR VISIONARY OWNERS AND ENTREPRENEURS TO EXCHANGE AND DEBATE BUSINESS MANAGEMENT INSIGHTS

The OEMP is structured to refresh business management knowledge, to identify market growth opportunities and investment readiness and finally, how to actualize the previously discussed concepts and strategies in order to sustain your business in a changing economy. Designed for owners and visionary entrepreneurs who lead businesses with an established client base and expected annual sales of over 1€ million, and are preparing themselves and their businesses to grow further in an international environment.

Location: Madrid
Fee: 17.900€
For further information: www.ownersandentrepreneurs.ie.edu

EXECUTIVE MASTER IN POSITIVE LEADERSHIP AND STRATEGY
EXTRAORDINARY LEADERS DO MORE THAN JUST MANAGE

The Executive Master in Positive Leadership and Strategy is a groundbreaking program designed for experienced executives interested in achieving outstanding business results through transformational leadership. By gaining a deep understanding of the hard science in positive psychology and human behavior, participants learn how to optimize overall strategy, architecting new working processes, and organizational design to achieve optimal performance in themselves and the people they lead. Participants in the program are managers and leaders of units, functions or organizations. They have reached their current positions through a combination of hard work, demonstrated business expertise, and largely self-taught leadership abilities.

Intake: April, 2014
Duration: 13 months
Location: Madrid
Format: Five intense 6-day executive training sessions, each followed by action-oriented projects addressing current leadership challenges at work
Fee: 46.200€
For further information: http://exmpls.ie.edu/
FOCUSING VISION

Our programs take place from two to four days and address a variety of topics such as strategy, leadership, marketing, finance, operations management and country specific issues, all of which provide strategic insight and deliver a global perspective.

Our international reputation attracts executives from virtually every continent, industry and functional area, who have already demonstrated a level of great expertise in their fields of knowledge.

→ Finance
→ General Management
→ Industry-Specific Management
→ Marketing
→ Operations
→ Skills Development
→ Learning Through Context

“Building Winning Global Strategies was really a great experience for me. It was not only useful to participate in such a practical and enriching course, but also exciting to meet interesting executives coming from various professional fields and countries.”

Dimitris Tournis. Titan Cement Athens

“I found the International Executive Program practical, though provoking, very relevant and applicable. Overall an excellent program.”

Duncan McIver. Unilever Spain
CORPORATE FINANCE

**CONNECT YOUR FINANCIAL ACTIVITIES TO YOUR STRATEGIC GOALS**

Corporate Finance enables financial managers to establish coherence between company goals and financial activity, make better investment decisions, and implement financial strategies. Participants will feel comfortable communicating about financial matters and contribute to strategic decisions through a deeper understanding of finance in an international context.

**Duration:** 3 days, October 2013 / May 2014  |  **Location:** Madrid, Spain  |  **Fee:** 3.800€

**Contact:** Krysta.Martinez@ie.edu

CROSS-BORDER MERGERS AND ACQUISITIONS

**GETTING THEM RIGHT**

Cross-Border Mergers and Acquisitions examines all major components of M&As: successful target selection, financial valuation, and effective deal negotiation. Participants will moreover benefit from global best practices, interactive discussions, case studies and practical workshops on M&A, which are an integral part of the sessions.

**Duration:** 3 days, November 2013  |  **Location:** Madrid, Spain  |  **Fee:** 3.800€

**Contact:** Krysta.Martinez@ie.edu

FINANCE AND ACCOUNTING WORKSHOP FOR NON-FINANCIAL MANAGERS

The workshop is an intensive three-day program designed to equip non-financial managers with the essential accounting and financial management principles, allowing them a holistic view of a business and enabling them to more significantly contribute to their companies’ profitability and sustainability.

**Duration:** 3 days, November 2013 / March 2014  |  **Location:** Madrid, Spain  |  **Fee:** 3.800€

**Contact:** Krysta.Martinez@ie.edu
ISLAMIC FINANCE
INVESTING TOOLS FOR THE BANKING FUTURE

Islamic Finance is on the fastest growing segment among today’s financial systems. Developed in collaboration with the Saudi-Spanish Center for Islamic Finance and King Abdulaziz University in Saudi Arabia, the program focuses on offering the key insights, practical tools and necessary networking opportunities to understand and implement Islamic financial instruments.

Duration: 4 days, November 2013 | Location: Jeddah, Saudi Arabia | Fee: 5,300€
Contact: Karen.Hobbs@ie.edu

STRATEGIC RISK MANAGEMENT
A FRAMEWORK FOR THE ANTICIPATION AND MANAGEMENT OF CORPORATE RISKS

In times of economic global uncertainty, it is more important than ever to implement effective risk management strategies that anticipate and mitigate threats across a corporation. The objective of the program is to provide an overall framework for the analysis and management of corporate risks.

