

2020 – 2021

BACHELOR IN  
**Information  
Systems  
Management**

Build the digital future

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



Technology is a powerful force that drives products and services, operations, and economic growth. It can also be harnessed to improve people's lives and contribute to social change. If you're an innovative thinker who is passionate about changing the world through technology, the Bachelor in Information Systems Management will prepare you to become a high-impact professional ready to help build the digital future. The practical knowledge and skills that you will learn in this program will help you solve the world's most pressing issues, prepare you to start your own digital business, and encourage you to foster innovation in global corporations.



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.

YOU'VE GOT A MESSAGE!

**DEAR STUDENT,**

Welcome to the IE School of Human Sciences and Technology.

You will soon be embarking on a new stage of your life in which you will grow both personally and professionally. As director of the *Bachelor in Information Systems Management program*, I am here to support you and ensure that your adventure goes as smoothly as possible. While studying and discovering the world, you will face challenges, but you will also make memories to last a lifetime. I encourage you to contact me, or any of the staff members, for anything you might need in order to make this learning experience even more memorable.

Much of your success will depend on you. Be sure to take advantage of the opportunities you have in your hands; attend all classes, study hard, learn to work well in teams, participate actively, keep up with your academic work, and, especially when things get tough, remember that all the effort you put in will bring you one step closer to becoming the professional you dream of someday being.

We look forward to developing your interests and offering you a unique learning experience. You will have many chances to personalize your career path, study abroad, or take part in internships outside of Spain. These opportunities will broaden your perspective and prepare you for the challenges you will face in the future—take advantage of them to the fullest!

In short, give your best, and ask the very best of us. These years will fly by, and when you look back it will be with a smile on your face, knowing that this path is what brought you to the top.

Kind Regards,

**Carlos Marquerie**  
Director of the Bachelor in Information Systems Management





# 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 a generation of global professionals who can leverage the power of science, communications, and technology. Our graduates will be able to address the most difficult challenges facing business, government and society.

## PROGRAMS

Our bachelor's, master's, 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.

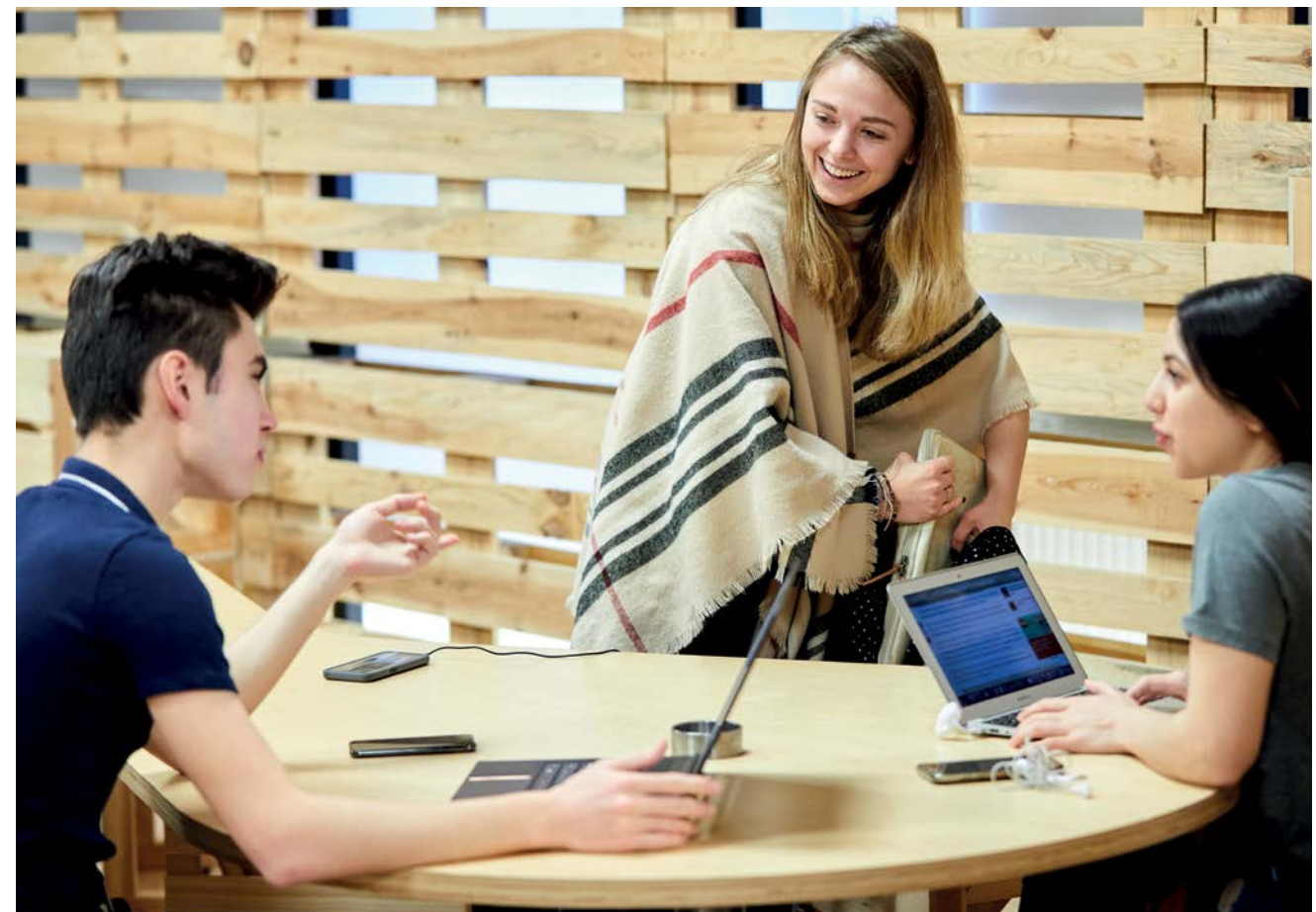
## OTHER BACHELORS BESIDES THE BACHELOR IN INFORMATION SYSTEMS MANAGEMENT:

