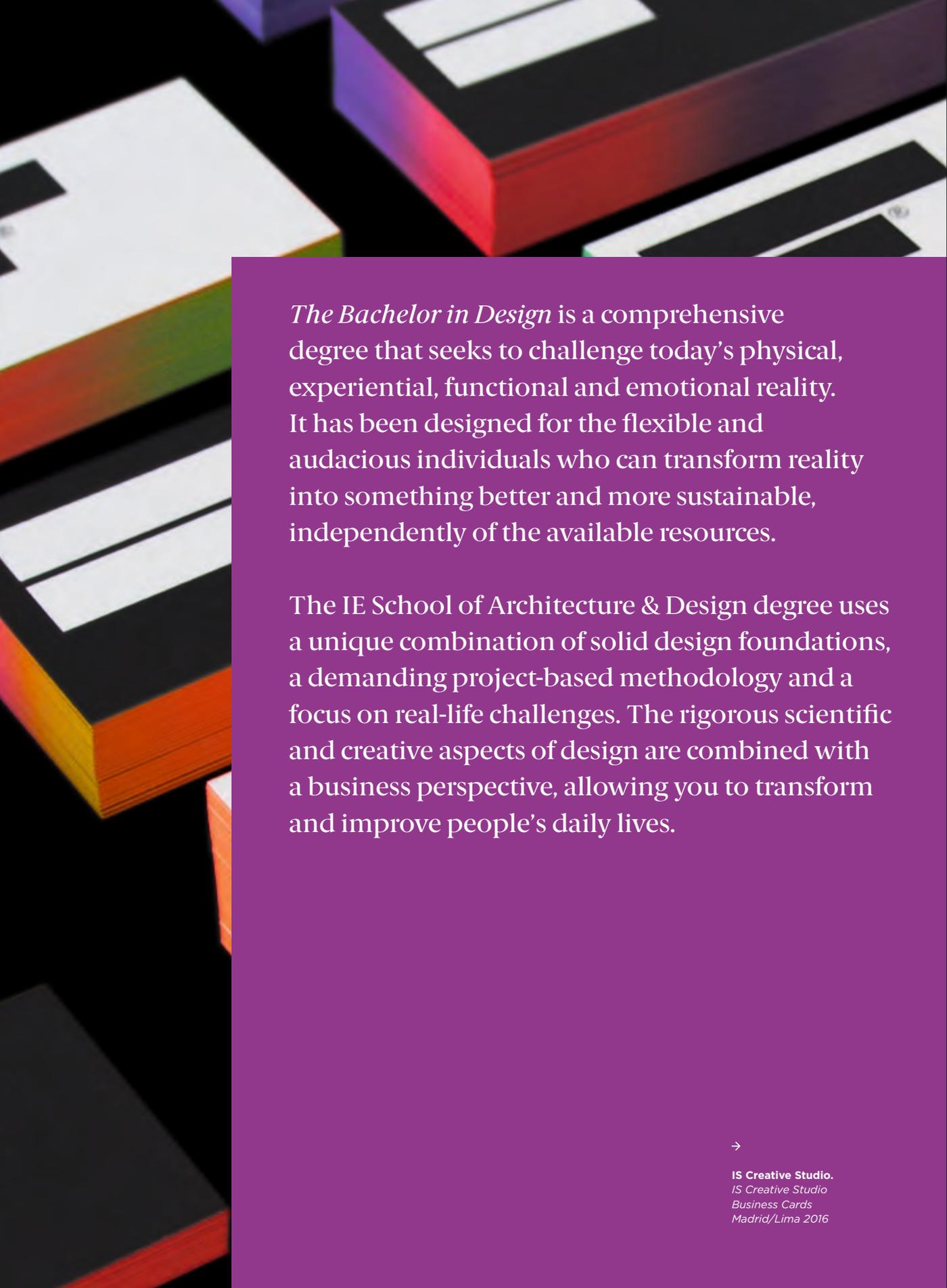


2018 – 2019

BACHELOR IN  
**Design**  
Create a better reality

Type of Degree	Undergraduate
Language	English
Format	Full-time
Location	Segovia and Madrid
Duration	4 years
Start / Date	September



*The Bachelor in Design* is a comprehensive degree that seeks to challenge today's physical, experiential, functional and emotional reality. It has been designed for the flexible and audacious individuals who can transform reality into something better and more sustainable, independently of the available resources.

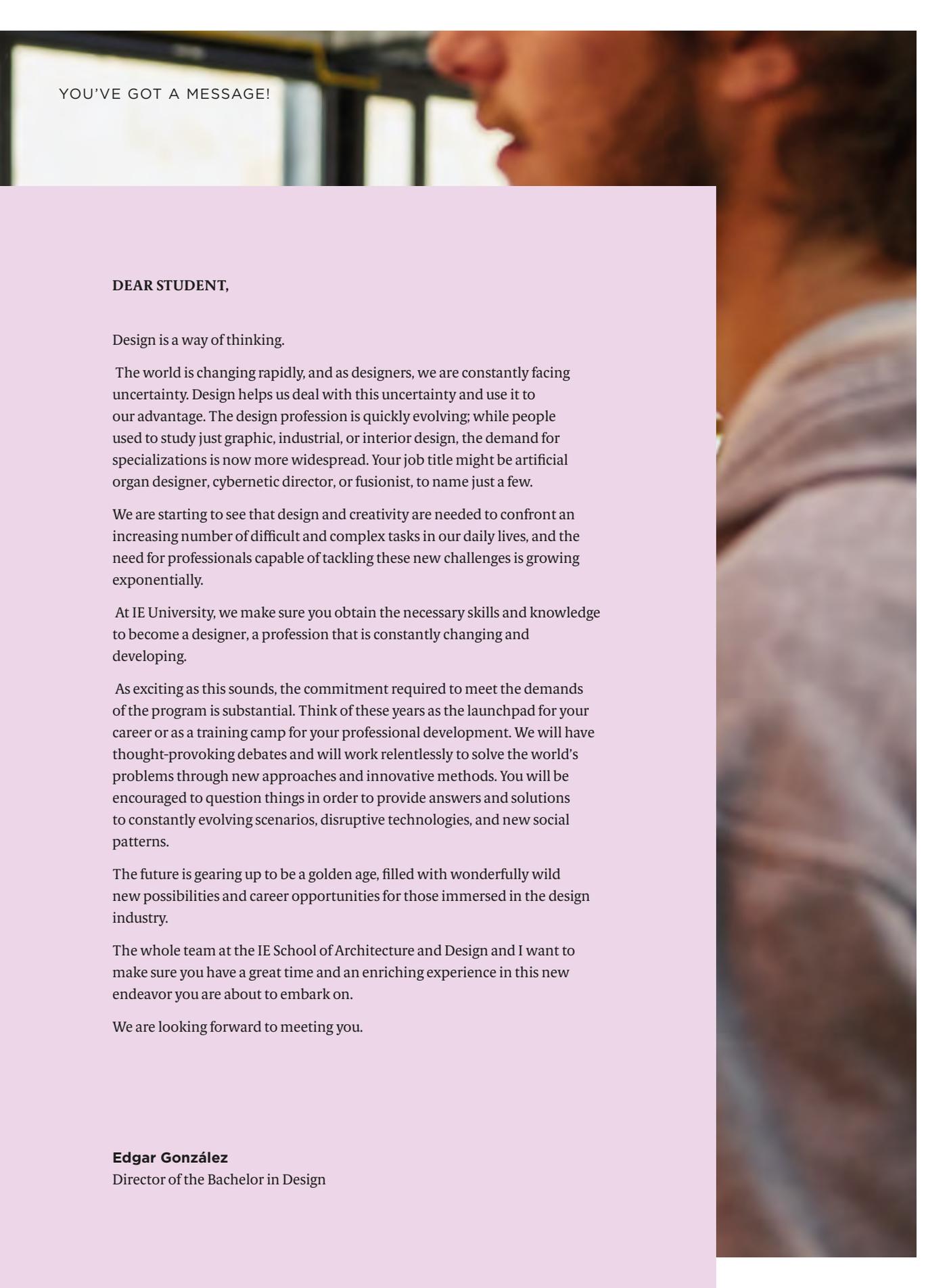
The IE School of Architecture & Design degree uses a unique combination of solid design foundations, a demanding project-based methodology and a focus on real-life challenges. The rigorous scientific and creative aspects of design are combined with a business perspective, allowing you to transform and improve people's daily lives.







You've just opened the brochure that will guide you through the first steps to becoming the person you want to be. It will give you a detailed view of the IE University student experience and, specifically, what life is like as part of the Architecture program. Learn firsthand about the amazing journey you will embark on over the next four years and the opportunities available to you as an IEU student. By the time you're finished reading, you'll be one step closer to becoming part of the talented community we are so proud of.



YOU'VE GOT A MESSAGE!

**DEAR STUDENT,**

Design is a way of thinking.

The world is changing rapidly, and as designers, we are constantly facing uncertainty. Design helps us deal with this uncertainty and use it to our advantage. The design profession is quickly evolving; while people used to study just graphic, industrial, or interior design, the demand for specializations is now more widespread. Your job title might be artificial organ designer, cybernetic director, or fusionist, to name just a few.