Duration: 3 days, November 2013 | Location: Madrid, Spain | Fee: 3,800€
Contact: Barbara.Zubillaga@ie.edu

VENTURE CAPITAL: INVESTING AND FUNDRAISING IN HIGH-GROWTH COMPANIES
A COMPREHENSIVE COURSE FOR INVESTORS AND ENTREPRENEURS

One of the most comprehensive programs available, it covers both the investor’s and the entrepreneur’s perspective, and the “financial skills”, as well as the “people skills” necessary in early-stage investing. This course offers a framework of the venture capital deal cycle and all its critical elements and will help sharpen relevant analytical and decision-making skills.

Duration: 3 days, May 2014 | Location: Madrid, Spain | Fee: 3,800€
Contact: Barbara.Zubillaga@ie.edu
HIGH YIELD BONDS
LEARN FIRST-HAND FROM THE EXPERTS

As an alternative funding option, all CFO’s need to familiarize themselves with the high-yield bond product, which provides non-investment grade issuers access to funding that may be unobtainable through bank credit. As an asset class, investors show increasing interest in high yield bonds as part of a well balanced portfolio.

Duration: 2 days, June 2014 | Location: Madrid, Spain | Fee: 2.900€
Contact: Barbara.Zubillaga@ie.edu

EFFECTIVE MANAGEMENT FOR SECURITY PROFESSIONALS

Establishing the Security Role as an Enabler for Business Success

Effective Management for Security Professionals focuses on assisting security managers in becoming effective managers and leaders by developing a salient voice in business matters, guiding them through a structured reflection of the Security function within their organisation and ensuring adequate budgetary and organisational support for their security initiatives.

Duration: 4 days, June 2014 | Location: Madrid, Spain | Fee: 3.600€ ASIS Members / 4.500€ Non-ASIS Members | Contact: Karen.Hobbs@ie.edu
THE GLOBAL RENEWABLE ENERGY BUSINESS
BE AHEAD OF THE ENERGY FUTURE

The program provides participants with the business, regulatory and technological background on renewable energy to facilitate their entry or growth in the sector. Participants will learn from industry experts, draw from best practices, and understand the sector dynamics from a global perspective.

Duration: 3 days, December 2013 / June 2014  |  Location: Madrid, Spain  |  Fee: 3.800€
Contact: Krysta.Martinez@ie.edu

BUILDING A CUSTOMER-CENTRIC ORGANIZATION
OUTPERFORMING YOUR COMPETITION IN PROFITABILITY

The program takes executives through the capabilities needed for effective customer centricity and value creation by looking into and properly managing three fundamental aspects within their firms: their customer base, the competition they face, and the technological competencies they can use to their advantage.

Duration: 3 days, June 2014  |  Location: Madrid, Spain  |  Fee: 3.800€
Contact: Krysta.Martinez@ie.edu

GLOBAL SUPPLY CHAIN MANAGEMENT
BUILDING COMPETITIVE ADVANTAGE ACROSS BORDERS

The program is for operations managers aiming for the successful integration of all components of their supply chain. It is taught by renowned academics in the field, who will provide participants with tools for streamlining their operations and consequently, for gaining competitive advantage across borders.

Duration: 3 days, March 2014  |  Location: Madrid, Spain  |  Fee: 3.800€
Contact: Krysta.Martinez@ie.edu
MANAGEMENT FUNDAMENTALS FOR SCIENTISTS AND RESEARCHERS
SOLID BUSINESS GROUNDING TO MOVE FROM BENCH TO MARKET

Many technical professionals have little background in business management, which makes scientific projects and research implementable, expands professional opportunities, and realizes leadership potential. The program provides participants with much-needed managerial skills: modules on strategic thinking, finance, marketing, human resources, entrepreneurship, and legal issues.

Duration: 8 months, October 2013 - May 2014 | Location: Blended format (Face-to-Face in Madrid & Online sessions) | Fee: 11.800€ | Contact: Krysta.Martinez@ie.edu

COMMUNICATIONS SKILLS AND PUBLIC SPEAKING WORKSHOP
BECOMING A CONFIDENT AND PERSUASIVE PRESENTER

Communications Skills and Public Speaking Workshop offers a comprehensive view of all aspects involved in delivering effective presentations, including content, communication, stress control, use of audiovisual aids, and handling tough questions. Nothing will give you a more immediate competitive edge than the ability to communicate in a fluent, confident and persuasive manner.