### 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. The expertise of our faculty coupled with a truly diverse environment, provide the perfect setting to guide our students, as they tap into their creativity, to develop meaningful messages relevant to global audiences.

### Bachelor in Data and Business Analytics

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



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





## “Anyone who spends four years with us in this program has a wide open world in terms of jobs”

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

### **What is the IE School of Human Sciences and Technology?**

When talking with corporate recruiters, what we hear repeatedly is that they want to hire young professionals with job-specific training who are also trained to think and work across traditional disciplines. For example, communication departments seek professionals who not only understand corporate branding and identity, but who also have the technical fluency to understand how to monitor data on social media, and who know how to study the behavior of consumers to reveal insights. The mission of IE's School of Human Sciences and Technology is to educate exactly this type of next-generation professional by combining in a single school three disciplines that have traditionally been separate: behavioral and social science, communication and media, and data science and technology.

### **What is technology and innovation management at IE University?**

Technology is a disruptive force that can improve how we live and work. It can help employees tackle key challenges across all areas of a business, and can be brought to bear on important global challenges such as climate change, health, and security. Technology is often resisted, even when it is needed the most. This is why we believe it is so critical to educate young technologists in understanding and managing

innovation. Our students will learn how to run innovation processes, drive technological change within an organization, and manage continuous innovation over time.

### **Why should someone choose the Bachelor in Information Systems Management?**

This program in technology and innovation management has been designed for students who are innovative problem solvers, fascinated by technology and passionate about discovering and implementing technological solutions to difficult challenges. That challenge could be in business; they could create the next Uber, the next Airbnb, or the next Amazon by combining technologies in new ways that change business.

We have designed a hands-on and innovative degree that will help young professionals access the vanguard of the digital world, where they will play a crucial role at the intersection of technology, innovation, and business.

### **Where can graduates work after studying this degree?**

The world needs professionals capable of promoting and managing technological change. Young professionals trained in the fields of technology and innovation are important assets both for big corporations and for pioneering new ventures. Graduates of this program will have highly diverse career paths available to them. For example, they will be

able to work in high-tech startups, corporate IT departments, corporate innovation centers, technological R&D labs, or technology and innovation consulting firms.

### **How do technology and entrepreneurship complement each other at IE University?**

Entrepreneurial spirit is at the core of IE University. Here at IE University, students have all the resources they need to make their business initiatives and ideas a reality. Our students are encouraged to forge their own unique educational path by tailoring their IEU labs, internships, international exchange programs, and final projects to their own interests and goals.

### **Could you share a piece of advice for future students?**

For students who are thinking about technology and innovation management and wondering if our degree is right for them, I have one piece of advice: think about the idea of spending four years with us in what we call *the technology and innovation garage*. If you like the idea of spending four years with people in an international *setting*, building apps, designing and learning about technologies that change business and the world, we offer you that opportunity to innovate and grow. This experience will leave you with the skills necessary to get a fantastic job at the end of it all.





Students on the IE University campus in Madrid during their break between classes.

# My Studies

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

## BECOME A LEADER IN THE NEW WORLD OF BUSINESS

In this program, you will acquire the skills and resources you need to lead teams of people working on innovation projects. You will discover how to connect business teams with tech teams. You'll learn how to inspire others to become agents of innovation.



## BE AN ENTREPRENEUR

Entrepreneurial spirit is at the very core of IE University. As a student here, you will have all the resources you need to make your ideas a reality. Together with the specialized training this program offers in technology and innovation, you will develop an outstanding entrepreneurial profile.



## DRIVE INNOVATION THROUGH TECHNOLOGY

Innovation is the best way to discover and implement new, more effective ways to design and manage products, services, and processes. In this program, you will learn how to manage successful innovation projects and become a tech-entrepreneur in an organization of any size.



## SEE THE WORLD THROUGH A TECH LENS

Discover how technology is at the center of every business. Understand the basic concepts of business and how they can be improved through digital transformation and technology. In this program you will study the world of business from a tech perspective.



## DIVE INTO THE DIGITAL ECOSYSTEM

In this program you will gain access to a network of people and experts in the tech industry. You will meet technology specialists that will guide you throughout the various datathons, innovation hubs, and project accelerators. You'll also dive headfirst into the world of tech entrepreneurship and you will meet angel investors.

# 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 INFORMATION SYSTEMS MANAGEMENT

IS FOR INDIVIDUALS WHO ARE innovative problem-solvers fascinated by technology. You are passionate about discovering and implementing technological solutions to difficult challenges.

### LOOKING FOR

a cutting-edge, hands-on program that will put you at the forefront of the digital world and enable you to have an impact at the intersection of technology and business.