We are starting to see that design and creativity are needed to confront an increasing number of difficult and complex tasks in our daily lives, and the need for professionals capable of tackling these new challenges is growing exponentially.

At IE University, we make sure you obtain the necessary skills and knowledge to become a designer, a profession that is constantly changing and developing.

As exciting as this sounds, the commitment required to meet the demands of the program is substantial. Think of these years as the launchpad for your career or as a training camp for your professional development. We will have thought-provoking debates and will work relentlessly to solve the world's problems through new approaches and innovative methods. You will be encouraged to question things in order to provide answers and solutions to constantly evolving scenarios, disruptive technologies, and new social patterns.

The future is gearing up to be a golden age, filled with wonderfully wild new possibilities and career opportunities for those immersed in the design industry.

The whole team at the IE School of Architecture and Design and I want to make sure you have a great time and an enriching experience in this new endeavor you are about to embark on.

We are looking forward to meeting you.

**Edgar González**

Director of the Bachelor in Design

# IE School of Architecture & Design

IE School of Architecture & Design places emphasis on excellence in design, innovation, and entrepreneurship. Our students are encouraged to take a creative approach to architecture, learn the latest digital skills in a contemporary context, and develop talents to become leaders in a changing field. IE School of Architecture & Design is part of a broader university, which supports learning across disciplines, especially the humanities and business.



**PARTNERS, EXCHANGE, INTERNSHIPS**  
IE School of Architecture and Design understands that collaboration, especially on an international level, contributes to our community. Recognizing and appreciating diverse outlooks by studying and working with others in different places and in different settings enhances the overall academic experience.

#### **PROGRAMS**

We offer a series of programs. The five-year Bachelor in Architecture degree means that upon completion our students have completed all the requirements to be fully recognized architects. The various masters and special programs allow our students to acquire the skills needed in the world

of architecture in order to develop successful careers. Moreover, all this is combined with direct and continuous contact with leading international professionals in architecture and design that confer to each of our programs the added value of learning from the experience of leaders in their fields.

#### **OTHER BACHELORS BESIDES THE BACHELOR IN ARCHITECTURE:**

##### **Bachelor in Design**

The Bachelor in Design is a comprehensive degree that seeks to challenge today's physical, experiential, functional and emotional reality. It has been designed for flexible and audacious individuals who can

seek creative solutions for a better and sustainable life, even when faced with limited resources.

This degree of IE School of Architecture & Design uses a unique combination of a solid foundation in design, a demanding project-based methodology and a focus on real life challenges. Rigorous scientific and creative aspects of design are combined with a business perspective, allowing you to transform and improve people's daily lives.

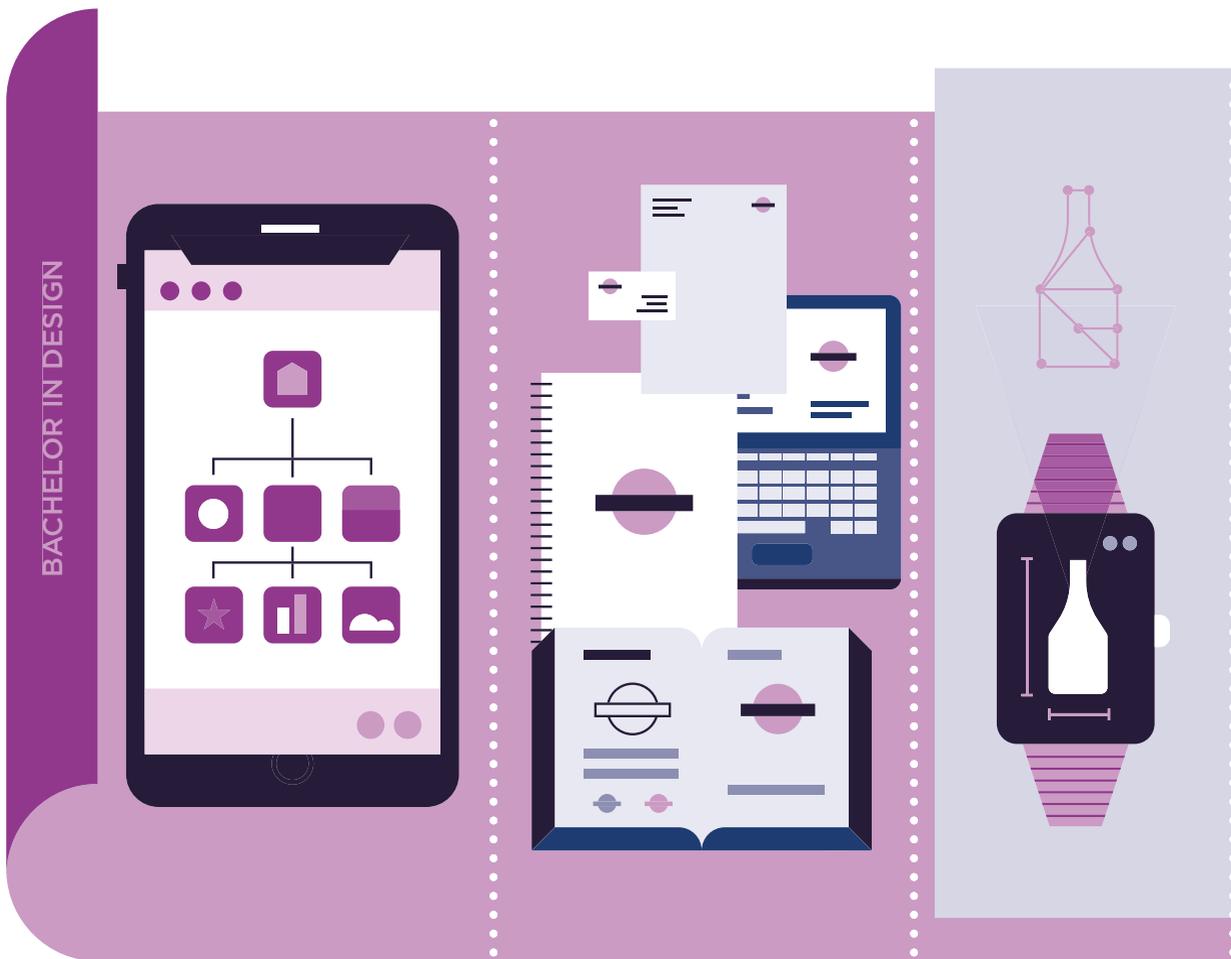
#### **MASTERS**

- › Master in Architectural Management and Design.
- › Master in Strategic Design of Spaces.
- › Master in Real Estate Development.



