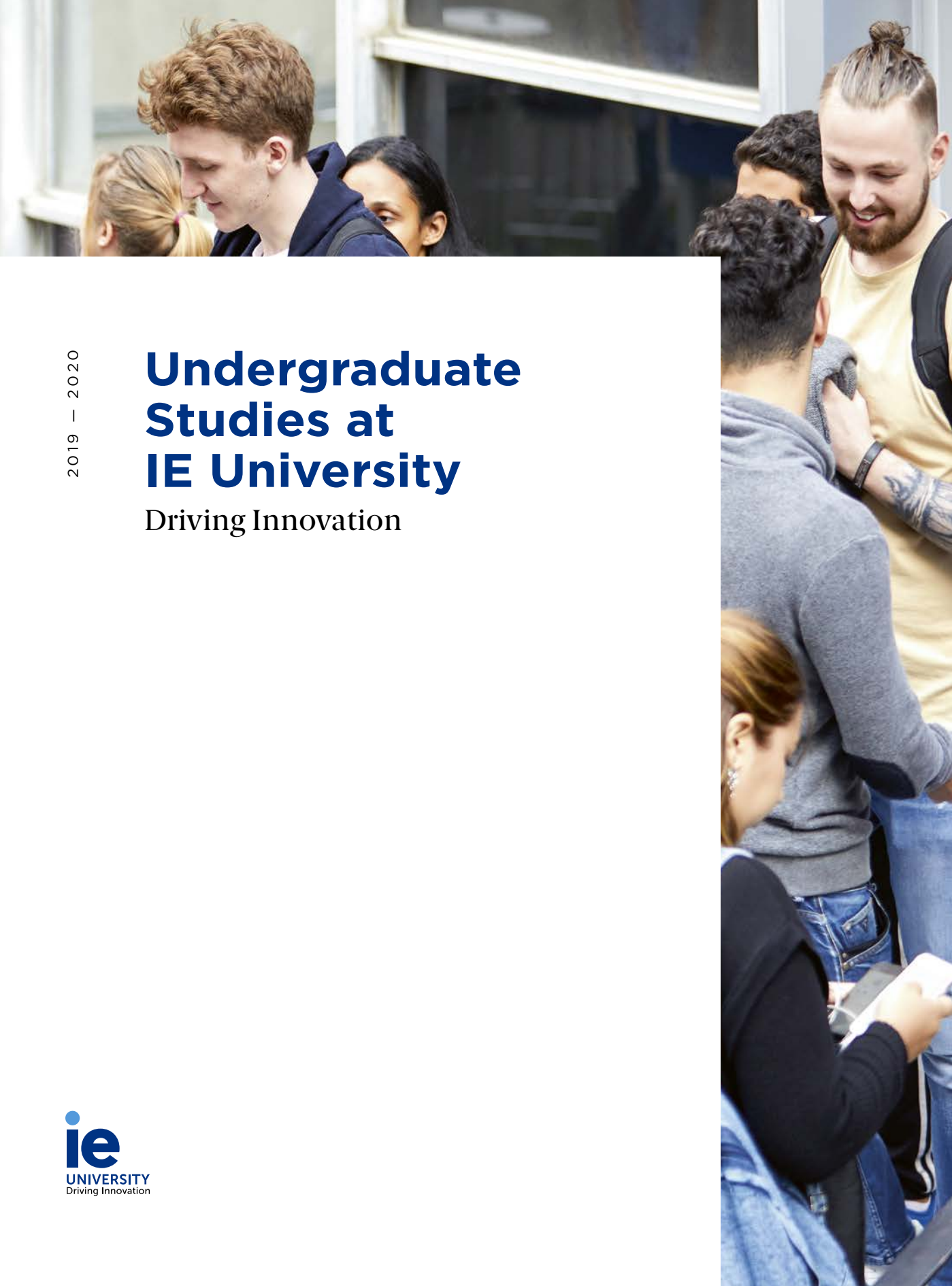
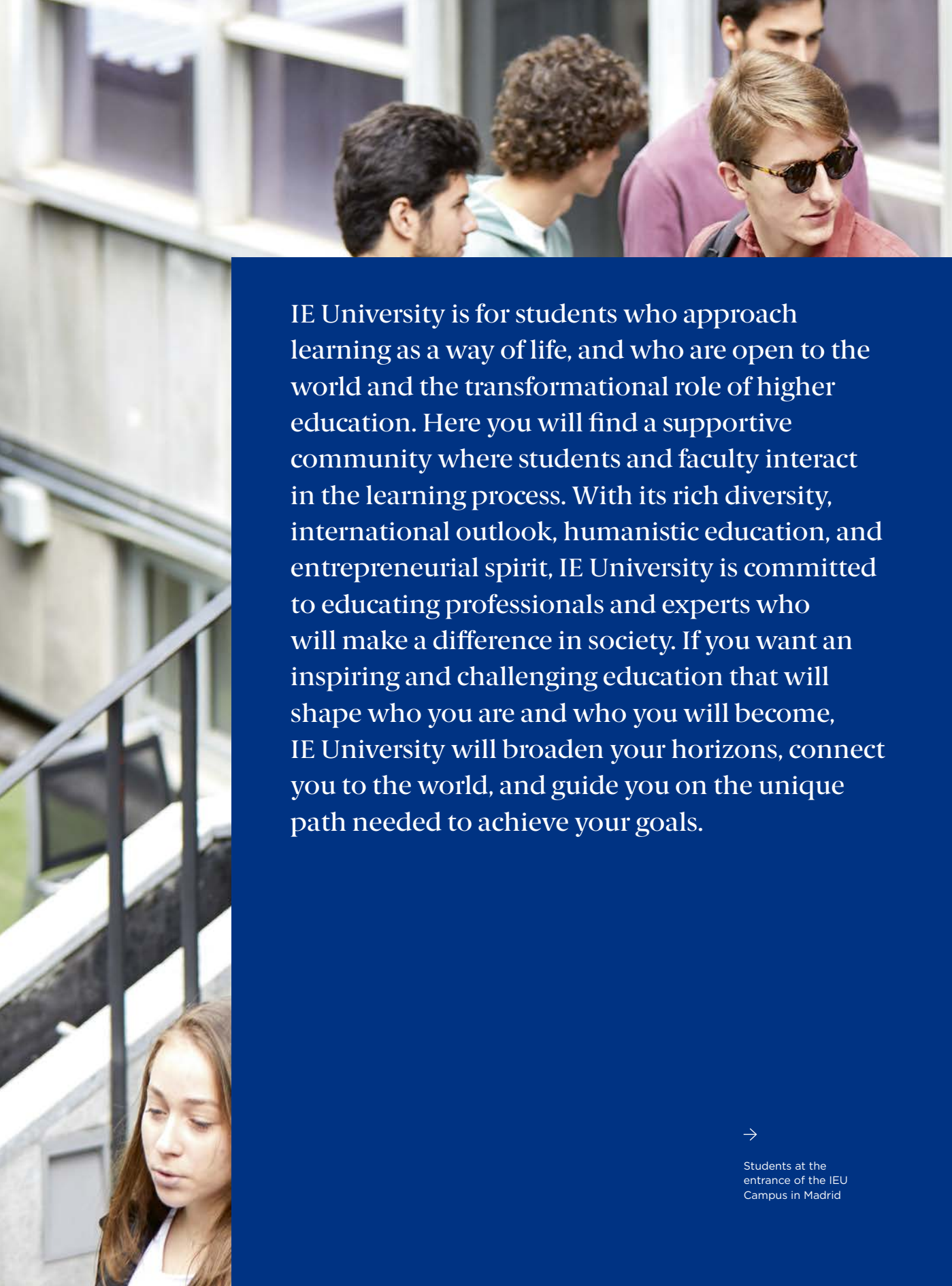


2019 — 2020

# Undergraduate Studies at IE University

Driving Innovation





IE University is for students who approach learning as a way of life, and who are open to the world and the transformational role of higher education. Here you will find a supportive community where students and faculty interact in the learning process. With its rich diversity, international outlook, humanistic education, and entrepreneurial spirit, IE University is committed to educating professionals and experts who will make a difference in society. If you want an inspiring and challenging education that will shape who you are and who you will become, IE University will broaden your horizons, connect you to the world, and guide you on the unique path needed to achieve your goals.



Students at the  
entrance of the IEU  
Campus in Madrid





Taking a break in the student hub, a place to socialize, have lunch, or just meet up with your friends for a chat!

You 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 what it is like to be an IE University student and, specifically, what it is like to be part of the degree you are interested in. 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,**

As Rector of IE University, it is my pleasure to welcome you to our institution and I invite you to learn more about us in this brochure.

Our university is a pioneer in the implementation of the European Higher Education Area (EHEA), a major reform to higher education which we are passionate about. The EHEA is consistent with our idea of an international, humanistic, and innovative approach to education that brings together various fields of knowledge, and allows students to specialize with more flexibility. This is only achievable if a university is committed to student mobility, competency-based learning, and engaging in dialogue and exchange programs with national, European, and international universities.

Our entrepreneurial spirit and focus on employability means that knowledge transfer is one of our key values. We want companies, institutions, and society to grow because of our graduates and postgraduates, who each seek to apply their own innovative projects that bring knowledge and people together.

As you learn more about IE University, you will see that our unique community is made possible by a student-centered and personalized approach, with a dedicated university faculty that seeks to make each student's journey through IE University a unique and transformative experience. They, along with the entire academic and research community, and our students and alumni, give you the warmest of welcomes to IE University.

With warm regards,

**Salvador Carmona**  
Rector, IE University



# My University



IEU Campus in  
Segovia.

From the very first moment, you will embark on a transformational journey that will enhance your unique value and 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 shape who you are and who you'll become. It will connect you to the world and guide you on a unique career path best suits your skills and interests.

|                                       |    |
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# TEN REASONS TO STUDY AT IE UNIVERSITY

A sure path to success

## CONNECT WITH A DIVERSE AND ACCESSIBLE FACULTY

Our diverse faculty is comprised of both excellent academics and experienced professionals with international experience and close ties to the professional world. What is more, our professors are completely accessible to students, which means that you will have daily interaction with them, obtain regular feedback, and receive the support needed to accomplish your professional goals.

3

## TURN YOUR IDEAS INTO REALITY

IE University will inspire you to be entrepreneurial in any field or discipline, providing an environment where you can be open to new ways of thinking, release your creativity, and venture into the unexplored.

4

1

### BENEFIT FROM A UNIQUE LEARNING ENVIRONMENT

IEU offers a unique learning environment that is redefining higher education for professionals today. We will prepare you for success by enabling you to develop your own points of view, and discover your full potential. We are recognized for our quality both in teaching and learning, which has led us to be among the world's top universities.

2

### BE PART OF AN UNMATCHED INTERNATIONAL EXPERIENCE

Our rich diversity provides an environment that will give you the international outlook needed to be successful on a global scale. With over 75% of the students coming from outside Spain, representing over 130 countries, you will study with a truly diverse community. In addition, exchange studies with prestigious partners worldwide, and internship opportunities around the world, will offer you an unmatched international experience.

5

### TAKE ADVANTAGE OF A STUDENT-CENTERED APPROACH

We take a personalized approach to education, where professors and students are actively engaged in the learning experience. You will join a supportive community that values your uniqueness and that will guide you as you shape your own path.



## EXPERIENCE A PRACTICAL LEARNING METHODOLOGY

We combine theory with practice from the moment you start your studies. You will take what you learn in class and apply it to real life cases and when managing your own projects. Each year students can choose a range of internship options, working on campus, in Spain and around the globe, and acquire an impressive set of skills and professional experiences that make them highly sought after when they graduate.

# 6

## 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.

# 8

## BUILD YOUR WAY TO THE FUTURE

We help graduates launch their careers across industries and around the globe. Employers of leading companies worldwide consider IE University among the top universities where they want to recruit from. What's more, you will belong to a community of more than 45,000 IE alumni worldwide, make friends for life, and enjoy an active alumni network that you can always depend upon throughout your professional journey.

# 10

# 7

## SHARE A FORWARD-LOOKING VISION

We are ranked among the top ten universities worldwide for innovation in technologies and teaching. Our practical and relevant education prepares you to meet the professional challenges you will face in your future.

# 9

## LIVE YOUR STUDENT LIFE TO THE FULLEST

We have a vibrant and diverse student community where university life is lived to the fullest. You will have the chance to enjoy living and traveling in Spain and beyond, and to participate in all the extracurricular activities available to you at IE University.

# 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.

---

“IE has been ranked  
5<sup>th</sup> worldwide  
for innovation  
in teaching  
methodologies”

