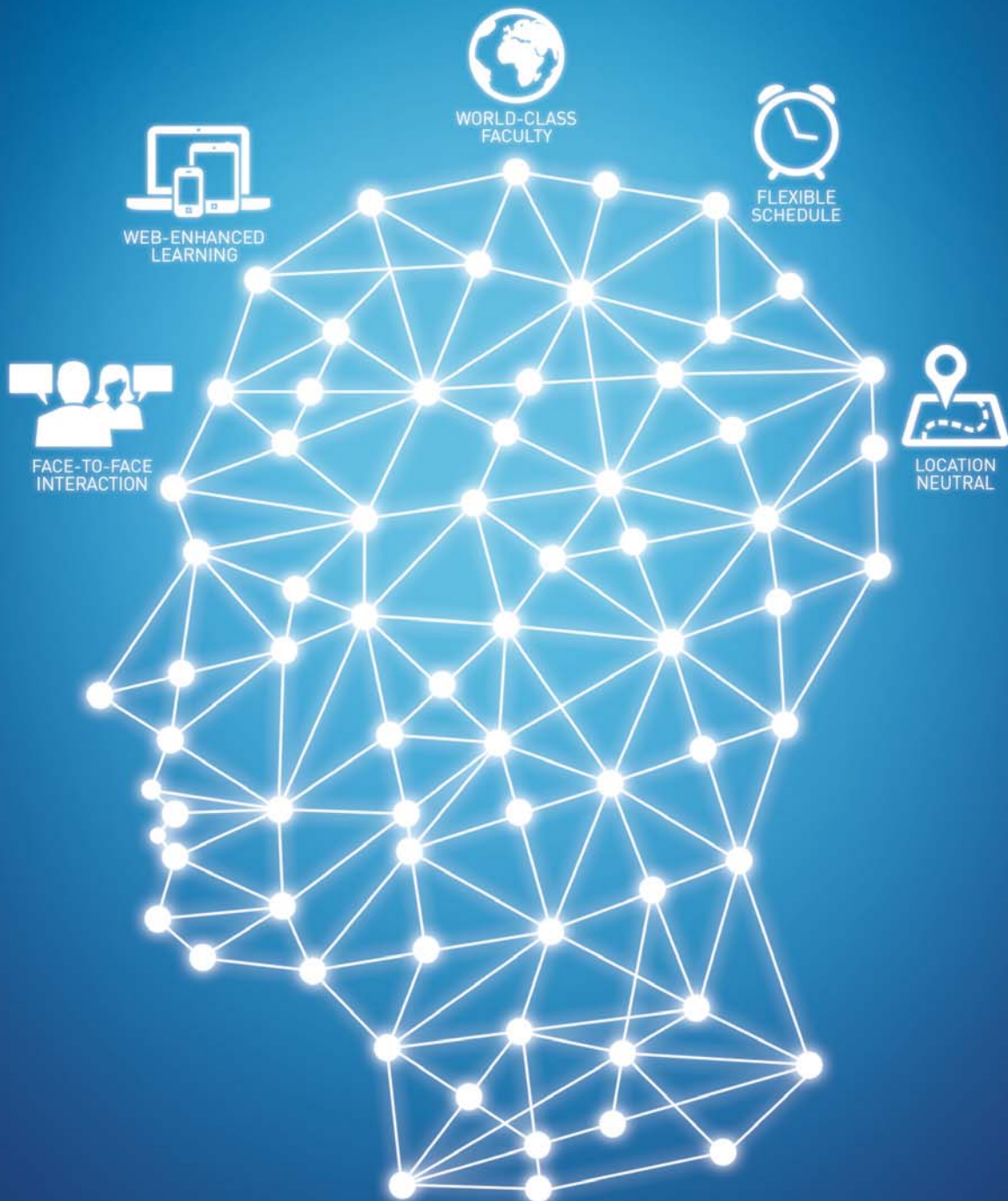


IE-SMU MBA

An educational fusion. Innovatively delivered.
Gain a world-class business advantage from wherever you are.





Martin Boehm
Dean of Programs
Professor of Marketing
IE Business School



Lieven Demeester
Associate Dean, MBA Programmes
Associate Professor of Operations
Management (Practice)
Singapore Management University

Message from the Programme Directors

Dear Candidate,

You want to further develop as a leader in business and you want to expand your professional reach into different parts of Asia. You are progressing well in your career and you would like to enhance your leadership skills to create innovative change, grow a business, transform an organisation, or become an entrepreneur.

And you would like to do so while you remain active in your existing professional and personal life.

It is with you in mind that the IE Business School and Singapore Management University (SMU) have joined forces to develop the IE-SMU MBA programme.

Drawing on our joint expertise in business education, we have designed a programme in which you reach mastery through moments of understanding and insight; and through discussion, action and reflection. We have built a curriculum based on the well-tested core elements of business administration and we have combined them with critical skill-building modules, project-based learning, and seminars on management in Asia that together can equip you for the next phase in your professional journey.

The 13-month programme, starting with a week at IE's campus in Madrid, followed by four other face-to-face course periods in SMU's city campus in Singapore including a final five-day course period with graduation in Singapore. In between the face-to-face periods you will be able to complete your coursework by learning from faculty in various live platforms that have been fine-tuned for an effective and engaging learning experience. Under the guidance of faculty you will be able to apply newly learned concepts and tools in real-life business projects to close the loop between theory and practice.