# ARCHITECTURE & DESIGN

It's a matter of scale



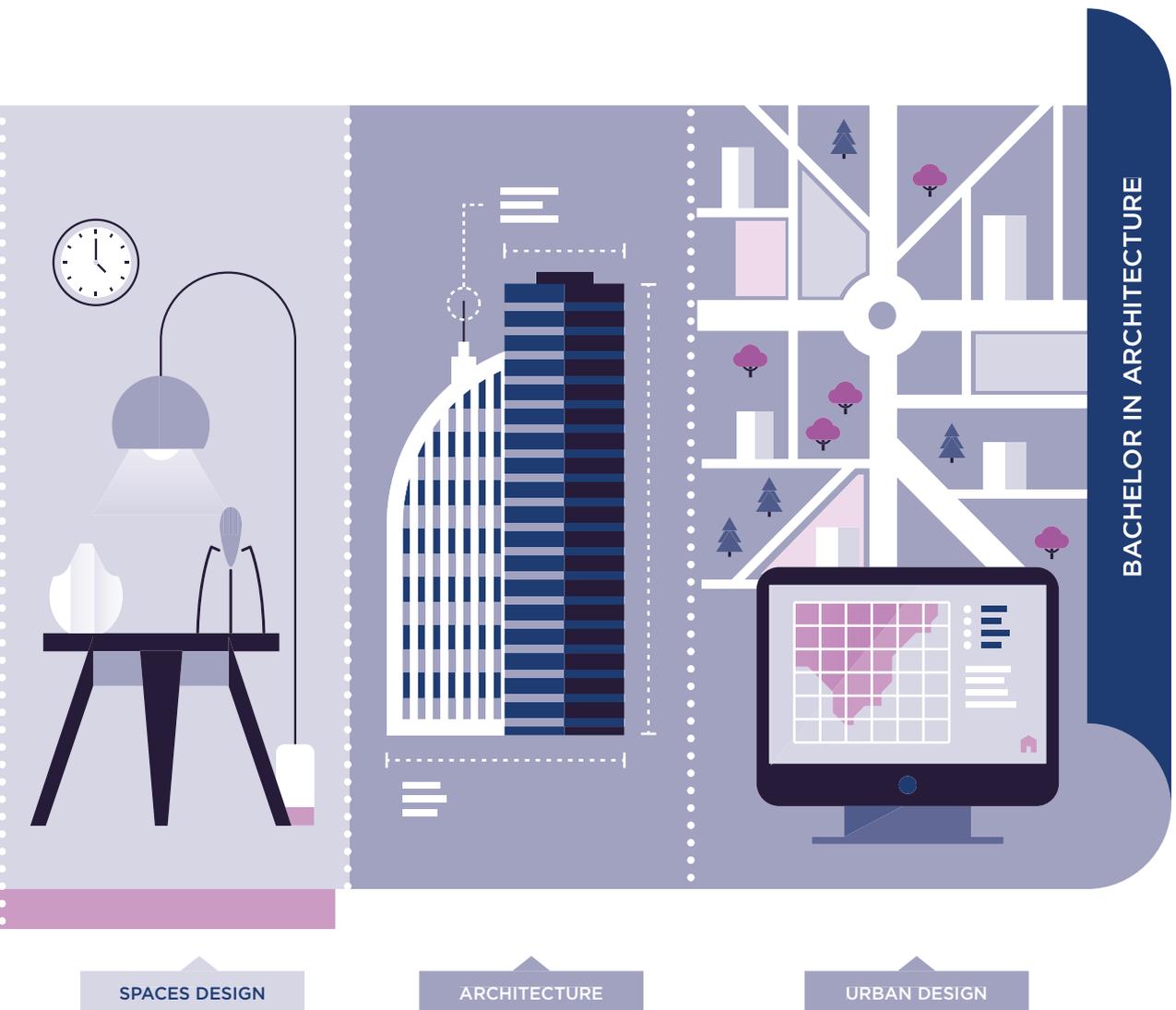
BACHELOR IN DESIGN

STRATEGIC DESIGN AND  
USER EXPERIENCE (UX)

VISUAL DESIGN

PRODUCT & DIGITAL  
PRODUCT DESIGN

Scale is an object's size in relation to ourselves and the world around us. As a designer, you can draft and create intangible concepts such as systems or strategies, small objects such as SIM cards or pens, or large-scale structures like buildings or even cities. Our design school offers programs all along this scale. While the *Bachelor in Design* focuses on the small end of the scale, the *Bachelor in Architecture* concentrates on the larger one. Both come together in the study of products and interiors, where students from the two programs collaborate and share knowledge.



# Function

in design is important, of course, but

# experience

and bringing them together in a

# critical

attitude and connecting with culture

# evolve

# onality

ut it isn't enough. For me it's about

# periences

a product. It's about taking on a

# ical

and with your sense of how society is

# ving.



# My Studies



IE University encourages a project-based model in which our students learn by doing.

Studying at IE University means not only that you will receive the most up-to-date education; you will also be joining a community of exceptional academics who share your passion and look forward to guiding you throughout your degree. They will help you learn and provide you with the tools that will help you become the professional you want to be.

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# FIVE REASONS TO STUDY THIS DEGREE AT IE UNIVERSITY

A sure path to success

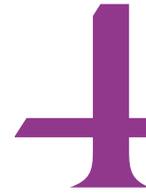
## BE PART OF AN ENVIRONMENT THAT DRIVES INNOVATION

Innovation is about collaborating and understanding social context. Diverse environments encourage more innovative and creative solutions. IE University has more than 100 nationalities represented on campus, which means that you will be sharing ideas, collaborating and working on projects with people from many different countries.



## LIVE ENTREPRENEURSHIP

IE University is recognized in Europe and beyond for its entrepreneurial spirit and its expertise in business education. The management skills you will gain are essential to adapting effectively to the changing profiles of today's design professionals.



## LEARN FROM A UNIQUE METHODOLOGY

You will benefit from the unique combination of solid design foundations and a demanding project-based methodology. You will address real-life challenges that combine the rigorous scientific aspects of design with a business perspective.



## WORK IN THE PERFECT SPACE TO EXPERIMENT

You will have access from the very beginning to the Fab Lab, a space where creative ideas becomes reality. You will have the chance to experiment and develop your projects either using the latest digital technology or with traditional carpentry tools.



## BE BACKED BY THE SCHOOL OF ARCHITECTURE AND DESIGN

The IE School of Architecture and Design places emphasis on design, innovation, and an entrepreneurial spirit. Design students will be part of a community of professionals who consistently take a creative approach to architecture and design by thinking critically and outside of traditional boundaries when confronted with a challenge.

# STUDENT PROFILE

## Defining your future

IE University welcomes students who embrace change and seek an innovative learning experience. Our unique community is formed by students from over a hundred countries and a faculty made up of prestigious academics, successful professionals, and industry leaders. Through a personalized path and a student-centered methodology, IE University helps students enhance their unique value and play a leading role in shaping the world.

### THE BACHELOR IN DESIGN

**IS FOR INDIVIDUALS WHO ARE** constantly observing, questioning, and challenging the world that surrounds them. They believe that there are many ways to do things, not only when it comes to redesigning them, but also when creating and testing.

### LOOKING FOR

an innovative program that combines solid design foundations with real-life projects to take on the world's complex, rapidly changing, and unpredictable challenges with a sustainable approach.

### TO BECOME

A design consultant;  
A user experience designer;  
A strategic designer;  
A visual designer;  
A digital product designer.

### GRADUATE PROFILE

The person you will become is a professional with a rigorous design mindset, capable of understanding problems globally and acting locally. You will be a people-centered designer with a functional and emotional approach and a deep understanding of society, technology, and sustainability. You will be able to collaborate with diverse teams and propose innovative designs.

# THE PILLARS OF DESIGN AT IE UNIVERSITY

Create a better reality

The *Bachelor in Design* is a comprehensive program that seeks to challenge today's physical, experiential, functional, and emotional reality. It has been designed for adaptable and audacious individuals who can transform reality into something better and more sustainable, independently of available resources.

The IE School of Architecture & Design uses a unique combination of solid design foundations, a demanding project-based methodology, and a focus on real-life challenges. The rigorous scientific and creative aspects of design are combined with a business perspective, allowing you to transform and improve people's daily lives.

## **BENEFIT FROM A SOLID AND COMPREHENSIVE-LEARNING METHODOLOGY**

This program unites theory and practice, bringing design culture and techniques together. With this combination, you will be able to bring your vision to life and create strong proposals.

You will become a well-rounded designer by learning about the history of design, methodology, and business management, as well as various representational techniques such as drawing for analysis, drawing for communication, and 3D visualization.

## **DESIGN THINGS THAT MATTER**

Understanding business principles and the path from idea to the marketplace is a key principle that you will have in mind from the beginning to the end of your studies. You will learn how to create a business plan to transform your ideas into valuable solutions to improve people's daily lives. You will learn how to present your designs and manage the process in a sustainable way. We use many techniques, including design thinking, rapid prototyping, and design critiques to achieve the most innovative outcomes.

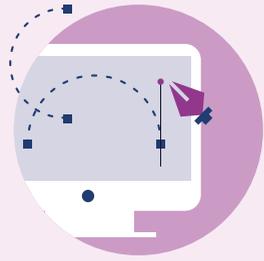
## **ACQUIRE A SCIENTIFIC APPROACH TO UNDERSTANDING REALITY**

In order to understand the complexity of today's world and develop good design criteria, this program uses a transdisciplinary approach that relies on inputs and information from other fields, such as social sciences, technology, and sustainability. With this broad approach, you will become a skilled observer capable of interpreting needs in people's daily lives.

## **BE IN TOUCH WITH REAL-WORLD PROBLEMS**

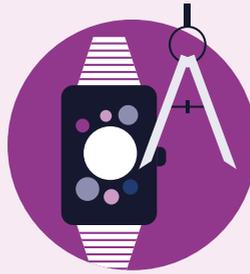
Preparing designers to take on the world's complex, rapidly changing, and unpredictable challenges requires lots of experience. Our project-based methodology encourages students to experiment and learn by doing. You will have a chance to tackle real-world problems in collaboration with our Design Council. As our partners, industry members will share recent projects with you. Our students and faculty will do research, propose alternative plans, and create design proposals for members of the Design Council.

## WHAT IS DESIGN AT IEU?



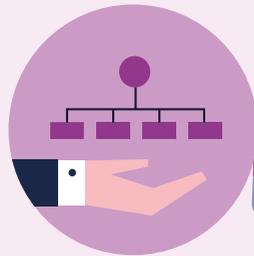
### DESIGN CULTURE

Here you will explore the foundations and history of design. You will also become familiar with new dynamics that have resulted from recent transformations in the practice. This combination will allow you to understand the world and identify opportunities to add value in society.



### BUSINESS

This course provides training in managing design companies as well as in professional etiquette. You will gain skills in the fields of humanities, communication, and professional ethics, and will experience other viewpoints and develop your interpersonal skills by mingling with students from other programs.



### TECHNIQUES

This module provides an advanced look at the tools and codes used in professional practice. You will learn how to join design and business, developing an approach that takes into account both technical knowledge and the needs of the market.



### APPLIED SCIENCES

Here you will explore social sciences, technology, and sustainability. You will develop the skills to foster innovation and execute designs centered on human beings.

### PROJECT-CENTERED DESIGN

As the backbone of the program, the Design Studio classes aim to solidify and apply all the knowledge you accumulate each semester into real-life scenarios, which become richer and more complex as you progress in your studies.