Youth Incorporated,  
Global University Rankings 2018

---



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

7<sup>TH</sup>

Best Bachelor in  
Business Administration  
Worldwide

5<sup>TH</sup>

University in Europe

**\* Youth Incorporated,**  
Global University Rankings 2018

9<sup>TH</sup>

in Recruiter Satisfaction  
Worldwide

10<sup>TH</sup>

Student Satisfaction  
Worldwide

20<sup>TH</sup>

Top University Worldwide



# EMPLOYABILITY

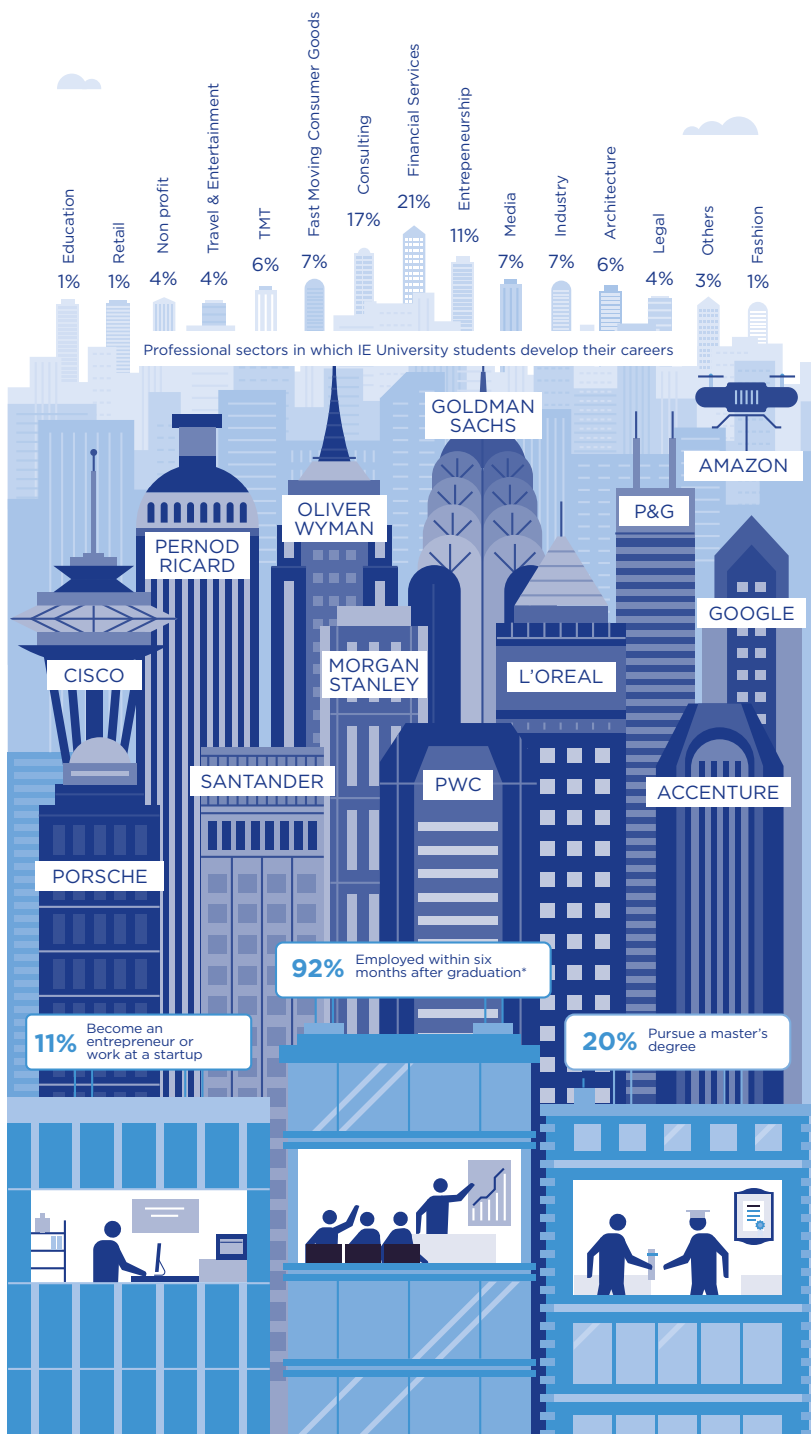
## Launch your career internationally

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

# From IE University to Nike headquarters

**Natalia Riera Yanguas**  
*Bachelor in Business Administration*

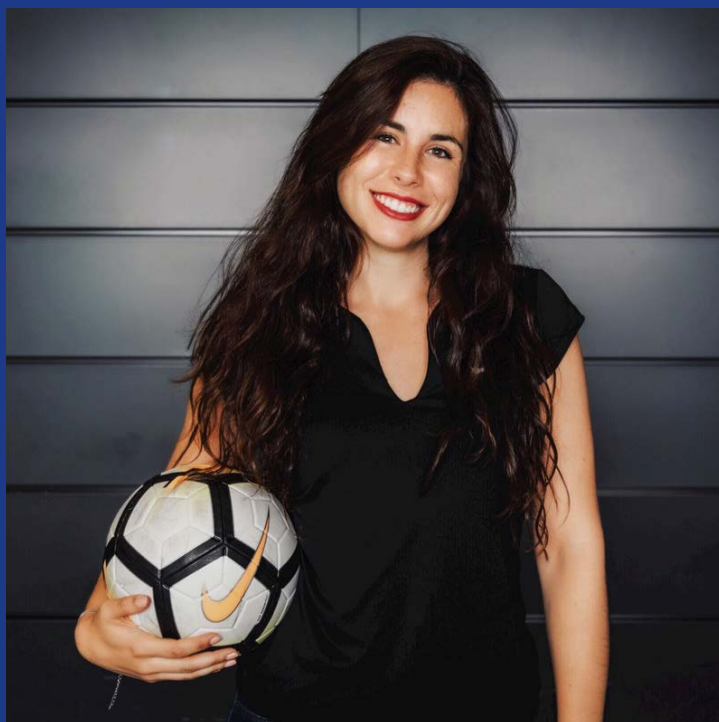
"I am working in the digital marketing department at Nike, at the European headquarters. I

applied through the Talent & Careers portal of IE University.

Working at headquarters has made me realize the challenges that I also faced at IE University. Since we have people from all over the world, the biggest challenge is to understand the different work methods, processes, and ways of working that people have. The key is learning to understand your team and adapt to how they work. You will have the best outcome if you bring together all your differences and make the best of it. I also love the different inputs that people have based on their backgrounds, and it really

helps to put together everyone's thoughts and come to a conclusion that fits everybody.

The most relevant skills that I apply in my day-to-day at Nike are negotiation and decision-making because working in this department really entails many things. It is important to learn to put together all of these thoughts and come up with an outcome that makes sense and benefits everyone. It's about making the right decision at the right time, and also being flexible and adaptable. I believe entrepreneurial capacity has helped me achieve my professional skills because having drive is what takes you everywhere. The first thing an entrepreneur needs to have is spirit itself, characterized by drive and ambition."



# 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 130 different countries are represented on campus, and over 75% 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 130 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 campus in Madrid, 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 of 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





# My Studies



Students on the IEU Campus in Madrid during their break between classes.

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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| Business Administration + Data and Business Analytics     |    | 66 |

# PERSONALIZED STUDY PATH

Pave the way

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.

# 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.

### 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.

### 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 |
|-------------------|--------|

# LANGUAGE PROFICIENCY TRACK

Develop the English skills needed to have a successful international career

In order to prepare you for the real world and avoid language constraints, our bachelor programs are fully delivered in English. For those who need to improve their English language skills in order to study business or law in their international language and graduate with an advanced proficiency level, we offer a special track during the first year.



The *Language Proficiency Track (LPT)* is designed for those students who wish to quickly adapt to studying in English at IE University. This track is led both by the IE Business School and the IE Law School, and it is available for BBA and LL.B. students in their first year. It will allow you to access the Bachelor in Business Administration and the Bachelor of Laws in English and study with people from over 130 countries while reinforcing your language skills. The enrolled students have an early start that begins a few weeks before the academic year, and lasts one academic year.

Students who take part in the *Language Proficiency Track* will be required to enroll in:

**1. Summer Early Start:** Led by the IE Business School and the IE Law School, here you will go through the first unit of the *English Proficiency Course* and *Business/Law English*, and you will study courses like *Mathematics*, *Law-yring* and *Writing Skills*, all in English.

**2. Continuous support throughout the first year:** in addition to your regular subjects, throughout your first year you will have some mandatory courses that are designed to improve your English skills to reach the required level.

#### WHO IS IT FOR?

The program is designed for any non-native English speaker who has a need to enhance their English skills starting their very first year of study in order to complete the whole degree in this language.

#### THINGS TO REMEMBER

1. The Language Proficiency Track is mandatory for those candidates who have been admitted to the BBA + LPT or the LL.B. + LPT. This will not only enhance their language skills, but it will help them build their confidence and adjust to the environment.

2. The Summer Early Start cannot be substituted with a summer course abroad or English classes in an academy, since it is part of the BBA and the LL.B. programs and you will learn specific content that's relevant to your business and law studies.

3. The reinforcement subjects are compulsory and cannot be replaced with other courses.

4. In their second year, all LPT students will study the exact same subjects as the other BBA and LL.B. undergraduates.



# IE Business School

IE Business School's programs have internalized the main phenomena influencing business education today: the globalization of management; the impact of new technologies in the learning process; the recognition of diversity and new expressions of intelligence among students, along with the development of diverse sources, and channels to deliver knowledge.

## RECOGNITION AND RANKINGS

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

## PROGRAMS

IE Business School offers a wide range of management programs, from undergraduate degrees to executive education development courses, all suited to the specific needs of managers and entrepreneurs over the course of their careers. Our portfolio covers both face-to-face modes of delivery, along with innovative blended formats.

## MASTERS

- › Master in Management.
- › International MBA.
- › Global MBA.
- › Executive MBA.
- › Global Executive MBA.
- › IE Brown Executive MBA.
- › IE-SMU MBA.
- › Master in Finance.
- › Master in Advanced Finance.
- › Global Master in Finance.
- › Executive Master in Finance.

## UNDERGRADUATE

- › Bachelor in Business Administration.



IE BUSINESS SCHOOL  
IS ACCREDITED BY:



AACSB, AMBA and EQUIS accreditations represent the highest standard of achievement for business schools worldwide.



1<sup>ST</sup>

**Distance Online MBA Worldwide**  
*QS.* June, 2018

**Business Schools in Europe**  
*The Aspen Institute,* September, 2011

22  
—  
23

2<sup>ND</sup>

**Online MBA Worldwide**  
*Financial Times.* March 2018

3<sup>RD</sup>

**European Business Schools in Europe**  
*Financial Times.* December, 2017

**Business Schools Worldwide**  
*The Aspen Institute.* September, 2011

My Studies

4<sup>TH</sup>

**Global MBA in Europe**  
*Financial Times.* January, 2017

5<sup>TH</sup>

**Executive Education Worldwide**  
*América Economía.* November, 2016

6<sup>TH</sup>

**Master in Management Worldwide**  
*QS.* September, 2018

**Master in Finance for getting an investment banking job**  
*eFinancialCareers.* August, 2017

**Global MBA for Latin Americans Worldwide**  
*América Economía.* May, 2017

Undergraduate Studies at IE University

8<sup>TH</sup>

**Global MBA Worldwide**  
*Financial Times.* January, 2017

**Non-US MBA Schools Worldwide**  
*Bloomberg Businessweek.* November, 2017

**Global MBA Worldwide**  
*QS.* September, 2018

**Non-US MBA's**  
*Bloomberg Businessweek.* November, 2017

IE University

# BACHELOR IN BUSINESS ADMINISTRATION

Achieve international success



VIEW THE INTERACTIVE BROCHURE

The Bachelor in Business Administration is an innovative and international program that will help you develop the business and management competencies you need to have a successful career either in multinational corporations or starting your own company. We provide a diverse environment, with connections to the business world, where you will learn from industry experts the knowledge and leadership skills required to launch your career at a global level. Based on top-ranked IE Business School's expertise, and accredited by AACSB, AMBA and EQUIS, this prestigious program has been designed to train the new generation of business professionals that will lead the future of international companies and organizations.

|                       |                         |
|-----------------------|-------------------------|
| <b>Type of Degree</b> | Undergraduate           |
| <b>Language</b>       | English                 |
| <b>Format</b>         | Full-time               |
| <b>Location</b>       | Segovia and / or Madrid |
| <b>Duration</b>       | 4 years                 |
| <b>Start</b>          | September               |

| COMPONENTS                        | CREDITS    |
|-----------------------------------|------------|
| Basic Courses                     | 60         |
| Core Courses                      | 108        |
| Elective Courses                  | 60         |
| Final Project                     | 12         |
| <b>Credits needed to graduate</b> | <b>240</b> |

## STUDY PLAN

### FIRST YEAR

#### 1<sup>st</sup> Semester

Financial Accounting  
 Management Tools & Principles  
 Applied Business  
 Mathematics  
 Marketing Fundamentals  
 Building Powerful Relationships  
 Humanities I

#### 2<sup>nd</sup> Semester

Cost Accounting  
 Mathematics for Management  
 Introduction to Programming  
 Corporate Finance  
 Microeconomics  
 Research & Academic Writing Skills  
 Humanities II

### SECOND YEAR

#### 1<sup>st</sup> Semester

Capital Markets  
 Marketing Management  
 Entrepreneurship & Innovation  
 Macroeconomics  
 Statistics & Data Analysis  
 Marketing Project-Practical\*

#### 2<sup>nd</sup> Semester

Financial Reporting & Analysis  
 Organizational Behavior  
 Business-Driven Information Technology I  
 Entrepreneurship Business Plan-Practical \*  
 Operations Management  
 Global Economic Environment  
 Technology II

### THIRD YEAR

#### 1<sup>st</sup> Semester

Management Control  
 Strategies for Computing in Industries and Markets  
 Human Capital Management  
 Business Law  
 Data Analysis for Economics  
 Supply Chain Management  
 IE Module - IE Challenge

#### 2<sup>nd</sup> Semester

Electives

### FOURTH YEAR

#### 1<sup>st</sup> Semester

Electives

#### 2<sup>nd</sup> Semester

Strategies for the Multinational Corporation  
 Disruptive Strategy \*  
 Final Project  
 Electives

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

## WHAT IS BUSINESS ADMINISTRATION AT IEU?



### ENTREPRENEURSHIP

The program will encourage you to bring your ideas to reality, and will support you along the way.



### BUSINESS EXPERIENCE

Connect theory to practice through IEU Labs, internships and hands-on projects.



### INTERNATIONAL APPROACH

Analyze and get involved in projects of global scale in an international setting.



### INNOVATIVE LEARNING

Tools and methodologies that redefine how business is studied.

# 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 Architectural Studies 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.

## **UNDERGRADUATE**

- › Bachelor in Architectural Studies.
- › Bachelor in Design.

## **MASTERS**

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



# BACHELOR IN ARCHITECTURAL STUDIES

## Make meaningful environments



VIEW THE INTERACTIVE BROCHURE

The Bachelor in Architectural Studies prepares students to transform the world and to make meaningful environments. With a project-based approach to learning and a diverse body of faculty and students, the program synthesizes creative, technical, environmental, and social considerations, and is driven by a forward-looking and entrepreneurial spirit. We teach our students to master the essential tools and skills of the architect, while simultaneously encouraging them to think broadly and creatively about how these tools and skills might be used in the future. This bachelor's degree has an exclusive internship program that will allow you to gain invaluable work experience in some of the most prestigious studios worldwide. This program will allow you access to the one-year Master in Architecture that is necessary to access the regulated profession of architecture in the European Union.

|                       |                    |
|-----------------------|--------------------|
| <b>Type of Degree</b> | Undergraduate      |
| <b>Language</b>       | English            |
| <b>Format</b>         | Full-time          |
| <b>Location</b>       | Segovia and Madrid |
| <b>Duration</b>       | 5 years            |
| <b>Start</b>          | September          |

| COMPONENTS                        | CREDITS    |
|-----------------------------------|------------|
| Basic Courses                     | 66         |
| Core Courses                      | 228        |
| Final Project                     | 6          |
| <b>Credits needed to graduate</b> | <b>300</b> |

### STUDY PLAN

#### FIRST YEAR

##### 1<sup>st</sup> Semester

Design Studio I: Idea and Form  
Graphic Communication I  
Applied Mathematics in Architecture I  
IE Module - Introduction to Management

##### 2<sup>nd</sup> Semester

Design Studio II: Form and Material  
Graphic Communication II  
Architectural Geometry I  
Architecture Histories and Contexts  
Applied Physics in Architecture I  
IE Module - Interpersonal Skills

##### Annual

Digital Tools and Operations

#### SECOND YEAR

##### 1<sup>st</sup> Semester

Design Studio III: Experience

Architectural Geometry II  
Applied Mathematics in Architecture II  
Construction Systems and Applications  
Structural Types I  
Experimentation Workshop I

##### 2<sup>nd</sup> Semester

Design Studio IV: Program  
Structural Calculations I  
Environmental Systems and Strategies I  
Introduction to Urban and Regional Studies  
Applied Physics in Architecture II  
Design Entrepreneurship Workshop I

#### THIRD YEAR

##### 1<sup>st</sup> Semester

Design Studio V: Technique  
Construction Systems and Applications II  
Architecture History and Theory I

Structural Types II  
Urban Strategies I  
Experimentation Workshop II

##### 2<sup>nd</sup> Semester

Design Studio VI: The Existing  
Structural Calculations II  
Environmental Systems and Strategies II  
Construction Systems and Applications III  
Architecture History and Theory II  
Design Entrepreneurship Workshop II

#### FOURTH YEAR

##### 1<sup>st</sup> Semester

Design Studio VII: Aggregation  
IE Module - Ethics  
Professional Deontology  
Construction Systems and Applications IV  
Architecture History and Theory III  
Urban Management  
Experimentation Workshop III

##### 2<sup>nd</sup> Semester

Design Studio VIII: Territory  
Advanced Architectural Graphics  
Advanced Structures and Foundations  
Architecture History and Theory IV  
Urban Strategies II  
Design Entrepreneurship Workshop III

#### FIFTH YEAR

##### 1<sup>st</sup> Semester

Alternative Practices: *Landscape and Environment*  
*Digital Studies*  
*Management and Entrepreneurship*  
*Design*  
*Urban Infrastructure*

##### 2<sup>nd</sup> Semester

Design Studio IX: Synthesis  
Advanced Technical Studies  
Capstone Project

#### MASTER IN ARCHITECTURE (OPTIONAL)

##### 1<sup>st</sup> Module

Advanced Design Studio  
Thesis Project: Module I  
Advanced Construction Workshop I

##### 2<sup>nd</sup> Module

Thesis Project: Module II  
Advanced Construction Workshop II  
Creativity and Organization  
Strategy  
Project Management

##### 3<sup>rd</sup> Module

Thesis Project: Module III

**Note:** This information is subject to change, please contact the Admissions Department for the updated curriculum.

## WHAT ARE ARCHITECTURAL STUDIES AT IEU?



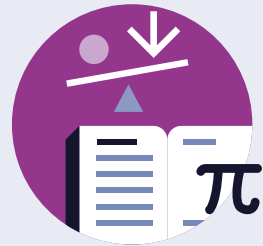
### DESIGN STUDIO

Both a physical and intellectual place where during your five years of study you will bring together and apply the range of things you've learned in class into real world design challenges.