### TO BECOME

A digital business consultant ;  
a digital transformation manager;  
a digital entrepreneur;  
a business innovation manager;  
a digital technology consultant;

### AS A GRADUATE

The person you will become builds innovative solutions to traditional or new problems. You will be well-equipped to make your ideas reality, help people communicate, and improve processes in technology departments. You will be a technology expert who will build a better digital future and change the world we live in.



# THE PILLARS OF INFORMATION SYSTEMS MANAGEMENT AT IE UNIVERSITY

## Build the digital future

Technology is a powerful force that drives products and services, operations, and economic growth. It can also be harnessed to improve people's lives and contribute to social change. If you're an innovative thinker who is passionate about changing the world through technology, the Bachelor in Information Systems Management will prepare you to become a high-impact professional ready to help build the digital future. The practical knowledge and skills that you will learn in this program will help you solve the world's most pressing issues, prepare you to start your own digital business, and encourage you to foster innovation in global corporations.

### APPLIED TECHNOLOGY LEARNING

See fundamental concepts applied to real life with a learning methodology that's connected to the tech world. Experience and develop solutions to real-world problems, and discover how to create value through innovation and tech management in companies. Become a technology expert capable of tackling current and future problems, and lead companies into the digital future. You will apply concepts such as extended reality, blockchain, and fintech to improve the customer journey across sectors such as banking, health, energy, and real estate.

### LEARN THROUGH A PRACTICAL METHODOLOGY

During your time in the program, you will take interactive, practical classes that focus on providing you with the real-world knowledge and hands-on skills you need to successfully build and transform technology. You will tailor your IEU labs, internships, and final project to your own path as a technology expert. You'll participate in datathons, hackathons, and projects led by tech companies that will help you solve real problems, replicating the workplace right in the classroom. You'll learn to apply agile technologies and to develop software in teams to develop and implement tech solutions to global challenges.

### TAKE PART IN A ENTREPRENEURIAL PROGRAM

This program is all about developing an entrepreneurial mindset. You will graduate with the skills you need to found or work in a startup, or to work as an entrepreneurial tech innovator in a large global corporation. During the program, you'll have access to accelerators and startup hubs that will give you all the resources you need to bring your tech projects to life. You'll also develop the ability to identify opportunities in the ever-changing world of business and use technology to make the best of them.

### UNDERSTAND THE BIG PICTURE

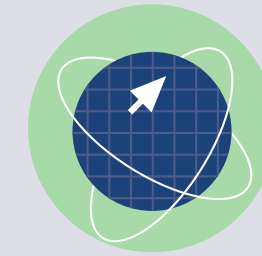
Gain a multidisciplinary understanding of technology, including critical topics such as the economics of technological change, platform economics, innovation management, design and service thinking methodologies, agile methodologies, change management, and the leadership and interpersonal skills that all technologists need to succeed. Develop an integrative profile capable of transforming the digital world and driving change to innovate.

## WHAT IS INFORMATION SYSTEMS MANAGEMENT AT IE UNIVERSITY?



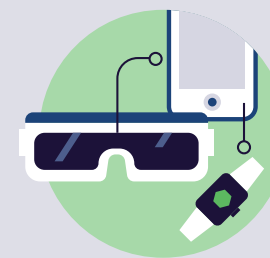
### ENTREPRENEURSHIP

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



### THE BIG PICTURE

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



### APPLIED TECHNOLOGY LEARNING

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



### PRACTICAL METHODOLOGY

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



# STUDY PLAN

## The hunt for knowledge

### FIRST YEAR

In your first year, you will learn about fundamental concepts in technology and dive into the world of technology and innovation management. You will begin to experience hands-on technology by learning programatic thinking through different languages. Your coursework will help you deepen your understanding of how to improve performance across all business functions such as marketing, finance, human resources, IT and operations applying the latest technologies.

### SECOND YEAR

During your second year, you will delve deeper into building and harnessing the power of new tech solutions and innovations. You will experiment with databases and data infrastructure, build information tech

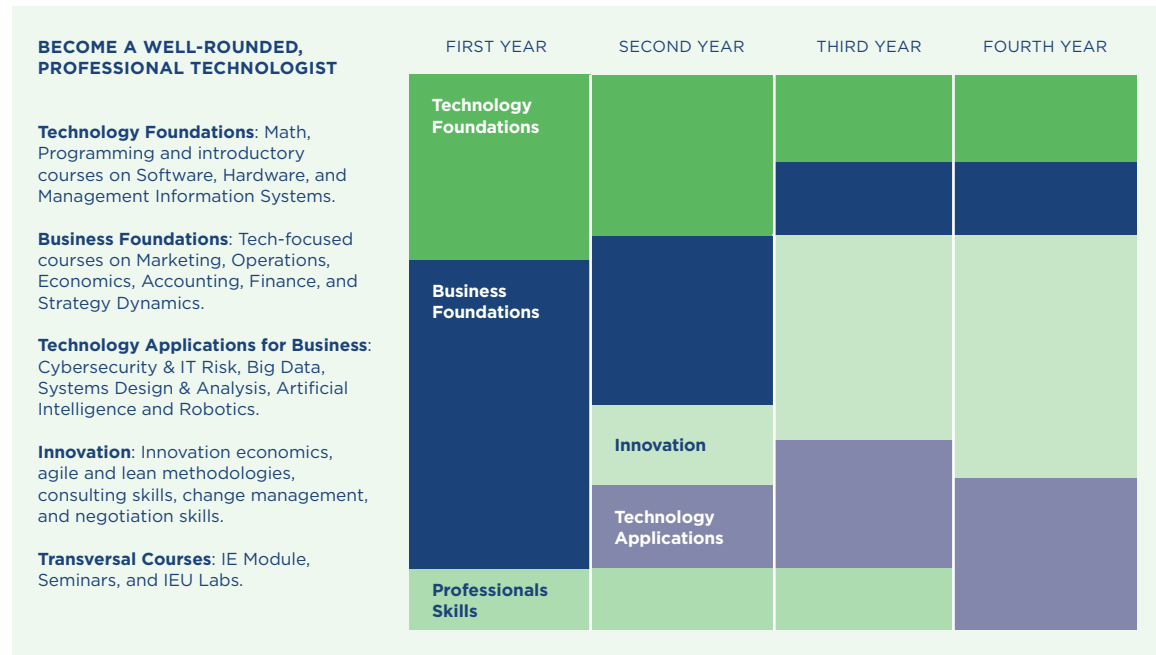
solutions for businesses, and solve complex business problems managing information and communication technologies. You will take the *Digital Transformation and Strategy course*, where you will build your expertise in managing projects to build the digital future.