We are excited about your interest and we invite you to learn more about the programme and encourage you to contact us with your questions.

We look forward to receiving your application and seeing you on our campuses!

About IE-SMU MBA



In an interconnected global economy, successful organisations require leaders that understand international business, apply a strategic mind-set, and deploy evidence-based techniques to effect positive change.

IE Business School and Singapore Management University have joined hands to offer an intensive 13-month MBA programme that will mould top talent in Asia for such leadership roles. The joint-degree programme uses a blended learning methodology (face-to-face learning with interactive online periods) that allows professionals from diverse backgrounds, industries and cultures to unite in the spirit of learning, open mindedness and debate, regardless of their geographic location, travel schedules and work commitments.

IE, located in Madrid, is recognised as one of the top business schools in the world. IE Business School ranks #1 in the QS Distance/Online MBA Rankings 2014. IE students use innovative online and face-to-face learning formats where they exchange knowledge and experience with more than 45,000 IE graduates who currently hold management positions in over 100 countries.

SMU is internationally recognised for its world-class research and distinguished teaching. It is known to be a pioneer in Asia for its interactive and technologically enabled pedagogy of seminar-style teaching in small class sizes, which remains its unique hallmark.

The IE-SMU MBA programme offers insights into Asia-Pacific markets, business strategies and management cultures and combines the best of theory and practice by allowing students to test out newly learned concepts, skills, and management techniques in business case analyses, simulated environments, and faculty-guided, cross-functional, real-life projects.



How does this programme fit your plans?



EARN

a joint MBA degree from two prestigious business schools.

- IE Business School Online MBA ranked #1 in the world, Financial Times 2016
- SMU ranked #4 in Asia, UTD Top 100 Business School Research 2010 -2014, highest ranked new entrant, Financial Times EMBA ranking 2015



LEARN

with minimal disruption to your professional schedule and personal life and without having to change your place of residence.



IMMERSE

yourself in Asian content and context with a case-based and project-based learning pedagogy.



JOIN

overseas exchanges and business study trips of existing SMU MBA programme.



GROW

your network in the region, while having access to alumni services.

Programme Structure

The 1-year programme utilises a part-time blended methodology that combines five face-to-face periods with interactive online study, which is ideal for the busy schedules of high-performing professionals.



The Curriculum

The programme's curriculum combines proven content and methods from two world-class business schools and includes the latest innovations in curriculum design. It starts with pre-programme online courses which allow students to acquire or refresh basic business-related skills. The programme then starts with students building a thorough understanding of the business environment and learning about the important concepts and practices of the various business functions. It continues with a set of courses specifically designed to promote critical analysis and to hone leadership and management skills, which are tested during a programme-long project experience.



Pre-programme modules: Financial Accounting Basics & Quantitative Methods

PROGRAMME MODULES

BUSINESS STRATEGY AND GLOBAL CONTEXT	BUSINESS FUNCTIONS	LEADERSHIP AND MANAGEMENT	PERSONAL SKILLS FOR BUSINESS
Business, Governance and Society	Financial Accounting	Critical Thinking	Presentation Skills
Managerial Economics	Marketing	Leading People and Organizations	Coaching
Competitive & Corporate Strategy	Operations Management	Negotiations and Partnerships	Networking and Personal Branding
Strategic Management in China	Management Accounting	Project Management	
	Corporate Finance	Managing Innovation and Growth	
	Corporate Communication	Entrepreneurial Management	
	Marketing and Innovation in Asia	Partnerships in Asia	
		Management in Asia	
		Business Analytics Foundations	

The Online Experience

The online courses are taught via case studies, technical notes, group assignments and group forums. The professors guide the flow of the conversation, pose questions, and summarise learning at the end of each session. New content is introduced each week and participants have a couple of days to prepare their team's point of view before the professor starts the course.

Online courses give participants the chance to read, reflect and contribute in a flexible manner, from any location, around the clock. Given the profile of the class, ample time is allowed for sharing experience and perspectives among classmates. Groups will work together using numerous internet tools, such as email, chat, messaging, and video conferences, which forge strong working relationships between team-mates.

Admission and Application

ADMISSIONS CRITERIA

- Minimum 3 years of work experience
- GMAT or GRE score (with a 5-year validity), with IE or SMU Admission Tests as alternatives
- One essay and one form of self-expression
- Referee forms (2)
- Work verification letter (optional)
- Organisation Chart
- Resumé
- Transcripts
- Bachelor's Degree
- TOEFL or IELTS (if your degree was not taught in English)

APPLICATION

The online application closes in September. Admission is conducted on a rolling basis.

Apply online at www.ie-smu-mba.com.

TUITION FEE

S\$74,900 (including GST)

Tuition fee includes study materials as well as lunches and tea-breaks during residential segments. Expenses excluded from this fee and to be borne by participants are: textbooks, accommodation and airfares for face-to-face sessions.

The tuition fee will be paid in 4 installments.

Note: IE Business School and Singapore Management University reserve the right to alter the tuition fees and other fees when required.

SCHOLARSHIPS

The IE-SMU MBA programme offers partial scholarship based on both merit and financial need.

For enquiries, please email us at

ie.smu.mba@smu.edu.sg.






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