BACHELOR IN

Data and Business Analytics

Harness the power of data to transform the world

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

ie
UNIVERSITY
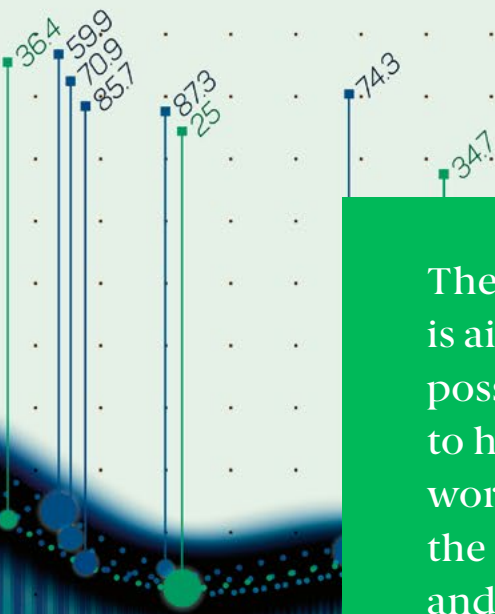
The Bachelor in Data and Business Analytics is aimed at analytical driven individuals who possess strong critical thinking abilities and wish to harness the power of data to transform the world. This revolutionary degree, designed with the expertise of the IE School of Human Sciences and Technology, prepares the next generation of global pioneers who can collect, manage and analyze 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.

VIEW THE
INTERACTIVE
BROCHURE
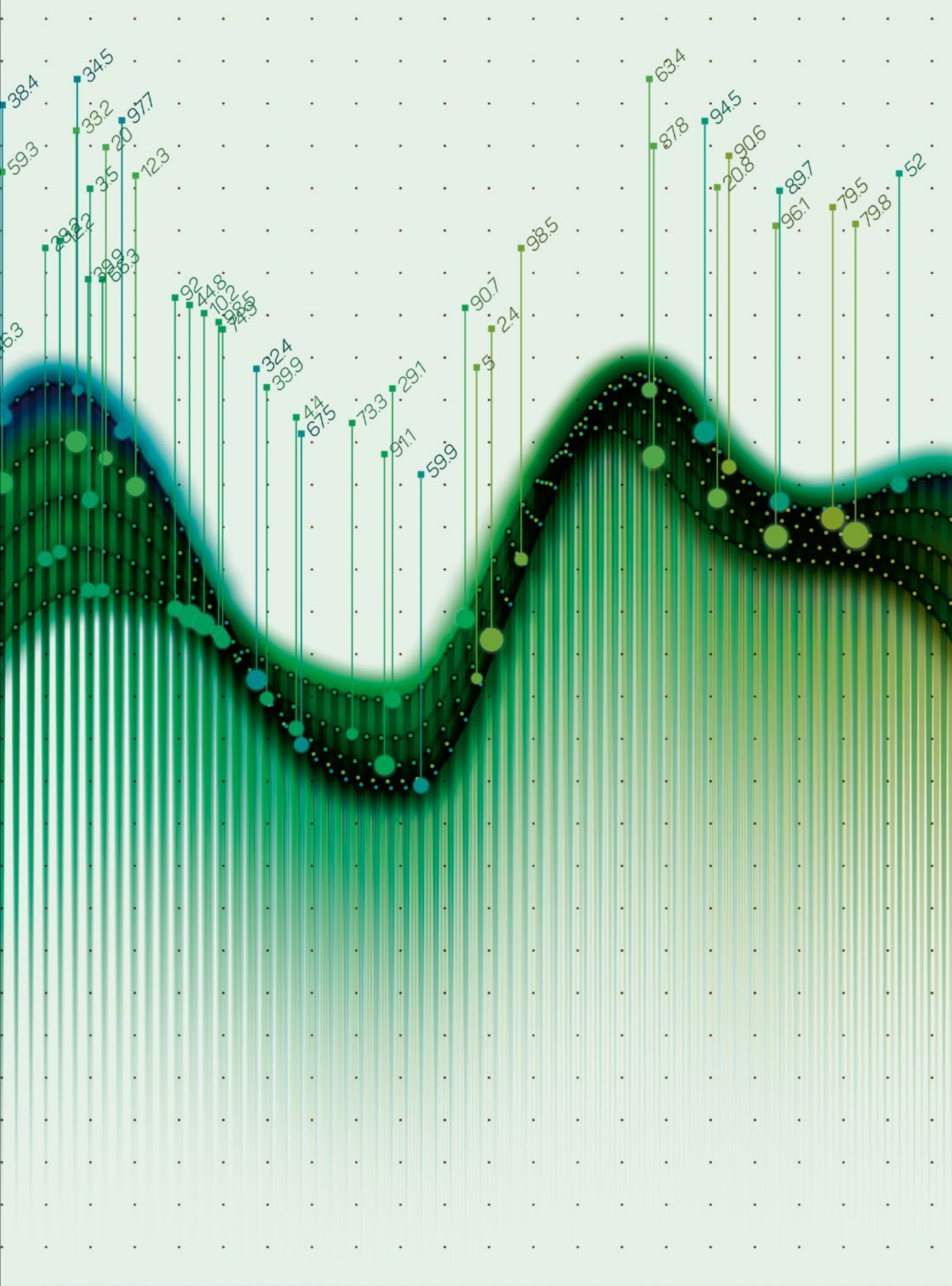
You've just opened the brochure that will guide you through the first steps to becoming the person you want to be. It will give you a detailed view of the IE University student experience and, specifically, what life is like as part of the IE School of Human Sciences and Technology. Learn firsthand about 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.