### THIRD YEAR

As you progress into your third year, you will begin experimenting with more complex and advanced technologies. You will jump into the world of networks, cybersecurity, and business intelligence. You will also develop managerial skills and learn about the impact of consulting on businesses and operations. During this year, you will also take classes and workshops aimed at developing the skills professionals need to become successful managers in the tech field.

### FOURTH YEAR

During your fourth year, you will take advanced courses in technology and software development that will allow you to better understand how they're built and applied to the business world. You will also complete an internship, which will allow you to put into practice the knowledge you have acquired over the last three years. You will have classes in areas such as artificial intelligence, robotics, and other technologies that are currently changing the world at a dizzying pace. During this last year, you will complete and present your final project, which offers you the chance to explore in depth a topic in the world of technology that you feel passionate about. It might even lead to your own startup!



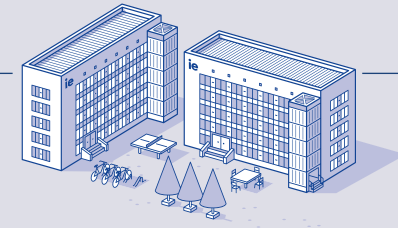
## Study Plan

### LOCATION

Madrid

### YEARS

1 2 3 4



### COMPONENTS

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

### FIRST YEAR

#### First Semester

Introduction to Business Information Technology\*  
Economics and Operations Analysis\*

Strategy and Business Dynamics\*  
Fundamentals of Accounting

#### Second Semester

Programming, Data Structures, and Algorithms  
Fundamentals of Sales and Marketing\*  
Statistics, Probability, and Discrete Math

Economics, Policy and Technology  
IE Module-Communication Skills: Presentation  
IE Module-Communication Skills: Written

### SECOND YEAR

#### First Semester

Financial Management and Analysis  
Information Technology for Business  
Databases and Data Modeling

Enterprise Management Information Systems  
Information Systems Design and Analysis

#### Second Semester

Advanced Database Development and Management  
Project Management  
Technical Report and Proposal Writing

Digital Transformation and Strategy  
IE Module: Professional Skills  
IE Module: Humanities

### THIRD YEAR

#### First Semester

Business Analytics and Intelligence  
IT Outsourcing  
Technology Consulting and Project Management

Digital and Mobile Business  
Hardware, Software, and Systems Infrastructure  
Software Development

#### Second Semester

Development and Implementation of Mobile Applications  
Cybersecurity and IT Risk Management  
Innovation and Technology

Social Media and Digital Marketing  
Communication and Organizations  
IE Module: Professional Ethics

### FOURTH YEAR

#### First Semester

Electives

#### Second Semester

Electives  
Big Data Technologies  
Personal Branding

IE Module: Global Challenges  
Final Project

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

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

# 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.

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





# IE MODULE

## Your keys for development

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

### FIRST YEAR

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

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

### SECOND YEAR

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

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



### YEAR ONE

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

### YEAR TWO

Humanities	6 ects
Behavioral and Professional Skills	3 ects

### YEAR THREE

Global Challenges	6 ects
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### THIRD YEAR

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

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



# PROFESSIONAL CAREERS

## A world of opportunity

Once you finish your degree, you'll be ready to develop your career in a wide range of areas. Whether you are inspired by starting your own technology business or helping businesses better connect with technology, as an IE University Information Systems Management graduate, you will be more than prepared to use your expertise in fostering innovation to make a positive impact in your field and potentially beyond.



### STARTUPS

If you choose to follow an entrepreneurial path you will have all the skills needed to manage innovation processes to optimize business and strategies in the startup world. Digital entrepreneurs create agile technology solutions that disrupt traditional ways of doing business. You could also become a tech industry start-upper and propose innovative ways to redefine traditional commerce, processes and operations.



### GLOBAL CORPORATIONS

If global corporations are your passion, you will be driving innovation processes to discover new ways to solve business issues. Technology development managers develop solutions across all functions to optimize performance in all the core areas of business. On the other hand, technology and operations managers design systems to transversally support operations and logistics. As a technologist, you will manage data and information processing to increase productivity across organizations.



