



MASTER IN DIGITAL BUSINESS & INNOVATION

SCIENCE, TECHNOLOGY & DATA

Businesses around the world must evolve and adapt to the new digital economy if they're not to be left behind by nimble, tech-savvy and innovative competitors. The Master in Digital Business & Innovation instills a deep understanding of how to leverage core and emerging tech, developing digital strategies that drive performance in a changed world.



ABOUT THE PROGRAM

Your program overview

Mode of study	Full-time
Format	In-person
Intake	September & April
Duration	11 Months
Language	English
Location	Madrid

This program provides hands-on learning and experience of the world of digital tech. Generate viable, tech-based solutions to manage business transformation programs and drive innovation within your organization.

For those who
wish to become...

Data scientist
Innovation
strategist

Business
analyst

Supply chain
optimization
specialist

Tech
strategist

Tech
consultant

Transforma-
tional director

Digital trans-
formation
leader

WHO IS THIS PROGRAM FOR?

The perfect fit

This program is for individuals who want to be part of building the digital future of business needs.

Program participants may have a background in business, engineering, mathematics or social and natural sciences, but they will all share a desire to lead in tech strategy, innovation and transformation.



43%

of recruiters say
leveraging data
effectively will be a top
priority in future.

LinkedIn

WHY CHOOSE THIS PROGRAM?

Reasons you should join

01

Put theory into practice

Explore digital business models, marketing & customer insights, digital HR & finance, operations and business intelligence as you learn to drive innovation in any business role.

02

Learnings grounded in the real world

Through collaborations with corporate partners, you'll learn to generate viable, tech-based innovation ideas, develop digital strategies and business plans, while also managing successful business transformation programs.

03

Gain cutting-edge skills

Master dynamic approaches such as Lean, Scrum, Agile, TDD and Design Thinking and develop best practices in a wide range of industries, including financial services, consumer goods and retail, healthcare & biotech, manufacturing, logistics and transportation.

04

Learn from the very best

Our world-class faculty comprises highly experienced leaders in the field. You will learn from the pioneers of the new digital economy who are able to bring cutting-edge sector insights to a classroom environment.



The program shaped my perspective on innovation and empowered me to strive towards an entrepreneurial career. Through IE University, I was also able to gain access to a great network of current and future leaders who inspire me every day.”

Isabella Efimova, Germany

PROGRAM STRUCTURE

Your learning journey

This program follows a progressive approach that steadily builds in complexity. By the end of the three core periods, you will have developed an expert, well-rounded skill set in digital business innovation.

S

Speed start month

This intense initial month is designed to give you several building blocks critical for the program—and you'll be happy to have them as you build your career in the world of digital: programming, data structures, digital math and business.



89%

of all companies have either already adopted a digital-first strategy or plan to do so.

AI Multiple

87%

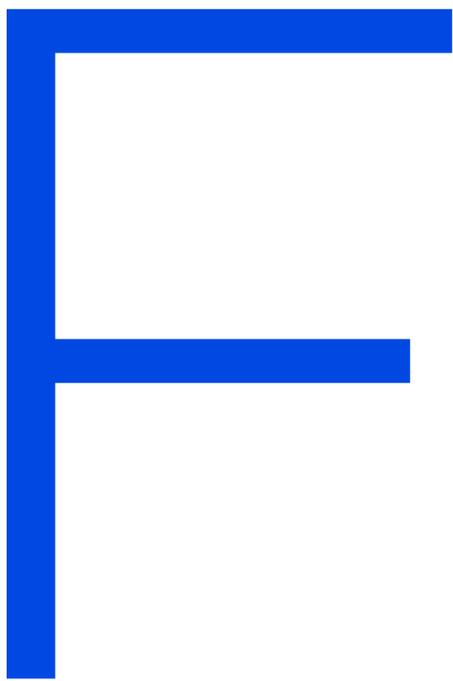
of companies think digitalization will disrupt their industry, but only 44% feel prepared for that disruption.

Deloitte



Foundations period

Gain knowledge and practical experience in the latest digital business technologies such as AI, IoT, cloud, and blockchain as you build applied foundations in digital tech and tech innovation.

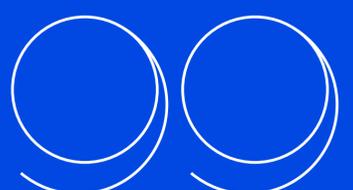


Mastery period

Develop and implement tech strategies and digital transformation techniques in business function transformation and sector transformation as you study best practices and learn to drive innovation in any business function.