DEAR STUDENT,

The world is changing. Data and technology are shaping our lives in ways we have never anticipated. Businesses are racing to harness the power of data to help in their journey towards digital transformation. At IE School of Human Sciences and Technology, we are at the forefront of this revolution.

Are you ready to join us?

If you are reading this, then you certainly are.
You are about to begin the most exciting journey of your life by joining one of the newest and most demanding bachelors at IE University: the Bachelor in Data and Business Analytics. This journey into the world of data science is filled with challenges, hard work, excitement, and fun.

Over the next four years, prepare yourself to work hard. Get ready to study statistics, mathematics, and coding. Brace yourself to become an expert in data analysis, wrangling, modeling, and simulation. Gear up to use various programming languages and apply your knowledge to social, economic, behavioral, health, and business situations. In addition, you will learn the soft skills that will make you a team player, a leader, and a powerful debater. You will participate in national and international competitions, study abroad as part of our exchange program, and put your knowledge to the test by participating in curricular and/or extracurricular internships. Prepare yourself to maximize your potential and, most importantly, get ready to explore yourself and evolve into the person you want to become. It's your time to become the architect of the future and lead the world of digital transformation.

Throughout your stay, I encourage you to build new and long-lasting friendships, to explore your surroundings, and to enjoy the campus and all that IE University has to offer. Embrace our tradition, diversity, commitment to excellence, and, most importantly our core values. Always remember to challenge and push yourself: aim high! Trust me, it'll be worth it.

Finally, feel free to reach out to us anytime; we are here to assist you on anything you may need. We have a team of top-notch professionals, professors willing to go the extra mile to assist you in your learning experience, and the latest technologies and teaching methodologies, all at your disposal.

On behalf of my team, both faculty and staff, I would like to thank you for the trust you have placed in us.

Kind regards,

Rafif Srour
Academic Director of the Bachelor in Data & Business Analytics

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

Our bachelors, masters, and executive programs put 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.

OTHER BACHELORS BESIDES THE BACHELOR IN DATA AND BUSINESS ANALYTICS:

Bachelor in Communication and Digital Media

IE University's program 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 hands-on approach in the practice of communication; with a strong corporate and content creation focus. It offers our students the skills required to create, shape, deliver and measure successful communication strategies in a wide range of formats and platforms.

Bachelor in Behavior and Social Sciences

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.

Bachelor in Economics
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.

Bachelor in Computer Science and Artificial Intelligence
This is a top-tier program for disruptive individuals aspiring to change the world of technology as we know it. In this degree, participants use design theory and innovation to build digital technology that breaks new ground.

Dual Degree in Philosophy, Politics, Law and Economics + Data and Business Analytics

Dual Degree in Business Administration + Data and Business Analytics

MASTERS
› Master in Business Analytics & Big Data.
› Master in Market Research & Consumer Behavior.
› Master in Visual and Digital Media.
› Master in Corporate & Marketing Communication.
› Global Master in Business Analytics & Big Data .
› 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 & Innovation Leadership.
› Master in Digital Marketing.

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.

FIVE REASONS TO STUDY THIS DEGREE AT IE UNIVERSITY

A sure path to success

BUILD A UNIQUE PROFILE

You'll learn a wide range of quantitative methods, statistical models, analytics tools and computing techniques that will allow you to drive innovation and change in the fast-moving digital transformation era. You'll build a unique professional profile and develop the capability to create value and play a key role in overcoming challenges.

LEAD TRANSFORMATION

Data is transforming every sector and industry on a global scale. In this program, you'll learn how to identify the global problems faced by businesses and societies, in order to lead this transformation. You'll develop the necessary skills to design technologies and strategies and become an influential part of the strategic decision-making processes of companies and organizations.

3

4

1

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HARNESS THE POWER OF DATA

The massive amount of data being generated globally exceeds the current technological capacities to analyze it. Companies and institutions need professionals who are capable of harnessing the power of data to extract true value from it.

BECOME A DATA SCIENTIST

Data scientists are the experts who identify, collect, analyze and interpret data to drive transformation. They're leading professionals who face the challenge of extracting insights from data sources by using and designing cutting-edge analytics, methods and technologies.

EARN A FULLY ACCREDITED DEGREE

The Bachelor in Data and Business Analytics is fully compliant with the Bologna Process and is accredited by the Spanish government and the European Higher Education Area (EHEA).

* This program is under validation process and is subject to change.

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 of prestigious academics, successful professionals and industry leaders. Through a student-centered methodology and personalized paths, IE University helps students to enhance their unique value and play a leading role in shaping the world.

THE BACHELOR IN DATA AND BUSINESS ANALYTICS

IS FOR INDIVIDUALS WHO ARE
curious and analytical, who want to experiment with new tools, methods and data to solve the world's most complex issues.

WHO ARE LOOKING FOR
a contemporary bachelor's degree program based on a quantitative and hands-on teaching methodology, in which students learn by applying the latest technologies and tools to solve real global challenges through data analytics.