### ARCHITECTURE HISTORY, THEORY AND CRITICISM

You will develop critical reasoning skills as well as general architectural literacy.



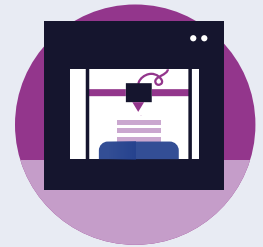
### ARCHITECTURE FUNDAMENTALS

Essential concepts, elements, and methodologies associated with architecture.



### AN ENGAGED AND ALTERNATIVE APPROACH

The Bachelor in Architectural Studies takes an integrated approach to learning. Our faculty is made up of architects, visual artists, designers, and engineers.



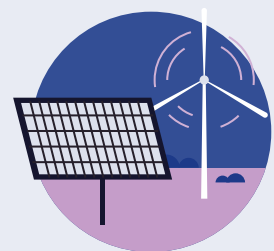
### INTEGRATION / EXPERIMENTATION WORKSHOP

Our integration workshop brings world-renowned architects to campus for a week-long design project. The experimentation workshops, meanwhile, allow you to work in photography, film, and site-specific art.



### URBAN STUDIES

Urban studies will provide you with a comprehensive vision of the reality of cities, their problems and possibilities, and how to deal with the social, political and economic issues that affect the city.



### ENVIRONMENTAL SYSTEMS

A strong foundation in environmental technologies will allow you to work productively with a project team to propose sustainable and innovative solutions.



### BUILDING TECHNOLOGY

In Construction Systems and Structures, you will learn the basic principles of putting a building together and go through the latest innovations in building technologies.

# BACHELOR IN DESIGN

Create a better reality



VIEW THE  
INTERACTIVE  
BROCHURE

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.

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

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

## STUDY PLAN

### FIRST YEAR

#### 1<sup>st</sup> Semester

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

#### 2<sup>nd</sup> Semester

Introduction to Design Studio:  
Collaborative Design  
Design History II  
Visualization and  
Representation Techniques  
Sociology and Culture  
IE Module - Business  
Management

### SECOND YEAR

#### 1<sup>st</sup> Semester

Design Studio I:  
Focus on Visual Design  
Design Methodology  
Interactive and Digital Tools  
Research Techniques  
Ethnography  
IE Module - Entrepreneurship

#### 2<sup>nd</sup> Semester

Design Studio II:  
Focus on Product Design  
Design and Criticism  
Materials and Applications I  
Sustainability  
IE Module - Professional Skills

### THIRD YEAR

#### 1<sup>st</sup> Semester

Design Studio III  
Focus on Spatial Design  
Processes and Design Theory  
Materials and Applications II  
Quantitative Methods  
IE Module - Global Challenges

#### 2<sup>nd</sup> Semester

Electives

### FOURTH YEAR

#### 1<sup>st</sup> Semester

Design Studio IV:  
Focus on Strategic Design  
Contemporary Design Trends  
Typography Layout and  
Presentation  
Programming for Designers  
IE Module - Design  
Management

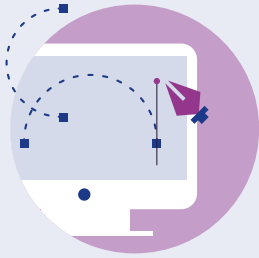
#### 2<sup>nd</sup> Semester

Design Narratives  
Portfolio Design  
Fabrication Technologies  
Final Project

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

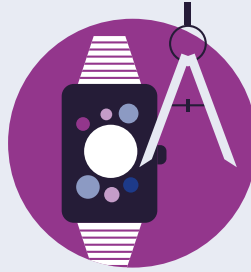


## WHAT IS DESIGN AT IEU?



### 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.

# IE School of Human Sciences and Technology

At IE School of Human Sciences and Technology, we believe it is critical that graduates possess not only deep expertise within their chosen area of study, but also the ability to think, work, and innovate across disciplinary boundaries. Our graduates also gain the cross-cultural awareness, entrepreneurial mindset and behavioral skills necessary to work effectively in the teams and organizations in which they pursue their careers.



## THE SCHOOL

The mission of IE School of Human Sciences and Technology is to educate the next generation of global professionals who can leverage the power of science, communications, and technology to address the most difficult challenges facing business, government and society.

## PROGRAMS

The unifying theme across our diverse bachelors, masters, and executive programs is an emphasis on understanding, engaging, and enabling people in the many contexts in which they work and live – as consumers, employees, leaders, citizens and members of families and communities.

## UNDERGRADUATE

- › Bachelor in Behavior and Social Sciences.
- › Bachelor in Communication and Digital Media.
- › Bachelor in Data and Business Analytics.
- › Bachelor in Information Systems Management.

## MASTERS

- › Master in Business Analytics & Big Data.
- › Master in Market Research & Consumer Behavior.
- › Master in Visual and Digital Media.
- › Master in Corporate & Marketing Communication.
- › Master in Cybersecurity.

- › Master in Talent Development & Human Resources.
- › Master in Customer Experience & Innovation.
- › Executive Master in Positive Leadership and Strategy.
- › Master in Digital Business and Innovation.
- › Master in Computer Science and Business Technology.
- › Executive Master in Digital Transformation.
- › Master in Digital Marketing.



# BACHELOR IN BEHAVIOR AND SOCIAL SCIENCES

Become an expert in human behavior



VIEW THE INTERACTIVE BROCHURE

The Bachelor in Behavior and Social Sciences is a hands-on and multidisciplinary degree that empowers students to study, understand, and influence people and society. This practical program, designed with the expertise of the IE School of Human Sciences and Technology, aims to train a new generation of experts who can study the complexity of human behavior using a multidisciplinary approach that combines a diverse range of disciplines, tools, and skills. Based on a holistic and management-based methodology, this challenging and intellectually stimulating program is aimed at individuals who wish to have a positive impact on consumers, organizations, and society through the exploration and analysis of human conduct.

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

| COMPONENTS                        | CREDITS    |
|-----------------------------------|------------|
| Basic Courses                     | 60         |
| Core Courses                      | 138        |
| Elective Courses                  | 30         |
| Final Project                     | 12         |
| <b>Credits needed to graduate</b> | <b>240</b> |

## STUDY PLAN

### FIRST YEAR

#### 1<sup>st</sup> Semester

Fundamentals of Human Behavior  
 Fundamentals of Social Science  
 IE Module - Technology for Innovation  
 IE Module - Data Insights & Visualization  
 IE Module - Introduction to Management  
 Probability & Statistics for the Real World

#### 2<sup>nd</sup> Semester

Learning to Observe, Experiment and Survey  
 Fundamentals of Data Analysis  
 Simulating and Modeling to Understand Change  
 The Big History of Ideas and Innovation  
 IE Module - Presentation Skills  
 IE Module - Writing Skills

### SECOND YEAR

#### 1<sup>st</sup> Semester

Power and Inequality: Fundamentals of Social Theory  
 The Psychology of Cognition and Emotion  
 Qualitative Tools for Studying People  
 Organizational & Employee Behavior  
 Personality, Individual & Cultural Differences

#### 2<sup>nd</sup> Semester

Introduction to Economics  
 Social and Digital Anthropology  
 Understanding Population and Demography  
 Quantitative Tools for Studying People  
 Seminar: Global Politics and Debate  
 Professional Bootcamp: Teamwork

### THIRD YEAR

#### 1<sup>st</sup> Semester

Law & Behavior  
 Influence & Persuasion  
 Behavioral Neuroscience  
 Marketing, Advertising & Consumer Behavior  
 Community, Society & Culture  
 Professional Bootcamp: Stress and Self-management

#### 2<sup>nd</sup> Semester

Behavior Design and Nudging  
 Welfare and Policy Design  
 Public Opinion, Preferences and Voter Behavior  
 Behavioral Economics and Decision-Making  
 Advanced Topic: Design Thinking, Brainstorming and Creativity for Innovation  
 Social Networks

### FOURTH YEAR

#### 1<sup>st</sup> Semester

Consumer Goods  
 Financial Services  
 Travel, Hospitality & Tourism  
 Talent Management & Human Resources  
 Operations and Process Marketing  
 Sustainability and the Environment  
 Health Services  
 Citizens, Society and Policy  
 Global Security

#### 2<sup>nd</sup> Semester

Advanced Topic: Coaching, Counseling and Behavioral Intervention  
 Advanced Topic: Media Psychology and Communication  
 Advanced Topic: Driving Change in Organizations  
 Advanced Topic: Social Entrepreneurship  
 Advanced Topic: Neuro-Marketing  
 Career Preparation & Design  
 Capstone Project

**Note:** \* Career focused electives and consulting projects will allow you to apply knowledge and skills of your bachelor to a range of industries and job types. These electives will be taken in conjunction with students of other HST Bachelors to help you develop the ability to work in multi-discipline teams. Examples: Consumers & Marketing, Healthcare & Health, HR & Talent and Energy & Environment. \*\* This study plan is under validation process and may be subject to change.

## WHAT IS BEHAVIOR AND SOCIAL SCIENCES AT IEU?

### DEVELOP A MANAGERIAL MINDSET

Regardless of whether you would like to use your expertise in human behavior in the public or private sector, you will develop a unique, managerial mindframe that will prove invaluable to your future success.



### MAKE AN IMPACT ON SOCIETY

This program will help you develop the skills you need to explore, gather, and analyze information surrounding the problems and situations that individuals and groups face.



### USE SOPHISTICATED TOOLS

You will learn using state-of-the-art tools, many of them with a deep quantitative and technological component, which will allow you to perform subtle and precise analyses.

### LEARN THROUGH A MULTIDISCIPLINARY AND APPLIED APPROACH

You will study diverse yet interconnected disciplines that will help you explore and understand human behavior from different perspectives.

# BACHELOR IN COMMUNICATION AND DIGITAL MEDIA



VIEW THE  
INTERACTIVE  
BROCHURE

## Bring out your creativity and make brands matter

IE University's Bachelor in Communication and Digital Media is aimed at students who wish to play an active role in making brands stand out. This program provides solid foundations and a hands-on approach to the practice of communication with a strong corporate, marketing and content creation focus. It offers our students the skills required to create, shape, deliver, and measure successful communication and marketing messages in a wide range of formats and platforms. The expertise of our faculty, coupled with a truly diverse environment, provides the perfect setting to guide our students as they tap into their creativity to develop meaningful messages relevant to global audiences.

|                       |                      |
|-----------------------|----------------------|
| <b>Type of Degree</b> | Undergraduate        |
| <b>Language</b>       | English              |
| <b>Format</b>         | Full-time            |
| <b>Location</b>       | Segovia and Madrid * |
| <b>Duration</b>       | 4 years              |
| <b>Start</b>          | September            |

| COMPONENTS                        | CREDITS    |
|-----------------------------------|------------|
| Basic Courses                     | 60         |
| Core Courses                      | 138        |
| Elective Courses                  | 30         |
| Final Project                     | 12         |
| <b>Credits needed to graduate</b> | <b>240</b> |

\* For students enrolled in the 2017-18 intake and onwards

## STUDY PLAN

### FIRST YEAR

#### 1<sup>st</sup> Semester

Communication Foundations  
Photography  
Globalization and Cross-Cultural Communication  
Writing for Media  
IE Module - Oral Skills  
IE Module - Writing Skills

#### 2<sup>nd</sup> Semester

Public Opinion, Persuasion and Engagement  
Visual and Digital Media Culture  
Graphic Design and Infographics  
Public Affairs and Non-Market Strategies  
IE Module - Technology Fluency  
IE Module - Introduction to Management

### SECOND YEAR

#### 1<sup>st</sup> Semester

Media and Entertainment Industries  
Corporate Communication  
Digital Marketing and Social Media  
Visual Storytelling  
Events Management  
IE Module - Professional Skills

#### 2<sup>nd</sup> Semester

Communication and Law  
Webs and Apps Design  
Branding: Identity, Strategy and Reputation  
Consumer Culture  
Media Relations and Media Training  
IE Module - Humanities

### THIRD YEAR

#### 1<sup>st</sup> Semester

Advertising Creativity  
Innovation Lab: Creativity Tools  
Advertising Management and Media Distribution  
Political Communication and Advocacy Campaigns  
Gamification  
IE Module - Representation and Media Ethics

#### 2<sup>nd</sup> Semester

Audience  
Integrated Communication Strategies  
Multimedia Narrative and Interactive Design  
Research Methods  
Branded Content

### FOURTH YEAR

#### 1<sup>st</sup> Semester

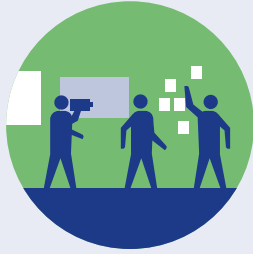
Electives

#### 2<sup>nd</sup> Semester

Final Project  
Creative Project Management  
IE Module - Global Challenges  
Consulting for Communication

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

## WHAT IS COMMUNICATION AND DIGITAL MEDIA AT IEU?



### MEDIA LAB

More than a place, it is a methodology, a culture, where ideas are brewed. Through teamwork, you will bring your ideas to reality. You will have access to state-of-the-art resources and tools to design and produce all kind of communication projects.



### LEAD CORPORATE COMMUNICATION

Learn how to orchestrate internal and external communications to build corporate branding, identity, responsibility and reputation. Gain the skills needed to Manage communication crisis and issues. Study how to build corporate culture and values through communication to drive organizational excellence.



### UNLEASH YOUR CREATIVITY AND THINK CRITICALLY

Success in communication depends on learning how to balance creativity and strategy. Our students unleash their creativity to explore the confines of their imagination. They learn how to channel their creative ideas into effective strategies.