“The master’s program has allowed me to get a bird’s eye view of what’s going on in our contemporary business world. I really got to understand and appreciate the importance and value of new disruptive technologies in the development of today’s business strategies. With this acquired knowledge you can better place yourself in today’s companies and utilize your new skills to magnify the work that is being done across all departments.”



Speed Start Month*

-  Madrid
-  September or April

- ▶ Programming
- ▶ Data Structures
- ▶ Digital Math
- ▶ Business

Foundations Period

-  Madrid

- ▶ AI, IoT & Cloud
- ▶ Blockchain
- ▶ Design Thinking

Term 1

-  September–December or April - July

- ▶ Lean
- ▶ Scrum

Winter Break Summer Break

-  December–January
July - August

- ▶ Agile
- ▶ TDD

Mastery Period

-  Madrid

- ▶ Digital Business Models

Term 2

-  January–March or Sept. - November

- ▶ Marketing & Customer Analytics
- ▶ Digital HR & Finance

Spring Break Winter Break

-  March–April
December - January

- ▶ Connected Operations
- ▶ Business Intelligence

Term 3

-  April–July or
December - February

Graduation

-  July or February

**Students with existing training and experience in these foundational areas may be eligible to opt out of one or more of the Speed Start courses.*

And that's just the beginning.

[Find out more about the program →](#)

STUDENT PROFILE

Your future network

The Master in Digital Business & Innovation is made up of students from diverse academic and professional backgrounds who are tech-savvy, innovative, and analytical thinkers. These leaders share a passion to harness core and emerging technologies to keep their organization at the forefront of the new digital economy.



23–29

years old is the average age of students in this program.

0–5

years of **experience.**

Discover where the journey can take you.

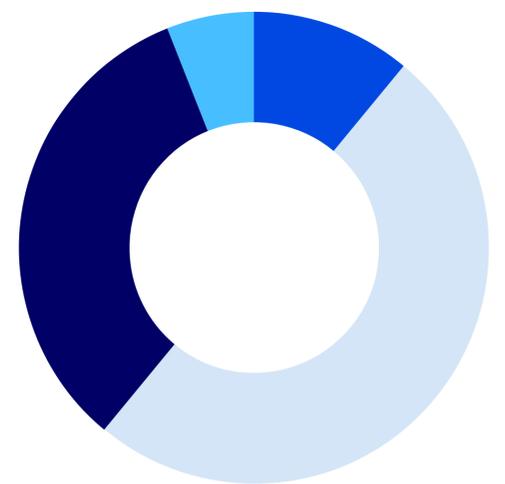
[Read more about our alumni →](#)

Where do program alumni work?

- ▶ Tech giants
- ▶ Insurance
- ▶ Banking
- ▶ Retail
- ▶ Web service companies
- ▶ Tech services
- ▶ Healthcare
- ▶ Utilities
- ▶ World-leading innovators



17 nationalities represented in the classroom



Spanish Latin American
Other European Middle East and African

ADMISSIONS PROCESS & FINANCIAL AID

The IE University admissions process is simple yet rigorous—and carried out entirely online.

While the particulars may change depending on your chosen program, it always follows a similar format, which you can discover below. With our rolling admissions process, there's no application deadline. But spaces are limited so we recommend that you apply as soon as possible.

The first steps

Before you embark on your personal learning journey, there are five preliminary steps you need to take.

Who you are

Students across all program areas share common traits that we look out for. We particularly value dedicated and talented individuals who come from diverse backgrounds and possess a global mindset.

Alongside your strong interpersonal skills and innovative outlook, you thrive under an intensive academic workload, considering it an opportunity to share new experiences and create unique approaches to problem-solving.

01

Online Application Form

Complete the online application form and upload the documents required by your program.



02

Online Assessment

With the application submitted and the fee paid, you will receive a link to answer three live questions, two in video format and one in written format.



04

English Proficiency

TOEFL, IELTS, Duolingo or Cambridge (C1 or C2) certifications may be necessary to demonstrate your English level.



05

Personal Interview

This online interview will take place with an associate director of the admissions team.

03

Entrance Exam

Next, you will have to take either the GMAT, GRE or IEGAT. If you would like to apply to a Finance Program you must take either the GMAT, GRE, CFA Level 1 or CAIA Level 1. Note that this is a mandatory requirement, and the IEGAT will not be accepted.

06

Final Decision

Your entire application will be evaluated by the Admissions Committee and you will receive an answer within 1-3 weeks.



This process may vary depending on the program. Be sure to consult the Admissions area of your program of interest for more details on the admissions process.