“We recognize that the design professions are changing and quickly evolving. IE’s approach means that our graduates will be able to embrace future changes and chart interesting career paths, no matter what the future holds”

**Martha Thorne,**  
*Dean of IE School  
of Architecture and  
Design*

**What is the IE School of Architecture and Design?**

It is a widely recognized private institution that prides itself of an open, innovative approach to education. Our students and faculty from all over the world bring together diverse viewpoints and contribute to an exciting learning environment.

**What is design at IE University?**

Design is a creative process that leads to the great value that professionals add when faced with a complex problem to solve. The outcome may be an object, a space, a strategy, a way of communicating a message, or almost anything. However, the results always go beyond the merely functional and are comprehensive, sustainable, technologically appropriate, aesthetically pleasing, and user-centered.

**Why should someone study design at IE?**

IE’s design program allows students to integrate knowledge from a variety of fields, including design, to prepare for a fulfilling career finding useful and meaningful solutions to many types of challenges.

**Who should enter this program?**

People who are not afraid of complex issues, are willing to think outside the box, are not deterred by obstacles along the way, and who want to make a difference in people’s everyday lives.

**Where can graduates work after graduating from this program?**

Students will be able to work at a myriad of places. Many traditional companies are employing designers to tackle branding, strategic planning, and user experience design. Design-focused firms work on websites, apps, other forms of digital media, and all sorts of graphic products. Today, exhibitions, work, retail, and other spaces need qualified designers. Its also great to specialize by going on to graduate study.

**How do design, technology and communication complement one another at IE University?**

At IEU, we see the world as an integrated place, where the traditional barriers between disciplines are being removed for by a more interdisciplinary approach. This mindset allows us to work together with other schools at IEU to share knowledge, open new doors, and advance the field.

**Could you share a piece of advice with future students?**

Come to IE University with an open mind and be ready to roll up your sleeves and get your hands dirty. Design is challenging, fun, necessary, creative, involves lots of practice (and sometimes failure), and is enormously satisfying.



# STUDY PLAN

## The hunt for knowledge

### FIRST YEAR

During your first year, you will have a broad introduction to the world of design and you will begin to develop the necessary skills to work and succeed as a designer. You'll take a first look into the multidisciplinary aspects of the profession and you'll benefit from our design studio methodology, defined by its practical approach and its combination of individual and collaborative work.

### SECOND YEAR

In your second year of study you will learn about the creative methodologies currently being used in professional practices, and you'll develop a critical approach to your designs. The assignments will become more complex as you build up your skills; you will be expected to integrate information, concepts, and techniques from related disciplines.

### THIRD YEAR

During the first half of your third year, you will continue developing your designer skills in five areas: design culture, techniques, applied sciences, business and project-centered design. You will build a theoretical framework and learn about materials and their different uses. You will take several elective courses, which will allow you to personalize your career path an experience more types of design. During this year, you will also be able to study abroad.



### FOURTH YEAR

The fourth year is all about consolidating knowledge. You will learn about the latest developments in creative technology and you will use them as tools for your design practice. You will learn about the latest trends in digital fabrication and study creative coding and programming from a designer's perspective.

During this year we will also address the main issues regarding the dissemination of your work, reaching out to important stakeholders, working on your portfolio, and the storytelling of your projects.



### Design Studio

The space where you will work on your projects with peers and professors

**Note:** this information is subject to change. Please contact the Admissions Department for an updated curriculum.

## STUDY PLAN

### FIRST YEAR

<b>1<sup>st</sup> Semester</b>	Introduction to Design Studio: Learning by Doing Design History I Design Skills I	Psychology and User - Centered Design IE Module - Writing Skills IE Module - Presentation Skills
<b>2<sup>nd</sup> Semester</b>	Introduction to Design Studio: Collaborative Design Design History II	Visualization and Representation Techniques Sociology and Culture IE Module - Business Management

### SECOND YEAR

<b>1<sup>st</sup> Semester</b>	Design Studio I: Focus on Visual Design Design Methodology Interactive and Digital Tools	Research Techniques Ethnography IE Module - Entrepreneurship
<b>2<sup>nd</sup> Semester</b>	Design Studio II: Focus on Product Design Design and Criticism	Materials and Applications I Sustainability IE Module - Professional Skills

### THIRD YEAR

<b>1<sup>st</sup> Semester</b>	Design Studio III Focus on Spatial Design Processes and Design Theory	Materials and Applications II Quantitative Methods IE Module - Global Challenges
<b>2<sup>nd</sup> Semester</b>	Electives	Exchange Option

### FOURTH YEAR

<b>1<sup>st</sup> Semester</b>	Design Studio IV: Focus on Strategic Design Contemporary Design Trends Typography Layout and Presentation	Programming for Designers IE Module - Design Management
<b>2<sup>nd</sup> Semester</b>	Design Narratives Portfolio Design	Fabrication Technologies Final Project

COMPONENTS	CREDITS
Core Courses	60
Mandatory Courses	135
Elective Courses	30
Final Project	15
<b>Credits needed to graduate</b>	<b>240</b>

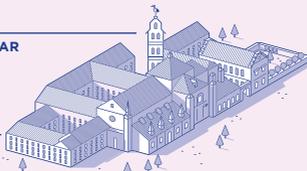
## LOCATION

If you choose to study the Bachelor in Design, then you will study the first two years in Segovia and the last two years in Madrid.

SEGOVIA

FIRST YEAR

SECOND YEAR



MADRID

THIRD YEAR

FORTH YEAR



# A UNIQUE MIX OF COURSES

To **understand the user**

*You will study the following courses:*

Research Techniques

User Centered Design

Ethnography

Psychology

Sociology and Culture

Quantitative methods

To **ask the right questions and find the best and innovative solutions**

*You will study the following courses:*

Processes and Design Theory

Design and Criticism

Global challenges

Design Methodology

Design History

Contemporary Design Trends

To **Communicate effectively**

*You will study the following courses:*

Presentation Skills

Writing Skills

Communication Skills

Presentation Skills

Design Narratives

Typography  
Layout  
Pre

Portfolio



To  
**bring and prototype  
 your ideas  
 into the real  
 world**

*You will study  
 the following  
 courses:*

Design Skills

Sustainability

Design Studio

Visualization and  
 Representation  
 Techniques

Interactive and  
 Design Tools

Materials and  
 applications

Programming  
 for designers

Fabrication  
 Technologies

To  
**create  
 business  
 value through  
 design**

*You will study  
 the following  
 courses:*

Entrepreneurship

Intro to  
 Management

Professional  
 skills

Design  
 Management

# THE DESIGN COUNCIL

## The platform that connects academia with the real world

In today's world it is more important than ever to combine professionals, industry and academia in order to gain invaluable insight and knowledge. Our School seeks to form an intense bond between education and the real world, in order to understand cutting edge design trends and social tendencies, and our partners in the field who provide up-to-date information on what's really happening.

The Design Council is formed by prominent companies, organizations and professionals who share the belief that design is a powerful tool for change. This Council is composed by three type of members:

### THE ADVISORS

The advisors are renown and influential professionals that have their finger on the pulse of the broad world of design.

They will help us to define the Council's agenda, the most important issues to tackle, which will be mainly related to worldwide problems.

#### DEYAN SUDJIC

Director of the design Museum of London

#### HUGH FORREST

Director at South by Southwest (SXSW) Interactive Festival

#### OLE BOUMAN

Director of the Shekou Design Museum

#### MARK CHOWN

Director at ARUP

#### JEREMY MYERSON

Director of the Helen Hamlyn Centre for Design

### THE STUDIOS

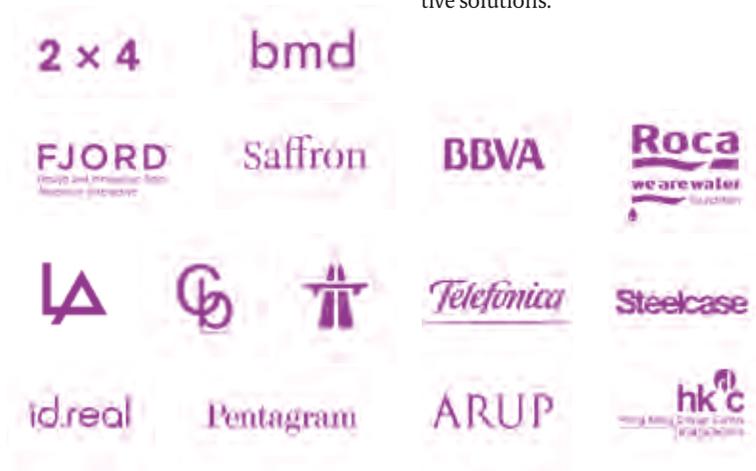
Those professionals who take on clients' challenges and seek to tackle them from their design office.

They will also bring their perspective on solving client's problems to share with our community.

### BUSINESS AND INSTITUTIONS

Those who know the value of design today and use it in their day to day business or institutional activities.

These companies and public institutions will bring challenging projects to collaborate with IE University's students and professors to define the problem and work on possible innovative solutions.



# FAB LAB

## A place to learn by making



Student using the laser cutter to build a model and test his idea.



Student preparing her digital model to print with the 3D printer.



The Fab Lab is a fundamental part of what we call the culture of making. It is a place where students can experiment with digital and traditional woodworking tools. Throughout their studies, students will have the opportunity to experiment with different materials in order to understand how they fit together.