Duration: 3 days, November 2013 / May 2014 | Location: Madrid, Spain | Fee: 3.800€ | Contact: Karen.Hobbs@ie.edu
### INNOVATIVE LEADERSHIP
**UNLOCKING THE POTENTIAL IN YOURSELF AND OTHERS**

Innovative Leadership is a challenging, hands-on and practical program that focuses on how to identify the roles that a successful global leader plays and how to maximize them. Offering the most relevant and up-to-date leadership practices, providing the tools and techniques needed to improve your leadership capabilities and those of your organization.

**Duration:** 3 days, November 2013 / April 2014  
**Location:** Madrid, Spain  
**Fee:** 4,300€  
**Contact:** Karen.Hobbs@ie.edu

### LEADING PROJECT-DRIVEN ORGANIZATIONS
**CREATING STRONG CAPABILITIES FOR ORGANIZATIONAL CHANGE AND TRANSFORMATION**

Leading Project-Driven Organizations focuses on developing the internal capabilities needed to integrate all aspects of successful complex project completion: organizational factors; how to improve motivation and reduce barriers while championing change, as well as, structural issues; how to identify, prioritize, implement, control and integrate projects with the overall business strategy.

**Duration:** 3 days, November 2013 / May 2014  
**Location:** Madrid, Spain  
**Fee:** 3,800€  
**Contact:** Karen.Hobbs@ie.edu

### LEADING TEAMS
**MANAGING DIVERSITY TO ACHIEVE GREATER PERFORMANCE**

Leading Teams will provide you with the mindset, approaches, models and tools to drive even greater performance in any virtual, diverse or multi-cultural environment. You will be able to apply practical learning to your own challenges and walk away with specific actions you can immediately implement within your team.

**Duration:** 3 days, November 2013 / May 2014  
**Location:** Madrid, Spain  
**Fee:** 3,800€  
**Contact:** Karen.Hobbs@ie.edu
INTERNATIONAL EXECUTIVE PROGRAMS  www.execed.ie.edu/internationalprograms

CORPORATE VENTURING  SKILLS DEVELOPMENT
CAPTURE NEW OPPORTUNITIES AND MULTIPLY GROWTH

Corporate entrepreneurship is the driving force for companies to keep ahead of the pack and stay relevant in the always-changing markets. The program is designed to help executives learn what it takes to rekindle their innovative spirit and renew their growth horizons for the future.

Duration: 3 days, June 2014 | Location: Madrid, Spain | Fee: 3.800€
Contact: Krysta.Martinez@ie.edu

CHANGE MANAGEMENT WORKSHOP  SKILLS DEVELOPMENT
CHANGING MINDS AND MINDING CHANGE

Change Management Workshop offers an in-depth view of the step-by-step process: conceptual, disruptive, theoretical, practical and finally, tactical approaches to change, as well as, the holistic frameworks needed to understand how the process of change affects the core pillars of the organization: capital, talent and technology, and how firms can learn to harness them to obtain their given business objectives.

Duration: 3 days, December 2013 / June 2014 | Location: Madrid, Spain | Fee: 3.800€
Contact: Karen.Hobbs@ie.edu

CUTTING-EDGE DECISION-MAKING TOOLS  SKILLS DEVELOPMENT
EQUIPPING LEADERS FOR MANAGING RISK, COMPLEXITY AND UNCERTAINTY

The program equips executives with behavioral and analytic techniques and a decision-making process essential to see decisions from start to finish. It delves into award-winning research in the Decision Sciences, model-building and behavioral exercises, and case studies to ensure applicability in the workplace.

Duration: 3 days, December 2013 / June 2014 | Location: Madrid, Spain | Fee: 3.800€
Contact: Krysta.Martinez@ie.edu
GLOBAL LEADERSHIP FOR WOMEN
EMPOWERING YOUR EFFECTIVENESS AS A LEADER

The program is designed to enhance the leadership skills of talented female executives: heightened self-awareness, how to empower both themselves and others, and leading cross-cultural teams. Participants will be exposed to breakthrough principles and technological tools to ensure the program’s immediate application in their day-to-day.

Duration: 3 days, June 2014 | Location: Madrid, Spain | Fee: 3,900€
Contact: Krysta.Martinez@ie.edu
CONQUERING THE WORLD WITH IE

As a result of our international focus and our will of striving to present the most up-to-date aspects of today’s management issues, the Executive Education Division of IE Business School offers new International Executive Programs focused on developing organizational capabilities needed to tap into today’s emerging markets.

Partnering with the leading business schools of each region, these new programs will be developed in countries such as China and India.

