

BACHELOR IN

# Business Administration

Achieve international success

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

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.



VIEW THE  
INTERACTIVE  
BROCHURE



You've just opened the brochure that will guide you through the first steps to becoming the person you want to be. It will give you a detailed view of the IE University student experience and, specifically, what life is like as part of the IE Business School. Learn firsthand about the amazing journey you will embark on over the next four years and the opportunities available to you as an IE University 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,**

Welcome to the IE University Community! You have made an important choice to be part of our amazing network across the world, full of diversity, energy and ambition. The IE University team will help you in making this an unforgettable journey towards realising your personal aspirations. You are at the start and we appreciate you have your own feelings and expectations, even some apprehension to what will come in the next years. In our desire to help shape a great experience for you, allow me to emphasize a few things to consider throughout your studies.

This is your journey, and you make things happen. We have expectations and rules to make our program consistent and rigorous, as you would expect from a top university. But we work particularly hard at IE University to help, advise and support you in achieving your goals. Your opportunities are great, not just in Madrid and Segovia but across borders through exchanges and internships, and through the many activities we organise across the curriculum. Every year you will have to make tough decisions on what you want to do, how you fit in things, why it is important for your career. We want to support your plans and your decisions; make use of the professorial and professional talent we have at IE University.

We live in a great IE community, within the Business School and IE University. Valuable networks are built every day by our students and alumni. We welcome you with open arms and encourage you to become an active member of our community. For your own development and the global society in which we learn and to which we give our talent and value. Participate in our clubs, societies, sports, social and venturing networks, and our corporate engagement. It is enriching and vital to your personal outcomes for the Bachelor in Business Administration.

Enjoy the experience at IE University. Study hard but play too. Find a balance in your life with the help of your class, mentors, societies and professorial advice. You are building the foundation for your working life, a great time to establish values, goals and habits. Discover what works for you.

You have made a great decision to join our IE world. The BBA program and academic team look forward to join you on this exciting journey!

Best wishes in your studies

**Marc Smelik**  
Associate Dean, BBA. IE Business School

# 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 Online MBA.
- › Executive MBA.
- › Global Executive MBA.
- › IE Brown Executive MBA.
- › Master in Finance.
- › Global Master in Finance.
- › Executive Master in Finance.
- › Tech MBA.

## UNDERGRADUATE

- › Bachelor in Business Administration.
- › Dual Degree in Business Administration + Laws.
- › Dual Degree in Business Administration + International Relations.
- › Dual Degree in Business Administration + Data & Business Analytics.
- › Dual Degree in Business Administration + Design.



IE BUSINESS SCHOOL  
IS ACCREDITED BY:



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

RANKED AMONG THE BEST BUSINESS SCHOOLS IN THE WORLD

#1

**Worldwide Online MBA**  
QR. April, 2020

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

#2

**Worldwide Online MBA**  
Financial Times, March, 2020

#3

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

**International MBA Worldwide**  
Forbes, October 2017

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

**Master in Finance for getting a hedge fund, private equity and asset management job placement**  
efinancialcareers, March, 2017

#4

**International MBA in Europe**  
Financial Times, January 2017

#5

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

**Master in Finance for getting an investment banking job**  
eFinancialCareers, March 2019

#6

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

**International MBA Worldwide**  
América Economía, May, 2017

#8

**International MBA Worldwide**  
QS, September, 2018

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



# My Studies



IE University encourages students to be proactive, participate and commit to their studies, in order to make the most of each experience throughout their journey.

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

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# FIVE REASONS TO STUDY THIS DEGREE AT IE UNIVERSITY

A sure path to success

## GAIN A GLOBAL OUTLOOK

The BBA program is globally focused. On campus, you will be immersed in a truly diverse community, with world-renowned faculty who inspire students to consider new perspectives. Students are also encouraged to challenge their worldviews by studying abroad and doing internships at top international organizations.

3

## FOLLOW A PERSONALIZED PATH

You will be the protagonist of your learning experience. In this program, you are responsible for building your own path to success and developing your unique personal brand. Early in the program, you will be able to start choosing elective courses to more fully explore your areas of interest.

4

1

### LEARN FROM TOP BUSINESS LEADERS

IE University is internationally recognized as a leader in business education. Learn from leading professionals and academics, and benefit from the close networks that IE University has with the global business world.

2

### MAKE THINGS HAPPEN

As a BBA student, you'll have access to the resources you need to kick-start your business journey and map your own future. With our entrepreneurial spirit and state-of-the-art facilities, IE University is the ideal place to explore your business ideas.

5

### STUDY AT A SCHOOL ACCREDITED BY AACSB, EQUIS, & AMBA

The Bachelor in Business Administration and IE Business School are accredited by AACSB, EQUIS, and AMBA. These benchmarks of quality demonstrate our status as a world leader in business education.

# STUDENT PROFILE

Defining your future

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

## THE BACHELOR IN BUSINESS ADMINISTRATION

IS FOR INDIVIDUALS WHO ARE driven by innovation, business-oriented and multifaceted, constantly inspired by new ideas and striving to turn them into reality.

LOOKING FOR a challenging and international business program with an experiential learning approach that empowers you as a leader to build a successful professional career and have an impact in the world.

### TO BECOME

- A consultant;
- A financial manager;
- Your own boss;
- A marketing manager;
- An investment banker.

## GRADUATE PROFILE

The person you will become is a professional capable of understanding global business dynamics with management capabilities, technical know-how and the leadership skills needed to succeed in today's competitive market. The person you will become is a business professional from IE University, prepared to lead a successful career at a global level, either in leading corporations or by setting up your own business.

# THE PILLARS OF BUSINESS ADMINISTRATION AT IE UNIVERSITY

Achieve international success

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.



**PREPARE FOR YOUR FUTURE WITH OUR COMPREHENSIVE CURRICULUM**  
This bachelor's degree is taught using a unique methodology that combines (a) Fundamentals, (b) Broadening Options, and (c) Practicals to ensure your academic journey develops smoothly. Fundamentals will provide you an in-depth understanding of the principles that underpin business dynamics. You will explore how different areas of business converge, breaking borders that have traditionally separated them in academic settings. Finally, Practicals will let you experience real-world applications of what you learn in class and how to have a positive impact in the business world.

**EXPERIENCE THE PERSONAL LEARNING JOURNEY**  
In this program, you will embark on a unique and personalized learning journey through which you will gain the skills needed to become a successful business professional. This learning journey, designed by the prestigious Triple-Crown-accredited IE Business School, has been built based on the real-world challenges you will face after graduating from the program, and on the competitive landscape business students encounter during their undergraduate education and beyond.