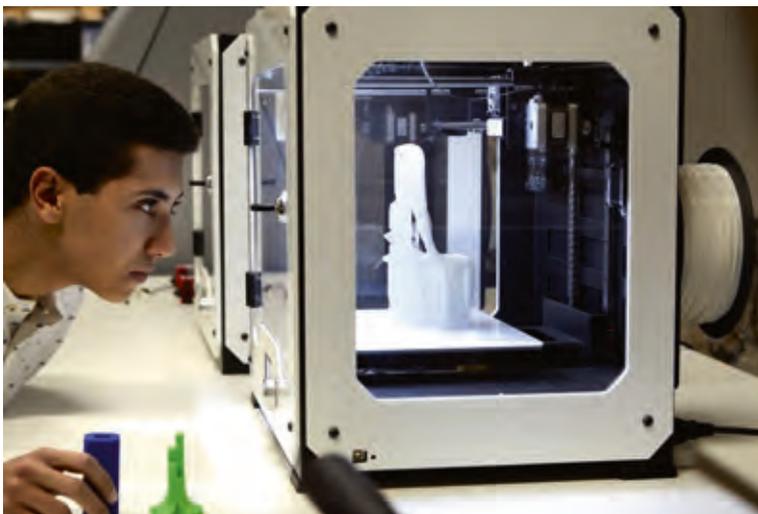
For design students, it is essential to know how to bring an idea to life. Their proposals are tested through the creation of prototypes to ensure that they have work as intended. There are two parts to the Fabrication Lab: one uses digital tools (CNC router, laser cutters, 3D printers) and the other which uses more traditional carpentry and shop tools, allowing students to make their ideas tangible.

Students will participate in workshops where they will acquire a wide variety of technical abilities and learn how to use different machines and tools safely.

Our staff will be available throughout the process, advising students as they develop their projects and guiding them through challenges.



Student preparing her digital model to print with the 3D printer.



# IE MODULE

## Your keys for development

The IE Module consists of key subjects for your professional development which form part of every bachelor program from the first to the third year. In this module, you will acquire basic skills that reflect the university's culture and vision, and which reinforce the transversal components of our model (IEU Labs, advanced seminars, electives, and languages). You will also benefit from progressive learning, where content is structured to increase gradually in difficulty and in its optional character, and where you'll work with students from other programs.

The IE module subjects are based on four pillars: entrepreneurship, a humanistic and rigorous approach, diversity, and innovation.

### FIRST YEAR

During your first year, you will develop a broad understanding of business organizations and gain specific knowledge in areas such as markets, customers, finance, operations, and communications, among others.

You will also undergo technological training to remain at the forefront of the digital world and make the most of the opportunities it offers. You will also develop your writing and presentation skills, which are essential to professional success.

### SECOND YEAR

Your second year will be focused on analyzing reality from different perspectives in order to develop your own points of view, and on establishing positive conditions for your success. You will learn how to influence, motivate, and encourage others towards effectiveness and productivity.

The aim of our humanistic approach is to train young inventors, visionaries, and world-changers who, by exploring the humanities, can discover new paths to reveal unexplored aspects of reality.



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**YEAR ONE**

Business Management	6 ects
Technology Fundamentals	3 ects
Presentation Skills	3 ects
Writing Skills	3 ects

---

**YEAR TWO**

Humanities	6 ects
Behavioral and Professional Skills	3 ects

---

**YEAR THREE**

Global Challenges	6 ects
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**THIRD YEAR**

The complex reality of today's globalized world demands professionals capable of having impact on a global scale. At IE University, we teach the skills and tools students need to become successful leaders capable of managing projects in an international setting. On the one hand, you will be immersed in a multicultural and international setting from day one that will shape your mindset.

On the other hand, you will take courses specifically designed to help you perform effectively in demanding professional settings. This training is crucial to your success as a global professional, regardless of your area of study.



HOW EXPERTS THINK



## Why does design matter?

**Deyan Sudjic,**  
*Director of the  
Design Museum  
of London, member  
of the IE Design  
Council*

That's like asking does philosophy matter? Do economics matter? Design is not a thing that just sits there. It's not an object; it's not about chairs; it's not about choosing colors; it's not about taste. To me, design is a way of understanding the world around us. Design is not only about offering functional solutions, it can be about asking questions. Design is the way we shape the world around us. It's the way that we look at those problems that face us all. Is the world going too fast? Has the smartphone killed off the idea of privacy? Will robots take away our jobs? All these things are shaped by and understood by design. You don't need to want to be a designer to understand how important it can be to explore design, because design is a fantastic toolkit to understand the world.

# OUR STUDENTS

Meet our diverse community

## CLARA POGGIOLI

France / Ireland  
Class of 2019

"I'm a second-year student in the Bachelor in Business Administration program, and I am passionate about sailing. Two years ago, I earned my sailing instructor certificate, which allowed me to share my passion with the world."

## EDGAR GONZÁLEZ

Mexico  
Director of the Bachelor in Design

"Having the chance to work at IEU setting up a new program. Preparing designers to take on the world's complex, fast changing, and unpredictable challenges. And challenging the status quo, redefining how the education of future designers should take place is an amazing opportunity I am developing here at IEU."

**JOY CIERREA  
ARCHER HOLMES**

*Bahamas / USA*  
Class of 2017

"During my time at IE University, I won three writing awards, wrote and co-directed a full-length production, and placed in the IE Internal Debate Tournament. Now I am working on a new concept for a startup that combines technology and self-care."

**NICOLÁS FERNANDEZ  
PERERA**

*Spain*  
Class of 2019

"Some of the best things about IE University are that you're constantly in an international environment, giving presentations, learning how to talk to investors, and most importantly, becoming a leader."

**JEANNE MARIE CASTILLE**

*France*  
Class of 2019

"I am a BBA student at IE University, and I participated in the French national horseriding championships twice. This amazing competitive experience taught me to persevere and face any challenge without fear."



# PROFESSIONAL CAREERS

## A world of opportunity

Once you finish your degree, you'll be ready to develop your career in a wide range of areas. Whether you are inspired by working in service design, user experience (UX), visual design, digital product design, or interior design, as an IE University Design graduate, you will be more than prepared to use your expertise in a design-driven company, in your own studio, or as consultant helping traditional companies innovate. Below you will find some of the areas you can specialize in.



### SERVICE DESIGN

If you choose this area, you will be able to create services that are useful, desirable, efficient, and effective. You can work as a strategic design manager or communication designer. If you prefer a role closer to technology, you can also work as a processes and services designer or even as an intelligent systems designer.



### USER EXPERIENCE (UX)

If you are interested in improving the interaction between a user and a product, you can work as a user experience designer, interaction designer, a UX researcher, or even a motion designer.



### VISUAL DESIGN

If you prefer to focus on the look and feel of products and services, you can work as a creative graphic designer, a digital illustrator, or even specialize in packaging. If you prefer to work with a broader scope, you can also become an art director.



### PRODUCTS

If digital products such as websites and apps are what you are passionate about, you can work as a digital product designer. You can also focus on designing and prototyping objects and products.

# The Design of the Future

According to *Fastco Magazine* in its piece “The Most Important Design Jobs of the Future”, design has matured from a largely stylistic endeavor to a field tasked with solving thorny technological and social problems. This evolution will only accelerate as companies enlist designers for increasingly complex opportunities.

*Fastco Magazine*,  
“The Most  
Important  
Design Jobs of  
The Future”,  
April 1, 2016

This means that yesterday’s graphic designers are today’s UX designers. Will tomorrow’s UX designers be avatar programmers, fusionists, and artificial organ designers? Yes, according to the illustrious roster of design leaders they spoke with in the article.

“Over the next five years, design as a profession will continue to evolve into a hybrid industry that is considered as much technical as it is creative,” says Dave Miller, a recruiter at the design consultancy Artefact. “A new wave of designers formally educated in human-centered design—taught to weave together research, interaction, visual and code to solve incredibly gnarly 21st-century problems—will move into leadership positions. They will push the industry to new heights of sophistication.”



## INTERIOR DESIGN

If you prefer to have an impact on a larger scale as a designer and take over the interior spaces where people work, live, or shop, you could be well suited to work as an interior designer.



HOW EXPERTS THINK



# “Design has the power to inspire, transform, educate, and influence organizations and communities at large”

**Luz Erhardt,**  
*Executive Client  
Services Director  
Saffron Brand  
Consultants,  
member of the IE  
Design Council*

## **Tell us about your management background.**

For the last eight years I've been heading the Client Services area at Saffron

Brand Consultants on a global basis.

## **How do you think strategy and design converge?**

Design is what makes ideas tangible, what makes them grow. It has the power to inspire, transform, educate, and influence organizations and communities at large. How? By having substance, by leveraging a relevant and insightful strategic approach that gives it wings. In a world where reaching users in a meaningful way is of the essence, design must become a tool to deliver strategy.

## **What do you think is the role of strategy when it comes to design?**

Strategy should be the cornerstone of any design expression. Often brought up hand in hand, we should not consider them separate universes but rather complimentary ones that must coexist and nurture each other from start to finish.