These International Executive Programs will be structured to allow participants harness each country’s political, legal, social and business context, not only through interactive sessions, but also by participating in company visits, cultural events, generating networking opportunities.

With the in-depth knowledge acquired on these markets, participants will have an open door to business and networking opportunities in the world’s fastest growing economies, creating unique possibilities for international companies that are interested in initiating business, or want to improve their current business relationships, in any of these countries.
CHINA: AN INSIDE VIEW
THE ECONOMIC POWERHOUSE OF THE WORLD

Those that have integrated China into their supply chain and targeted the Chinese consumer base are reaping the benefits. China: An Inside View is designed to offer the key lessons and strategic know-how needed to follow in their footsteps.

Duration: 4 days, September 2013 | Location: Beijing, China | Fee: 5.300€
Contact: Karen.Hobbs@ie.edu

INDIA: AN INSIDE VIEW
FAST-FORWARDING SUCCESS AND RESULTS

India: An Inside View has been designed to provide its participants with a first-hand view of India’s commercial, entertainment and financial opportunities, combining in-depth lectures on India-specific business topics taught by prominent experts in each sector, along with visits to leading companies, as well as, cultural and networking events.

Duration: 4 days, October 2013 | Location: Mumbai, India | Fee: 5.300€
Contact: Karen.Hobbs@ie.edu
IE Business School has made a firm commitment to the development of online training programs and modules.

In the **IE e-learning model**, the **Professor plays a pivotal role** in guiding the student’s development. It is also essential that the participant adopts a proactive attitude that will make him/her the main feature of the program thanks to a highly participative methodology based on intensive communication, which ensures motivation and commitment at every stage.

These programs and materials are constantly updated with a view to offering a high-calibre e-learning model. The **IE model** has received **awards for online content** from international institutions, including the Excellence in Elearning Award and the EFMD Multimedia Case Award.

Online Programs offer permanent interaction with Professors from IE’s prestigious faculty, stimulating the learning process through action and discovery in small groups that make for a high level of participation. No detail is spared to guarantee up-to-the-minute content, its practical use in the day-to-day working of business organizations, and its interactive nature.

Our online campus allows participants to exchange ideas, documents, experiences, feelings... Our platforms are used for discussions and group work.

**Fee: 1.450 €**

---

For more information
Online Programs
Mrs. Dolores Pérez-Lafuente. E-learning Director
María de Molina, 31. 28006 Madrid. Spain
Phone +34 91 787 51 15 / programas_online@ie.edu
Project Management Fundamentals. In a very competitive and changing world, operations are evolving towards management models based on projects as one of the mechanisms to guarantee an efficient and quick response to the modern challenges in business. From this perspective, projects are tools for organizational change and need to be managed efficiently.

Who is the program designed for? The course has been specially designed for those professionals who are currently leading projects or will do so in the future. It is also recommended for those people who are going to form part of a project team. The course will include an important component on project portfolio management and project management office, which are strategic topics related to the discipline in question.

Managing Virtual Teams. Leading and working in virtual teams & organisations is becoming more important for all levels of managers, and this requires a different style of leadership in order to be successful. This course shares why the power of ownership is key in leading today’s organizations (especially across distances and cultures). Enables executives and managers to successfully lead virtual teams and still have a life!

Who is the program designed for? Executives and managers who need to lead & work in virtual teams, whether their people are located across the street, across the city, or across the world. The virtual environments can range from leading flexible working to international teams.

Digital Marketing. Digital advertising is the fastest growing commercialization channel ever, doubling its size during the last 3 years. Nowadays, there are lots of e-advertising tools but, which are the most suitable for each sector and company? The key for success is to combine traditional and new online advertising tools, by developing an e-Marketing Plan which reinforces the firm’s marketing strategy.

Who is the program designed for? Heads of Big, Small and Medium Advertisers, Online and Offline Advertising Agencies, Below The Line Agencies, Media Planning Agencies, Communication Consulting Firms, Webmetrics companies, Media Publishing Houses & Lawyer’s Offices specialized in e-commerce.

Mobile Marketing. In this course we will talk about the mobile phone as channel or tool of interaction. You will be exposed to ideas and insights on media from communication theorists, programmers, educators, and technologists.

Social Media Marketing, Social-Commerce & S-CRM. Social media is no longer a buzzword; it is how business is conducted today. As the number of social platforms increases, there is a greater need to establish an internal and external business strategy, policy and culture to keep pace and build a competitive advantage. Learn to use social media as a key marketing tool, and develop competitive strategies to make your business or product stand out from the crowd. Whether it’s a blog, Facebook, LinkedIn or Twitter, social platforms are driving purchasing decisions in the online and offline worlds. Enroll in this exciting program, and learn how to create a powerful voice in this “influence economy,” where anyone with an opinion can effect great change.