**CHALLENGE AND EXPLORE**  
During the program, you will challenge yourself to explore creative approaches and new ways of thinking. You will be immersed in an international environment, exposing you to the transformative power of a multicultural setting. You will experiment with your entrepreneurial skills by working on business plans and startup projects. Studying the humanities will help you understand the world around you and develop the skills to maneuver within that world. By learning and experimenting with the latest technologies, you will be at the vanguard of the digital world, positioning yourself to become a successful international business professional.

**PUT SOLID BUSINESS FOUNDATIONS INTO PRACTICE**  
You will find the perfect balance between academic learning and real-life business practice. From day one, you will start developing strong business foundations that you will apply to practical and hands-on courses and projects progressively. This unique methodology of merging foundations and practical components will allow you to experience the dynamics that define the business world throughout your academic journey at IE Business School. You will monitor your own performance through a personalized dashboard which provides you with an overview of your learning journey as you progress as a business student.

## WHAT IS BUSINESS ADMINISTRATION AT IE UNIVERSITY?



**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.

# STUDY PLAN

## The hunt for knowledge

### FIRST YEAR

The first year is designed to build a foundation for a successful BBA journey through the development of essential knowledge, skills and personal insights. Students are tested for levels of development, learn about expectations and standards, and become familiar with the values of IE including humanities, entrepreneurship and international collaboration. The curriculum covers key business subjects and introduces essential context and appreciation for the wider world in which business operates.

### SECOND YEAR

The second year of the BBA builds on the foundational blocks in year 1, and introduces a number of practical courses which tests and develops the student's skills and approach to business. Fundamental subjects become more complex and there is a strong element of finance and numeracy.

Practical projects in entrepreneurship and marketing expose students to the world of work and delivering results in teams. Students become more aware of the choices they need to make for years 3 and 4, and are given support by our academic teams in identifying key areas for development in order to succeed in specific early career paths. The introduction of technology courses shows the University's commitment to cross-disciplinary learning and insight into innovation.



**Melting pot**  
Diversity is central to IE University's identity. Each year, students of many different nationalities choose to begin their careers with us.



### THIRD YEAR

Students will continue the compulsory track in semester one, with subjects such as strategy and supply chain management which can build on the foundational courses of the first two years. These subjects benefit from the knowledge and experiences in the first half of the BBA. A practical assignment which consists of a cross-university Challenge project will help students apply what they have learned and combine with other subjects. Students continue their journey in semester two with personal choices in electives, study abroad, and internship. They can combine from a wide range of options, to follow their passion for specific subjects and career tracks.

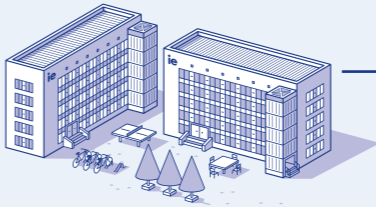
### FOURTH YEAR

The final year allows for continued specialization or a broadening experience, at IE University or a partner university. Electives and internships are available in semester one, followed by a final semester which includes the thesis project, a major team assignment, and the capstone strategic course. Students can also chose internships and electives as their final work in the months before graduation. The second semester brings all students on campus one last time, ensuring that the BBA is completed together as a community of learning and to celebrate the achievements from the past four years.

## Study Plan

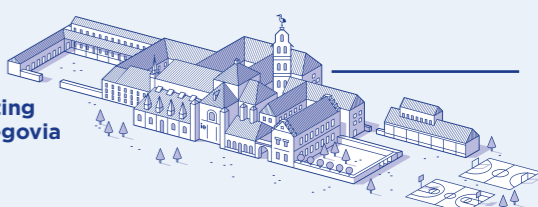
### LOCATION

#### Starting in Madrid



YEARS 1 2 3 4 Madrid

#### Starting in Segovia



YEARS 1 2 Segovia 3 4 Madrid

### FIRST YEAR

#### First Semester

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

#### Second Semester

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

### SECOND YEAR

#### First Semester

Capital Markets	Macroeconomics
Marketing Management	Statistics & Data Analysis
Entrepreneurship & Innovation	Business-Driven Information Technologies

#### Second Semester

Marketing in Action	Business-Driven Information
Financial Reporting & Analysis	Operations Management
Organizational Behavior	Global Economic Environment
Technological Innovation	

### THIRD YEAR

#### First Semester

Management Control	Supply Chain Management
Strategies for Competing in Industries and Markets	Business Law
Human Capital Management	Data Analysis for Economics
	IE University Challenge

#### Second Semester

Elective Courses (IE/Exchange)

### FOURTH YEAR

#### First Semester

Elective Courses (IE/Exchange/Internship)