## **Can you tell us about the impact of strategy on your own design practice, as well as on the industry you work in?**

I work advising companies and organizations on brand-related issues to help them define their vision, experience, and culture. My job is highly anchored in the power of ideas, on the belief that insights make a difference in today's world if we can manage to influence the experience delivered to the end user. Design enables us to do that: it helps us realize the potential we're unveiling, time after time.

## **What advice would you give to future designers?**

On every job, try to step back and remember why you're there. Forget the details and think big. What are you trying to solve and how is your work going to help you get there? That's the only thing that matters if you want to make something meaningful.





# My Enrichment Opportunities



From their first year, students form close ties with their classmates and with students from higher classes, who help and guide them throughout their journey.

Your experience at IE University will involve a lot more than your academic studies; we offer an exceptional range of opportunities that allow you to tailor your studies to suit your specific career goals and enhance your employability by obtaining extra qualifications.

IE University takes an applied and student-centered approach to education, identifying your unique strengths and giving you the chance to build your own path.

In addition to the core degree, you will be able to personalize your program and develop your skills by adding complementary courses, advanced seminars, internships and IEU Labs.

# IEU LABS

## Learn by doing

IEU Labs are IE University's alternative to traditional work placements. They provide hands-on, internship-like experience on campus to first- and second-year students who wish to begin gaining professional experience. There are nine labs to choose from, and each allows you to build your professional profile and gain valuable practical knowledge of different sectors. You will also extend your professional network through direct contact with managers and directors of leading companies.

Throughout the program, you will work under the tutorship of professors, while experts provide training in areas like marketing, funding, and strategy and legal aspects, among others.

When the time comes to choose, you will be able to apply to a lab that matches your professional interests, or try one outside of your field of study in order to broaden your knowledge and work with students from other programs.

All labs start at the beginning of the academic year and continue year-round. In May and June, you will work full-time in the IEU Labs and participate in common modules and activities, including advanced seminars for professional skills, weekly presentations of your work, business simulations, and extracurricular activities.

Want to learn about the labs we offer? Keep reading!

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"The IEU Labs give students a genuine taste of work as members of a consultancy team in the sector of their choice, from design to finance. Already, various labs have had real-world successes, providing solutions for clients including Madrid's Thyssen-Bornemisza Museum and the investment bank Arcano."

**Isabel Sanchez,**  
Director of IEU Labs and Business  
Administration Undergraduate Studies

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## Start-Up Lab

The *IEU Start-Up Lab* is an incubator where you can develop your business plans and make them investment-ready with guidance from professors and entrepreneurs.

### Sample project:

#### PAELLA CHEF

**Objective:** specialize in the creation and distribution of canned paella in Spain and the rest of the world.

**Best things about it:** we got to start a company from scratch and be present at each step of the process, from the business plan to the corporate image. We knew that in June we were presenting to real investors, which was very motivating!

**Most challenging aspect:** customer acquisition. Even though we stated how we were planning on reaching out to customers—through paid research, organic research/SEO, PR, social media, inside sales, etc.—we ended up realizing that some of our assumptions were wrong or too expensive, so we had to rethink our customer acquisition protocols.

Members of the *Social Impact Lab* in an aid program in Ghana with local volunteers.



## Marketing Lab

In the *Marketing Lab*, you will be involved in brand building, strategy creation, and the implementation of marketing plans. You will also work on marketing research and consumer insights for a range of companies and institutions, as well as offer support to new startups and entrepreneurs at IEU.

**Sample project:**  
PÉREZ-LLORCA

**Objective:** analyze a law firm's website, compare it with the global market and come up with a proposal that will differentiate it from its competitors.

**Best things about it:** meeting with the client to obtain feedback and adapt our proposals to best meet their requirements and needs. Knowing that they were going to implement our ideas was a huge motivation.

**Most challenging aspect:** finding the perfect balance between being creative and innovative while also staying loyal to the brand's image and values.

## IR Lab

This lab is a fully tutored working space where you can execute professional projects with an international dimension for private companies, public organizations, and nonprofits. Our partner institutions work in different industries and sectors: consultancy, international development, public affairs, diplomacy, etc.

**Sample project:**  
WEBER SHANDWICK

**Objective:** analyze the political, social, economic, and legal trends that Weber Shandwick's multinational clients must be aware of while doing business in different countries, in order to propose an institutional relations and communication strategy.

**Best things about it:** the opportunity to work in multidisciplinary teams, guided by Weber Shandwick experts, and identify industry insights that allowed us to come up with accurate analyses and proposals.

**Most challenging aspect:** presenting results and strategy proposals to the clients that were worthy of Weber Shandwick's reputation and market standards.

## Social Impact Lab

In this lab, you can work with nonprofit organizations and other initiatives to manage social projects in international settings. You will also have the option to travel to developing countries in order to participate in real projects that have a visible, tangible effect.

**Sample project:**  
FINANCIERS WITHOUT BORDERS  
NGO

**Objective:** develop a microcredit project and a basic financial literacy course to improve the socioeconomic conditions of the Larbie community in Awutu, Ghana.

**Best things about it:** we got to travel to Ghana for research and data collection, which was a fantastic experience. All the information we obtained was used to provide financial and organizational recommendations so that the institutions we were working with could achieve enough sustainability to become attractive to private investors.

**Most challenging aspect:** knowing that all of our decisions were going to affect real people.



Professors guide students through the different stages of their IEU lab projects.

## D-Lab

This lab takes an integrated approach to the world of design and architecture, with projects in urban and rural architecture, city planning, and with local tourism authorities.

### Sample project:

#### FROM LIMIT TO LIVE IT

**Objective:** come up with a proposal for an international temporary art contest to decorate Segovia's city wall. Establish the rules and create the graphic material to send out to participants.

**Best things about it:** it was a very creative project where all ideas were welcome. The contest had specific objectives, but we were encouraged to think freely and come up with innovative proposals in order to meet those goals.

**Most challenging aspect:** coming up with the evaluation criteria was one of the most challenging hurdles. We needed to make sure that each aspect evaluated would give real value to the contestant's proposals and at the same time make sure it was viable, innovative, etc.

## Finance Lab

If you want to work in the world of finance, this is the perfect place to get your career started. This lab focuses on analyzing financial markets and consulting companies on a range of financial issues.

### Sample project:

#### ONE-TO-ONE CORPORATE FINANCE

**Objective:** analyze a company's high-performance benefits, real estate transactions, and investments in private equity funds.

**Best things about it:** the fact that we got to evaluate a company's real activity and value.

**Most challenging aspect:** being able to think long-term and come up with flexible solutions to problems which have yet to arise.

## Legal Clinic

Students offer legal advice for startups, NGOs, nonprofits and institutions in need of legal consulting services. Several law firms also collaborate with this lab for research and consultancy to help their clients and firms.

### Sample project:

#### PRODIS

**Objective:** conduct a study among medium-sized enterprises in Madrid to ensure compliance with laws regarding the rights of disabled people.

**Best things about it:** we raised awareness about a topic that could make a huge difference in our society, particularly to those in poor health.

**Most challenging aspect:** finding out that a big percentage of the companies we interviewed are not aware of the law and the alternative measures to be implemented in hiring disabled people. That was quite discouraging.



Students from the Communications Lab working on the *Voices of the Royal Theater* project.



## Sports Lab

This lab monitors and reports on issues pertaining to sports players, teams, and coaches, and produces research and consultancy for Spanish and European soccer clubs, Formula 1, and others.

**Sample project:**

ATLÉTICO DE MADRID

**Objective:** predict and evaluate players' behavior.

**Best things about it:** we got to develop activities aimed at improving the lives of athletes and also demonstrate the value of sports to society.

**Most challenging aspect:** in order to be heard and get our ideas implemented, we needed to make sure that absolutely everything in our proposal was well founded and based on empirical evidence.

## Communication Lab

The *Communication Lab* works with the widest range of companies, institutions, and startups with communication needs. You will be in charge of creating content such as blogs, videos, and other media content according to the clients' needs.

**Sample project:**

VOICES OF THE ROYAL THEATER

**Objective:** execute a project to transform the opera into an accessible and trendy activity for young people.

**Best things about it:** we first had to immerse ourselves in the world of opera singers in order to understand their passion for the art!

**Most challenging aspect:** avoid making assumptions about why young people aren't interested in opera. We needed to come up with effective ways to learn their reasons and motivations in order to create a campaign that would impact the target audience.

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"Joining a lab is a fantastic experience since you get to know more about a topic that you are not very familiar with; in my case, finance. I've always been interested in it and this was a first step that somehow connected me to the real world around it."

Carmen,  
Finance Lab

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# STUDY ABROAD

## The world in your hands



As a student at IE University, you will have several opportunities to develop global perspectives and cross-cultural competencies—studying abroad is one of them. Living in another country for a semester or two is a great way to build confidence and broaden your outlook by experiencing other cultures and making new connections. At IE University we believe that seeing your studies from new perspectives is a life-changing experience. That's why we encourage students to spend one or two semesters at one of our more than 90 prestigious global exchange partner institutions in North and South America, Europe, Asia, Africa, and the Middle East.