* Special admission requirements for Master in Finance candidates, contact the admissions team for more information.

** If you are considering a dual degree, keep in mind that students must be admitted to both programs.

[Get started →](#)

FINANCIAL AID



If sorting out funding and scholarships is an important part of making IE University your next big step in your professional journey, the good news is that we have a range of funding options available to support you!

Most of our students rely on a combination of different types of financial means to cover the tuition fees and the overall costs associated with program attendance. These means typically include personal resources, student loans, scholarships and, at times, some form of family support or tuition assistance from employers.

The IE Financial Aid Office will help you understand the different financing options and scholarship opportunities available. Researching, understanding your options and planning ahead is key. The FAO will provide you with all the necessary guidance to make any scholarship or loan application process as smooth as possible.

Please visit our financial aid website for more details or schedule an appointment with our team.

[Go to the Site →](#)

The aim is twofold: celebrating and rewarding outstanding individuals and providing scholarship support to deserving and promising candidates who would otherwise not be able to attend IE University.

IE Scholarships

Thanks to the IE Foundation and the generosity of our students, alumni, parents, corporate partners and other benefactors who support our groundbreaking Financial Aid program, we are able to maintain a strong commitment to providing top-notch education to highly qualified candidates from around the world, regardless of their economic situation. Our wide portfolio of scholarships allows us to guarantee diversity and excellence through our needs-based and merit-based scholarships.

Scholarships are awarded based on economic need, merit, distinctive competencies and/or academic and professional excellence. The aim is twofold: celebrating and rewarding outstanding individuals and providing scholarship support to deserving and promising candidates who would otherwise not be able to attend IE University.

[Check the IE Financial Aid website to discover the full list of scholarships available and to learn more about the application process.](#)

Direct Awards

There is no formal application process for the IE High Potential Award—all applicants are automatically considered. Awards are communicated at the time of admission and recipients are chosen based on the information provided during the admissions process: the strength of their application, academic merit, professional experience, the quality of the interview, competitiveness, life experiences and suitability to the program and our school.

These awards are need-blind. Should the candidate require further support, they are encouraged to submit a formal scholarship application. Should they be awarded a scholarship of greater value, the scholarship would replace the IE High Potential Award.

[Check the IE Financial Aid website to discover the full list of scholarships available and to learn more about the application process.](#)



Loans

Many of our students rely on loans — either government and/or privately funded—to at least partially finance their studies at IE University. As we strive to provide our students with further financing opportunities, we are committed to securing agreements with both Spanish and international institutions that offer our students financial loan schemes on favorable grounds. While there are many organizations that lend to IE students—including those we have an agreement with—it is critical that you understand all fees and terms of available loans to compare them and determine which are best suited to your particular needs.

Tuition Payment Options

While making an investment in higher education is extremely worthwhile, we understand it isn't always easy. At IE University, we allow students to pay in interest-free installments, without pre-approval requirements or credit checks.

The number of installments and conditions depends on the program, please talk to your admissions advisor for more information.

Contact our dedicated team at loans@ie.edu to find out which financing options may be available to you. Please note that many financing schemes are time sensitive and may require planning several months before your program starts.



ABOUT YOUR UNIVERSITY

The IE University ecosystem is designed with the student in mind. Rooted in a human-centered approach to entrepreneurship and innovation, we offer an extensive global network, cutting-edge facilities and top institutional partnerships—empowering future leaders to define their journey.



WHO WE ARE

**First and foremost,
we are Liquid Learners.**

**Liquid Learning
at IE University is the
culmination of our
educational vision,
transcending any single
platform or approach
to produce a holistic,
streamlined academic
experience.**

Developed over 20 years, this model blurs the lines between online and in-person education resulting in a flexible, highly interactive learning journey.

By breaking down traditional barriers to education, Liquid Learning provides access to the same world-class education, regardless of location or personal circumstances.

But what does this mean? Allow us to explain. As Liquid Learners, we are:

1,800+

students can attend
the same session
simultaneously

100%

of our students have
online access to classes

200

classes streaming
online simultaneously
in HD

100K+

online sessions
in total

Leaders in Business Education

IE University was founded by entrepreneurs with a vision to disrupt traditional models of education to equip students with the skills they need for the future.

To achieve this, the institution was created with five values in mind: diversity, humanities, technology & innovation, sustainability and entrepreneurship.

Pioneers in Disruptive Learning

IE University transformed business education by introducing disruptive teaching methodologies, ranging from immersive classroom approaches and technological innovation to close ties with industry leaders.

Over the years, our broad spectrum of disruptive learning innovations has helped students from 140 different countries unleash their true potential.