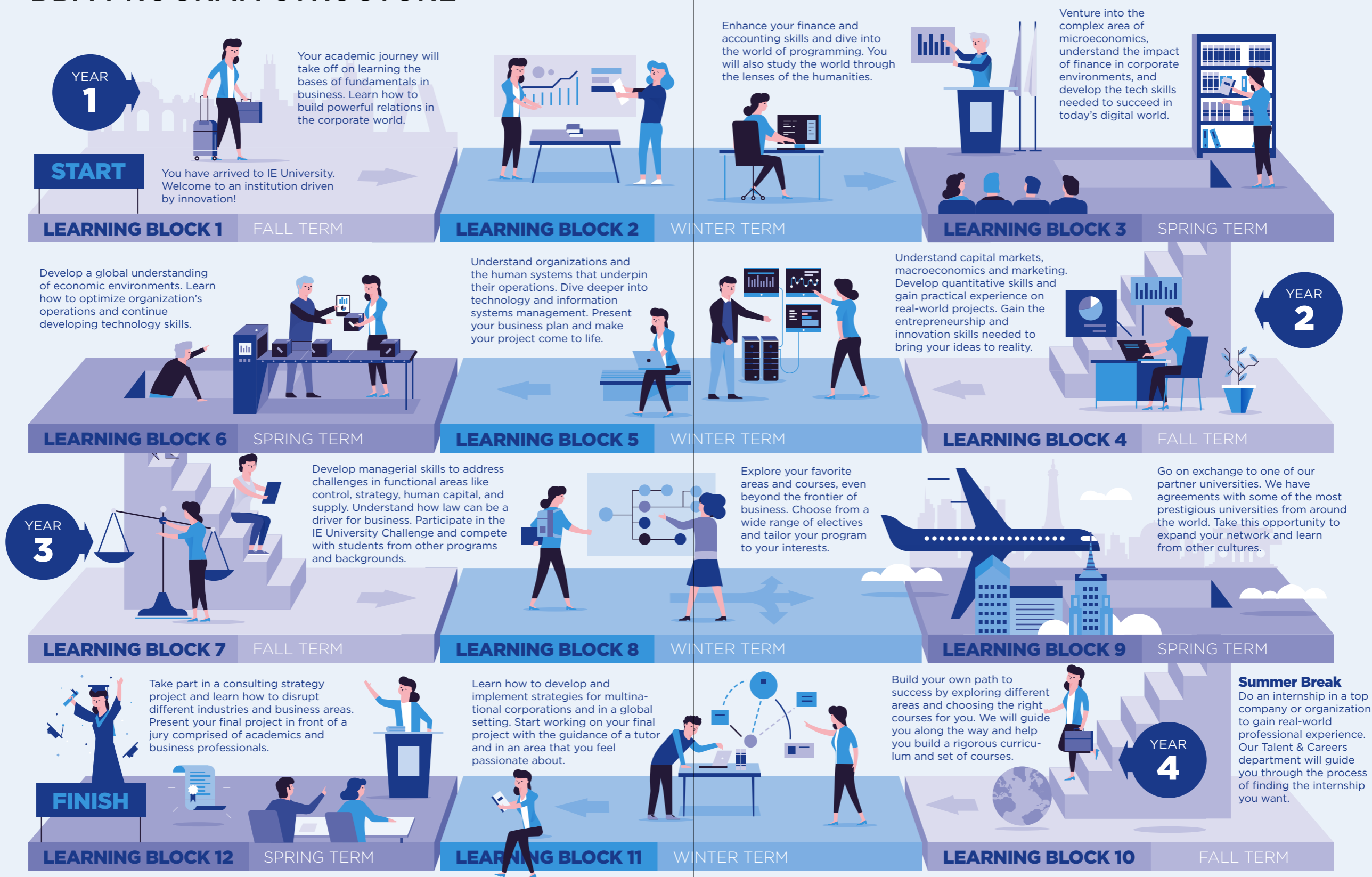
#### Second Semester

Strategies for the Multinational Corporation	Final Project
Strategies in Disruptive World	Elective Courses (IE/Internship)

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

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

# BBA PROGRAM STRUCTURE



# “For us, the BBA student of the future will be a student who is very ambitious, someone who wants to change things in the world”

**Marc Smelik,**  
*Associate Dean  
of Undergraduate  
Programs at IE  
Business School*

## **What is the Bachelor in Business Administration?**

The Bachelor in Business Administration (BBA) at IE University is an innovative program that focuses the learning for all our bachelor students in business on the world of work and, in particular, how they're going to use all the skills and knowledge that they gain here at IE University for the world of work of the future. We know that jobs are going to change, we know that the industries in which they're going to work in are also going to change very rapidly. It's important for our students to understand this and also to really appreciate how they're going to use those skills and push the change, not just live with it

## **Why is this program unique?**

The BBA program is unique for three key reasons. The first reason is that we focus on the practical, not just on the theoretical. You get a good grounding in the subjects that you study, but at the same time, you're going to be working with companies and with people from the industry to really implement and understand how this works in practice. The second part is that we are the most international BBA in the world. We have more than 130 nationalities represented on our campus and when you come to our program, you're going to be working in multicultural, multinational teams. And the third one is that we have a very specific structure to the program. We actually structure

our program as an individual, personal learning journey. So, you'll come to IE University to shape your program in the way that you want. But, at the same time, we have a fundamental structure which comprises three key components.

## **What are the fundamental courses?**

The fundamental courses that you do at IE University provide the foundation; the basis of your knowledge and your credibility as well in the labor market in the future. When you do a business degree you must understand the principles of marketing, finance, accounting, HR, and strategy. And these courses are built into all the years of the BBA. We will stagger these courses in a way that makes sense so that you will learn about basics to start with and you build your knowledge as you go along in the courses.

## **What are the broadening options?**

The world of business doesn't operate in isolation. Society is changing, people have opinions, populations and cultures have an impact on how business is conducted in different markets and, so, our students need to understand what the major trends are and how they actually use the knowledge from different fields and disciplines. Our broadening components give the knowledge to our students, and the insight on how to apply this in the world of business. In particular, we are interested in components of humanities, technology and entrepreneurship.

## **What are the practical courses?**

The BBA believes very strongly that, ultimately, your success is determined by how you can execute and how you can implement ideas: not just about what you know. So, we give you knowledge, but what we really find very important, and we measure and we monitor as well in every single student, is how you develop the skills that allow you to execute projects, business plans, change processes in companies on an international scale.

## **Who should study the BBA?**

The perfect candidate for the BBA program has a number of attributes, and particularly the kind of attitude to learning and to what they want to do in the world. We know that the world is changing very fast, in many different markets and in different parts of the world, and so, our students who come here are hungry to understand this international connection and this framework of global business.

## **What would be your advice to someone who is thinking about studying the BBA?**

I would advise you to look at yourself and say, "why do I want to learn, and what do I want to do with it?" This is a question that we find very important. Because this is a personal journey on the BBA, and so for you as an individual, it's about setting objectives and having ambition to make a difference. For yourself, but also for the companies in which you're going to work.



# LANGUAGE PROFICIENCY TRACK

Develop the English skills needed to have a successful international career in business

Studying business administration at IE University means being immersed in an international environment and facing challenges at a global scale. In order to prepare you for the real world and avoid language constraints, our *Bachelor in Business Administration* is fully delivered in English. For those who need to improve their English language skills in order to study business in its 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 fully in English in the BBA program at IE University. This track is led by the IE Business School and it is available for first year BBA students. It will allow you to access the Bachelor in Business Administration 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, here you will go

through the first unit of the *English Proficiency Course* and *Business English*, and you will study courses like *Mathematics* and *Writing Skills*, all in English.

**2. Continuous support throughout the first year:** in addition to your regular BBA subjects, throughout your first year you will have some mandatory courses that are meant 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. 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 by a summer course abroad or English classes in an academy, since it is part of the BBA program and you will learn specific content that's relevant to your business studies.
3. The reinforcement subjects are compulsory and cannot be replaced by other courses.
4. In their second year, all LPT students will study the exact same subjects as the other BBA undergraduates.

THIS IS HOW YOUR FIRST BBA ACADEMIC YEAR WILL LOOK IF YOU DO THE LPT



# PROFESSIONAL CAREERS

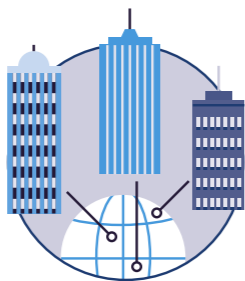
## A world of opportunity

Once you finish your degree, you'll be ready to continue your career in a wide range of areas such as consulting, multinational companies and startups.



### CONSULTING

As a consultant, you'll be able to advise businesses and organizations on how to optimize their strategies. You will also conduct research and collect data to understand organizations and how they operate. You will have the opportunity to work with different stakeholders in a wide variety of consultancy projects and fields, and implement business solutions across all business functions and areas.