### BECOME AN EXPERT IN MARKETING COMMUNICATION

In this program you will learn how to manage diverse marketing channels and tools to communicate messages to markets and consumers. You will explore and study various marketing communication areas like advertising, branding, sponsorship, promotion, event management and public relations.

### CREATE CONTENT THAT MATTERS

The success of all communication plans and campaigns is determined by content. Learn how to create effective content for the right audiences to deliver successful communication messages in diverse media.

# BACHELOR IN DATA AND BUSINESS ANALYTICS



VIEW THE INTERACTIVE BROCHURE

## Harness the power of data to transform the world

The Bachelor in Data and Business Analytics is aimed at analytical driven individuals who possess strong critical thinking abilities and wish to harness the power of data to transform the world. This revolutionary degree, designed with the expertise of the IE School of Human Sciences and Technology, prepares the next generation of global pioneers who can work with data to solve the most pressing challenges of businesses and institutions. Through an applied learning methodology and a hands-on approach students learn to manage the most innovative technologies and tools to exploit the true power of data to create value for companies and societies.

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

| COMPONENTS                        | CREDITS    |
|-----------------------------------|------------|
| Basic Courses                     | 60         |
| Core Courses                      | 138        |
| Elective Courses                  | 30         |
| Final Project                     | 12         |
| <b>Credits needed to graduate</b> | <b>240</b> |

### STUDY PLAN

#### FIRST YEAR

##### 1<sup>st</sup> Semester

Learning to Observe, Experiment & Survey  
 Fundamentals of Social Sciences  
 IE Module - Technology for Innovation  
 Data Insights & Visualization  
 Introduction to Management  
 Fundamentals for Probability & Statistics

##### 2<sup>nd</sup> Semester

Fundamentals of Human Behavior  
 Fundamentals of Data Analysis  
 Simulating and Modeling to Understand Change  
 IE Module - The Big History of Ideas & Innovation  
 Presentation Skills  
 Writing Skills

#### SECOND YEAR

##### 1<sup>st</sup> Semester

Probability & Statistics for Data Analysis & Management  
 Mathematics for Data Analysis & Management  
 Algorithms & Data Structures  
 Programming for Data Analysis & Management  
 Data Structures and Storage  
 Forecasting and Time Series Analysis

##### 2<sup>nd</sup> Semester

AI - Machine Learning Foundations  
 Data Structures and Storage  
 Intro to Business and Social Analytics  
 Operating Systems & Parallel Computing  
 Seminar: Global Issues and Debate  
 Professional Bootcamp: Teamwork

#### THIRD YEAR

##### 1<sup>st</sup> Semester

Analyzing Social Media  
 Recommendation Engines  
 AI - Machine Learning & Analytics  
 Stream Analytics  
 Big Data Technology  
 Project management

##### 2<sup>nd</sup> Semester

NLP, Text Mining, and Semantic Analysis  
 Designing Artificial Intelligence & Implementing Smart Technologies  
 Advanced Databases  
 Data Visualization, Dashboards & Storytelling  
 Datathon for Social Impact  
 Professional Bootcamp - Self Management

#### FOURTH YEAR

##### 1<sup>st</sup> Semester

Customer and Markets  
 Talent and Professional Development  
 Healthcare Delivery - Analytics, Financial Services  
 Hospitality, Travel & Tourism  
 Environment & Sustainability  
 Citizens Society & Policy

##### 2<sup>nd</sup> Semester

Emerging Topics in Data Analysis & Management  
 Advanced Topic - Connected Industries, Smart Cities & e-Governments  
 Advanced Topic - Sales & Marketing Analytics  
 Advanced Topic - Health & Genetics Analytics  
 Career Preparation & Design  
 Capstone Project

**Note:** \* Career focused electives and consulting projects will allow you to apply knowledge and skills of your bachelor to a range of industries and job types. These electives will be taken in conjunction with students of other HST Bachelors to help you develop the ability to work in multi-discipline teams. \*\* This study is under validation process and may be subject to change.



## WHAT IS DATA AND BUSINESS ANALYTICS AT IEU?

### DATA ANALYTICS

Crunch data with quantitative methods and statistical models. Use analytical programs and data tools to generate insights.



### DATA VISUALIZATION

Develop visual representations of data to communicate complex information clearly. Process insights in an actionable way.



### LEARN THROUGH A MULTIDISCIPLINARY AND APPLIED APPROACH

You will study diverse yet interconnected disciplines that will help you explore and understand human behavior from different perspectives.



### USE SOPHISTICATED TOOLS

You will learn using state-of-the-art tools, many of them with a deep quantitative and technological component, which will allow you to perform subtle and precise analyses.





**CWA RUSTEN RUGUMAYO**

*Norway & Uganda*  
Dual Degree in Business  
Administration  
and International Relations  
Class of 2019

"I'm a football fanatic, avid reader, social butterfly, and motivational guru. I do my best to take advantage of the opportunities I'm given. I've worked in real estate in New York and at a bank in Stockholm. I'm still exploring my passions and learning as much as I can every day."

**OUR STUDENTS**

Meet our diverse community

**VICTORIA FABRE**

*France*  
Bachelor in  
Business Administration  
Class of 2019

"I've contributed to the spirit of IE University by organizing wine tasting events. Our team was selected for the Left Bank Bordeaux Cup, an achievement I'm extremely proud of since Bordeaux is my hometown."

**LAURA LUENGO BRAVO**

*Spain*  
Bachelor in Communication  
and Digital Media  
Class of 2019

"IE University has allowed me to pursue my passion for the world of media and information. This year, I started an internship at *El Adelantado de Segovia*, and I've had the opportunity to conduct interviews and write my very own news pieces."

**NERINGA KALPOKAITE**

*Lithuania*  
Professor, IE School  
of Human Sciences  
and Technology

"I'm a professor at IE University specializing in leadership, public speaking, and social and organizational psychology. When I'm not teaching, I'm doing research or presenting at international conferences, meetings, and the Harvard Club in Spain."

**RAÚL GARCÍA RICO**

*Spain*  
Bachelor in Communication  
and Digital Media

"As a creative person, I believe in the unique ability humans have to change the world. You have to be nonconformist and willing to create your own opportunities."



**LUCA NEIL TRESKATSCH**

*Germany*  
Business Administration  
Class of 2019

"After interning for several leading companies in Germany, Spain, and England, I gained insight into the processes involved in international law and business development. IE University allows me to channel this global awareness and make my dreams reality".

**FERNANDO  
PASTOR-MERCHANTE**

*Spain*  
Professor, Bachelor of Laws

"I am a professor of EU Law, Constitutional Law, and Administrative Law at IE Law School. My research focuses on EU governance and state aid law, and I am the scientific coordinator of the Research Centre on Administrative Justice at the Universidad Autónoma de Madrid".

**DAVID NAVARRO**

*USA*  
Dual Degree in Business  
Administration and Laws  
Class of 2021

"After receiving a scholarship to study in a different country every semester, I started becoming more globally minded. This multicultural perspective led me to study at IE University".

# BACHELOR IN INFORMATION SYSTEMS MANAGEMENT

Build the digital future



VIEW THE INTERACTIVE BROCHURE

If you are an innovative thinker who is passionate about technology, the Bachelor in Information Systems Management will prepare you to become a high-impact professional and take part in building the digital future. Technology is a powerful force that drives products and services, operations and economic growth. It can also be harnessed to improve people's lives and contribute to social change. The practical knowledge and skills that you will gain in this program will prepare you to start your own technology business, foster innovation in a global corporation, or apply technology to help solve the world's most important issues.

|                       |               |
|-----------------------|---------------|
| <b>Type of Degree</b> | Undergraduate |
| <b>Language</b>       | English       |
| <b>Format</b>         | Full-time     |
| <b>Location</b>       | Madrid        |
| <b>Duration</b>       | 4 years       |
| <b>Start</b>          | September     |

| COMPONENTS                        | CREDITS    |
|-----------------------------------|------------|
| Basic Courses                     | 60         |
| Core Courses                      | 126        |
| Elective Courses                  | 42         |
| Final Project                     | 12         |
| <b>Credits needed to graduate</b> | <b>240</b> |

## STUDY PLAN

### FIRST YEAR

#### 1<sup>st</sup> Semester

Introduction to Business Information Technology\*  
Economics and Operations Analysis\*  
Strategy and Business Dynamics\*  
Fundamentals of Accounting

#### 2<sup>nd</sup> Semester

Programming, Data Structures, and Algorithms  
Fundamentals of Sales and Marketing\*  
Statistics, Probability, and Discrete Math  
Economics, Policy and Technology  
IE Module - Communication Skills: Presentation  
IE Module - Communication Skills: Written

### SECOND YEAR

#### 1<sup>st</sup> Semester

Financial Management and Analysis  
Information Technology for Business  
Databases and Data Modeling  
Enterprise Management Information Systems  
Information Systems Design and Analysis

#### 2<sup>nd</sup> Semester

Advanced Database Development and Management  
Project Management  
Technical Report and Proposal Writing  
Digital Transformation and Strategy  
IE Module - Professional Skills  
IE Module - Humanities

### THIRD YEAR

#### 1<sup>st</sup> Semester

Business Analytics and Intelligence  
IT Outsourcing  
Technology Consulting and Project Management  
Digital and Mobile Business  
Hardware, Software, and Systems Infrastructure  
Software Development

#### 2<sup>nd</sup> Semester

Development and Implementation of Mobile Applications  
Cybersecurity and IT Risk Management  
Innovation and Technology  
Social Media and Digital Marketing  
Communication and Organizations  
IE Module - Professional Ethics

### FOURTH YEAR

#### 1<sup>st</sup> Semester

Electives

#### 2<sup>nd</sup> Semester

Electives  
Big Data Technologies  
Personal Branding  
IE Module - Global Challenges  
Final Project

**Subjects marked with an \*:** these courses include a TechLab in which students design and build technology solutions to business problems. TechLabs involve either hands-on programming or practical experience using enterprise system software.

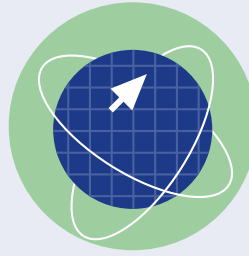
**Note:** this information is subject to change, please contact the Admissions Department for the updated curriculum.

# WHAT IS INFORMATION SYSTEMS MANAGEMENT AT IEU?



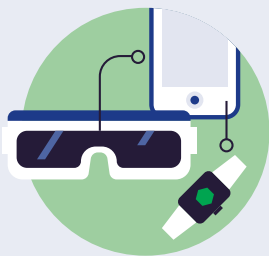
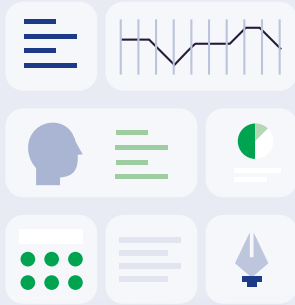
## ENTREPRENEURSHIP

Gain the skills necessary to found or work in a startup company, or to become an entrepreneurial technology innovator.



## THE BIG PICTURE

Develop a multidisciplinary understanding of technology, including critical topics such as innovation, management, leadership, and the economics of technological change.



## APPLIED TECHNOLOGY LEARNING

Connect fundamental concepts with applied training in real-world technologies.



## PRACTICAL METHODOLOGY

Take interactive and practical classes that focus on providing you with the real-world knowledge and hands-on skills you need to successfully build and transform technology.

# IE School of Global and Public Affairs

The IE School of Global and Public Affairs is dedicated to training students to become well-rounded professionals, capable of understanding complex global issues, managing real-world organizations, and holding leadership positions in the international public, private and non-profit sectors. Our programs combine a multidisciplinary approach to professional education with the application of theory to practical issues in global affairs.



## **PARTNERS & ACCREDITATION**

The IE School of Global and Public Affairs is a full member of APSIA, the Association of Professional Schools of International Affairs. APSIA currently comprises twenty two schools from US universities, seven European schools, five from Asia, and two from Canada. The schools that make up this exclusive cluster are renowned for their academic offerings and their commitment to education in the field of international relations.

## **PROGRAMS**

IE School of Global and Public Affairs offers programs both at graduate and undergraduate level. The School offers full-time programs taught entirely in English that train internationally oriented students for successful multisector careers.

### **UNDERGRADUATE**

- › Bachelor in International Relations.
- › Bachelor in Economics.

### **MASTERS**

- › Master in International Relations.
- › Master in International Development.



# BACHELOR IN INTERNATIONAL RELATIONS

Become an actor at a global level



VIEW THE INTERACTIVE BROCHURE

The Bachelor in International Relations is a hands-on, practical, and comprehensive program that prepares students for a career in the international public and private sectors, guaranteed by the expertise and know-how of the IE School of Global and Public Affairs, a member of the exclusive Association of Professional Schools of International Affairs (APSIA). Our unique international environment and outlook shape global citizens who can adapt to diversity and engage in complex economic, political, and social dynamics that go beyond borders and cultures.

|                       |                       |
|-----------------------|-----------------------|
| <b>Type of Degree</b> | Undergraduate         |
| <b>Language</b>       | English               |
| <b>Format</b>         | Full-time             |
| <b>Location</b>       | Segovia and/or Madrid |
| <b>Duration</b>       | 4 years               |
| <b>Start</b>          | September             |

| COMPONENTS                        | CREDITS    |
|-----------------------------------|------------|
| Basic Courses                     | 60         |
| Core Courses                      | 126        |
| Elective Courses                  | 42         |
| Final Project                     | 12         |
| <b>Credits needed to graduate</b> | <b>240</b> |

## STUDY PLAN

### FIRST YEAR

#### 1<sup>st</sup> Semester

History of International Relations up to 1945  
Introduction to Political Science  
Political Theory  
Introduction to Economics  
Organizational Management

#### 2<sup>nd</sup> Semester

History of International Relations Since 1945  
Applied Economics  
International Unplugged I  
IE Module - Humanities  
IE Module - Ethics  
Languages  
Interpersonal Skills

### SECOND YEAR

#### 1<sup>st</sup> Semester

International Unplugged II  
Languages  
Research Methods in IR  
International Relations Theory I  
Comparative Politics  
Aid, Development and Social Entrepreneurship

#### 2<sup>nd</sup> Semester

Languages  
International Unplugged III  
Topics on Foreign Policy  
International Political Economy  
International Law  
Public Opinion and Political Communication

### THIRD YEAR

#### 1<sup>st</sup> Semester

Languages  
Project Management  
Peace and Conflict Resolution  
Global Governance and International Institutions  
Management of the Multinational Corporation  
IE Module - Professional Deontology

#### 2<sup>nd</sup> Semester

Languages  
International Unplugged IV-V  
International Relations Theory II  
International Finance  
Organizational Skills

### FOURTH YEAR

#### 1<sup>st</sup> Semester

Languages  
International Unplugged VI  
Electives

#### 2<sup>nd</sup> Semester

Electives  
Final Project

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

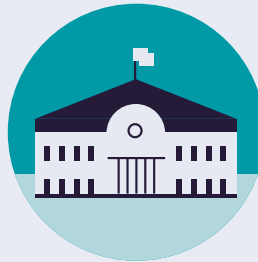


## WHAT IS INTERNATIONAL RELATIONS AT IEU?



### MULTIDISCIPLINARY PROGRAM

Study international relations as a global discipline, and explore fields such as political science, economics, and law.