Doing Business in China. To equip the participant with tools necessary for quick analysis and understanding of current Chinese business reality. Ultimate objective is to transfer the knowledge that would prove useful in successful negotiations with Chinese counterparts.

Who is the program designed for? The program is geared to all those who need to deal with China for business purposes, be it for the projects in China or to attract growing Chinese outbound investment.
Working together with the corporate world, our team’s goal is to help organizations develop people through innovative and world-class corporate education initiatives and to create an environment that is conducive to learning in order to empower Executives to make a positive impact on their organization and community.

**How Executives learn**

Research has shown that Executives learn in different settings: traditional class-room, coaching and on-the-job learning. Therefore, an effective learning design needs to integrate multiple methodologies, to ensure its impact on delegates’ behavior at their work place and thereby maximize the contribution to the corporation’s success in the market place.

**How to engage Executives**

Through our customized client learning interventions we aim to help executives:

- Explore new concepts and leadership paradigms,
- Put into practice newly acquired knowledge and skills, and
- Develop new mindsets, attitudes and behaviors so that they become an integral part of the organization’s culture.

Consequently, our goal is to work with clients to design initiatives that connect with delegates on an intellectual, behavioral and emotional level.
HOW WE WORK WITH CLIENTS

Our delivery team wraps services around our clients to ensure consistency and quality throughout all aspects and phases of the partnership.

Our Program Management Team works closely with clients in the assessment of their business challenges, has extensive experience in the design and development of custom education, and provides continuous client support and assistance.

The Academic Coordinator provides insight in the assessment of clients’ business challenges and works with the client and IE program teams to ensure integration of content and learning methods.

We draw from our diverse IE faculty as well as our International Educator Network, leveraging their cutting edge knowledge on the most current trends in today’s business world as well as their expertise in working with multidisciplinary, international teams of executives. Some of our custom education programs are held in the magnificent facilities of our 12th century campus in Segovia.

SOME COMPANIES WE HAVE SUPPORTED IN DEVELOPING THEIR TALENT:

• Abbott
• Accenture
• Acciona
• Adecco
• Airbus
• Air Nostrum
• Alcatel Lucent
• Almirall
• Amadeus
• ArcelorMittal
• Astellas Pharma
• Aviva
• Banco Espírito Santo
• Banco Popular
• Bankinter
• BBVA
• BT
• CEPSA
• CHEP
• Coface
• Colt
• Deutsche Telekom
• EDP
• Etisalat
• Ferrovial
• Financial Times
• Gamesa
• Gas Natural Fenosa
• Grupo IF
• Holcim
• HSBC
• Iberdrola
• Inditex
• Indra
• KPMG
• Lilly
• Logista
• L’Oréal
• MAPFRE
• MPG
• Mondelēz International
• Mutua Madrileña
• ONA Group
• Odebrecht
• Philips
• Prudential
• Pfizer
• Repsol
• Roche Pharma
• Santander
• SAP
• Sika
• Skandia
• Sodercan
• Sonae
• Telefónica
• Thomson Reuters
• Unión Fenosa Gas
• URSAs
• Volvo

For further information, please contact
Alina Pirvulescu, Corporate Manager
Castellón de la Plana, 8 / 28006 Madrid, Spain
Tel: +34 91 745 47 61 / Alina.Pirvulescu@ie.edu
Linking legal and business worlds

IE Law School is a vibrant community committed to the generation of knowledge of the law in corporate, economic, and social contexts. The mission of IE Law School is to train Lawyers to successfully meet the challenges of the global economy and to responsibly lead the transformation of law and the legal profession.

IE Law School
Executive Education
Carlos de la Pedraja
Tel.: +34 91 568 95 55
carlos.pedraja@ie.edu
LAWYERS’ MANAGEMENT PROGRAM
LEADING LAWYERS THROUGH CHALLENGING TIMES

Lawyers around the world are experiencing a period of extreme turmoil and change. They are, therefore, having to review both their internal management and leadership style: exploring new ways of providing the services required in the most efficient and effective ways possible. A clearer understanding is required of the impact which the changing external environment is having upon the legal market as a whole and their own services in particular.

This blended Program consists of 4 days in Madrid at IE Campus, 6 weeks online and 4 days in London at The College of Law. It will be run from February to April 2014 guaranteeing maximum flexibility to your agenda.
Fee: 15,000 €  |  Contact: andrea.longaretti@ie.edu

STRATEGY AND LEADERSHIP PROGRAM FOR LAWYERS

The Program examines the challenge of managing legal services more effectively. Participants will be provided with models and tools by which they can investigate and better understand the impact that this is having within their own law firm.