### MULTINATIONAL COMPANIES

If you've always pictured yourself working for a multinational company, now is your chance to do it! By joining one, you'll be able to make an impact working in diverse business areas like finance, accounting, marketing, operations and human resources, among others. You'll be able to follow a career path that focuses on a specific area, becoming a successful marketing, finance or operations manager and director. You will be able to work with businesses at a global scale and in the multinational arena.



### STARTUPS

Entrepreneurial ventures are also a great way to develop your career. As a business owner, you can try new innovative processes to optimize business functions, and use your creativity and entrepreneurship to come up with new business ideas. You will also be able to create and implement solutions to improve competitiveness, and develop business strategies to compete effectively in entrepreneurial markets.

## From IE University to Nike headquarters

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

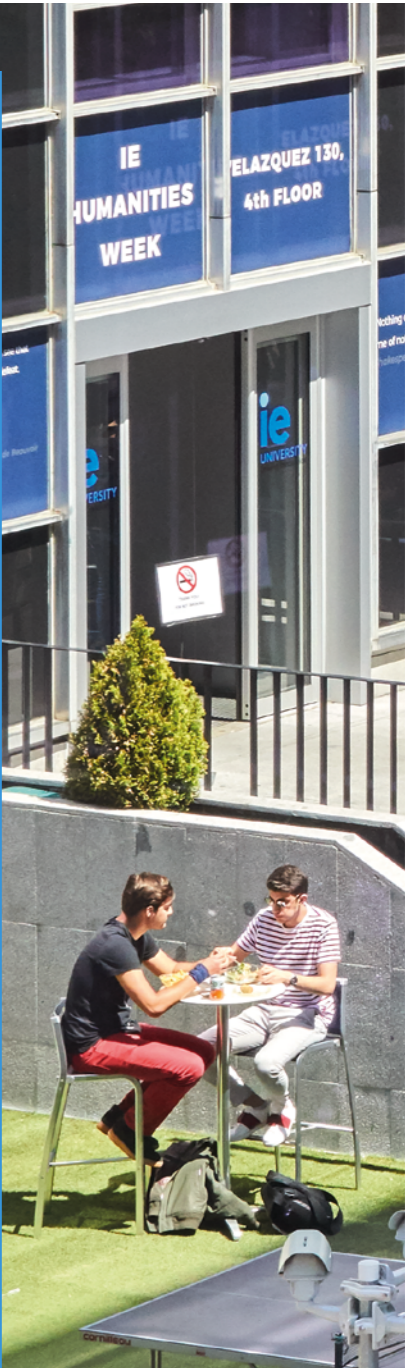
"I am working in the digital marketing department at Nike, at the European headquarters. I

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."



SCAN FOR  
MORE STUDENT  
STORIES





# WHAT YOU'LL WALK AWAY WITH

## POWERFUL RELATIONSHIPS

Teamwork and interpersonal skills are keys to success in both this program and the fast-changing business world. Right from the start, we open your eyes, help you embrace diversity, and give you the tools you need to cultivate valuable professional networks.

## A VARIED SKILL SET

These components will allow you to apply business foundations to real-life scenarios in areas like:

**Marketing:** Create strategic marketing plans for real-world companies to address commercial challenges.

**Entrepreneurship:** Develop an entrepreneurial mindset to cultivate your business ideas and turn them into reality.

**Personal Development:** Have access to all the resources you need to improve your skills in self-awareness, team building, emotional intelligence, and career planning.

**Technology:** Explore the areas of technology that are redefining the business world and learn the foundations of programming and data applications to gain tech fluency.

**Strategic Disruption:** Recognize and harness the impact of disruption in shaping corporate strategy dynamics.

## A WELL-ROUNDED PERSPECTIVE

The study of the humanities, technology, and entrepreneurship build on IE University's values. They foster creativity and the development of inquisitive minds. These areas will help you enhance your complex problem-solving skills and face global challenges.

## INTERNATIONAL EXPERIENCE

You will have the opportunity to go on exchange to our international partner institutions and do internships in global corporations. You will also be able to participate in international team competitions, conferences, and challenges sponsored by global corporations and academic organizations.

## ELECTIVES ACROSS DISCIPLINES

The choice is yours. Create your personal brand by picking your favorite topics from a diverse range of electives which will allow you to explore beyond the traditional boundaries of business. Combine courses from cross-disciplinary areas like finance, strategy, marketing, leadership, entrepreneurship, digitalization and technology, global society, humanities, creativity, and personal development.

# THE DUAL DEGREES

## Two fields of study in one program

The Dual Degrees at IE University offer students the opportunity to graduate with two bachelor's degrees by completing an additional year of academic studies. These prestigious programs are a great option for students who want to focus their careers in two distinct yet connected fields of study. By combining two diverse subject areas, our Dual Degree students develop a multidisciplinary profile, enabling them to play important roles in solving complex global issues where boundaries between disciplines continue to disappear.

### DUAL DEGREES IN

#### BUSINESS ADMINISTRATION + LAWS

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 IE University: academic excellence, an entrepreneurial spirit, and an international environment with essential connections to the business world.

#### BUSINESS ADMINISTRATION + INTERNATIONAL RELATIONS

The Dual Degree in Business Administration and International Relations offers a comprehensive look at international affairs and business. Students explore political, economic and social systems to understand how these areas interact with the world of business. The program combines the expertise of two prestigious, globally focused Schools; IE Business School and the IE School of Global and Public Affairs.

#### BUSINESS ADMINISTRATION + DATA & BUSINESS ANALYTICS

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.

# FIVE REASONS TO STUDY A DUAL DEGREE AT IE UNIVERSITY

- 1

**BUILD A WELL-ROUNDED PROFILE**  
Our Dual Degree programs integrate two different yet converging fields. This allows you to learn about two areas that you're passionate about and increase your potential in both fields. Holding this type of holistic degree means you will have a unique skill set and versatile training, equipping you to play an active role in the world.
- 2

**EXPAND YOUR CAREER POSSIBILITIES**  
Studying a Dual Degree grows your career options. You will have a more competitive profile with broad knowledge and skills in multiple fields and will stand out with top companies and headhunters. You'll have the flexibility to move between different fields, sectors and industries.
- 3

**ENHANCE NETWORKING OPPORTUNITIES**  
Pursuing two different degrees will help you broaden your professional network and make diverse connections. Developing professional relationships in two different fields will put you ahead of the game when starting your professional career in a world where the line between one profession and another is increasingly blurred and each depends on the other.
- 4

**EARN TWO FULLY ACCREDITED DEGREES**  
When completing a Dual Degree, you effectively graduate with two distinct undergraduate degrees, achieving a unique professional profile that few people possess. All of our Dual Degree programs are fully compliant with the Bologna Process and accredited by the Government of Spain and the European Higher Education Area (EHEA).
- 5

**CUSTOMIZE YOUR CURRICULUM**  
At IE University, education is student-centered. You will be able to personalize your study plan in order to reach your career goals. As a Dual Degree student, you will be able to build your own educational experience, deciding how to use your time. Our faculty will guide you, helping you complement core courses and create a holistic profile that is geared towards your future.