### FOUNDATION

Understand the role of multilateral organizations, states, and the corporate world in determining the international order.



### PRACTICAL LEARNING

Participate in IR labs, internships, workshops, debate tournaments, case studies, and simulations.



### CRITICAL THINKING

Unravel complexity by applying analytical reasoning and providing solutions to real-world issues.



### INTERPERSONAL SKILLS

Acquire the necessary skills in negotiation, debate, conflict resolution, public speaking, and management, and become fluent in a language of your choice.


# BACHELOR IN ECONOMICS

Drive economic transformation  
in the digital era



VIEW THE  
INTERACTIVE  
BROCHURE

In this rigorous and challenging program students study econometrics, political science, applied analytics, behavioral science and technology to analyze the new reality of economics and how it affects the diverse contexts in which we live and work. IE University's proven expertise in management and technology are the foundations for this bachelor. This program is aimed at individuals passionate about analysis and economics, who want to drive economic transformation, efficiency and growth in the digital era.

In collaboration with  **SCHOOL OF HUMAN SCIENCES & TECHNOLOGY**

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

| COMPONENTS                        | CREDITS    |
|-----------------------------------|------------|
| Basic Courses                     | 60         |
| Core Courses                      | 120        |
| Elective Courses                  | 30         |
| Final Project                     | 12         |
| <b>Credits needed to graduate</b> | <b>240</b> |

## STUDY PLAN

### FIRST YEAR

#### 1<sup>st</sup> Semester

Mathematics for Economists  
Foundations of Microeconomics  
Foundations of Macroeconomics  
IE Module -Economic History  
Impact Writing Lab  
Programming for Economists I

#### 2<sup>nd</sup> Semester

Development and Growth Economics  
International Trade and Monetary System  
Probability & Statistics  
Game Theory  
Research Methods for Economists  
Programming for Economists II

### SECOND YEAR

#### 1<sup>st</sup> Semester

Econometrics  
Financial Economics & Accounting

Institutional Economics  
Industrial Organization and Strategy  
Public Economics & Political Economy

#### 2<sup>nd</sup> Semester

Behavioral Economics, Finance & Decision-Making  
New Economy: Digital, Ecosystems & Platforms  
Corporate Finance  
Economic Modeling & Simulation  
Market, Auction and Contract Design  
Data Science for Economists  
Economic Reporting Lab

### THIRD YEAR

#### 1<sup>st</sup> Semester

Economic Nudging and Policy Design  
Economics of Wellbeing  
Capital Markets  
Experimental Economics  
Economics of Innovation and Technological Change

BlockChain and Cryptocurrency  
GovTech and the Economic Environment  
IE Module - IE Challenge

#### 2<sup>nd</sup> Semester

Electives

### FOURTH YEAR

#### Economic and Financial Analysis for Business

#### 1<sup>st</sup> Semester

Economic Research: Regions & Industries  
Econometrics II: Identification & Time-series  
Machine Learning & Analytics for Economists  
Economic Research: Consumers & Markets  
Risk Modeling & Management  
Financial Analysis & Valuation

#### 2<sup>nd</sup> Semester

Economic Research:

Operations, Distribution & Supply  
Economic Research: Financial Assets  
FinTech and Digital Banking  
Asset & Portfolio Management  
Financial Trading: Equity, Debt & Complex Products  
Capstone Project

#### Country, Sector & Policy Analysis

#### 1<sup>st</sup> Semester

Economic Research: Regions & Industries  
Econometrics II: Identification & Time-series  
Machine Learning & Analytics for Economists  
Economic Research: Consumers & Markets  
Macro- and Micro-Economic Policy Analysis  
Problem Solving for Economic Consultants  
Political Risk Analysis

### 2<sup>nd</sup> Semester

Education, Human Capital, and Productivity  
Environmental Economics and Sustainability  
Health Economics and the Genetic Revolution  
Urban Economics and Smart Cities  
Impact Assessment and Project Scale-Up  
Labor Economics, Digitalization, and AI  
Capstone Project

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

## WHAT IS ECONOMICS AT IEU?



### DRIVE ECONOMICS IN THE DIGITAL ERA

Study the implications of automation, e-platforms, and circular and sharing economy.



### UNDERSTAND SOCIETY AND HUMAN BEHAVIOR

Explore and study behavioral economics, experimental economics and behavioral nudging.



### GAIN A GLOBAL UNDERSTANDING OF THE ECONOMY

Study the economy from a global perspective and tackle challenges on an international scale.



### CHOOSE YOUR OWN SPECIALIZATION

Specialize in two different fields during your fourth academic year.



# IE Law School

IE Law School is a vibrant community of professors, professionals, and students from all over the world, brought together by the conviction that the field of law is a starting point to understanding and improving our complex and interconnected world. Over the past 40 years, IE Law School has established itself as a national and international leader in training law professionals with a global focus, thanks to the combination of an excellent faculty, unique programs based on the case method, and active research centers. Our mission is to train talented lawyers who can excel in an extremely globalized and ever-changing world.



## RECOGNITION

According to the list published annually by the Financial Times, IE Law School's LLM programs are some of the best legal training programs in the world. Additionally, IE is recognized by the four main accrediting agencies and associations in the legal and business training world.

## PROGRAMS

IE Law School offers various legal programs, both graduate and undergraduate, adapted to the profile of each student and taking into account their professional objectives. There are programs in English and Spanish, all taught with a global perspective to international students.

## UNDERGRADUATE

- › Bachelor of Laws (LLB).
- › Bachelor in Politics, Law, and Economics (PLE).

## MASTERS

- › Master in Global Corporate Compliance (LLM).
- › Executive LLM.
- › Master in Global Taxation (LLM).
- › LLM in International Business Law.
- › Master en Derecho Transnacional de los Negocios (LLM).
- › Master en Asesoría Fiscal de Empresas (LLM).
- › Master en Asesoría Jurídica de Empresas.
- › Doble Master en Abogacía, Emprendimiento y Tecnología (LLM).

- › Doble Master en Abogacía y Asesoría Fiscal de Empresas (LLM).
- › Doble Master en Abogacía y Asesoría Jurídica de Empresas (LLM).
- › Doble Master en Abogacía y Asesoría Jurídica de Empresas bilingüe (LLM).



# BACHELOR OF LAWS (LLB)

Stand out as a transnational law professional



VIEW THE INTERACTIVE BROCHURE

If you want to practice law in an international setting and work at top law firms, major corporations, and organizations worldwide, this program will give you the skills you need to bring effective solutions to a global corporate environment. Our innovative Bachelor of Laws (LL.B.) program is centered on the fundamentals of civil and common law, using comparative methodologies with a focus on European Union law, and modeled after the expertise of the world-ranked IE Law School. We train students to become corporate lawyers who can work with international clients in cross-border transactions and become leaders in their organizations and in society.

|                       |                          |
|-----------------------|--------------------------|
| <b>Type of Degree</b> | Undergraduate            |
| <b>Language</b>       | English (or LL.B. + LPT) |
| <b>Format</b>         | Full-time                |
| <b>Location</b>       | Segovia and/or Madrid    |
| <b>Duration</b>       | 4 years                  |
| <b>Start</b>          | September                |

| COMPONENTS                        | CREDITS    |
|-----------------------------------|------------|
| Basic Courses                     | 60         |
| Core Courses                      | 108        |
| Elective Courses                  | 60         |
| Final Project                     | 12         |
| <b>Credits needed to graduate</b> | <b>240</b> |

## STUDY PLAN

### FIRST YEAR

#### 1<sup>st</sup> Semester

European Legal History  
Constitutional Law  
Introduction to Private Law - Civil Law  
Economics  
Law Unplugged I - Being a Lawyer  
IE Module - Writing Skills  
IE Module - Oral Skills

#### 2<sup>nd</sup> Semester

Law Unplugged II - Legal Skills  
Criminal Law I  
Public International Law  
Civil Law. Contracts  
IE Module - Introduction to Management  
IE Module - Technology

### SECOND YEAR

#### 1<sup>st</sup> Semester

Criminal Law II  
Civil Law. Property  
Commercial Law and Corporations I  
Law Unplugged III - Deontology  
Accounting  
Humanities

#### 2<sup>nd</sup> Semester

Litigation I  
Commercial Law and Corporations II  
Civil Law. Family, Estate and Trust  
Administrative Law  
European Union Law  
IE Module - Professional Skills

### THIRD YEAR

#### 1<sup>st</sup> Semester

Administrative Law and Economic Regulation  
Taxation I  
Litigation II  
Legal Thought  
Law Unplugged IV - Moot  
Labor Law I

#### 2<sup>nd</sup> Semester

Labor Law II  
Conflicts and Business Law  
Taxation II  
Law Unplugged V - Negotiation Skills  
Electives

### FOURTH YEAR

#### 1<sup>st</sup> Semester

Electives

#### 2<sup>nd</sup> Semester

Electives  
Final Project

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

# WHAT IS LAW AT IEU?



**PRACTICE LAW INTERNATIONALLY**



**PRACTICAL LEGAL TRAINING**



**COMPARATIVE LAW**

Understand the role of multilateral organizations, states, and the corporate world in shifting the international order



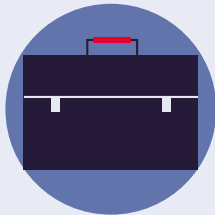
**LAW UNPLUGGED**

Learn the fundamentals of law practice.



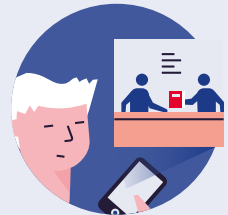
**LEGAL CLINIC**

Apply legal knowledge to counsel NGOs, startups and other organizations.



**INTERNSHIPS**

Intern at the most prestigious law firms and companies.



**LAW WITHOUT WALLS**

Combine law, business, technology, and innovation.



**SHADOWING**

Follow law experts for a whole week.



**MOOT COURTS**

Gain experience simulating court proceedings.



**Specializations**



**BUSINESS LAW**

Learn all aspects of business law in order to work with international clients in cross-border transactions and high-end litigation.



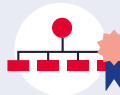
**EUROPEAN LAW**

Study law with a strong focus on EU law: economics, trade, policy, and European institutions.



**INTERNATIONAL RELATIONS**

Study the connections between legal, political, and cultural issues to develop and implement solutions within a global legal environment.



**BUSINESS MANAGEMENT**

Acquire intense training in the disciplines related to business management that are demanded by top law firms and companies.



**PSYCHOLOGY**

Learn skills of persuasion, neuromarketing and conflict resolution in order to better understand other people's behavior and increase your professional impact.



**GLOBAL LAW**

Develop your knowledge of transnational law further by studying Indian and Chinese law and business, and explore the legal challenges led by a globalized and digitalized world.

# PRACTICE LAW INTERNATIONALLY

## Become a lawyer in different countries

Through unique partnerships with prestigious global organizations and institutions, the LL.B. offers you the possibility of developing your career in different countries. These diverse partnerships have been designed to offer our students several paths that will allow them to practice law in different countries and legal systems.

During your degree you will be able to choose among four tracks. Regardless of the track you decide to follow, you will graduate prepared to become a global law professional both in public and private fields, and you will have access to many diverse career paths.

### WHAT TRACKS DO WE OFFER?

1

#### BECOME A GLOBAL LAWYER

##### LL.B. IEU

By following this track you will obtain a deep understanding of different legal systems through the comparative law methodology. After graduation you will have the foundations to complete the legal requirements and become a lawyer in the country of your choice. You will also finish your degree with a Concentration Diploma in either Business Law, International Relations, Business Management, Psychology, European Law or Global Law.\*

2

#### STUDY LAW IN SPAIN

The following tracks will set you apart from traditional Spanish lawyers, and will prepare you to work in the best Spanish law firms, the most prestigious Spanish international firms, and in Spanish public institutions.

##### DOUBLE MASTERS AT IE LAW AT IE LAW SCHOOL

After completing your LL.B. degree, you will have the option to continue your studies at IE Law School. The Master programs will provide you with the set of skills needed to succeed in the professional field and be part of the most prestigious institutions. Built upon the pillars in which IE Law School was developed, this program will enable you to practice law in Spain working side by side with the best professors and lawyers of the country.



IE Law School's faculty is made up of adjunct professors, lawyers, and professionals that work both in the public and private sectors. It also counts with great diversity among its faculty thanks to visiting professors that come from the best law schools of the world to share their experience and knowledge. As a result, students learn how real law firms, companies, and NGOs are influenced by different legal frameworks.



3

**STUDY LAW IN THE UNITED STATES**

This track will allow you to study law in the United States by complementing your LL.B. at IE University with an LLM or a JD at Northwestern University.

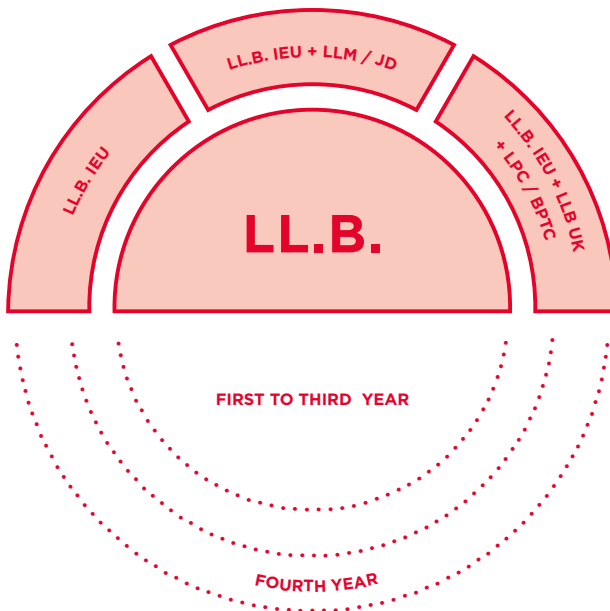
**LL.B. AT IE UNIVERSITY + LLM OR JD AT NORTHWESTERN UNIVERSITY**

The Bachelor of Laws at IE University + LLM or JD at Northwestern University will help you develop an outstanding profile when entering the legal job market. These pioneering programs meet the growing demand for cross-border legal professionals by achieving a deep understanding of different legal systems and, in particular, of the US legal system.

You will finish this track with two diplomas from two top universities.

LL.B. at IE University + LLM at Northwestern University is a very attractive program for candidates who wish to practice law internationally. They will receive a degree in Comparative Law and Global Law and also a prestigious LLM degree that enhances their knowledge of American Law.

LL.B. at IE University + JD at Northwestern University is a very ambitious program for candidates seeking to obtain two highly recognized legal education degrees, one LL.B. and one JD. This offers the possibility to practice law on a global level.



Northwestern University is a private university in Illinois known for its academic excellence. This American institution constantly ranks among the top 15 universities of the country.

**The University of Law**

The University of Law has provided outstanding legal education to thousands of lawyers in the UK. Like IE University, The University of Law values the importance of innovative teaching methods and professional and personal networking. Both institutions strive to help you develop the necessary skills and knowledge that will provide an essential foundation for a successful professional career.

4

**STUDY LAW IN THE UNITED KINGDOM**

By following this track you will have the opportunity to study law in England and obtain a certified law degree in both Spain and United Kingdom in one unique program: LL.B. at IE University + LL.B. UK and LPC or BPTC at the University of Law.