The Program will be held in Bogota, Colombia in October 2013, in collaboration with ANDI’s Chamber of Legal Services.
Fee: 4,500 $  |  Contact: andrea.longaretti@ie.edu

MARKETING FOR LAWYERS AND LAW FIRMS

Understand the marketing activity a law firm is due to display nowadays. Get the knowledge and tools to organize and supervise such activity, to understand the best talent inside the firm and to take your ideas on the subject into practice.

The Program will be held online on November 8 -29, 2013 and will be composed by 3 videoconferences and 3 discussion forums.
Fee: 1,450 €  |  Contact: andrea.longaretti@ie.edu
START-UP LAWYERS

The Program wants to help lawyers become more fluent conversationalists in the start-up world. Entrepreneurs seek lawyers who understand their unique challenges, who will not offer them standard-form contracts and who will accelerate the realization of their startups’ needs.

The Program will be held in Madrid in November 2013 and will be delivered throughout 2 days of face to face sessions.
Fee: 1.750 € | Contact: andrea.longaretti@ie.edu

INTERNATIONAL TAXATION AND PLANNING

Get a general view of international taxation principles, how they are used in the international tax planning board of multijurisdictional companies and how the different governments and institutions are reacting to this with the introduction of broad antievade regulations.

The Program will be held online in April 2014 and will be composed by 3 videoconferences and 3 discussion forums.
Fee: 1.450 € | Contact: andrea.longaretti@ie.edu

LEGAL BRIDGE TO SILICON VALLEY

Increase networks in Silicon Valley, experience firsthand how the largest area of technology companies and their legal departments operate and visit some of the most relevant startups, entrepreneurs, lawyers and law firms of the area.

The Program will be held in Silicon Valley in May 2014 and will be composed by 5 days of visits, meetings and networking activity.
Fee: 5.800 € | Contact: andrea.longaretti@ie.edu
DRAFTING AND INTERPRETING INTERNATIONAL CONTRACTS

Look into the process of contract formation, drafting and interpretation from a common-law perspective. You will examine things you have seen before, and may have wondered exactly what they meant.

The Program will be held online in June 2014 and will be composed by 3 videoconferences and 3 discussion forums.
Fee: 1.450 €  |  Contact: andrea.longaretti@ie.edu

LAWYERS, CONTRACTS AND COMMUNICATION SKILLS

Providing top level interpretation and drafting skills in English as well as communicating effectively on a daily basis, will improve your competitive advantage and further your career.

The Program will be held in Madrid in June 2014 and will be delivered throughout 2 days of face to face sessions.
Fee: 1.750 €  |  Contact: andrea.longaretti@ie.edu

THE INTERNATIONAL CONTRACTS METHOD

Approach the international contract scenario and learn the basic tools to bridge the most common differences between the civil and the common law structures and systems, while examining specific provisions and clauses you are likely to encounter.

The Program will be held online in June 2014 and will be composed by 3 videoconferences and 3 discussion forums.
Fee: 1.450 €  |  Contact: andrea.longaretti@ie.edu
CONTACT

Top Management Programs
Ms. Yvonne Sánchez
Associate Director
Tel.: + 34 91 568 96 62
E-mail: Yvonne.Sanchez@ie.edu

International Executive Programs
Ms. Karen Hobbs
International Executive Programs Manager
Tel.: +34 91 568 96 69
E-mail: Karen.Hobbs@ie.edu

Custom Education
Ms. Alina Pirvulescu
Corporate Manager
Tel.: + 34 91 745 47 61
E-mail: Alina.Pirvulescu@ie.edu

Online Programs
Ms. Dolores Pérez-Lafuente
E-learning Director
Tel.: + 34 91 787 51 15
E-mail: programas_online@ie.edu