# My Enrichment Opportunities



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

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

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

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

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# IEU LABS

## Learn by doing

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

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

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

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

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

“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 Sánchez,  
Director of IEU LABs and Business  
Administration Undergraduate Studies

### Start-Up Lab

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

**Sample project:**  
**PAELLA CHEF**  
**Objective:** specialize in the creation and distribution of canned paella in Spain and the rest of the world.  
**Best things about it:** we got to start a company from scratch and be present at each step of the process, from the business plan to the corporate image. We knew that in June we were presenting to real investors, which was very motivating!  
**Most challenging aspect:** customer acquisition. Even though we stated how we were planning on reaching out to customers—through paid research, organic research/SEO, PR, social media, inside sales, etc.—we ended up realizing that some of our assumptions were wrong or too expensive, so we had to rethink our customer acquisition protocols.

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



### Marketing Lab

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

**Sample project:**  
**PÉREZ-LLORCA**  
**Objective:** analyze a law firm’s website, compare it with the global market and come up with a proposal that will differentiate it from its competitors.  
**Best things about it:** meeting with the client to obtain feedback and adapt our proposals to best meet their requirements and needs. Knowing that they were going to implement our ideas was a huge motivation.  
**Most challenging aspect:** finding the perfect balance between being creative and innovative while also staying loyal to the brand’s image and values.

### IR Lab

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

**Sample project:**  
**WEBER SHANDWICK**  
**Objective:** analyze the political, social, economic, and legal trends that Weber Shandwick’s multinational clients must be aware of while doing business in different countries, in order to propose an institutional relations and communication strategy.  
**Best things about it:** the opportunity to work in multidisciplinary teams, guided by Weber Shandwick experts, and identify industry insights that allowed us to come up with accurate analyses and proposals.  
**Most challenging aspect:** presenting results and strategy proposals to the clients that were worthy of Weber Shandwick’s reputation and market standards.

### Social Impact Lab

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

**Sample project:**  
**FINANCIERS WITHOUT BORDERS NGO**  
**Objective:** develop a microcredit project and a basic financial literacy course to improve the socioeconomic conditions of the Larbie community in Awutu, Ghana.  
**Best things about it:** we got to travel to Ghana for research and data collection, which was a fantastic experience. All the information we obtained was used to provide financial and organizational recommendations so that the institutions we were working with could achieve enough sustainability to become attractive to private investors.  
**Most challenging aspect:** knowing that all of our decisions were going to affect real people.



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

## D-Lab

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

### Sample project:

#### FROM LIMIT TO LIVE IT

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

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

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

## Finance Lab

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

### Sample project:

#### ONE-TO-ONE CORPORATE FINANCE

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

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

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

## Legal Clinic

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

### Sample project:

#### PRODIS

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

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

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



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



## Sports Lab

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

### Sample project:

#### ATLÉTICO DE MADRID

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

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

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

## Communication Lab

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

### Sample project:

#### VOICES OF THE ROYAL THEATER

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

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

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



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

Carmen,  
Finance Lab

# INTERNSHIPS

Develop a unique professional profile

We understand that real-world professional experience is fundamental within the field of business, and for that reason the *Bachelor in Business Administration* 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, Santander, BBVA, Holcim, Everis, Essar, Ernst&Young, KPMG, Bank of China, McCann, and Telefonica, among many other prestigious global companies.



McCann's new offices in Madrid.

“I learned not only how the advertising industry works, but also how important a company’s communication strategy can be”

**Andrea Castillo**  
*Bachelor in Business Administration*

**How was the recruiting process—steps, tests, interviews?**

I sent my CV, and a few weeks later I received a call from HR and was asked to go to the offices to be interviewed. Days later, I was interviewed by the person who would end up being my boss, and overall the whole process was a very smooth one.

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

I was an account executive trainee, so I mainly coordinated and supervised some of the campaigns that the agency was working on for the client I was working for (IKEA). By understanding the client's needs, I worked together with other McCann creative staff members to produce successful local and national campaigns.

**What was the highlight of this experience?**

Discovering how the advertising and communication world works, and learning how to carry out an effective advertising campaign in just a few months.

**How do you think you benefited from this experience?**

I think I learned not only how the advertising industry works, but also how important a company's communication strategy can be, and that successful advertising campaigns take a long time to come to life since many entities can be involved in such processes.

**What are your future career aspirations?**

I hope to work in Marketing or General Management for a company that can shape or be relevant in people's lives.

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

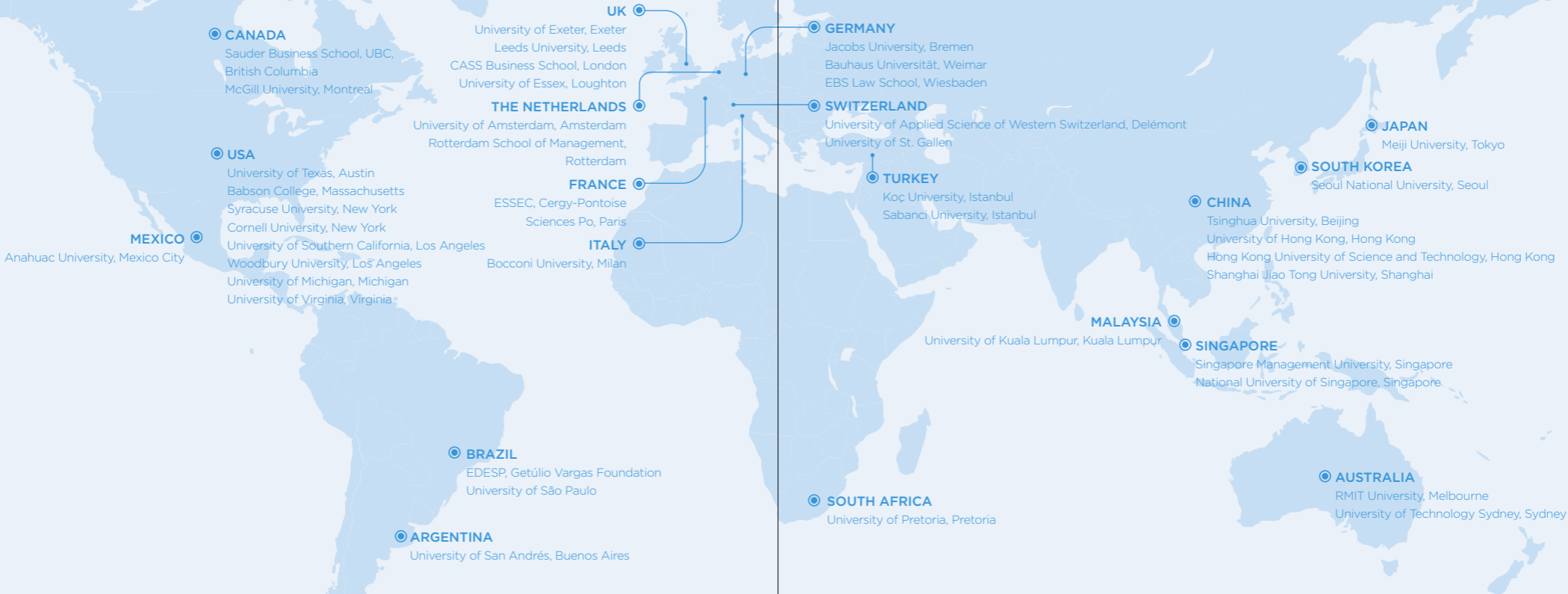
I'd tell them that the most important thing they need to do is know what their future career aspirations are and what type of internship can help them be better prepared to get where they want to be in a few years. At the same time, I'd encourage them to be persistent through the whole process since sometimes it can be hard to get the type of internship you want when you have no previous experience.