### CONSULTING

Technology consultants advise businesses and organizations on how to best exploit the power of technology to optimize their operations and processes. You will also lead projects to redefine business models, while proposing and implementing solutions to transform the digital business sector. As a digital transformation expert, you will supervise technology projects to propose and build the technology solutions needed to optimize business performance across all the organizations and sectors.

No matter which you decide to focus your career on, you will have the technical skills and knowledge to develop technology projects in industries across the globe, and you'll find yourself being the professional you've always dreamed of becoming.

## “I want to encourage girls and other women to be interested in the IT sector”

**Anais Urlichs,**  
*Bachelor in  
Information Systems  
Management*

**IEU Tech Lab**

*Co-founder of the  
IEU Computer  
Society*

**Why did you choose to study a technology-related bachelor's degree?**

To me, business is more than managing people; it's about finding new ways of transmitting information

and sharing ideas across a wide network. My interest in studying the relationship between technology and management developed when I did my first internship in a data processing company. The idea of starting from nothing and then writing a few lines of code to create a world, its characters, and the rules they abide by fascinates me. It's one thing to learn the theory of managing people and businesses, but being able to choose and design your own business solutions is part of the challenge I want to face.

**What do you like the most about the Bachelor in Information Systems Management?**

In my opinion, this is a constantly changing program. No academic year will have the exact same content as the one before. Therefore, I will not have learned the same things as the students of next year's intake. Technology is changing at a faster pace than ever before. People now have the possibility to make their ideas reality. However, we won't even know about some inventions until they actually happen. In one of my lectures on policy, economics, and technology, we discussed how close the possibility of an “afterlife” is for humans in the form of machines. This moment made me



realize that this program gives me the fundamentals to contribute to shaping a future that we still call fiction.

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

My favorite course so far took place during the first semester, and it was called Introduction to Business Information Technology. In this course, we gained insight on very interesting topics like the way data centers are set up, the issues with data security, and different software that businesses implement to manage operations within the company, as well as to manage customers more effectively. While this course gave us a broad overview of the program, it also taught the essentials for IT project management by showing us the connection between business and IT. I want to be able to understand the needs of the customers and transform their vision into applicable software.

**How do you think that technology will change the future of business in the coming years, and what role will you play in this process?**

In one of my courses, I had the option to do an assignment on automation: its positive and negative effects as well as its implications for people and society. I strongly believe that automation is good for society. However, it will lead to a job shift. People will need to have a lot of theoretical knowledge, whereas practical skills will be less necessary. Therefore, the education system will have to change to train people accordingly. The IT sector already struggles to find enough skilled labor. Personally, I want to encourage girls and other women to be interested in the IT sector. Overall it's still a male-dominated industry, but it doesn't have to stay that way. As a friend of mine once said, “Men just go for it, while women need to be sure they're able to make it perfect.” Technology can be described as a process of ongoing improvements. No one came up with the iPhone 1 overnight; it took several prototypes. You shouldn't quit before you even try.

**Can you share a piece of advice with someone who's planning to study a tech-related degree in the future?**

While other degree programs are highly competitive among students, in IT-related degrees it's essential that you collaborate with other people if you want to get anywhere. There's no shame in being dependent on someone else to fulfill a task and to ask for help. We all learn from each other. If you're only looking after yourself you won't have anyone looking after you when you need it. I think this is the first and toughest lesson I had to learn in this degree, but also the most valuable.



# OUR STUDENTS

Meet our diverse community

**NTOKOZO YENDE**  
South Africa

"Born and raised in South Africa, educated in Norway, and cultured in Thailand, I'm now a student in the BBA/BIR program at IE University in Segovia. I am fluent in eight languages and am learning two more. I'm passionate about travel and new experiences, so IE University is a perfect fit for me."

**LADISLAS DOMANGE**  
France

"During my first year at IE University, I developed my entrepreneurial skills, created a business plan, and helped build a house for a family in the slums, which showed me how easy it is to help others."

**IONA DE MACEDO**  
Brazil  
Director of the Bachelor in Communication and Digital Media

"IE is the fertile ground in which to plant the seeds of what I have learned after nearly three decades as a successful international executive in the Entertainment Industry. In my specific case, it is all about preparing young Communication professionals to be leading voices in the Digital Era."

**ALIX CRANSHOFF**  
France

"IE University allows me to pursue my passion: art. Last year, I had the chance to collaborate with an artist that collected her materials from all over the world, such as powder created by lava. She taught me to truly think outside the box!"





# My Enrichment Opportunities

←

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

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

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

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

IEU LABS	22
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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.

### 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.

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



### 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.



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



## 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.

## 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

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# INTERNSHIPS

In touch with the real world

We understand that real-world experience is fundamental within the field of technology and innovation, and for that reason the *Bachelor in Information Systems Management* 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 Deloitte, Diesel, Google, LinkedIn, Tyba, UBP, Born to learn, .elteg and Noho, among other companies.