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### WOODBURY UNIVERSITY LOS ANGELES, USA

“Studying abroad is a unique experience in which you are tested academically and as an individual. After completing a semester I came back to the IE University as a changed person, both in a personal and a professional aspect. Woodbury University has an excellent reputation for providing quality education, and I confirmed this when I attended the architectural Design Studio course which I was enrolled in.”

Josephine Gillard  
Bachelor in Architecture

---

Exchange partners vary from year to year and your options will depend on your program of study. The following list represents a sample for all IE University programs.



**GERMANY**

Jacobs University, Bremen  
 Bauhaus Universität, Weimar  
 EBS Law School, Wiesbaden

**SWITZERLAND**

University of Applied Science of Western Switzerland, Delémont  
 University of St. Gallen

**TURKEY**

Koç University, Istanbul  
 Sabancı University, Istanbul

**CHINA**

Tsinghua University, Beijing  
 University of Hong Kong, Hong Kong  
 Hong Kong University of Science and Technology, Hong Kong  
 Shanghai Jiao Tong University, Shanghai

**MALAYSIA**

University of Kuala Lumpur, Kuala Lumpur

**SINGAPORE**

Singapore Management University, Singapore  
 National University of Singapore, Singapore

**JAPAN**

Meiji University, Tokyo

**SOUTH KOREA**

Seoul National University, Seoul

**SOUTH AFRICA**

University of Pretoria, Pretoria

**AUSTRALIA**

RMIT University, Melbourne  
 University of Technology Sydney, Sydney

**CORNELL UNIVERSITY**  
 NEW YORK, USA

“I chose Cornell University, an Ivy League Institution, and benefited a lot from this decision. Not only did I get to study at a top university, which enhances my CV, but I also made several friends there who, I expect, will eventually become leaders in their fields. I got the chance to study in the USA, where the entertainment industry—the industry I want to work in—has been flourishing for decades.”

Oyku Dikmen,  
 Bachelor in Communication

**HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
 HONG KONG, CHINA

“Studying in Hong Kong was a life-changing experience. I immersed myself in a completely different culture, tried learning a bit of Chinese—which was very difficult!—and had the opportunity to travel. I made plenty of new friends, expanded my worldview, and broke out from my routine for a while, learning more about myself and the world I live in.”

Katharina Hamman,  
 Bachelor in Psychology

**UNIVERSITY OF TECHNOLOGY SYDNEY**  
 SYDNEY, AUSTRALIA

“I wanted to learn about a different culture, meet new people, travel somewhere I had never been before to get a hint of what it could be like to work abroad someday, and especially get out of my comfort zone. Now that I’m back, I have to say that it was probably one of the best decisions I have ever made and those six months were some of the best of my life.”

Gonzalo Muelas,  
 Bachelor of Laws



# My University



The Cafeteria in the IEU Campus in Segovia is located just opposite the Student Residence. It offers great and varied daily menus.

From the very first moment, you will live a transformational experience that will enhance your unique value and will enable you to play a leading role in shaping the world and achieving your goals. You will receive an inspiring and challenging education that will broaden your horizons and will shape who you are and who you will become. It will connect you to the world and guide you on the unique path needed to achieve your goals.

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# FIVE REASONS TO STUDY AT IE UNIVERSITY

## 1

### CONNECT WITH A DIVERSE AND ACCESSIBLE FACULTY

Our diverse faculty is made up of both excellent academics and experienced professionals with international experience and close ties to the professional world. Also, our professors are completely accessible to students; you can enjoy daily contact with them, obtain regular feedback, and receive the support you need to accomplish your goals.

## 2

### TURN YOUR IDEAS INTO REALITY

We will inspire you to be innovative in any field or discipline by providing an environment where you can experience new ways of thinking, apply your creativity, and venture into the unexplored.

## 3

### PERSONALIZE YOUR PATH TO SUCCESS

Our innovative degree programs are recognized by the most prestigious associations in their respective fields, and integrate a broad range of teaching approaches and options that will allow you to shape your own education according to your professional aspirations.

## 4

### EXPERIENCE A PRACTICAL LEARNING METHODOLOGY

We combine theory with practice from the moment you begin your studies. You will apply what you learn in class to real-life cases and to your own projects. Each year, students are offered a range of internship opportunities to work on campus, in Spain, or around the globe. You will acquire an impressive set of skills and professional experiences that will make you an attractive job candidate after graduation.

“IE has been ranked 6<sup>th</sup> worldwide for innovation in technologies and teaching.”\*

## 5

### BUILD THE PATH TO YOUR FUTURE

We help graduates launch their careers across industries and around the globe. Employers of leading companies worldwide consider IE University one of their top recruiting pools. You will also make friends for life and enjoy an active alumni network of more than 45,000 people worldwide that you can depend upon throughout your professional journey.



## IE UNIVERSITY RECOGNITION

### Prestige and performance

IE University occupies a leading position among higher education institutions in Europe and worldwide for its excellence in innovation and learning technologies. In addition, our undergraduate programs are recognized by the most prestigious associations in their respective fields, and highly regarded by employers at leading corporations.



**1<sup>ST</sup>**  
University  
in Spain

**7<sup>TH</sup>**  
University  
in Europe

**24<sup>TH</sup>**  
University Worldwide

**Times Higher Education,**  
Global University Employability  
Survey and Ranking 2017

**1<sup>ST</sup>**  
University  
in Spain

**3<sup>RD</sup>**  
Best Bachelor in  
Business Administration  
Worldwide

**4<sup>TH</sup>**  
University in Europe

**\* Youth Incorporated,**  
Global University Rankings 2015

**5<sup>TH</sup>**  
in Recruiter Satisfaction  
Worldwide

**6<sup>TH</sup>**  
Student Satisfaction  
Worldwide

**14<sup>TH</sup>**  
Top University Worldwide

# IE UNIVERSITY CAMPUS

## Your home away from home

As a student at IE University, you will gain an international outlook and global connections. You will benefit from diverse perspectives and experiences as you study with peers from around the world. Each year, an average of 100 different countries are represented on campus, and over 70% of students come from abroad.

### SEGOVIA

The campus in the city of Segovia offers a true campus experience. It is housed in the *Convent of Santa Cruz la Real*, a historic building declared a national heritage site in 1931. Segovia is only 25 minutes from Madrid by high-speed train, and welcomes students from over 100 countries to a global university setting with an academic and lively atmosphere. In Segovia, you'll find the perfect setting to become part of a close-knit community.

Segovia is a fairytale city full of narrow, twisting alleyways, Romanesque churches, and beautiful buildings. Additionally, this province of Spain has always been famous for its climate and traditional cuisine. It's not merely a city to be admired from afar; it's also a great place to live.

If you decide to study in Segovia, with the big city always within reach and history at your fingertips, you will experience the best of both worlds.

### MADRID

On our Madrid campus, you will find a groundbreaking education experience, with access to cutting-edge resources, specialized classrooms, and modern facilities. Studying in Madrid provides an opportunity to immerse yourself in a dynamic environment at the center of one of Europe's most important financial capitals.

If you decide to study in Madrid, you will benefit from a global environment, top-tier networking opportunities, and facilities equipped with the latest technologies—all shared with the top-ranked IE Business School.



IEU Campus in Segovia.



Students after class socializing near the cafeteria in the IEU Campus in Segovia.



Segovia and Madrid have excellent facilities. Students have ample space for studying, relaxation, and entertainment.



IEU Campus in Madrid.

# STUDENT LIFE

## Connections and activities

The memories you make during your studies last forever and can change the course of your life. We believe in diversity as a lifestyle and are proud to say that our community is as diverse as can be, providing space for all types of interests and unlimited opportunities.

The Student Life office coordinates more than 30 clubs, which are divided into six areas: arts, sports, social causes, debates, entrepreneurship, and academics.

Below are some the clubs you can take part in.

### IEU CONFERENCE CLUB

The *IEU Conference Club* organizes talks and cocktails where some of the most powerful and influential people in the international arena answer questions related to their field of expertise. You'll get to know some of the secrets of their professional success, network with them, and have your questions answered!

### IEU GREEN CLUB

This club reaches out to the student community to raise awareness about environmental stewardship matters

and healthy lifestyles. They organize riverside hikes and other nature activities. If you like to escape from your routine and enjoy outdoor activities, this is the club for you!

### IEU HUMANITARIAN CLUB

This club organizes innovative events in service of various NGOs. Its president, Zainnab Al-Kurdi, started a campaign to inspire and protect women all over the world.

### IEU MUSIC CLUB

The *IE Music Club* aims to enrich its members' musical knowledge and provide the opportunity to play together as a group. Its talented artists perform creative adaptations of songs or original compositions.

### IEU SPORTS CLUB

Exercise is important, so both our Madrid and Segovia campuses offer a wide

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“Our motto is ‘Talks that Inspire’. You see, we want to take a radically new approach to academic talks.”

Salvador Mompeán,  
IEU Conference Club Founder

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*The Real Casa de la Moneda* in Segovia, is a space provided by the city council for activities such as exhibitions, music, conferences, and workshops.



“The IEU Alpine Club is your destination for any and all outdoor activities, bringing like-minded people together to enjoy the beauty of nature in a fun way.”

Benjamin Weber,  
Sports Club Founder

variety of sports for students to enjoy. The sports that we offer vary from campus to campus, since Madrid is a city campus and Segovia is a rural one.