# STUDY ABROAD

## The world in your hands

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.



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.

### UNIVERSITY OF MELBOURNE AUSTRALIA

“For me, an exchange was a perfect opportunity to go on an adventure to the other side of the globe, especially after graduation and landing a job, making the move to another country for pleasure can be quite hard to manage.”



EMILIJA BERZANSKAITE, Lithuania  
Dual Degree in Business Administration and Laws

### NORTHEASTERN UNIVERSITY UNITED STATES

“When I look back my time at Northeastern University in Boston, there’s always something new that I can take from my time abroad and I am so grateful for the experience.”



TOMOMI DAMBARA, Japan  
Bachelor in Architectural Studies

### UNIVERSITY OF TEXAS UNITED STATES

“Living abroad has an unthinkable amount of advantages. Not only do you step out of your comfort zone, but you also meet amazing people along the way that will help shape your career.”



JESÚS PASCUAL, Spain  
Bachelor in Communication and Digital Media

### NATIONAL UNIVERSITY OF SINGAPORE SINGAPORE

“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.”



ELISE EL NOUCHI, France  
Bachelor in International Relations



A DAY IN THE LIFE OF...

# “IE University gives you many opportunities to get involved in the university life”

**Salvador Mompeán**  
*Dual Degree in BBA and International Relations*

Are you wondering what it's like to be a Business Administration undergrad at IE University? One of our students told us a bit about his daily routine, his favorite subject and what he likes most about studying at IE University!

## IE University highlights

What I like most about IE University is its mix of international students, which can be found in no other Spanish university. It's a very enriching experience to share the classroom with Moroccan, Colombian, Lebanese, and French students (just to mention a few) at the same time.

## On extracurricular activities

In my first year, I started a club called the *IEU Conference Club*, in which we invite inspiring speakers to share their experiences with us. I have also been a mentor and I am currently part of the Student Government. Outside of IE University, I volunteer for an NGO and have recently taken up crossfit.

## Favorite subjects?

My favorite subjects at IE University are those related to *Business Administration*, because they enable me to comprehend how a business should be managed in order for it to be successful. I also enjoy *International Relations* because it helps me understand how the world works and how those running it operate.



- 8:00** Have breakfast.
- 9:00** Organize myself for the day.
- 9:30** Review what I learned in my classes the previous day.
- 10:30** Classes.
- 13:30** Have lunch with my classmates somewhere near campus.
- 15:30** More classes.
- 17:00** Meeting with the officers of the IEU Conference Club.
- 17:30** Meeting with the Student Life department/Student Government team/classmates to work on an assignment.
- 18:00** Crossfit workout.
- 19:00** Complete assignments and study.
- 21:00** Have dinner.
- 22:00** Read, watch a movie or chill out with my friends from the residence.

**Note:** during midterms and final exams, studying takes up a larger part of my schedule.



Salvador Mompeán, founder and president of the *IEU Conference Club*, presenting a conference for the Oliver Wyman firm.



STUDY ABROAD

“IE University provided me with the global approach I was looking for”

by Matthias Hubatschek,  
Exchange Student at the University of St. Gallen, Switzerland

**Why did you take the initiative to go abroad?**  
Having lived in many different places all around the world, such as London, New York, Seoul and Boston, I’ve gained exposure to different cultures in multiple ways. 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, as it always defined my individual career path and I wanted to maintain this level of internationality. This was one of my main motivations for transferring to IE University in 2014. As a result, I’m currently doing an IE University exchange at the University of St. Gallen in Switzerland. Afterwards, I’ll be doing another one at St. Petersburg University in Russia, before going back to Spain to finish my last semester at the IE University campus in Madrid.

**What are the biggest advantages of living abroad?**  
It’s all about the interpersonal experiences. Mingling and dealing with a broad variety of people provides you with an empathic understanding of people from different cultures and backgrounds, and with different points of view on certain subjects. It also prepares you for the future, making you capable of handling different types of people in a work environment. Studying abroad allows you to learn incredibly valuable things for your future outside the classroom.

**Why did you choose the University of St. Gallen?**  
The University of St. Gallen is considered one of the best universities for Business Administration in Switzerland, and is ranked amongst the best universities worldwide. Their *Master in Management* is ranked number 3<sup>rd</sup> worldwide, September, Financial Times 2017 ranking. I’m German, and after all the time spent abroad, it was important for me to have a university experience close to home. St. Gallen is about three hours away from my hometown by car. In my opinion, this quiet city is a good alternative to the fast-paced life and distractions of big cities. This makes it a great place to realize your potential and grow. I really appreciate their efficient academic approach, which is reflected in their short semesters. Classes are very informative, of a very high standard, fast-paced and accessible. The professors are real professionals and possess the necessary expertise to explain complex underlying concepts really well and in an effective manner.

**What would you recommend to future exchange students?**  
Gain as much international experience as you can by studying or doing internships abroad. Try to diversify your insight, as you would diversify the risk of your investment portfolio. The best investment you can make, which is not affected by any market, is the one you develop through your own skills. So get yourself out there!



“The flexibility IE University provides when it comes to adapting the program to your needs opens up a whole new world of opportunities as a student”

MY JOURNEY SO FAR...