WHO WANT TO BECOME
Data scientists
Business intelligence consultants
Analytics consultants
Data solutions architects
Big data entrepreneurs
Data officers

GRADUATE PROFILE
Here you'll become a data expert capable of implementing and designing the tools, technologies and analytics needed to extract value from data and transform businesses, organizations and societies. You'll become an influential professional with the necessary knowledge and skills to play a key role in defining and leading the future of global organizations.

THE PILLARS OF DATA AND BUSINESS ANALYTICS AT IE UNIVERSITY

Harness the power of data to transform the world

The *Bachelor in Data and Business Analytics* is aimed at analytical, driven individuals with strong critical thinking skills who 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 to work with data and solve the most pressing challenges faced by businesses and institutions. Through an applied learning methodology and a hands-on approach, students learn to manage the most innovative technologies and tools in order to exploit the true power of data and create value for companies and societies.

COLLECT

↓

STRUCTURE

↓

ANALYZE

↓

INNOVATE

LIVE AN APPLIED LEARNING EXPERIENCE

This bachelor's degree is in constant evolution, to prepare students to keep up with the fast pace of global technological change. Throughout the program you'll learn to use, design and manage the latest data management and analytics tools available in the market. You'll learn by applying these technologies to real-world problems through datathons, challenges and applied class projects.

LEARN THROUGH A HANDS-ON APPROACH

At IE University, we connect theory with practice. You'll learn directly from industry experts in interactive, practical classes that are focused on providing you with the knowledge and skills you need to become a successful data expert. IE University´s hands-on approach helps you develop both the soft skills and hard skills you need to play an influential role in designing and implementing competitive strategies in all kind of organizations. Your IEU LABs, electives, internships and projects will be personally tailored to build your own path to success.

DRIVE INNOVATION AND TECHNOLOGY

We're leaders in the evolution of education, and we're convinced that change is necessary. We consistently employ innovative learning tools and methods to reinvent higher education. Our connections with businesses, corporations and the global movement of technological innovation will position you right at the crossroads where innovation and creativity meet. At IE University you'll study with people who are just as passionate about innovation and technology as you are. Here you'll develop all the skills you need to transform industries and businesses through the power of data.

DEVELOP A CRITICAL MINDSET

As a data expert, you'll need to have a critical mindset capable of detecting, understanding and analyzing problems in order to design structured solutions. This program will help you develop the analytical capacities you need to approach complex problems, divide them into manageable subproblems and design the necessary hypotheses to find the right solutions.

WHAT IS DATA AND BUSINESS ANALYTICS AT IE UNIVERSITY?

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.

STUDY PLAN
The hunt for knowledge

YEAR 1

During your first year, you'll go through an introductory phase focused on the foundations of liberal sciences. You'll learn about research methods and how they can be applied to solve technology-related problems through data, as well as issues in social and behavioral sciences. During this first year you'll also study the fundamentals of business, statistics, technology and programming that you'll need to become a successful data scientist.

YEAR 2

In your second year, you'll study the latest technologies and tools available in the market that can be used to exploit the power of data. You'll learn about programming, database modeling, machine learning, forecasting time series and big data technology. You'll also gain the in-depth statistics and mathematics knowledge you'll need to interpret and analyze data. Finally, you'll participate in workshops and boot camps that will help you develop teamwork and other soft skills to build a strong professional profile.

YEAR 3

During your third year, you'll dive into the data analytics technologies needed to harness the power of data. You'll take hands-on classes in which you'll learn by applying recommendation engines, advanced machine learning, cloud computing, semantic analysis, artificial intelligence and parallel computing technologies to real-world challenges. In this year you'll also participate in a datathon: an intensive competition where you'll have to apply all that you've learned up to this point in order to solve a real business problem by using, crunching and analyzing data.

YEAR 4

In your last year, you'll be exposed to the professional world through specializations oriented toward certain careers. You'll be able to choose from a range of electives and courses, selecting those that will help you on your own path toward your favored area or industry. During this year you'll also take the most advanced courses on software development, business analytics and data privacy. Then you'll deliver a final project (capstone) in which you'll integrate everything you've learned throughout the program in order to solve a problem or challenge of your choice, with the help of a tutor.
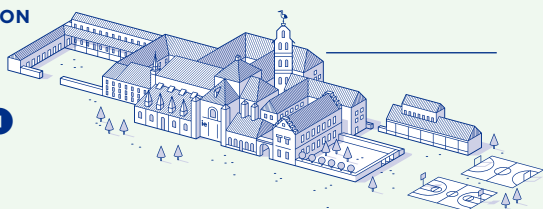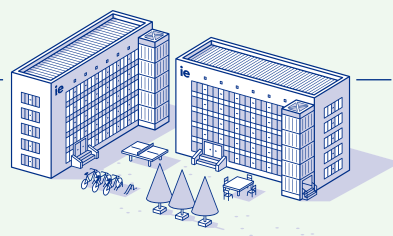
STUDY PLAN

LOCATION

Segovia

YEAR **1**

Madrid

YEARS **2** **3** **4**

FIRST YEAR

First Semester

Learning to Observe, Experiment & Survey

Fundamentals of Social Sciences

Writing Skills

Data Insights & Visualization

Introduction to Business Management

Fundamentals of Statistics and Probability

Second Semester

Technology Trends Today

Fundamentals of Data Analysis

Simulating and Modeling to Understand Change

The Big History of Ideas & Innovation

Presentation Skills

Fundamentals of Human Behavior

SECOND YEAR

First Semester

Probability & Statistics for Data Analysis & Management

Mathematics for Data Analysis & Management

Algorithms & Data Structures

Programming for Data Analysis & Management

Forecasting and Time Series Analysis

Second 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

First Semester

Analyzing Social Media

Recommendation Engines

AI-Machine Learning & Analytics

Stream Analytics

Big Data Technology

Project Management

Second 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

First Semester

Customer and Markets

Talent and Professional Development

Healthcare Delivery-Analytics, Financial Services

Hospitality, Travel & Tourism

Environment & Sustainability

Second 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

COMPONENTS	CREDITS
Basic Courses	60
Core Courses	138
Elective Courses	30
Final Project	12
Credits needed to graduate	**240**

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.