Among the team sports we offer are: volleyball, basketball, indoor soccer, rugby, basketball, and tennis. In addition, IEU has special deals with several gyms and fitness centers, to make available other sports such as golf, tennis, paddle tennis, swimming, and many others.

Tryouts for IEU’s official teams take place once every year, at the beginning of the fall semester.

“I’ve been living in Segovia for nearly two years and had no idea about its beautiful surroundings. Hiking by the river on Sunday was a nice alternative to spending the weekend in the city of Segovia or Madrid. For those who did not go with us, I highly recommend attending the next Green Club event!”

Ola,  
IEU Green Club







# EMPLOYABILITY

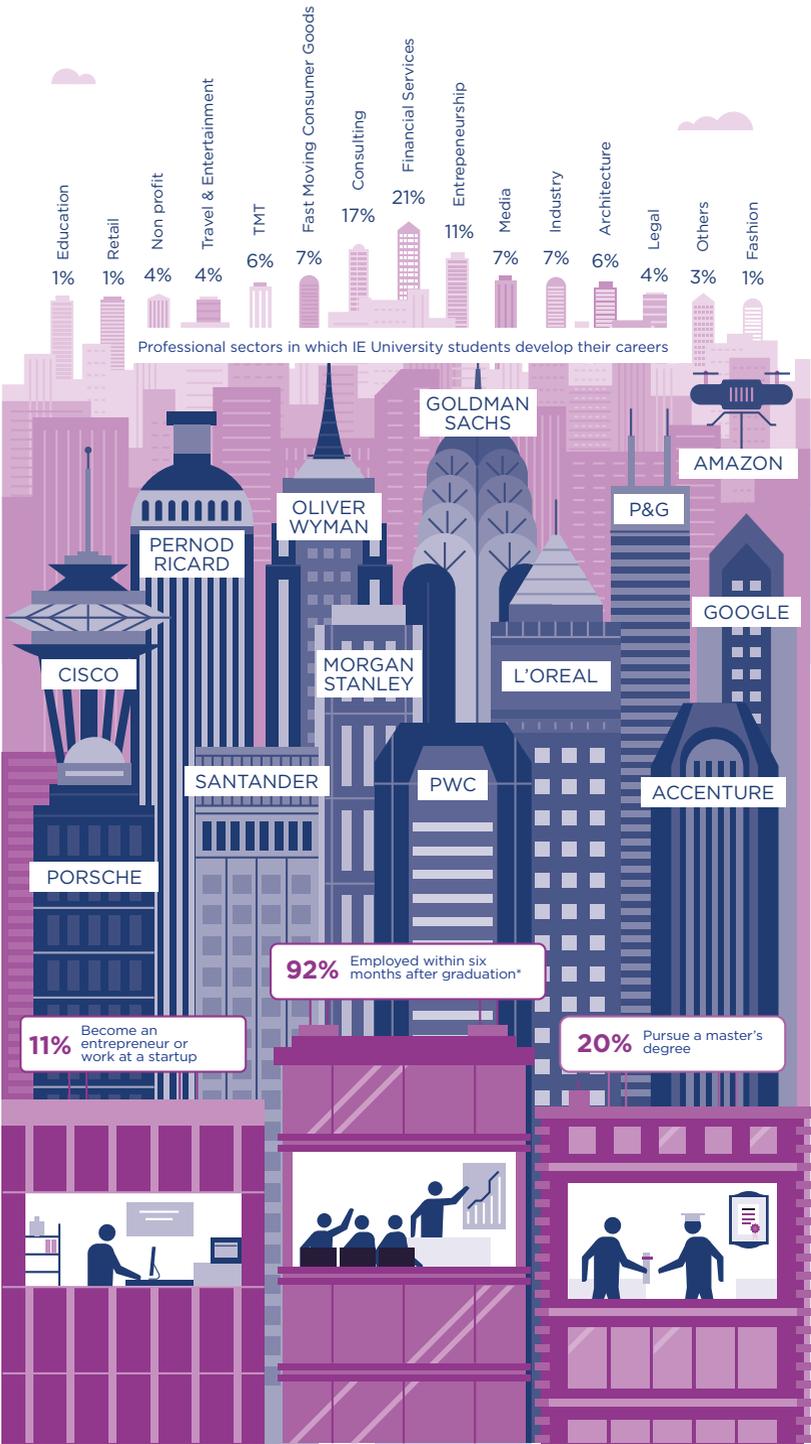
## Launch your career internationally

Choosing a career path is one of the most important decisions you will make as you progress through your studies. The IE Career Management Center (CMC) helps graduates launch their careers across industries and around the globe and guides them throughout this decision-making process.

IE University's international recognition and partnerships with leading companies and institutions provide graduates the opportunity to compete for international positions.

IE University students begin to receive employment offers even before they graduate. While many alumni are recruited by major multinational companies, others prefer to join small and medium-sized companies and startups.

Some students choose entrepreneurship as a career choice and start a business while studying at IE University or shortly after graduation, building and managing their own companies.



\* Of job seekers reported employed

# ALUMNI

## Life after IEU

In order to promote lasting relationships among the members of the IEU community, we offer resources for career development and lifelong learning opportunities, with the objective of propelling personal and professional development of IE University students and alumni.

As an IE graduate, you'll join a global network of more than 45,000 people in over 100 countries.

We organize regular events across the world to help our graduates stay in touch with friends or meet new people. By being part of the alumni community, you will also benefit from career development, social networking, and education opportunities, among others.

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

↗  
Students during their graduation in 2015.

# ADMISSION PROCESS

## Become part of IE University

At IE University, there's no single deadline for applying to our undergraduate programs. We have a rolling admissions policy, which means that you can apply to IE at any point during the year. The various stages of our admission process are aimed at identifying those areas of your academic and personal profile that make you unique, and to make sure that our educational model is a good fit for you.

As our programs usually fill up far in advance of the start of the academic year, we advise candidates to apply between three to six months before the semester begins. This will also allow you time to obtain any necessary visas or other qualifications.

Once you have received an acceptance letter, provisional or definitive, you must make a €1,500 non-refundable deposit to reserve your spot in the bachelor's program of your choice.

### 1 ONLINE APPLICATION

You can download the application form on our website. The form contains detailed step-by-step instructions to guide you through the process.

Your application is subject to a non-refundable admission fee of €120. Information on how to pay this fee is included at the end of the form.

### 2 ADMISSION TEST

Take IE University's admission test or international admission tests: the SAT, ACT, CAS, or LNAT. The IE University admission test assesses the verbal, logical, and quantitative abilities you have acquired both within and outside the classroom. Above all, it centers on your ability to reason, rather than on any particular set of information. This means you don't need to study for the test beforehand.

### 3 COMMITTEE DECISION-MAKING

Once you have completed the steps above, the Admissions Committee reviews your application file, assesses your profile, and determines whether or not you can advance to the final application phase: a personal interview.

### 4 PERSONAL INTERVIEW

The Admissions Department calls those who have been successful during the admission process. You

can be interviewed either on the IE University campuses in Segovia or Madrid, or at any of our 25 international offices. If you're not easily able to reach any of these offices, we can arrange an online interview.

The interview will allow us to get to know you better and assess certain qualities, such as your personality, your ability to defend your point of view and express yourself, as well as other communication skills.

### 5 FINAL COMMITTEE DECISION

After the Admissions Committee reviews your complete application and reaches a final decision, you will receive written notification of your admission. Once admitted, you may apply for scholarships and financial aid, make the non-refundable deposit of €1,500, and submit the documentation required for enrollment.

If you have any questions or would like us to explain personally how the application and admission processes work, don't hesitate to contact us by email at [university@ie.edu](mailto:university@ie.edu) or by phone at +34 921 412 428 or +34 915 689 620.

Our objective is for IE University to be the best university for you, and for you to fit well with us, too.

# The path to IE University

Discover the journey toward joining our community



Scan the code  
and get started!



**[thepathtoie.uie.edu](https://thepathtoie.uie.edu)**

Discover more details about the next steps  
you need to take to become part of the IE  
University's community.



## INTERNATIONAL OFFICES

### **ARGENTINA & URUGUAY - BUENOS AIRES**

argentina@ie.edu  
uruguay@ie.edu

### **AUSTRALIA & NEW ZEALAND - SYDNEY**

australia@ie.edu

### **BRAZIL - SAO PAULO**

brasil@ie.edu

### **CANADA - TORONTO**

canada@ie.edu

### **CHILE - SANTIAGO DE CHILE**

chile@ie.edu

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china@ie.edu

### **COLOMBIA - BOGOTA**

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uae@ie.edu

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### **USA - LOS ANGELES**

westcoast@ie.edu

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southusa@ie.edu

### **USA - NEW YORK**

northeast@ie.edu

### **VENEZUELA - CARACAS**

venezuela@ie.edu

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### **MIDDLE EAST**

mena@ie.edu

### **EUROPE**

europe@ie.edu

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

[www.ie.edu/university/design](http://www.ie.edu/university/design)

Don't forget to check out our blog:  
**[drivinginnovation.ie.edu](http://drivinginnovation.ie.edu)**

#### **CONTACT US**

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