“I found in IE University the flexibility to adapt a program to my needs”

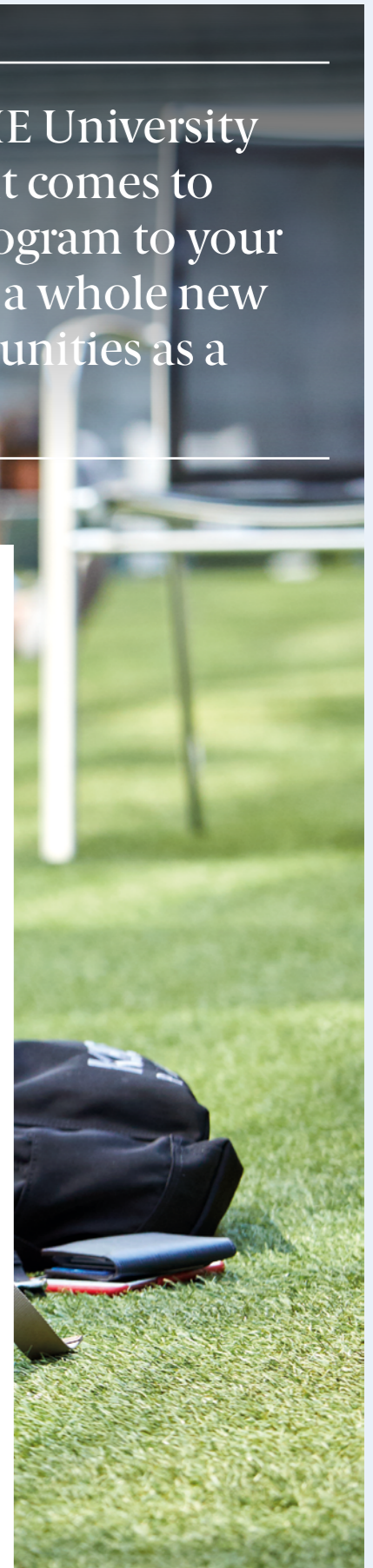
**Jaime de la Hoz**  
*Bachelor in Business Administration*

I'm from Vigo, Spain, but I've always considered home the place where my family and friends are, no matter the country. Four years ago, I started my studies in Segovia, a small but lovely city, and after two years I had the opportunity to transfer to the campus in Madrid. It was amazing to experience the best of both worlds.

I decided to study Business Administration at IE University since I've always been passionate about commerce, and the experience definitely surpassed my expectations.

After my second year, I did an exchange in the U.S. and an internship, and while always having enough

time to become immersed in other projects and extracurricular activities, which allowed me to meet a lot of interesting people. We proudly call ourselves the “IE University Community,” and I must say there were infinite opportunities for me to contribute to it; I was part of the Sports Monitoring Lab for two years, a delegate for four years, a teaching assistant in Mathematics I and II, and a co-founder of the Humanitarian Club and the Marca España project at IE University. In a nutshell, my experience at IE University was as complete as it possibly could have been and in the future, maybe after starting my own business, I would like to be an associate professor there.





IE University  
campus in  
Segovia.

# My University

From the very beginning, you will undergo a transformational experience that will enhance your personal 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 will shape who you are and who you will become. It will connect you to the world and guide you on your unique path towards achieving your goals.

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# FIVE REASONS TO STUDY AT IE UNIVERSITY

1

## CONNECT WITH A DIVERSE AND ACCESSIBLE FACULTY

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

2

## TURN YOUR IDEAS INTO REALITY

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

3

## PERSONALIZE YOUR PATH TO SUCCESS

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

4

## EXPERIENCE A PRACTICAL LEARNING METHODOLOGY

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

IE University is ranked #3 worldwide for innovation in teaching methodologies \*

5

## BUILD THE PATH TO YOUR FUTURE

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



## IE UNIVERSITY RECOGNITION

### Prestige and performance

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

#1

University in Spain

#7

University in Europe

#25

University Worldwide

**TIMES HIGHER EDUCATION**  
Global University  
Employability Ranking 2019

#1

University in Spain

#3

Best Bachelor in Business Administration Worldwide

#5

University in Europe

**\* YOUTH INCORPORATED**  
Global University Rankings 2020

#7

in Recruiter Satisfaction Worldwide

#6

in Student Satisfaction Worldwide

#19

Top University Worldwide

# IE UNIVERSITY CAMPUS

Your home away from home

As a student at IE University, you will gain an international outlook and global connections. You will benefit from diverse perspectives and experiences as you study with peers from around the world. Each year, an average of 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.



IE University campus in Segovia in the foreground. In the background, a view of the historic center.



Students after class socializing near the cafeteria in the IE University campus in Segovia.



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



IE University 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 120 clubs, which are divided into six areas: arts, sports, social causes, debates, entrepreneurship, and academics.

Below are some the clubs you can take part in.

### IEU CONFERENCE CLUB

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

### IEU GREEN CLUB

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

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

### IEU HUMANITARIAN CLUB

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

### IEU MUSIC CLUB

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

### IEU SPORTS CLUB

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

"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



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, futsal, rugby, basketball, and tennis. In addition, IE University has special deals with several gyms and fitness centers, to make available other sports such as golf, tennis, padel, swimming, and many others.

Tryouts for IE University's official teams take place once every year, at the beginning of the fall semester.