**LL.B. AT IE UNIVERSITY + LL.B. UK AND LPC / BPTC AT THE UNIVERSITY OF LAW**

These programs are built upon the pillars of comparative and English law, including common and civil law training. By choosing this track you will obtain a deep understanding of different legal systems and, in particular, of the UK legal system. Due to your specific knowledge of UK law, you will be of higher value to law firms. You will finish with two law degrees from two top universities and with the required official course to become either a solicitor (LPC) or a barrister (BPTC) in the UK.

# BACHELOR IN POLITICS, LAW, AND ECONOMICS (PLE)



VIEW THE  
INTERACTIVE  
BROCHURE

## Shape the future of societies and organizations

The Bachelor in Politics, Law, and Economics (PLE) is an applied and multidisciplinary degree for those wanting to learn about the system dynamics underpinning how the world works. By integrating knowledge and hands-on practice in politics, law, and economics, students develop a deep understanding of the dynamics that dictate the relationships between these three fields, empowering them to become agents of change and have a meaningful impact in a globalized world. Conceived from a joint effort of the IE Law School, IE Business School, and IE School of Global and Public Affairs, this innovative degree prepares a new generation of analytical and strategic professionals who will shape the future of governments, societies, and organizations globally.

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

| COMPONENTS                        | CREDITS    |
|-----------------------------------|------------|
| Basic Courses                     | 60         |
| Core Courses                      | 120        |
| Elective Courses                  | 48         |
| Final Project                     | 12         |
| <b>Credits needed to graduate</b> | <b>240</b> |

### STUDY PLAN

#### FIRST YEAR

##### 1<sup>st</sup> Semester

Social Analysis Unplugged:  
Gateway Seminar I  
European Legal History  
Mathematics I  
Introduction to Economics  
Introduction to Politics  
IE Module - Writing Skills  
IE Module - Oral Skills

##### 2<sup>nd</sup> Semester

Social Analysis Unplugged:  
Gateway Seminar II  
Constitutional Law  
Mathematics II  
Microeconomics  
Modern Political and  
Economic History  
Introduction to Management  
Technology

#### SECOND YEAR

##### 1<sup>st</sup> Semester

Social Analysis Unplugged:  
Capstone Seminar I  
Introduction to Private Law,  
Civil Law  
Macroeconomics  
Political Philosophy  
and Political Theory  
Contemporary Political  
and Economic History  
Humanities

##### 2<sup>nd</sup> Semester

S.Sci. Research Method and  
Critical Assessment I  
Social Analysis Unplugged:  
Capstone Seminar II  
Statistics  
Public Economics  
S.Sci. Research Method and  
Critical Assessment II  
Legal Theory  
Public Speaking and  
Presentation Skills  
Professional Skills

#### THIRD YEAR

##### 1<sup>st</sup> Semester

Social Analysis Unplugged:  
System Thinking  
Public International Law  
Administrative Law  
Theory of Choice  
(Decision Theory)  
Social Fundamentals  
of Behavior  
Econometrics  
Professional Ethics

##### 2<sup>nd</sup> Semester

Social Analysis Unplugged:  
Data Visualization and  
Communication  
European Union Law  
Game Theory and Strategic  
Decision Making  
Behavioural Policy  
Public Policy and Public  
Management  
Humanities II: Culture and  
Society  
Monetary Economics

#### FOURTH YEAR

##### 1<sup>st</sup> Semester

Electives  
Global Challenges

##### 2<sup>nd</sup> Semester

Electives  
Final Project

##### Specializations

Politics  
Economics  
Law

##### FIFTH YEAR

Optional in order to graduate  
with dual PLE and LLB.

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

# WHAT IS POLITICS, LAW, AND ECONOMICS AT IEU?



## GLOBAL IMPACT

Have an impact on an international scale.



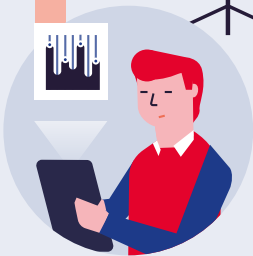
## EXCELLENCE

Backed by the experience and prestige of IE Law School, IE School of Global and Public Affairs and IE Business School.



## PRACTICAL LEARNING

Innovative learning tools and methodologies.



## INTEGRATION

A true integration of politics, law, and economics.

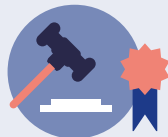


## Specializations



### POLITICS

Through comparative methodologies, learn how to analyze and design public policy and understand the influence that politics has on societies.



### LAW

Specialize in law to become a holistic legal professional who understands the impact that economical and political decisions have on the legal sector.



### ECONOMICS

Study economical principles that underpin decision-making in social, legal, and political systems.



- 07:30** When I wake up I try to squeeze in 15 minutes of morning yoga, to take a deep breath before I start running around and working.
- 09:00** *Taxation Law* with Professor Alvaro de la Via, who gives us the ins and outs of life as a taxation lawyer. Through a combination of theory and practice, we learn about what to do, and moreover, what not to do as a lawyer, and also as an individual in society.
- 10:30** Today we'll attend a double session of *Accounting and Finance*. Though it doesn't seem directly related to the legal field, it's still essential to be able to understand the basic principles of accounting and to read a balance sheet.
- 13:45** I go directly from classes to the home of a Spanish family, where I teach English to two little girls during their lunch time. I talk and play with them, and in the meantime I get to see how real Madrileños live. Apart from that, life in Madrid doesn't pay for itself, so it is always nice to have a little job on the side.
- 15:45** One of Spain's best inventions is the siesta (afternoon nap). The secret is to not take it for longer than 30 minutes. Anything less provides you with a power boost. Anything more will make you feel very tired for the rest of the day.
- 16:30** I prepare for my classes for the next day, which includes doing the required readings, answering some questions we will be discussing in class, doing some initial research for an upcoming essay, and having a Skype meeting with my group to go over some last points before our final presentation.
- 20:00** I meet up with some friends to go have a drink and some tapas in one of the numerous bars in Madrid, where we catch up, and maybe even make plans on what to do for the weekend, such as visiting the Prado Museum or taking a day trip to Toledo.

A DAY IN THE LIFE OF...

# “When I think of IE University, I think of the diversity, the hands-on experience, the closeness with the professors, and the opportunities”

**Michelle Meier Mattern**  
*Bachelor of Laws*

## What do you like most about studying at IE University?

I like that within my group of friends from the university, there is always a minimum of four different backgrounds and nationalities, which allows us to learn a great deal from one another, not only from what we've learned academically, but also by sharing our different cultures.

When it comes to classes, our professors always make sure to provide us with real-life examples of how their

subject is relevant to the everyday life of a lawyer, which makes it easier for us as students to understand what they're teaching. In addition, because the classes are relatively small compared to other universities, we all have the freedom to ask questions and engage in group discussions, which makes the subject sessions very dynamic.

Lastly, because IE University really encourages us to look beyond what goes on in the classroom, we gain an insight into the professional world through networking, talks, and internships. Over the summer, I spent a month doing an internship at one of Spain's largest law firms, which gave me a real idea of what it's like to be a lawyer.

## Are you involved in any extracurricular activities?

I've been a member of the IEU Event Planning Committee, which enabled me to organize the annual IEU Spring Ball. I've also been a class representative for three years in a row, making me the bridge between my class and the administration, and allowing our voices to be heard. I've also been part of the IE Legal Clinic, which is a legal lab for students, led by professors and master's students, that provides pro bono aid for those in need. Overall, I was very happy with the opportunities IEU offers us to

be involved in everyday student life, so that we all feel like we're contributing something to the university.

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“[...] because the classes are relatively small compared to other universities, we all have the freedom to ask questions and engage in group discussions”

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## What are your favorite subjects and why?

One of my favorite subjects of the past few years was *Conflicts and Business Law*, on the one hand because I am very interested in the combination of civil law and business, and on the other hand because the professor was great at explaining his field of expertise. Another real treasure I found in our curriculum was *Civil Law Property*, which discusses property and transaction rights. I liked it because it's a subject that you have to deal with whether you are a lawyer or not. Lastly, I really enjoyed *Legal Thought*—which is the equivalent to Legal Philosophy—because though it may not be as practical as the other subjects, I still think it's interesting and essential to learn about the roots of where today's laws come from, and to look at the great thinkers that helped shape our society's ideals.



# DUAL DEGREE IN BUSINESS ADMINISTRATION + LAWS

Become a corporate leader in a global world



VIEW THE INTERACTIVE BROCHURE

The Dual Degree in Business Administration & Laws is a challenging program that prepares students to deeply comprehend the relation between business and law. This program will prepare students to understand and experience the international business from both a management and legal perspective. The program follows the innovative teaching model of the world-renowned IE Business School and the IE Law School and is characterized by the fundamental elements of IEU: academic excellence, an entrepreneurial spirit, and an international environment with essential connections to the business world.

|                       |                             |
|-----------------------|-----------------------------|
| <b>Type of Degree</b> | Undergraduate               |
| <b>Language</b>       | English or Gradual          |
| <b>Format</b>         | Full-time                   |
| <b>Location</b>       | Madrid / Segovia and Madrid |
| <b>Duration</b>       | 5 years                     |
| <b>Start</b>          | September                   |

| COMPONENTS                        | CREDITS    |
|-----------------------------------|------------|
| Basic Courses                     | 108        |
| Core Courses                      | 183        |
| Elective Courses                  | 24         |
| Final Project                     | 24         |
| <b>Credits needed to graduate</b> | <b>339</b> |

## STUDY PLAN

### FIRST YEAR

#### 1<sup>st</sup> Semester

Management Tools and Principles  
European Legal History  
Constitutional Law  
Marketing Fundamentals  
Applied Business Math  
Organization Behaviour  
Financial Accounting

#### 2<sup>nd</sup> Semester

Cost accounting  
Mathematics for Management  
Intro Programming  
Tech Conference  
Intro to Private Law  
Legal thought  
Stats and Data Analysis  
Information System Management

### SECOND YEAR

#### 1<sup>st</sup> Semester

Financ. Reporting & Analysis  
Entrepr. & Innovation  
Commercial Law I

Civil Law- Contracts  
Unplugged - Case Competition with other University/ies  
Marketing Management  
Microeconomics

#### 2<sup>nd</sup> Semester

Unplugged- Business Plan into Action  
Torts  
Commercial Law II  
Macroeconomics  
Technology IE Module  
Corporate Finance  
Entrepreneurship & Innovation  
Civil Law- Family  
Marketing Project Practical

### THIRD YEAR

#### 1<sup>st</sup> Semester

Civil Law Property  
Administrative law I  
Conflicts and Business Law  
Strate. For comp. In ind& mkts  
IE Module Challenge  
Taxation I

### 2<sup>nd</sup> Semester

Unplugged - Advising International Business on their International Expansion  
Public International Law  
Strategies for the Mult. Corp.  
European Union Law  
Administrative Law and Economic Rg.  
Global Economy En.  
Taxation II

### FOURTH YEAR EXCHANGE BBA

#### 1<sup>st</sup> Semester

Operations Management  
Management Control  
Human Resources Management  
Supply Chain Management  
Unplugged - Deontology  
Capital markets  
Humanities

#### 2<sup>nd</sup> Semester

Internships / Electives

### EXCHANGE LLB

#### 1<sup>st</sup> Semester

Unplugged-Deontology  
Criminal Law  
Labour Law  
Supply Chain Management  
Humanities

#### 2<sup>nd</sup> Semester

Internships/Electives

### FIFTH YEAR EXCHANGE BBA

#### 1<sup>st</sup> Semester

Criminal Law I  
Labour Law I  
Litigation I  
Unplugged 5-Recap: Making Deals in Different Regions  
Data Analysis for Economics  
TFG Law/Business

#### 2<sup>nd</sup> Semester

TFG Law/ Business  
Criminal Law II  
Labour Law II  
Litigation II

Disruptive Strategy  
Human Rights

### EXCHANGE LLB

#### 1<sup>st</sup> Semester

Management Control  
Human Resources Management  
Data Analysis for Economics  
Unplugged 5- Recap: Making Deals in Different Regions  
TFG Law/ Business Litigation I

#### 2<sup>nd</sup> Semester

Disruptive Strategy  
Human Rights  
Litigation II  
Operations Management  
Capital markets  
TFG Law/ Business

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

# DUAL DEGREE IN BUSINESS ADMINISTRATION + INTERNATIONAL RELATIONS



VIEW THE INTERACTIVE BROCHURE

## Bring solutions to global challenges

The Dual Degree in Business Administration and International Relations offers a comprehensive and practical study of international affairs and solid business skills that will give you a global perspective on economic, political, and social interactions. This challenging program combines the expertise of two prestigious schools, the IE Business School and the IE School of Global and Public Affairs, and prepares professionals to play influential roles in the corporate world, multinational organizations, and the public sector.

|                       |                             |
|-----------------------|-----------------------------|
| <b>Type of Degree</b> | Undergraduate               |
| <b>Language</b>       | English                     |
| <b>Format</b>         | Full-time                   |
| <b>Location</b>       | Madrid / Segovia and Madrid |
| <b>Duration</b>       | 5 years                     |
| <b>Start</b>          | September                   |

| COMPONENTS                        | CREDITS    |
|-----------------------------------|------------|
| Basic Courses                     | 96         |
| Core Courses                      | 204        |
| Elective Courses                  | 18         |
| Final Project                     | 24         |
| <b>Credits needed to graduate</b> | <b>342</b> |

### STUDY PLAN

#### FIRST YEAR

##### 1<sup>st</sup> Semester

Introduction to Political Science  
History of International Relations up to 1945  
Political Theory  
Introduction to Management  
Financial Accounting  
Mathematics I  
Language I

##### 2<sup>nd</sup> Semester

History of International Relations since 1945  
International Unplugged I  
Introduction to Marketing  
Cost Accounting  
Mathematics II  
Introduction to IT  
Languages II

#### SECOND YEAR

##### 1<sup>st</sup> Semester

International Unplugged II  
Comparative Politics  
Management Control  
Statistics for Business  
Introduction to Economics  
Ethics  
Language III

##### 2<sup>nd</sup> Semester

International Unplugged III  
Public Opinion and Political Communication  
Interpersonal Skills and Management Skills  
Accounting for Decision Making  
Business Decision Making - Econometrics  
Microeconomics  
Marketing Research  
Language IV

#### THIRD YEAR

##### 1<sup>st</sup> Semester

International Relations Theory  
Aid, Development and Social Entrepreneurship  
Macroeconomics  
Business Law I  
Entrepreneurship  
Language V

##### 2<sup>nd</sup> Semester

Diplomacy and Foreign Policy  
International Law  
Economic Environment  
HR Management  
Business Law II  
Consumer Behavior  
Language VI

#### FOURTH YEAR

##### 1<sup>st</sup> Semester

Humanities  
Professional Deontology  
Management Information Systems  
Electives

##### 2<sup>nd</sup> Semester

Globalization  
International Monetary Theory  
International Unplugged IV-V  
Strategic Management  
Finance I  
Production and Operations Management

#### FIFTH YEAR

##### 1<sup>st</sup> Semester

Project Management  
International Strategy  
Research Methods  
Supply Chain Management  
Finance II  
Final Project - Business Administration

##### 2<sup>nd</sup> Semester

Global Governance and International Organizations  
Peace and Conflict Resolution Studies  
International Trade  
International Unplugged VI  
Final Project - International Relations