**“Through Extended Reality (XR),
we’re integrating engaging
technologies into our academic
offering to simulate real-world
scenarios and bring immersive
learning to life.”**

Diego del Alcázar Benjumea
CEO of IE University



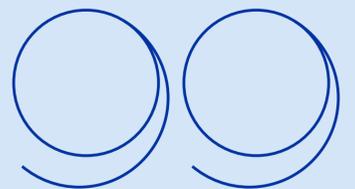
Diverse Visionaries

Our cutting-edge methodologies and global approach to education is complemented by the diversity of our community.

Students are in constant contact with a variety of academic, ethnic and cultural backgrounds, which challenges preconceived notions and empowers them to think in new, innovative ways.



“I'm able to study with people from all around the world and learn about different cultures.”



Patricia
Master in Management



25%

of our alumni have
started their own
businesses

1,500+

students trained
in entrepreneurial
management

100+

mentors working
alongside our students

Restless Entrepreneurs

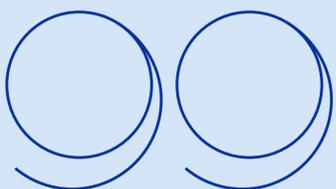
All our programs are taught from an entrepreneurial perspective, encouraging students to craft and apply solutions in the real world—whether in an intrapreneurial or entrepreneurial capacity.

Through startup accelerators and networking opportunities, students are able to fuel their ideas, fully supported as they embark on their entrepreneurial journey.





“IE University teaches you to work and cooperate with people from different backgrounds, and to bring out the best in others.



Dionysios Stavrakas, Russia
Executive MBA

WHERE WE ARE OUR EDUCATIONAL ECOSYSTEM

Enjoy the right university experience for you. We have three locations: Segovia, Madrid and Online.

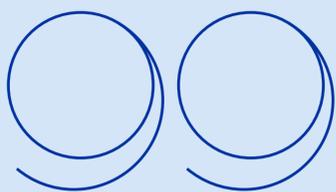


Discover the history of our Segovia Campus: From Roman ruins to IE University

[Watch the video →](#)



“In every corner of Segovia, in every step you take through its streets, squares, and countryside, there’s a sense of tradition, art, and history.



Cheyenne Uribe

Switzerland. Dual Degree in Laws and International Relations
Class of 2020

Segovia

[Know more →](#)

Declared a World Heritage Site by UNESCO in 1985, Segovia is famous for its cathedral, alcázar and aqueduct.

One of the city’s most historic buildings, the Convent of Santa Cruz la Real, is home to the IE University campus. This campus combines rich history with state-of-the-art classrooms.





Discover the magic of studying in Madrid

[Watch the video →](#)

Madrid

[Know more →](#)

Our urban tech-based education hub is located at the heart of one of the most exclusive neighborhoods of the city. Not far away, you can find our new innovation tower—the fifth addition to the Cuatro Torres—bringing an environmentally efficient and avant-garde architectural design to a lively business district.

Online

Our online classrooms enable us to provide Liquid Learning with hybrid teaching methodology.

Featuring synchronous and asynchronous learning, the online campus puts the student at the center with dynamic learning methodologies that adapt to individual circumstances.



The IE Tower in numbers



7,000

square meters set aside for green spaces

180

meters high and 35 floors

6,000

undergraduate students on campus

35

story tower with classrooms and educational zones

70+

classrooms and a large number of workspaces and chill-out zones

50,000

square meters



66,000+

total alumni

169

countries

1,300+

alumni events worldwide

28

alumni reunions

6,000

participants

60+

career sessions per year

300+

career orientation interviews

Global Presence

Our extended IE community stretches across the globe, with 30 offices working together to build a lasting community around the world.

These offices organize thousands of international networking events, connecting our alumni community, candidates, companies and partner universities.

Benefits for our global community:

- ▶ IE events, masterclasses and workshops led by IE professors
- ▶ Corporate partnerships
- ▶ Venture Days
- ▶ Networking and social events for alumni and students
- ▶ Global Alumni Weekends
- ▶ “Glocal” network
- ▶ Worldwide conferences
- ▶ Career opportunities for alumni and students
- ▶ Alumni clubs

Find us at one of our international offices.

[Know more →](#)

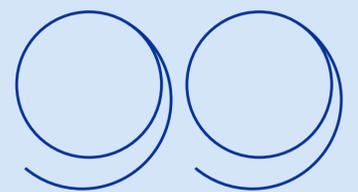


WHAT'S LIFE LIKE AT IE UNIVERSITY

There's always something happening at IE University. From business conferences to sports games and coding competitions, you'll never be lacking in opportunities for growth—and fun!