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

Ola,  
IEU Green Club



# EMPLOYABILITY

Launch your career internationally

IE University is  
ranked #7 for Career  
Services Worldwide

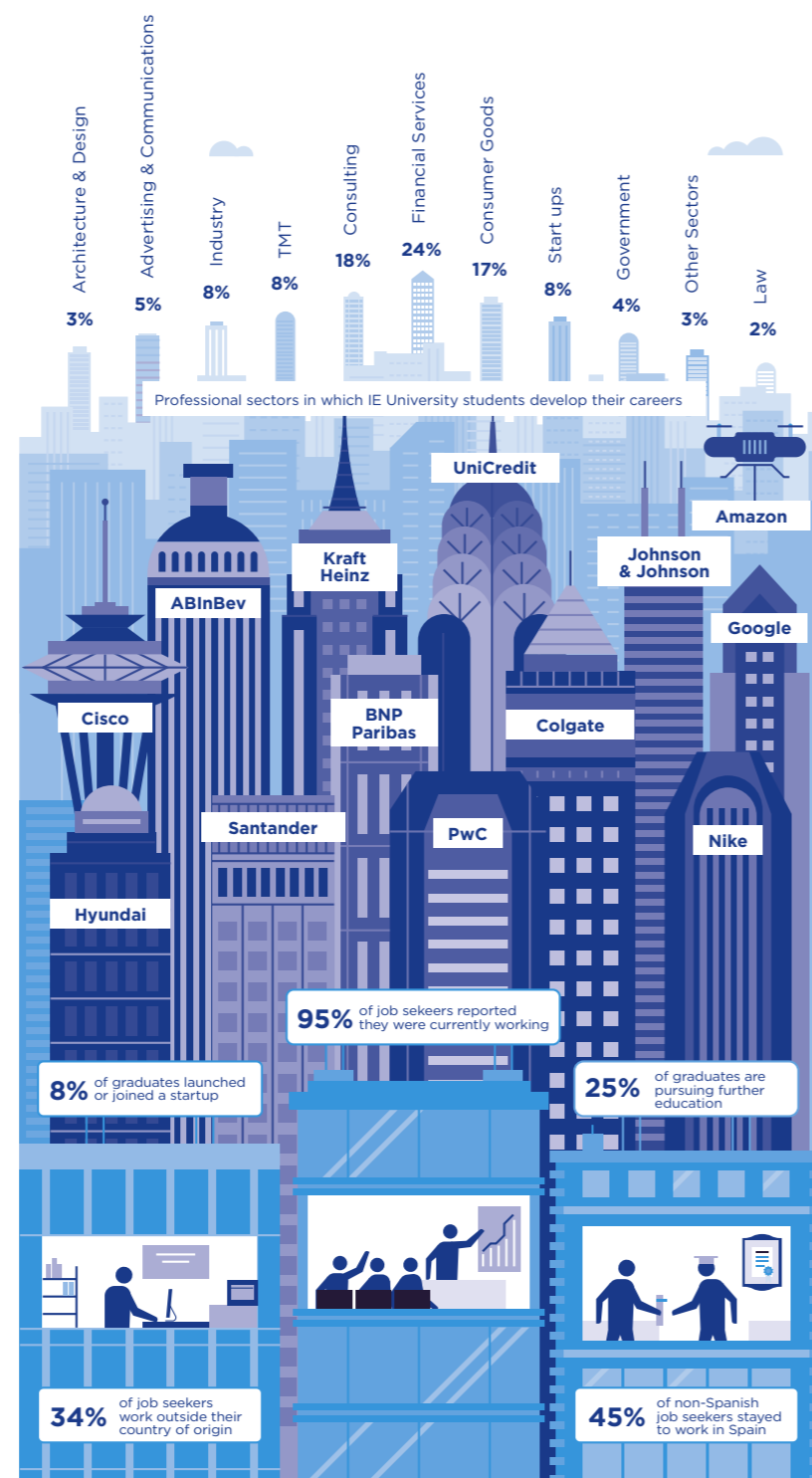
Youth Incorporated  
Global University Rankings 2020

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.



\* Data reported by IE University's Class of 2019 job seekers

# ALUMNI

Life after IE University

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

As an IE graduate, you'll join a global network of more than 45,000 people in over 130 countries.

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

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

# 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

Take IE University's admission test or international admission tests: the SAT, ACT, CAS, or LNAT. 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 either at the campus in Madrid or Segovia, 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 ques-

tions 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)

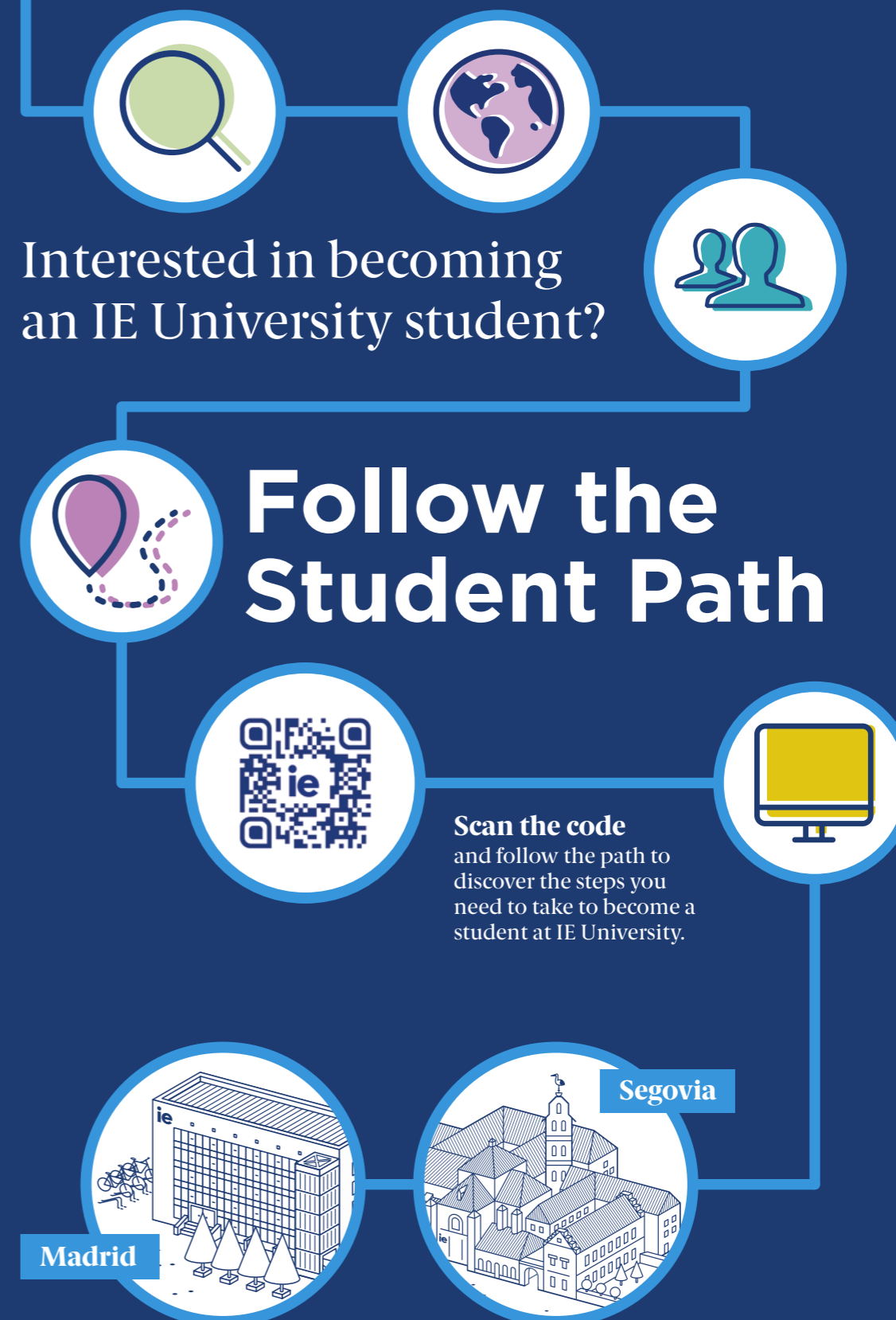
Personal interviews are held either at the IE University campus in Segovia or Madrid, or at any of our 29 international offices. In extenuating circumstances we can arrange an online interview. The interview will allow us to get to know you better, and further assess certain qualities, such as your personality,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



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to you should you need  
any additional information.  
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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 IE University's website.*

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