"Data science is the use of data to make meaningful and impactful decisions"

Borja González del Regueral,
Vice Dean, IE School of Human Sciences and Technology

What is data science?

Data science is the science of gathering data and extracting all the value to get meaningful insights and acquire a competitive advantage, thus converting data into an asset for a company.

What does data science mean for IE University? What is the program?

At IE University, we believe that data is the current and future source of competitive advantage. That's the difference between failure and success for a company right now. All young data scientists need to have knowledge in terms of how to use the data, how to extract value from the data, and not only that, but how to gather data from different sources to make meaningful decisions. Basically, it's all about changing a culture from the current status quo to a data-driven, decision-making culture.

What is the structure of the program? Is it hands-on? What kinds of things are students going to learn and how?

It's a very exciting program. Basically, it's not only about learning data science, but also learning behavioral and social sciences that are required in order to actually gain meaningful insights from data. But not only that; all of our students will learn the core skills that they need in order to be data scientists. And they will learn that not through theory, but through hands-on projects during the four years of the program. According to what we know from the market research that we've done within different companies that participated with us, those companies are asking more and more for data scientists that not only know about the core skills regarding data science, but also about the application of data science in business.

How is data science transforming industries and, by extension, the world?

Data is an asset. It's an asset like any other in a company. And right now, it's changing society. We are leaving a data footprint with every single action we do. Imagine waking up in the morning, and switching on the light. We have a smart meter that is collecting that data. When we text our partner or our family member to say everything's okay and we're going to work, we are leaving a footprint. When we catch a bus or a train, it's exactly the same. With every single action we do during the day, we are leaving that footprint.

And that footprint is used not only by us, but by governments and businesses, in order to have a better understanding of our needs and desires. From a government perspective, they can build smart nations and smart cities, shifting the way they deliver services to society. From a business perspective, we're evolving from a blurry demand line that we've had in the past to an accurate and exact knowledge of how that demand is behaving, allowing companies to customize products.

I will give you a couple of examples. Before, we had to go to the cinema in order to watch what was released. Now, using data, we are choosing the content we see and it's tailored to our needs, such as with Netflix. From a business-to-business standpoint, before, in aviation, there were air turbines. Now, they sell power by the hour; it's a service. So now, in our world, what's valuable are experiences, not products. When you think about sports, we used to view football players as simply football players. Now, we have tons of information about them, such as when they are injured and how well they are expected to play.

Who is the ideal student for this program? What kind of profile should come here to study data science and why?

The ideal candidate is someone who is passionate about solving problems, passionate about the world they live in, and passionate about technology. It's someone who wants to solve challenges, who is willing to tackle those challenges using data. They must be tech savvy in terms of understanding what's going on, but not necessarily tech experts. They will eventually become data science experts. When solving challenges, they must be willing to try to understand what's really going on, to see how they can contribute to a positive change in the world.

It's someone who wants to work not only in the corporate world, but also in a startup, or in a consulting firm, or

an innovation firm or a government. Someone who is passionate about the future, and about writing the future themselves, not just going through the motions. Someone who will use data to make the best possible decision. Someone who loves diversity, loves entrepreneurship, and is able to combine all those things in order to write his or her own future.

How is IE University preparing the Data Scientists of tomorrow?

Data science is the use of data to make meaningful and impactful decisions. In those terms, first we have to acquire the data, then we have to clean up the data, to then produce insights that will be used by the industry. Here, at IE University, what we do with data science is bring it down to earth. First, we give the context in terms of behavioral and social sciences, that at the end of the day, are sciences that impact the way in which we as a society, we as a business, we as a government, or we as decision makers, are behaving in our day-to-day lives. But not only that: we provide a hands-on experience in which from day one, students will be solving challenges, applying critical thinking, and seeing how they evolve every single year. And at the end of that, they will have a year during which they will apply that knowledge and those skills to different sectors, so that they can apply those skills in depth when they are jumping into the market.

My Studies

Bachelor in Data and Business Analytics

IE University

LANGUAGE PROFICIENCY TRACK

Develop the English skills needed for a successful international career

Studying at IE University means that once you graduate you will get immersed in an international environment and you will have to face challenges at a global scale. In order to prepare you for the real world and avoid language constraints, our bachelors are fully delivered in English. For those who need to improve their language skills in order to study in this international language and graduate with a proficiency level of the language, we offer a special track during the first year.

The Language Proficiency Track (LPT) has been designed for those students who wish to progressively adapt to studying fully in English at IE University. This track is available for first-year students of this program. The LPT will allow you to access the Bachelors and Dual Degrees fully in English and study with people from over 130 nationalities 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.

Summer Early Start
Here you will go through the first unit of the English Proficiency Course and you will study all the courses in English. The Summer Early Start will begin in mid-August until the official start date of the course.