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

**Inés Duarte,**  
*Bachelor in Psychology*

**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. 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 finish my 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?**

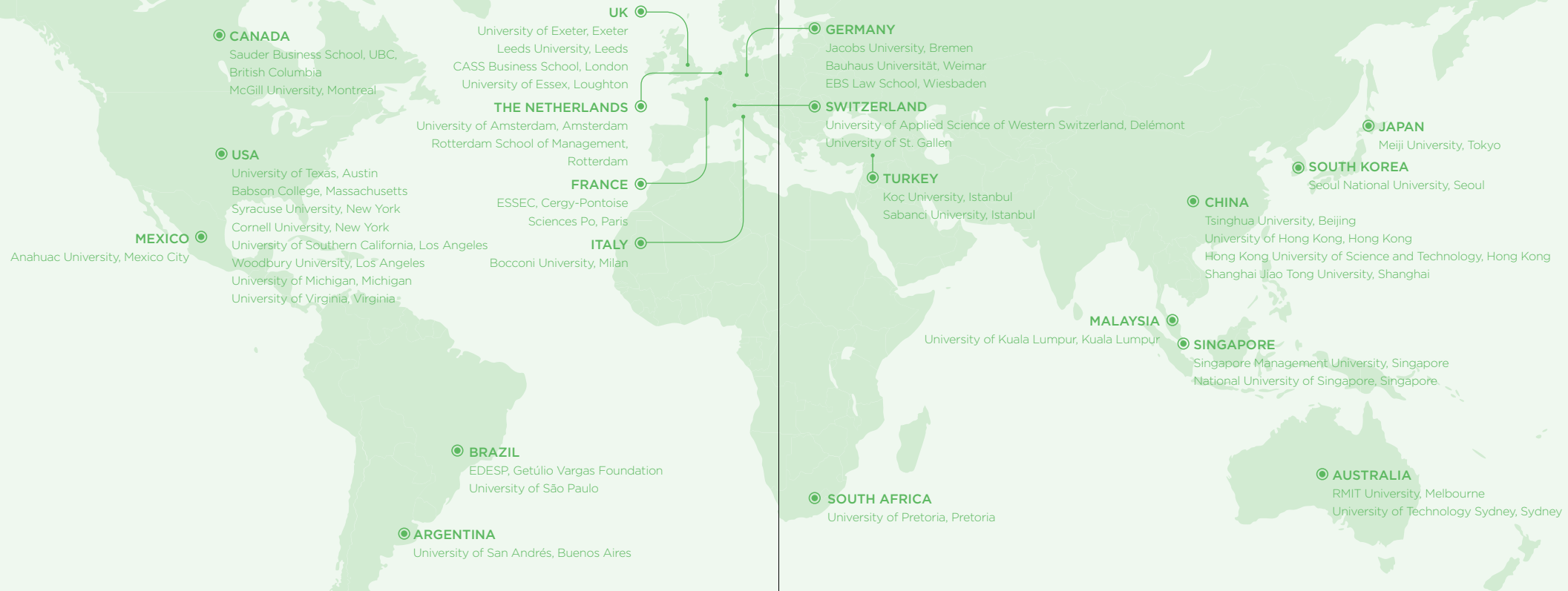
Make the most of the experience in every way. Being part of another culture, learning a language, and getting to know other ways of life is an unforgettable experience. You can choose to remain a bystander, or you can completely immerse yourself in these new experiences. Work hard and accept whatever 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

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



## “Who is the Bachelor in Information Systems Management program for?”

**Jorge Schnura,**  
*IE University Alumnus,  
COO & Co-Founder  
at source(d)*

Technology and innovation management are shaping the world

right now. The world is changing very quickly, and learning how to manage these changes to stay ahead of the competition is crucial for today's companies.


The ideal candidate for a Bachelor in Information Systems Management is someone with two types of mindset. They should be creative, with the drive to build something new and better than what is already out there, and the ambition to create something that will make people's lives easier and better.

On the other hand, they should also be able to combine this with structural and analytical thinking, which will allow them to solve problems methodically.

Technology and entrepreneurship go together. The most successful entrepreneurs in the last two decades have built something around this idea, and it is this concept in our rapidly evolving world that affords entrepreneurs plenty of opportunities to improve people's lives and add value to society.

I'd advise students considering a degree in technology to look for ways to apply what they learn to a business. It is great to know a lot about technology, but it's not going to be useful for your career if you are not able to connect it to building a business, adding value, or creating technology that people want or need.





“You can really feel how innovation and creativity flourish, because we all have different points of view and mindsets since we all come from different countries”

Samuel is currently the host of a TV news program on Movistar+. At just 17 years old, he started working at Intereconomía, a finance-focused radio station. He also recently completed an internship at Area 31, IE's entrepreneurship center.

## “I really think that technology is now important for every single field”

**Samuel González,**  
*Bachelor in Information Systems Management*

*Co-founder of the IEU Computer Society*

**Why study a technology-related degree?**

Regardless of the field or the industry in which you're going to end up working, I think that technology is going to be really relevant. Even if you're passionate about literature or art, technology is probably going to play an important role in those areas too. In fact, I would say that in the coming years, technology will play an important role in every area and sector. For example, last week I visited the IBM headquarters in Dublin and they explained that they require new additions to their sales team to have programming skills. A couple of years ago this would have sounded incredibly strange, but today we're facing a new reality. I really think that technology is now important for every single field and area.