IE Law School – Executive Education
Mr. Carlos de la Pedraja
Director. IE Law School - Executive Education
Tel.: + 34 91 568 95 55
E-mail: Carlos.Pedraja@ie.edu

www.execed.ie.edu
execed@ie.edu
@IEExecEducation
linkedin.com/company/ie-executive-education
<table>
<thead>
<tr>
<th>PAGE</th>
<th>PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Finance Programs</td>
</tr>
<tr>
<td>12</td>
<td>IEP Corporate Finance Madrid, Spain 3 days 3.800 € October 2013 / May 2014</td>
</tr>
<tr>
<td>12</td>
<td>IEP Cross-Border Mergers and Acquisitions Madrid, Spain 3 days 3.800 € November 2013</td>
</tr>
<tr>
<td>12</td>
<td>IEP Finance and Accounting Workshop for Non-Financial Managers Madrid, Spain 3 days 3.800 € November 2013 / March 2014</td>
</tr>
<tr>
<td>13</td>
<td>IEP Islamic Finance Jeddah, Saudi Arabia 4 days 5.300 € November 2013</td>
</tr>
<tr>
<td>13</td>
<td>IEP Strategic Risk Management Madrid, Spain 3 days 3.800 € November 2013</td>
</tr>
<tr>
<td>13</td>
<td>IEP Venture Capital: Investing and Fundraising in High-Growth Companies Madrid, Spain 3 days 3.800 € May 2014</td>
</tr>
<tr>
<td>14</td>
<td>IEP Optimizing Working Capital Madrid, Spain 3 days 3.800 € April 2014</td>
</tr>
<tr>
<td>14</td>
<td>IEP High Yield Bonds Madrid, Spain 2 days 2.900 € June 2014</td>
</tr>
<tr>
<td>14</td>
<td>General Management Programs</td>
</tr>
<tr>
<td>14</td>
<td>IEP Effective Management for Security Professionals Madrid, Spain 4 days 3.600€ ASIS Members / 4.500€ Non-ASIS Members June 2014</td>
</tr>
<tr>
<td>15</td>
<td>Industry-Specific Management</td>
</tr>
<tr>
<td>15</td>
<td>IEP The Global Renewable Energy Business Madrid, Spain 3 days 3.800 € December 2013 / June 2014</td>
</tr>
<tr>
<td>15</td>
<td>IEP Building Customer-Centric Organizations Madrid, Spain 3 days 3.800 € June 2014</td>
</tr>
<tr>
<td>15</td>
<td>Marketing Programs</td>
</tr>
<tr>
<td>15</td>
<td>IEP Global Supply Chain Management Madrid, Spain 3 days 3.800 € March 2014</td>
</tr>
<tr>
<td>15</td>
<td>Operations Programs</td>
</tr>
<tr>
<td>16</td>
<td>IEP Executive Negotiation Workshop Madrid, Spain 4 days 4.700 € October 2013 / May 2014</td>
</tr>
<tr>
<td>16</td>
<td>IEP Management and Fundamentals Skills for Scientists and Reserarches Madrid, Spain/Online 14 weeks online + 7 presencial days + 6 weeks of team sessions 11.800 € October 2013 - May 2014</td>
</tr>
<tr>
<td>16</td>
<td>IEP Communications Skills and Public Speaking Workshop Madrid, Spain 3 days 3.800 € November 2013 / April 2014</td>
</tr>
<tr>
<td>17</td>
<td>IEP Innovative Leadership Madrid, Spain 3 days 4.300 € November 2013 / April 2014</td>
</tr>
<tr>
<td>17</td>
<td>IEP Leading Project-Driven Organizations Madrid, Spain 3 days 3.800 € November 2013 / May 2014</td>
</tr>
<tr>
<td>17</td>
<td>IEP Leading Teams Madrid, Spain 3 days 3.800 € November 2013 / May 2014</td>
</tr>
<tr>
<td>18</td>
<td>IEP Change Management Workshop Madrid, Spain 3 days 3.800 € December 2013 / June 2014</td>
</tr>
<tr>
<td>18</td>
<td>IEP Cutting-Edge Decision-Making Tools Madrid, Spain 3 days 3.800 € December 2013 / June 2014</td>
</tr>
<tr>
<td>18</td>
<td>IEP Corporate Venturing Madrid, Spain 3 days 3.800 € June 2014</td>
</tr>
<tr>
<td>19</td>
<td>IEP Global Leadership for Women Madrid, Spain 3 days 3.900 € June 2014</td>
</tr>
<tr>
<td>20</td>
<td>Skills Development Programs</td>
</tr>
<tr>
<td>20</td>
<td>Learning Through Context Programs</td>
</tr>
<tr>
<td>21</td>
<td>IEP China: An Inside View Beijing, China 4 days 5.300 € September 2013</td>
</tr>
<tr>
<td>21</td>
<td>IEP India: An Inside View Mumbai, India 4 days 5.300 € October 2013</td>
</tr>
</tbody>
</table>
### Top Management Programs