Continuous support throughout the first year
In addition to your regular 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?
All non-native English speakers' candidates who need to enhance their English skills from their very first year of studies in order to go through 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 LPT courses. This will not only enhance their language skills, but it will help them build their confidence, acclimatize and adjust culturally.

2. The Summer Early Start is not replaceable for a summer course abroad or English classes in an academy, since it is part of the Bachelor Degree programs and you will go through specific content relevant for your studies.

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

4. In year 2 all LPT students will study the exact same subjects as the other undergraduate students.

| SUMMER | SUMMER EARLY START | ORIENTATION WEEK | STANDARD CURRICULUM | END OF JUNE |

ENGLISH PROFICIENCY COURSE

CAREERS IN DATA AND BUSINESS ANALYTICS
A world of opportunity

Once you finish your degree, you'll be ready to develop your career in a wide range of industries. Maybe you'll be inspired to help companies join the digital transformation movement, or to assist businesses and organizations in exploiting data to gain competitive advantages. As an IE University Data and Business Analytics graduate, you'll be more than prepared to use your expertise to harness the power of data, making a positive impact in your field and beyond.

CONSULTING
As a data consultant, you'll help organizations adopt the newest technologies to extract actionable insights from data and improve performance and competitiveness across all functions.

DIGITAL TRANSFORMATION
As a digital transformation expert, you'll help organizations and companies drive the digital transition needed to innovate in a world marked by the fast pace of technological change.

Data Scientists are in high demand in the private and public sector and they work in exciting roles doing:

- Artificial intelligence
- Customer and sales analytics and insights
- Market and business intelligence
- Operations and dark data analytics
- Supply chain and logistics optimization
- Talent and people analytics

- Finance and risk analytics
- Manufacturing and production analytics
- Big Data infrastructure
- Social media mining and analysis
- Smart govs, smart cities and smart homes
- Energy analytics and smart grid

- Digital health and healthcare analytics
- E-government, campaign and voter analytics
- Cybersecurity and digital forensics
- Environmental and climate analytics
- Economic forecasting

How data is changing the world

Data is changing aviation
Before, companies sold turbines to airplane manufacturers. Now, companies sell Power-by-the-Hour through the constant monitoring of their turbines in real time.

Data is changing sports
Before, baseball players were ranked based on just a few variables. Now, data analytics allows teams to analyze many more variables to predict and simulate each player's performance during the next season, based on historical data.

Data is changing health
Before, doctors had to make life-and-death decisions based on a combination of experience and intuition. Now, machines can help doctors make better choices by predicting outcomes, diagnoses and results with lower error margins.

Data is changing finance
Before, insurance companies had to estimate clients' associated risk by requesting personal details and performing profile segmentation. Now, machines can process client data and compare it with millions of other profiles to accurately predict risk scenarios.

From IE University to Google

Joséphine Kant,
IE University Alumnus

"I am currently working in the People Operations team at Google London, delivering a magical interview experience for our candidates. It is a privilege to work for a company that challenges me every single day, is continuously evolving, and that respects its employees. I would not be where I am today if it had not been for my years at IE University.

When I was selected to participate in Google's startup program, I used my entrepreneurship classes to develop a business plan. The university encouraged me to be spontaneous and embrace change. When the opportunity arose to move with Google from Dublin to London, I grabbed it without thinking twice. IE University is one of the few universities where classes are personalized. That environment prepares you extremely well for the professional world, and I enjoyed this tailored approach to teaching. I will end with one piece of advice: 'Study something you love; it will make it a lot easier to perform at your best'."

HOW EXPERTS THINK

Data for impact

Lee Newman,
Dean, IE School of Human Sciences and Technology

The business world is facing both the challenges and opportunities posed by the massive growth in the availability of data that is without precedent in history. A study by IBM shows that that 90% of the existing information in the world today has been generated within the last few years alone, and this flood of data is growing exponentially. Big data technology and advanced analytics have the potential to revolutionize the way organizations manage their operations and make critical decisions. Corporations, local and national governments, and non-profits all stand to benefit enormously from a digital transformation of the way they carry out their work. In fact, 71% of CEOs view analytics as the primary source of competitive advantage for their enterprises in the coming years.

These opportunities exist, but to capture them organizations need professionals who are trained to turn opportunity into reality. And by all measures, the demand for such professionals is far ahead of the supply. At the time I wrote this, we had just spoken with an executive at global corporation in need of hiring 200 Data Scientists and whose recruiters were only able to find 20. Startups and small companies are facing the same challenge in identifying and attracting big data and analytics professionals.

If you are ready to become part of the next generation of data-driven professionals that will redefine businesses, societies and organizations we invite you to apply to our Bachelor in Data and Business Analytics.

"If you are ready to become part of the next generation of data-driven professionals that will redefine businesses, societies and organizations we invite you to apply to our Bachelor in Data and Business Analytics"

"The most important thing is that you remain 'cold-blooded' and you keep your execution constant"

Jorge Schnura
IE University Alumnus,
COO & Co-Founder at source{d}

What do you do at source{d} and how has the company grown?

At source{d} we develop deep-source algorithms, what is commonly known as AI, to analyze the code of developers. We monetize this by analyzing the code of more than 7 million developers worldwide and then using that analysis to understand how good they are in any given technology and to place them in different jobs. Today we've been able to raise over $6 million in venture capital investment. We're a team of 30 people right now, and we plan to expand to 50 by the end of 2016. We have offices in Madrid and Berlin, and we're opening up seven more—roughly one a month from now until May 2017.