**What do you like the most about the Bachelor in Information Systems Management?**

What I like the most about the program is the diversity in my class, and also that we're a small group, so our classes are very personalized. You can really feel how innovation and creativity flourish, because we all have different points of view and mindsets since we all come from different countries. Whenever we work in teams it's very difficult to predict the final

outcomes of projects. You may think it's going to be like this or like that, but by the time we finish we end up achieving something completely unexpected due to the diversity of our profiles. I also enjoy that we regularly have active conversations in class. With IE University's teaching methodology you don't have to go home and memorize everything. Here it's more about attending classes where we have debates and discussions that are really interesting and are led by great professors. I've realized that I've learned a lot just by attending classes.

**What are your favorite courses?**

Even though I'm struggling with programming, I think this is one of the best courses that I've had so far. I place a lot of importance on programming because I think it's really important for my future, so I put a lot of effort into it. And even though it's a hard topic, at the end of the day you enjoy it, because when you're struggling to get a couple of lines of code correct and you finally do it, you feel you've accomplished something great. For me this is one of the best parts of programming. I also really like a course that we have on innovation; I find it very interesting how we might be talking about the Ice Age and then end up discussing the digital transformation of the transportation industry. This course is a very dynamic one!

**How do you think this program is going to help you build a unique professional profile?**

I think the Bachelor in Information Systems Management is going to help me build a professional profile with a strong background in technology that also includes the foundations of business. When I went to Dublin last week to visit the headquarters of different companies, I realized that I knew a lot about technology and also about management. Sometimes when I work in teams with students from other degrees, I realize that the technology skills I bring to the table are extremely important and relevant. It's likely that in the future I'll end up working in a business-related area, but I'll have a deep knowledge of technology that will help differentiate me from others. I believe that this degree will help me build a good and complete profile to face the challenges of the professional world.

**Do you have any advice for students that will join this program in the future?**

I would advise them to prepare themselves in advance for programming classes. Learn some programming by yourself beforehand and you'll have a great advantage. Also, be prepared to restructure your mindset in a totally different way!





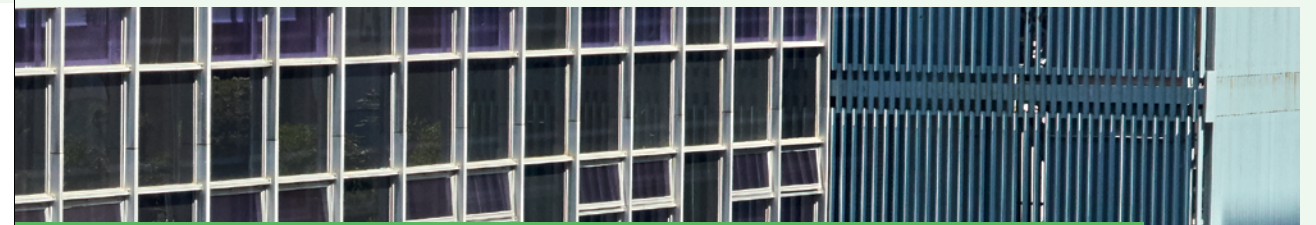
**10:00** At this time, I attend my morning classes in the Pedro de Valdivia Building. On Tuesdays, I have *Databases and Data Modeling*, which is a very useful course, as it plays an integral role in many of our technology-related projects. For each assignment, we work in teams of three in order to put whatever we just learned in class into practice. Apart from this class, I also have *Information Technology for Business* in which we focus on Python 3 programming language. Currently, we are applying Python into real-life situations as well as developing our individual and group projects, which we work on in groups of two. During the 10-minute break that I have, I either go outside with my classmates or grab some coffee and a snack.

**14:00** Typically, I have lunch with my family, but on many occasions I go out and have lunch with my friends as a way to catch up. And if I want to work on an assignment with a friend, first we meet for lunch and then we go and work on it together. The Student Hub is a nice place to eat whatever we have ordered in the cafeteria and get some work done.

**16:30** I take guitar lessons around this time. In my opinion, music is an essential part of life. Since I was 12 years old, it has always been my dream to play the guitar and the piano professionally. Not only am I carrying out my dream, but music also strengthens my brain's executive function as it activates multiple areas of the brain. It is a beautiful feeling to be able to express yourself with a guitar or piano.

**18:00** During my free time after my music lessons, I either study, go to the gym, catch up on assignments, or do some music homework. Studying is necessary in order to stay up-to-date with all of my courses. I like to work ahead on my projects for school, as well. This way, I have enough time to complete them properly without making any silly mistakes. Also, I'm also taking an online course regarding analytics, which takes up a chunk of my free time.

**21:00** Typically, I have dinner with my family and then I relax before bed. After dinner, I watch some news, TV shows, or catch up on the latest Netflix series. Some of my weeknights are different, though. On Wednesday nights, I normally go to the cinema; on Thursday nights, I hang out with my friends; and on Friday nights, we go out dancing.



A DAY IN THE LIFE OF...

## “After looking it over, I thought this was the perfect bachelor’s degree for me”

**Clara Dubois,**  
Bachelor in  
Information  
Systems  
Management

### Why did you choose to study this degree?

I decided to choose this degree since I couldn't decide whether to take up either a math-related or an IT-related degree. It was my father who told me about this course in Information Systems Management. After looking it over, I thought this was the perfect bachelor's degree for me to pursue. It had everything I was looking for but all in one degree; not only does it focus on business, but it also looks into technology and innovation.

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

I like the multicultural and diverse environment here on campus. Also, IE fulfills what I was looking for at the time of choosing a university, which was to study my degree entirely in English. Furthermore, I also like the wide variety of extracurricular activities offered.