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

# DUAL DEGREE IN LAWS + INTERNATIONAL RELATIONS

Bring your sense of justice to the international arena



VIEW THE  
INTERACTIVE  
BROCHURE

The Dual Degree in Laws & International Relations offers a comprehensive and practical program focused on the fundamentals of international affairs and global law. You will acquire a multicultural viewpoint, crisis management skills and conflict resolutions skills, allowing you to provide solutions that address issues on a global scale. If you want to practice in the legal public field, this demanding program will prepare you to play a leading role in the areas of international law and the global political arena, addressing today's most challenging issues. The program combines the expertise of two prestigious schools: the IE Law School and the IE School of Global Public Affairs.

|                       |                             |
|-----------------------|-----------------------------|
| <b>Type of Degree</b> | Undergraduate               |
| <b>Language</b>       | English                     |
| <b>Format</b>         | Full-time                   |
| <b>Location</b>       | Madrid / Segovia and Madrid |
| <b>Duration</b>       | 5 years                     |
| <b>Start</b>          | September                   |

| COMPONENTS                        | CREDITS    |
|-----------------------------------|------------|
| Basic Courses                     | 120        |
| Core Courses                      | 183        |
| Elective Courses                  | 18         |
| Final Project                     | 24         |
| <b>Credits needed to graduate</b> | <b>345</b> |





## STUDY PLAN

### FIRST YEAR

#### 1<sup>st</sup> Semester

Political Theory  
Language I  
Introduction to Economics  
History of International Relations up to 1945  
Legal Thought  
European Legal History

#### 2<sup>nd</sup> Semester

Constitutional Law  
Governance of Emerging Tech  
Introduction to Political Science  
Introduction to Private Law.  
Civil Law  
Language II  
History of International Relations since 1945  
Technology  
Compliance and Risk Management

### SECOND YEAR

#### 1<sup>st</sup> Semester

Applied Economics  
Civil Law. Contracts  
Torts  
Comparative Politics  
Research Methods in IR  
Language III  
Entrepreneurship

#### 2<sup>nd</sup> Semester

European Union Law  
Multicultural Diplomacy and Communication  
History of Legal Traditions  
International Political Economy  
Language IV  
Civil Law. Family, Estate and Trust  
Civil Law. Property  
International Relations Theory I

### THIRD YEAR

#### 1<sup>st</sup> Semester

Taxation I  
International Relations Theory II (Globalization)  
International Trade  
Administrative Law  
Commercial Law and Corporations I  
Language V  
IE Challenge

#### 2<sup>nd</sup> Semester

Alternative Dispute Resolution  
Law and Economics  
Topics in Foreign Policy  
Administrative Law and Economic Regulation  
Public International Law  
Language VI  
Commercial Law and Corporations II  
Taxation II

### FOURTH YEAR

#### EXCHANGE IR SCHOOL

#### 1<sup>st</sup> Semester

Electives  
Professional Ethics  
Law Unplugged: Deontology  
Humanities

#### 2<sup>nd</sup> Semester

Aid, Development and Social Entrepreneurship  
Management of the Multinational Corporation  
Peace and Conflict Resolution  
Global Governance and International Institutions  
Human Rights  
Public Opinion & Political Communication

#### EXCHANGE LAW SCHOOL

#### 1<sup>st</sup> Semester

Electives  
Professional Ethics  
Law Unplugged: Deontology  
Humanities

#### 2<sup>nd</sup> Semester

Human Rights  
Criminal Law  
Labour Law  
Conflicts and Business Law

#### EXCHANGE + IEU

#### 1<sup>st</sup> Semester

Electives  
Professional Ethics  
Law Unplugged: Deontology  
Humanities

#### 2<sup>nd</sup> Semester

Human Rights  
Aid, Development and Social Entrepreneurship  
Peace and Conflict Resolution  
Criminal Law I  
Labour Law I  
Conflicts and Business Law  
Public Opinion & Political Communication

### FIFTH YEAR

#### EXCHANGE IR SCHOOL

#### 1<sup>st</sup> Semester

Criminal Law I  
Labour Law I  
Litigation I  
Conflicts and Business Law  
International Monetary Theory  
Project Management

#### 2<sup>nd</sup> Semester

Criminal Law II  
Labour Law II  
Litigation II  
TFG

#### EXCHANGE LAW SCHOOL

#### 1<sup>st</sup> Semester

Aid, Development and Social Entrepreneurship  
Peace and Conflict Resolution  
Global Governance and International Institutions  
International Monetary Theory  
Litigation I  
Project Management

#### 2<sup>nd</sup> Semester

Litigation II  
Management of the Multinational Corporation  
TFG  
Public Opinion & Political Communication

#### EXCHANGE + IEU

#### 1<sup>st</sup> Semester

Project Management  
Labour Law II  
Global Governance and International Institutions  
International Monetary Theory  
Litigation I  
Criminal Law II

#### 2<sup>nd</sup> Semester

Litigation II  
Management of the Multinational Corporation  
TFG

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



# DUAL DEGREE IN POLITICS, LAW AND ECONOMICS + DATA AND BUSINESS ANALYTICS



VIEW THE  
INTERACTIVE  
BROCHURE

## Analyze and understand societies and organizations

This program prepares professionals to understand complex social environments and make data-driven decisions to positively impact societies, organizations, and companies. In this degree, you will gain strong analytical skills by experimenting with the latest data technologies and tools applied to the political, legal, and economic fields. Aimed at insightful individuals who possess sharp critical thinking abilities, this dual degree will prepare you to become a leader capable of making a real impact on today's most pressing social issues.

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|                       |                    |
|-----------------------|--------------------|
| <b>Type of Degree</b> | Undergraduate      |
| <b>Language</b>       | English            |
| <b>Format</b>         | Full-time          |
| <b>Location</b>       | Segovia and Madrid |
| <b>Duration</b>       | 5 years            |
| <b>Start</b>          | September          |

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| <b>COMPONENTS</b>                 | <b>CREDITS</b> |
|-----------------------------------|----------------|
| Basic Courses                     | 108            |
| Core Courses                      | 183            |
| Elective Courses                  | 24             |
| Final Project                     | 24             |
| <b>Credits needed to graduate</b> | <b>339</b>     |

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## STUDY PLAN

### FIRST YEAR

#### 1<sup>st</sup> Semester

Fundamentals of probability and statistics  
Introduction to Economics I  
European Legal History  
Data Driven Social Analysis Unplugged I  
Introduction to Politics  
Mathematics  
Humanities

#### 2<sup>nd</sup> Semester

Learning to Observe, Experiment and Survey  
Data Insight and Visualization  
Fundamentals of Data Analysis  
Fundamentals of Human Behavior  
Microeconomics  
Constitutional Law  
Modern Political and Economic History  
Data Driven Social Analysis Unplugged II  
Technology

### SECOND YEAR

#### 1<sup>st</sup> Semester

Probability and Statistics for Management and Analysis  
Mathematics for Data Management and Analysis  
Macroeconomics  
Political Philosophy and Political Theory  
Data Driven Social Analysis Unplugged III  
Entrepreneurship

#### 2<sup>nd</sup> Semester

Simulating and Modeling to Understand Change  
Algorithms and Data Structures  
Analyzing Social Media  
Public Economics  
Contemporary Political and Economic History  
Data Driven Social Analysis Unplugged IV  
Intro to Private Law  
Legal Theory

### THIRD YEAR

#### 1<sup>st</sup> Semester

Programming for Data Management & Analysis  
Forecasting and Time Series Analysis  
AI - Machine Learning Foundations  
European Union Law  
Theory of Choice (Decision Theory)  
Social Analysis Unplugged System Thinking  
IE Challenge

#### 2<sup>nd</sup> Semester

Designing Artificial Intelligence & Implementing Smart Technologies  
Advanced Data Structures and Storage  
Operating Systems & Parallel Computing  
AI - Machine Learning & Analytics  
Data Visualization, Dashboards and Storytelling  
Administrative Law  
Game Theory and Strategic Decision Making  
Monetary Economics

### FOURTH YEAR

#### Exchange Politics, Law and Economics

Career Preparation and Design  
Professional Bootcamp - Self Management  
Advanced databases  
Project Management  
Recommendation Engines  
Big Data Technology  
Stream Analytics  
NLP, Text Mining and Semantic Analysis

#### Exchange Data and Business Analysis

Project Management  
Professional Ethics  
Public Policy  
Behavioural Policy  
Public International Law  
Professional Bootcamp - Self Management  
Career preparation and Design

### FIFTH YEAR

#### Exchange Politics, Law and Economics

Advanced Topic - Connected Industries, Smart Cities & E-Governments  
Advanced Databases  
Management Information Systems  
Recommendation Engines  
Big Data Technology  
Stream Analytics  
NLP, Text Mining and Semantic Analysis

#### Exchange Politics, Law and Economics

Advanced Topic - Connected Industries, Smart Cities & E-Governments  
Advanced Databases  
Management Information Systems  
Recommendation Engines  
Big Data Technology  
Stream Analytics  
NLP, Text Mining and Semantic Analysis

#### 2<sup>nd</sup> Semester

Datathon for Legal and Political Impact  
Emerging topic in Data Analysis and Management  
Advanced Topic - Sales & Marketing Analytics  
Advanced Topic - Health & Genetics Analytics  
Final Projects

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



# DUAL DEGREE IN BUSINESS ADMINISTRATION + DATA AND BUSINESS ANALYTICS



VIEW THE INTERACTIVE BROCHURE

## Drive business innovation

This program prepares you to understand and analyze data, extracting relevant insights that will positively impact companies and businesses. Our world-leading faculty will prepare you for a successful career in large corporations. You will learn to formulate data with statistical tools, alongside other skills that can be transferred to the professional world. Guided by experts in the Business and Data fields and using the latest tech, you will acquire a comprehensive knowledge of management and strong analytical skills. Aimed at and driven by innovative individuals, this dual degree will prepare you to become a leader in the corporate world and build company value.

|                       |                    |
|-----------------------|--------------------|
| <b>Type of Degree</b> | Undergraduate      |
| <b>Language</b>       | English            |
| <b>Format</b>         | Full-time          |
| <b>Location</b>       | Segovia and Madrid |
| <b>Duration</b>       | 5 years            |
| <b>Start</b>          | September          |

### STUDY PLAN

#### FIRST YEAR

##### 1<sup>st</sup> Semester

Fundamentals of Probability and Statistics  
Technology Trends Today  
Financial Accounting  
Management Tools and Principles  
Modeling and Simulation to Understand Change  
Marketing Fundamentals  
Computational Thinking for Data and Business Analytics  
Humanities I

##### 2<sup>nd</sup> Semester

Building Powerful Relationships  
Data Insight and Visualization  
Fundamentals of Data Analysis  
Maths for Data Management and Analysis  
Microeconomics

Cost Accounting  
Corporate Finance  
Writing Skills

#### SECOND YEAR

##### 1<sup>st</sup> Semester

Probability and Statistics for Management and Analysis  
Algorithm and Data Structures  
Capital Market  
Marketing Management  
Entrepreneurship and Innovation  
Programming for Data Management & Analysis  
Marketing Project-Practical

##### 2<sup>nd</sup> Semester

Forecasting and Time Series Analysis  
Operating Systems & Parallel Computing  
Advanced Data Structures and Storage  
Financial reporting and Analysis

Operation Management  
Business-driven Information  
Macroeconomics  
Datathon

#### THIRD YEAR

##### 1<sup>st</sup> Semester

Management Control  
AI-Machine Learning Foundations  
Strategies for Competition in Industries and Markets  
Advanced Databases  
Business Law  
Organizational Behavior  
IE Challenge

##### 2<sup>nd</sup> Semester

AI-Machine Learning & Analytics  
Analyzing Social Media  
Data Visualization, Dashboards and Storytelling  
Recommendation Engines  
Human Capital

management  
Global Economic Environment  
Supply Chain Management  
Datathon

#### FOURTH YEAR

##### 1<sup>st</sup> Semester

Exchange/internship  
Career Preparation and Design  
Electives

##### 2<sup>nd</sup> Semester

Designing Artificial Intelligence & implementing smart technologies  
Project Management  
Professional bootcamp - self management  
Big Data Technology  
Stream Analytics  
Electives  
Strategies for multinational corporation  
NLP, Text mining and semantic analysis

#### FIFTH YEAR

##### 1<sup>st</sup> Semester

Advanced Topic - Connected Industries, Smart Cities & e-Governments  
Disruptive strategies  
Electives

##### 2<sup>nd</sup> Semester

Datathon  
Emerging Topics in Data Analysis and Management  
Advanced Topic-Sales & Marketing Analytics  
Final Project

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

# “I love the fact that IE University’s main focus is their students”

**Teresa Artaza,**  
*Dual Degree in International Relations and Laws*

**What do you like most about studying at IE University?**

What I like most about studying at IE University

is the people. All the students come from different countries and backgrounds, and there is an international environment that allows us to learn a lot from our classmates, and build strong relationships.

Our opinion matters and they take our ideas into account; everyone can come up with a new project or idea, which truly sets IE University apart from other institutions. I feel like students are trusted and are always given the chance to develop their initiatives.

When it comes to the academic aspect, I enjoy the innovative approach, and the fact that our teachers are professionals with extensive experience in their corresponding fields.

**Are you involved in any extracurricular activities?**

One of the things I like most about studying at IE University is the wide variety of extracurricular activities we are offered. We receive monthly newsletters with information on the activities that will take place during the month, and then it’s up to us to decide which ones we want to take part in.

I’ve attended several conferences, and they are very interesting as they allow us to figure out what we want to do in the future. There are also competitions which are very interesting. I participated in the debate tournament and it was awesome; it helped me overcome my fear of public speaking, and it definitely helped me develop my debate skills! I also founded the *IE University Ski and Snowboard Club* with a friend, and we organized a trip to Formigal with 50 other students, which was amazing.

**What are your favorite subjects and why?**

My favorite subjects during this year were *Introduction to Political Science* and *Public International Law*. The first one gave me a framework in politics, and I got a bird’s-eye view of how politics work and influence the modern world. We also had the chance to do many interesting debates, learning from our teachers and classmates.

In the second semester we had several subjects on law, and I loved the way they were taught. As we studied *Comparative Law*, we didn’t have to memorize laws and books, even though many people think that is the only way of studying this degree. We compared the different law systems, thereby learning how to draw our own conclusions, interpret texts, and develop different ways of thinking about the law, which was very interesting.

*Public International Law* was my favorite subject this semester, not only because everything we learned was useful, but also because I thought it was especially interesting for those of us doing the *Dual Degree in Law and International Relations*. We analyzed several real cases where international law had been applied. Monitoring the proceedings and how they were resolved helped us understand international law better and realize how complex and fascinating it is.

In general, I liked all the subjects and I honestly think that law and international relations are two degrees that go hand in hand, and that they are relevant in many of the current global crises.





# My Enrichment Opportunities



Students from the very first year create close ties with their classmates, and with students from higher classes who help them 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          | 70 |
| INTERNSHIPS       | 72 |
| STUDY ABROAD      | 74 |
| ADMISSION PROCESS | 78 |

# 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 ten 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.

## 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 IE.

## 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.





ENTREPRENEURIAL SPIRIT

“You’re going to get a lot of *no*’s but you have to persevere to reach your goals”

**Munya Gwisai,**  
*Start-Up Lab*

*Co-founder at Pich Technologies*

What we do is connect to different bank accounts and make that data available to businesses and developers.