What is entrepreneurship to you?

Entrepreneurship is a journey of ups and downs. Some days you're doing great, and other days it seems like things are going to fall off a cliff. The most important thing is that you remain 'cold-blooded' and you keep your execution constant. Entrepreneurship is not 100% about ideas; they're important, but they're worth nothing if you don't execute them.

What was the inspiration for source{d}?

What motivated us to start this company is how good of a ride we had with our previous company, which we started while we were still studying at IE University and then sold almost a year ago now. What motivated us to start that one was that we were solving a problem that we were having ourselves, and there's nothing better than doing that, right? Solving a problem you're suffering from, that your friends are suffering from, where you're seeing a very clear impact of your actions on people you know and how you're making their lives better.

What has been your biggest challenge and how did you overcome it?

The biggest challenge for us, up until now, has been to find the best people available on the market to work with us. Because if you're trying to build something that is above average compared to what has been built today, you can't hire average people. You can only go for the best people because you're basically building a very small team in relation to bigger companies and trying to do something that they haven't been able to do with hundreds or thousands of people.

So you need to really find those A players and convince them to come work for you. And when you're very small and you don't have resources, and you haven't raised millions in venture capital money and so on, it's a very tough thing to do. The way we solved it and the way we found these people is by having a very clear vision, a very well-articulated mission that they would buy into, that they would feel proud, that they would want to participate in. And when you manage to have that, money is not important. It becomes all about this mission and the vision you have in your every day.

What's your advice to anyone considering becoming an entrepreneur?

My advice for future entrepreneurs is that they should leave the spreadsheets and powerpoints behind. They should stop just sitting in a room trying to figure things out, and just get out on the street with a very bare-minimum, viable product and sell it. Get your first form of revenue from people on the street or people you know. Just get out there and test your product against the market.

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

PHILOSOPHY, POLITICS, LAW AND ECONOMICS + DATA AND BUSINESS ANALYTICS

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.

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

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

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

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

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

IEU LABS
Learn by doing

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

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.

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!

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.

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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

"I really enjoy the fact that all IE University courses are very hands-on"

Ryan Daher,
Bachelor in Data and Business Analytics

Why did you choose to study this degree?
This is my first year studying this degree. I studied Computer Engineering at another university for a year and decided I was more interested in data science and information and therefore, I chose to come to IE University and pursue the Bachelor in Data and Business Analytics.

What do you like the most about living in Segovia?
Segovia is such a unique city. I used to live in Dubai, so I have really enjoyed the transition from life in a big and highly active city to my current life in Segovia, which is more quiet and relaxed.

What do you like the most about studying at IE University?
I really enjoy the fact that all IE University courses are very hands-on. Being able to take courses in interesting fields of study, which are and will be very important for any professional opportunity, helps me to understand the material better in order to start applying it to real-life situations.

What are your favorite subjects and why?
My favorite subject has been *Data Visualization*. I quickly was able to learn the fundamentals of a programming software and how to create data visuals. I found it really interesting and fun to work on.

9:00 Most of my classes start then. I go to class, take notes, and ask whatever questions I may have to the professor. Halfway through the day, I have lunch and hang out with my friends.

15:00 This is usually the end of my school day. I come back home and eat again and then start studying.

18:00 I take a break to unwind by watching some TV shows or having some food with my roommates.

19:00 I like to DJ for a couple hours and record a few mixes or mashups and just experiment with different transitions.

22:00 I have dinner, hang out with my roommates, and have some friends over before going to bed (apart from Thursday nights when in most cases, I go out with my friends).

SCAN FOR MORE STUDENT STORIES

INTERNSHIPS
Develop a unique professional profile

We understand that real-world professional experience is fundamental within the field of data science, and for that reason the Bachelor in Data and Business Analytics offers students the opportunity to complete internships with organizations around the world. You'll acquire more than a year's worth of professional experience, which will help you stand out as you enter the job market and begin to establish yourself as a valued data science professional.

Our students have completed internships at Google, Amazon, Microsoft, McKinsey & Company, J.P. Morgan, Accenture, Santander, BBVA, Holcim, Everis, Essar, EY, KPMG, Bank of China and Telefonica, among many other prestigious global companies.

"I got to work with very experienced people and had the opportunity to learn a lot from them"

Inés Duarte,
Bachelor in Psychology

Unit 4

Tell us about your internship.
I completed a three-month internship at Unit 4, a software company in the Netherlands that provides enterprise software and ERP applications to organizations in professional services, education, public services, and other areas. It was a very exciting experience, and from the very beginning I was looking forward to learning and getting involved In all types of projects.

What types of projects did you work on?
I mainly worked with the human resources team on employee engagement. I found this topic fascinating and I got to apply many things I learned at IE University. It was both challenging and gratifying to think of ways to improve the relationship between an organization and its employees.

How do you think you benefited from this experience?
I learned a lot about a topic I'm very interested in, met incredible people, and was encouraged to pursue my master's in management. One great thing about internships is that they help you discover what you'd like to do once you've finished your bachelor's.

What are your future career aspirations?
I would like to do a master's in management and then work for a multinational corporation, ideally in the human resources department.