### Are you involved in any extracurricular activities?

I'm involved in the Computer Society club. Additionally, I also participate in the mentorship program.

### What are your favorite subjects and why?

I would say that my favorite subject is *Statistics, Probability, and Discrete Math* since I have always loved math and numbers. In addition, last year I found both the course in Java programming language and *Strategy and Business Dynamics*, in which we analyzed a business' strategy and management, very interesting. This year, I would say that I like all of my courses and how there is a lot of overlap between them.

←  
Clara Dubois as a mentorship student.



SCAN FOR  
MORE STUDENT  
STORIES







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.

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.

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.

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



## 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

#1

University in Spain

#7

in Recruiter Satisfaction Worldwide

#7

University in Europe

#6

Best Bachelor in Business Administration Worldwide

#9

in Student Satisfaction Worldwide

#24

University Worldwide

#5

University in Europe

#18

Top University Worldwide

TIMES HIGHER EDUCATION  
Global University Employability  
Survey and Ranking 2018

\* YOUTH INCORPORATED  
Global University Rankings 2019



# 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.



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 115 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 tennis, 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 #8 for Career Services Worldwide

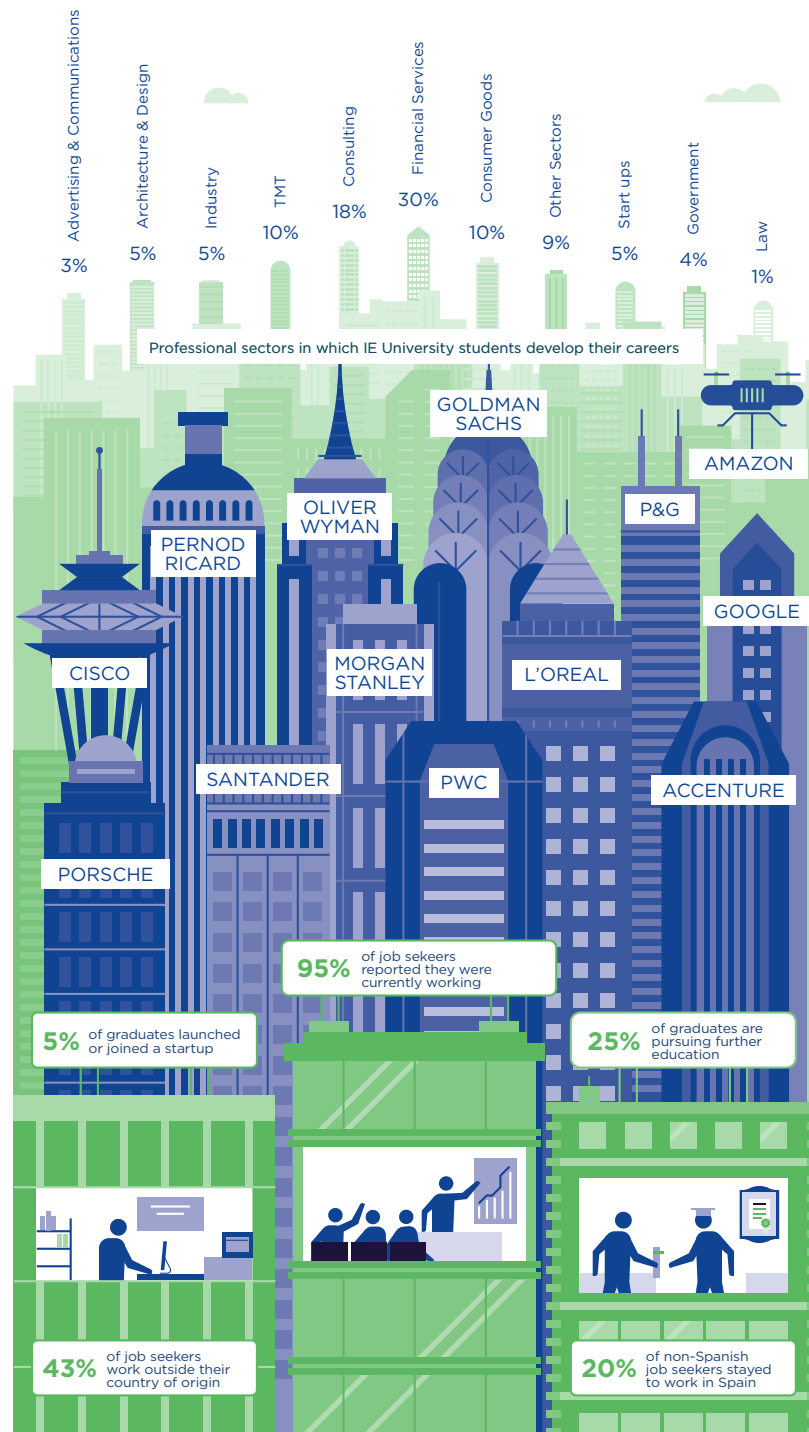
Youth Incorporated  
Global University Rankings 2019

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 2018 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.

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### 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.



Madrid



Segovia



## INTERNATIONAL OFFICES

### EUROPE

europa@ie.edu

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& Austria - Munich**  
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- Milan**  
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**Portugal - Lisbon**  
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nigeria@ie.edu

**Southern Africa  
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southernafrica@ie.edu

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

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



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

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

**CONTACT US**

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**CAMPUS IN MADRID**

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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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