**Yvonne Sánchez. Tel.: 91 568 96 62. Yvonne.Sanchez@ie.edu | www.topmanagement.ie.edu**

<table>
<thead>
<tr>
<th>PAGE</th>
<th>PROGRAM</th>
<th>PLACE</th>
<th>DURATION</th>
<th>PRICE</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td><strong>TM</strong> Global Senior Management Program</td>
<td>Chicago/Online/ Madrid</td>
<td>2 separate residential modules + intersession online</td>
<td>18.500 €</td>
<td>May 18th - June 20th, 2014</td>
</tr>
<tr>
<td>8</td>
<td><strong>TM</strong> Advanced Management Program - Blended Edition</td>
<td>Madrid/Online</td>
<td>2 residential modules + online period</td>
<td>17.900 €</td>
<td>February 24th - June 14th, 2014</td>
</tr>
<tr>
<td>9</td>
<td><strong>TM</strong> Global Engineering Leadership Program</td>
<td>Madrid</td>
<td>3 residential modules + 2 online period</td>
<td>24.000 $</td>
<td>March - September 2014</td>
</tr>
<tr>
<td>9</td>
<td><strong>TM</strong> Global Vision Management Program</td>
<td>Madrid</td>
<td>3 days</td>
<td>4.250 €</td>
<td>October 23rd - October 25th 2013 / May 2014</td>
</tr>
<tr>
<td>10</td>
<td><strong>TM</strong> Owners and Entrepreneurs Management Program</td>
<td>Madrid</td>
<td>3 X 1 week modules</td>
<td>17.900 €</td>
<td>March 3rd - September 20th, 2014</td>
</tr>
<tr>
<td>10</td>
<td><strong>TM</strong> Executive Master in Positive Leadership and Strategy</td>
<td>Madrid</td>
<td>13 months</td>
<td>44,200 €</td>
<td>Starts April 2014</td>
</tr>
</tbody>
</table>

### IE Law School: Executive Education / International Programs

**Carlos de la Pedraja. Tel: 91 568 95 55. carlos.pedraja@ie.edu | www.execed.ie.edu/law**

<table>
<thead>
<tr>
<th>PAGE</th>
<th>PROGRAM</th>
<th>PLACE</th>
<th>DURATION</th>
<th>PRICE</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td><strong>TM</strong> Lawyers' Management Program</td>
<td>Madrid/London/ Online</td>
<td>3 months</td>
<td>15,000 €</td>
<td>February - April 2014</td>
</tr>
<tr>
<td>28</td>
<td><strong>IEP</strong> Strategy and Leadership Program for Lawyers</td>
<td>Bórgota, Colombia</td>
<td>1 month</td>
<td>4.500 $</td>
<td>October 2013</td>
</tr>
<tr>
<td>28</td>
<td><strong>OP</strong> Marketing for Lawyers and Law Firms</td>
<td>Online</td>
<td>3.5 weeks</td>
<td>1.450 €</td>
<td>November 2013</td>
</tr>
<tr>
<td>29</td>
<td><strong>S</strong> Start-Up Lawyers</td>
<td>Madrid</td>
<td>2 days</td>
<td>1.750 €</td>
<td>November 2013</td>
</tr>
<tr>
<td>29</td>
<td><strong>OP</strong> International Taxation and Planning</td>
<td>Online</td>
<td>3.5 weeks</td>
<td>1.450 €</td>
<td>April 2014</td>
</tr>
<tr>
<td>29</td>
<td><strong>IEP</strong> Legal Bridge to Silicon Valley</td>
<td>Silicon Valley</td>
<td>5 days</td>
<td>5.800 €</td>
<td>May 2014</td>
</tr>
<tr>
<td>30</td>
<td><strong>S</strong> Drafting and Interpreting International Contracts</td>
<td>Madrid</td>
<td>2 days</td>
<td>1.750 €</td>
<td>June 2014</td>
</tr>
<tr>
<td>30</td>
<td><strong>S</strong> Lawyers, Contracts &amp; Communication Skills</td>
<td>Madrid</td>
<td>2 days</td>
<td>1.750 €</td>
<td>June 2014</td>
</tr>
<tr>
<td>30</td>
<td><strong>OP</strong> The International Contracts Method</td>
<td>Online</td>
<td>3.5 weeks</td>
<td>1.450 €</td>
<td>June 2014</td>
</tr>
</tbody>
</table>

**TM:** Top Management    **OP:** Online Program    **S:** Seminar    **IEP:** International Executive Programs
WHY AN EXECUTIVE EDUCATION PROGRAM AT IE?

Best Ideas
Get challenged by the best ideas of our Top Faculty

Innovation
Programs design and content driven by innovation

Applied Research
Academic research applied to today’s business reality

Blended Methodologies
Experience the world’s best blended methodologies

Network
Join a network of peers from all sectors and geographical areas