What tips or advice would you give to other students applying for an internship?
Make the most of the experience in every way. Being part of another culture, learning a language, and getting to know other ways of life is an unforgettable experience. You can choose to remain a bystander, or you can completely immerse yourself in these new experiences. Work hard and accept whatever tasks come your way. In the end, everything you do teaches you something and helps you decide what you want to do in the future.

STUDY ABROAD
The world in your hands

CANADA
Sauder Business School, UBC, British Columbia
McGill University, Montreal

USA
University of Texas, Austin
Babson College, Massachusetts
Syracuse University, New York
Cornell University, New York
University of Southern California, Los Angeles
Woodbury University, Los Angeles
University of Michigan, Michigan
University of Virginia, Virginia

MEXICO
Anahuac University, Mexico City

UK
University of Exeter, Exeter
Leeds University, Leeds
CASS Business School, London
University of Essex, Loughton

THE NETHERLANDS
University of Amsterdam, Amsterdam
Rotterdam School of Management, Rotterdam

FRANCE
ESSEC, Cergy-Pontoise
Sciences Po, Paris

ITALY
Bocconi University, Milan

BRAZIL
EDESP, Getúlio Vargas Foundation
University of São Paulo

ARGENTINA
University of San Andrés, Buenos Aires

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

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

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

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

TURKEY
Koç University, Istanbul
Sabancı University, Istanbul

JAPAN
Meiji University, Tokyo

SOUTH KOREA
Seoul National University, Seoul

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

MALAYSIA
University of Kuala Lumpur, Kuala Lumpur

SINGAPORE
Singapore Management University, Singapore
National University of Singapore, Singapore

AUSTRALIA
RMIT University, Melbourne
University of Technology Sydney, Sydney

SOUTH AFRICA
University of Pretoria, Pretoria

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."

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."

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."

TOMOMI DAMBARA, Japan
Bachelor in Architectural Studies

JESÚS PASCUAL, Spain
Bachelor in Communication and Digital Media

ELISE EL NOUCHI, France
Bachelor in International Relations

My Enrichment Opportunities

Bachelor in Data and Business Analytics

IE University

MY STUDENT JOURNEY

"This degree gives me the opportunity to connect consumer behavior with statistical analysis"

Camila Barbagallo,
Bachelor in Data and Business Analytics

Where are you from?
I was born in Buenos Aires, Argentina, but only lived there until I was eight. Then I moved to Chile for six years and Ecuador for four, and so far, I've spent two years living in Spain.

Why did you choose to study this degree?
I started investigating IE University's course offering and stumbled upon the Bachelor in Data and Business Analytics (BDBA). As I began to browse through the brochure, I immediately fell in love with everything it had to offer. Throughout high school, my favorite classes were always mathematics and coding, so I couldn't have found a better degree to pursue!

What do you like the most about the degree?
What I love most about my degree is how innovative it is. It's a degree that is currently in high demand with all of the technological developments being made. As the world experiences these new trends, here at IE University we are thoroughly investigating them. Being able to analyze and come up with conclusions from several data points is enthralling. This degree gives me the opportunity to connect consumer behavior with statistical analysis, which is perfectly aligned with my skill set and passion for numbers.

Tell us about your experience in Segovia and the international students?
My experience in Segovia has been amazing! Segovia is a beautiful small town where you have everything within walking distance. Plus, it's only a 30-minute journey to Madrid. Segovia has beautiful mountains that you can hike and have an amazing time with friends. From the time I moved to Chile, back in 2008, I have always attended an international school. I think that the opportunity IE University gives us to have classmates from all around the world is amazing. IE University lets us open up to new and different cultures and traditions, something that wouldn't be possible in your typical university.

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.

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

#23   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

My University

Bachelor in Data and Business Analytics

IE University

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.

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

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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, indoor soccer, 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, paddle, 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