**What is entrepreneurship to you?**

For me personally, entrepreneurship is about finding a problem and solving it. But it’s not just about solving that problem, it’s about doing it really, really well so that your business is able to make money from it and grow. I would summarize entrepreneurship as perseverance. You’re going to get a lot of “no’s” but you have to persevere to reach your goals.

**What can you tell us about Pich?**

This technology is basically an API provider.

**What has been your biggest challenge?**

The biggest challenge in entrepreneurship for me has been to remain focused. As you start the business and it starts to gain a little bit of traction, you start to get a lot of opportunities. So the best thing for you to do is to learn how to say no; to only focus on what you do and to do it well.

**What’s your advice to future entrepreneurs?**

My advice to future entrepreneurs would be to remain focused on your idea. If you see it working and getting some early traction, grab it and run.

**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.

**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.

**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.

**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.

**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.

# INTERNSHIPS

## In touch with the real world

We understand that real-world experience is fundamental within the field of communication, and for that reason IE University offers students the opportunity to complete internships with organizations worldwide. You will acquire more than a year's worth of professional experience, which is sure to help you stand out as you enter the job market and begin to establish yourself as a valued business professional.

### OUR STUDENTS HAVE COMPLETED INTERNSHIPS AT:

Accenture  
Addecco Iberia  
Aires Mateus  
Argus Communications  
Baker & McKenzie  
Bank of China  
Cadena COPE  
Caritas  
Clifford Chance  
Cloud 9  
Credit Suisse  
Danone  
David Chipperfield

Delivering Happiness  
Deloitte  
Diesel  
Embassy of Spain in  
different countries  
Ernst&Young  
Garrigues  
Gucci  
Holcim  
International Media  
KPMG  
Latham & Watkins  
Lidl  
Loewe  
Manpower  
Onda Cero

Prosegur  
PwC  
Pérez-Llorca  
Roff  
United Nations  
Uría Menéndez  
Zaha Hadid

**...among many  
other companies.**

*Die Zeit* newspaper  
headquarters in Hamburg,  
Germany.



# “I felt part of the company and I had responsibilities of my own, which was very gratifying”

**Viktoria Arnold**  
*Bachelor in  
Communication*

**ZEIT Akademie**

## **What was the recruiting process like?**

ZEIT Akademie was offering a 3-month internship for their marketing or

production team, and I decided to apply. Die Zeit has long been one of the most prestigious German-language newspapers, and I had dreamt of working there.

I immediately wrote my cover letter, checked my CV, and sent it all in. After a couple weeks, I got an email saying that they would like to interview me over the phone to talk about the company and what I could contribute to their team.

I later had a second interview with one person from the marketing team and one from the production team.

They talked with me about their daily tasks and asked me about my work preferences. I told them I was more interested in marketing, and I followed up with some samples of my previous projects. I was glad to have done several practical projects at IE that I could use to demonstrate my experience.

After several weeks I was accepted to the internship and I started planning for my summer in Hamburg!

## **What types of projects did you work on?**

ZEIT Akademie is a rather young company within the ZEIT Verlagsgruppe, offering online and digital seminars on a variety of topics. My tasks included running their Facebook campaigns, helping with newsletters, evaluating campaign results, and doing sales and revenues analyses, among other responsibilities. My favorite project was designing a panel specifically for ZEIT Akademie. I had to respond quickly and let the team know which topics were the most popular, which speakers were the most influential, and what direction they should take with their marketing strategy.

## **What was the highlight of your experience?**

One was being part of a film shoot for their new astronomy seminar in a very old planetarium in Germany. It was great to meet all those experts and see how they worked to film a documentary.

## **How do you think you benefited from the experience?**

This was the longest internship I've ever had and it was a fantastic experience. I felt part of the company and I had responsibilities of my own, which was very gratifying. I was challenged to seek knowledge beyond what I've learned during my university courses.

## **What are your future career aspirations?**

I hope to work for the European Union. I am also very interested in politics, especially with an international focus, and I would like to combine my communication skills with my interest in changing the world.

## **What tips or advice would you give to other students applying for an internship?**

I don't think you can give general advice for internship applications. However, one thing I would say is that every company has a different personality and looks for different characteristics for their staff. You should think about how you would feel working for this company and whether you could contribute to their team. If so, it's your job to show them your passion and demonstrate why you are the best fit for their company. Apart from that, I can only say that you should consider every cover letter you write, every interview you do, and every online test you take as experience to apply to your next application process. You will gain confidence—and that's what it's all about!



# 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 160 prestigious global exchange partner institutions in North and South America, Europe, Asia, Africa, and the Middle East.

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### 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

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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.



**UNIVERSITY OF ST. GALLEN,  
ST. GALLEN, SWITZERLAND**

“Going abroad and leaving your comfort zone is an essential experience in order to develop personal skills on a global scale. It was very important for me to have this kind of international mobility as a solid foundation within my studies since it has always defined my individual career path.”

**Matthias Hubatschek,**  
Bachelor in Business Administration

**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





## STUDY ABROAD

# “If you really feel like going on exchange to a country, as far or different it could be, do it”

**Elise El Nouchi,**  
*Exchange Student  
at the National  
University of  
Singapore*

### **Why did you take the initiative to go abroad?**

I wanted to go on exchange because I've always been really curious about

discovering new cultures and countries. In my case, Singapore was the perfect destination since I had been to North and Latin America, as well as many countries in Europe and in North Africa but South-East Asia was totally new to me. I figured that being part of a new experience in a region of the world I didn't know would be really exciting and make me grow as a person and gain knowledge.

### **What are the biggest advantages of living abroad?**

The biggest advantages of living abroad I would say are to develop your independence, forge your personality and meet different people that will challenge your ideas and reality. Also, depending on where you go, the ability to travel for cheap and discover new countries can be a strong advantage.

### **Why did you choose the National University of Singapore?**

I initially picked the National

University of Singapore because of its very good ranking and the courses that were offered there. However, the university turned out to be much more than what I had imagined. I had the chance to enjoy many infrastructures and clubs at students' disposal and I met amazing people and classmates that were all passionate and hard working people. From the infinity pool to the hip hop dance club or even cooking nights I could relax between classes and enjoy my time with friends.

### **What would you recommend to future exchange students?**

I would tell them to go for it, take their chance and just follow their guts. If you really feel like going on exchange to a country, as far or different it could be, do it. Do it because those kinds of experiences are the ones that make you who you are. Do it because it will bring you knowledge and values that will make you unique. In short, your exchange semester is for sure going to impact your life and future, so just enjoy it fully (you'll have time to worry again when you come back!).

# ADMISSION PROCESS

## Become part of IE University

At IE University, there's no single deadline for applying to our undergraduate programs. 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 twelve to nine 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 €2,000 non-refundable deposit to reserve your spot in the bachelor's program of your choice.

1

### ONLINE APPLICATION

The application form contains detailed step-by-step information on how to fill it in, guiding you through the process. Your application is subject to a non-refundable admission fee of €120. It will not be reviewed by the Admissions Committee until submitted and the admission fee has been paid. You can find information on how to pay this fee at the end of the application form. The application may be saved at any time during the process but it must be completed within one month.

### ADMISSION TEST

IE University's admission test is conducted solely in English and assesses your verbal, logical and numerical skills. It centers on your ability to reason, rather than knowledge of actual information. This means you don't have to study for the test beforehand to pass it successfully. It also evaluates your English level.

You can do the admission test at either the Segovia or Madrid campuses, or at any of the 29 offices IE has around the world. For other cases, please contact our Admissions Department at: [ieuadmissions@ie.edu](mailto:ieuadmissions@ie.edu)

### ONLINE ASSESSMENT

As a tech-forward institution, we use virtual assessment as part of our admissions process. This allows the admissions team to get a sense of your personality and potential before proceeding to a possible interview.

Completing the assessment is simple—you will be given 3 questions to answer in a set amount of

time. One of your responses will be written, and two will be recorded via video. The whole process should only take 20 to 30 minutes to complete.

2

### PERSONAL INTERVIEW

(only after committee review)

Personal interviews are held either at the IE University campuses in Segovia or Madrid, or at any of our 29 international offices. In extenuating circumstances we can arrange an online interview. The interview will allow us to get to know you better, and further assess certain qualities, such as your personality, capacity for critical thinking, method of self expression and other communication skills.

### FINAL COMMITTEE DECISION

You will be informed of the Admissions Committee's decision in writing. If accepted, you will receive one of two admission statuses:

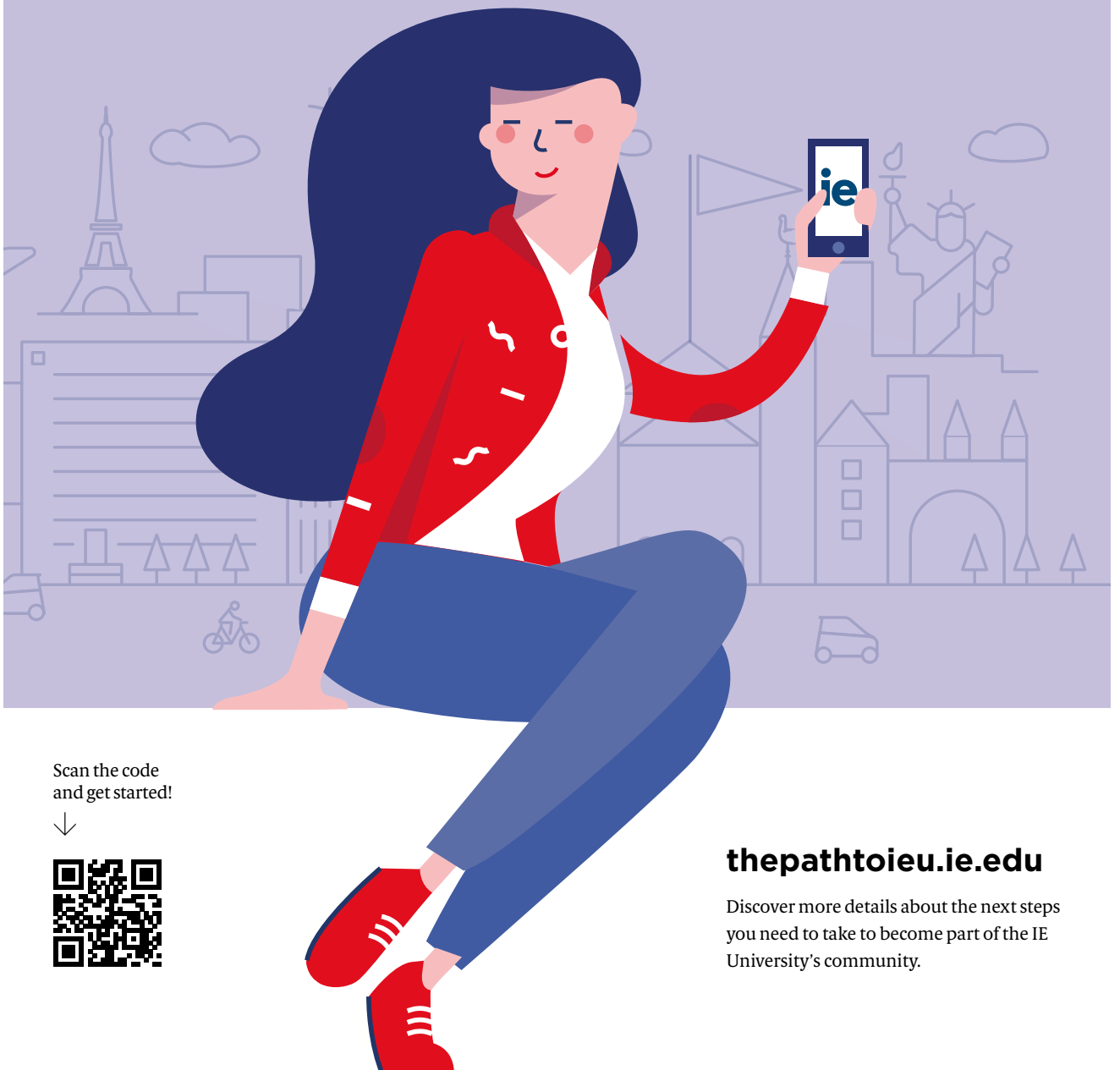
Conditional Admission: in the event that you have failed to comply with all university access requirements in Spain.

Definitive admission: full admission, providing you have complied with all the points listed in the provisional letter of acceptance.



# The path to IE University

Discover the journey toward joining our community



Scan the code  
and get started!



**[thepathtoieu.ie.edu](https://thepathtoieu.ie.edu)**

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





## INTERNATIONAL OFFICES

### EUROPE

europa@ie.edu

#### France – Paris

france@ie.edu

#### Germany, Switzerland & Austria – Munich

dach@ie.edu

#### Italy & The Balkans – Milan

italia@ie.edu

#### Portugal – Lisbon

portugal@ie.edu

#### Spain – Madrid & Segovia

iespain@ie.edu

#### Turkey – Istanbul

turkey@ie.edu

#### UK & Ireland – London

uk@ie.edu

### NORTH AMERICA

northamerica@ie.edu

#### West & Midwest USA – Los Angeles

westcoast@ie.edu

#### South USA & Caribbean – Miami

southusa@ie.edu

#### Northeast USA – New York

northeast@ie.edu

#### Canada – Toronto

canada@ie.edu

### LATIN AMERICA

latam@ie.edu

#### Argentina & Uruguay – Buenos Aires

argentina@ie.edu  
uruguay@ie.edu

#### Brazil – Sao Paulo

brasil@ie.edu

#### Chile – Santiago de Chile

chile@ie.edu

#### Colombia – Bogota

colombia@ie.edu  
centroamerica@ie.edu

#### Ecuador – Quito

ecuador@ie.edu

#### Mexico City – Mexico

mexico@ie.edu

#### Peru, Bolivia & Paraguay – Lima

peru@ie.edu  
bolivia@ie.edu  
paraguay@ie.edu

#### Venezuela – Caracas

venezuela@ie.edu

### ASIA

asia-pacific@ie.edu

#### Australia & New Zealand – Sydney

australia@ie.edu

#### China – Shanghai & Beijing

china@ie.edu

#### India & South Asia – Mumbai

india@ie.edu

#### Japan – Tokyo

japan@ie.edu

#### Singapore & Southeast Asia – Singapore

singapore@ie.edu  
southeastasia@ie.edu

#### South Korea – Seoul

korea@ie.edu

### MIDDLE EAST & AFRICA

mea@ie.edu

#### Saudi Arabia – Riyadh

saudi@ie.edu

#### UAE, Qatar, Bahrain, Kuwait & Oman – Dubai

uae@ie.edu

#### West Africa – Lagos

nigeria@ie.edu

#### Southern Africa

– Johannesburg  
southernafrica@ie.edu

Please do not hesitate to contact the office nearest to you should you need any additional information. You can also contact us via [iecontact@ie.edu](mailto:iecontact@ie.edu)

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



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

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

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*The information in this brochure is subject to revisions or changes. You will find the most up-to-date information on the University's website.*

#### FIND US ON