My University

Bachelor in Data and Business Analytics

IE University

EMPLOYABILITY
Launch your career internationally

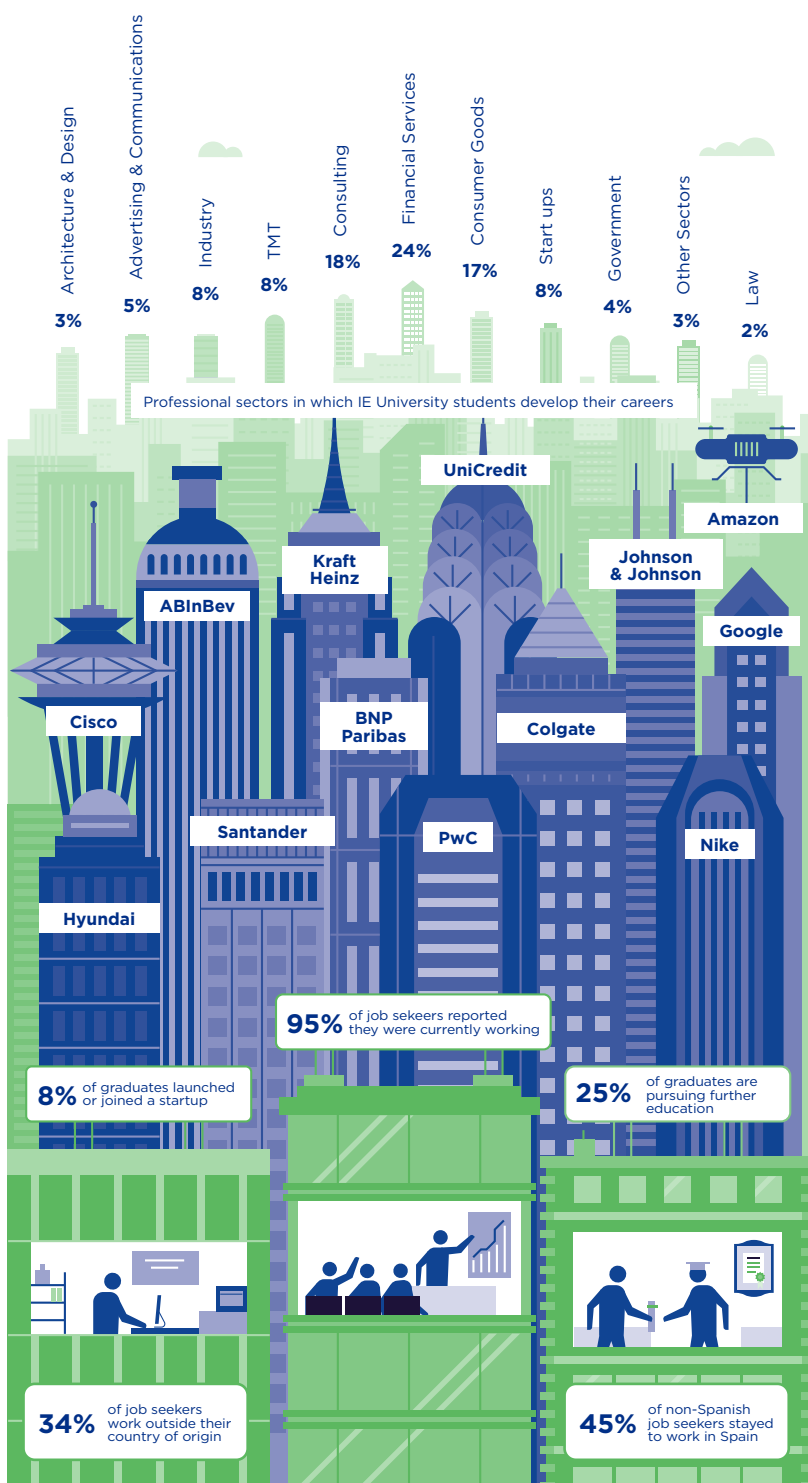### IE University is ranked #7 for Career Services Worldwide

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.

Professional sectors in which IE University students develop their careers

Sector	%
Architecture & Design	3%
Advertising & Communications	5%
Industry	8%
TMT	8%
Consulting	18%
Financial Services	24%
Consumer Goods	17%
Start ups	8%
Government	4%
Other Sectors	3%
Law	2%

UniCredit
Amazon
Kraft Heinz
Johnson & Johnson
ABInBev
Google
Cisco
BNP Paribas
Colgate
Santander
PwC
Nike
Hyundai

95% of job sekeers reported they were currently working

8% of graduates launched or joined a startup

25% of graduates are pursuing further education

34% of job seekers work outside their country of origin

45% of non-Spanish job seekers stayed to work in Spain

* 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

My University

Bachelor in Data and Business Analytics

IE University

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

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 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.

Interested in becoming
an IE University student?

Follow the
Student Path

Scan the code
and follow the path to
discover the steps you
need to take to become a
student at IE University.

Segovia

Madrid

38.4 34.5 63.4
59.3 33.2 20 97.7 94.5
3.5 12.3 87.8 90.6
29.2 2.2 20.8 89.7
98.5 96.1 79.5 52
79.8

INTERNATIONAL OFFICES

EUROPE
europe@ie.edu

Benelux – Amsterdam
benelux@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

Russia – Moscow
eeca@ie.edu

Spain – Madrid & Segovia
iespain@ie.edu

UK & Ireland – London
uk@ie.edu

NORTH AMERICA
northamericaieu@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
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**Argentina & Uruguay
– Buenos Aires**
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Brazil – Sao Paulo
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Chile – Santiago de Chile
chile@ie.edu

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centroamerica@ie.edu

Ecuador – Quito
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Mexico City – Mexico
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& Paraguay – Lima**
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Venezuela – Caracas
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**Australia & New Zealand
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China - Shanghai & Beijing
china@ie.edu

India & South Asia – Mumbai
india@ie.edu

Indonesia – Jakarta
indonesia@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,
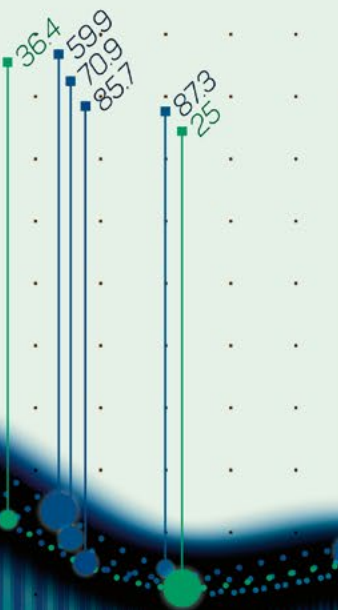Kuwait & Oman – Dubai**
uae@ie.edu

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

www.ie.edu/offices

www.ie.edu/university/data-science

Don't forget to check out our blog:
drivinginnovation.ie.edu

CONTACT US
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40003 Segovia, Spain

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CAMPUS IN MADRID
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28006 Madrid, Spain

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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.*

FIND US ON

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❑ **@ieu_admissions**

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UNIVERSITY