“IE University has provided me with the right network and environment to strengthen my professional potential as an entrepreneur and architect.



Dana Nayef Alfayez
Alum. Master in Business for
Architecture & Design



Venture Days

Event that connects the entrepreneurial community across all continents.

30+

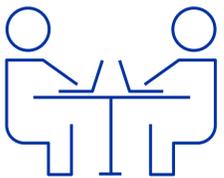
cities around the globe

1,000+

startups applied

Area 31

Weekly Venture Network event with pitches given to investors.



Exclusive workspace for admitted teams

100

events every year

[Know more →](#)

Venture Lab

Launchpad for startups under the guidance of industry experts.

10

finalists go to the Venture Day in Madrid

450+

startups participate each year



EnlightED

Bringing together the most innovative startups in education, innovation and edtech.



South Summit

Brings together the most innovative startups regardless their industry, development stage and country.



6,700+

CEO / Executives participated in our latest edition

\$4.3B+

raised by former startup competition finalists

IE Rockets

Residency program to build your skills and brand in the higher education sector.

146

startups applied

\$60M

raised from startups

IE Clubs and Centers

We believe that campus life is just as important as academic life. With more than 120 active student-led clubs on campus and online, our students have access to countless opportunities to engage with a variety of topics and learn beyond the classroom.

Club spotlights

IE Out & Allies Club

The IE Out & Allies Club endeavors to broaden understanding and support for LGBTQI* populations worldwide. This student-led LGBTQI* club organizes inclusive, year-round events, which range from educational meetups to networking and cocktail events to celebrate a break from school.

The club also proudly organizes the LGBT@Work, the longest-running LGBTQI* work conference in Europe, and third-largest business school LGBTQI* conference in the world.

Women at IE

At IE University, we strive to maintain and promote gender equality both on and off campus. With over 2,000 members, the IE Women in Business Club was created to reduce the obstacles facing women in gaining top leadership positions.

We also work with multiple international women's organizations to provide talented and driven women the financial resources required to reach their academic and professional goals.

Every year, we celebrate International Women's Day with a week full of events addressing gender equality.

Women at IE University
in numbers...

39%

of our full-time faculty
are women

48%

of our students are
women

56%

of the scholarships
offered to master's
students are awarded
to women

7.7
million

was awarded to women
pursuing a master's or
bachelor's degree in
2019

[IE Clubs →](#)



1,500+

annual face-to-face and
online events

600+

speakers hosted on campus

37,000+

attendees

IE Center for Diversity in Global Management

The IE Center for Diversity in Global Management harnesses the power of diversity to help organizations become more resilient, efficient and innovative.

Created in September 2002, the Center is an invaluable resource for the IE University community, engaging in training, applied research and awareness-raising activities, alongside holding networking events to foster international debate.

IE Africa Center

IE Africa Center aims to revolutionize the way the next generation of global executives understand African innovation—past and present.

We understand that the intellectual and physical contributions of Africa and its people are not only central to the modern world as it exists today, but are crucial to building a better future.

[IE Centers →](#)

More IE student clubs:

- ▶ **Net Impact**
- ▶ **AI & Big Data**
- ▶ **TechIE**
- ▶ **IE Tech Lab**
- ▶ **IE Tech & Innovation**
- ▶ **IE Smart Cities**
- ▶ **IE Cybersecurity**
- ▶ **IE Blockchain**
- ▶ **IE Air & Space**
- ▶ **IE Fintech**
- ▶ **IE Coding**
- ▶ **IE Women in Business**
- ▶ **IE E-Commerce**
- ▶ **IE EdTech**

and more...

OUR STUDENTS
IN NUMBERS

85%

international students

160+

nationalities
on campus

45+

languages spoken
on campus

52%

male students

70,000+

students on campus

48%

female students

100+

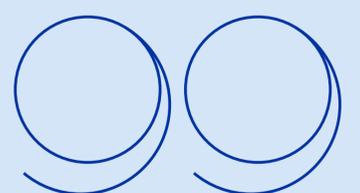
active clubs on campus



“I think the fact that there were only 20 of us and there are 17 different nationalities, the fact that we got to learn so much from different cultures, is great. I think I learned as much outside as inside the classroom.

Manon Germain

Alum. Master in Talent Development
& Human Resources



OUR RECOGNITION & REPUTATION



Pioneers in Online MBAs since 2001

1ST Worldwide
Online MBA

QS

2022

5TH Best MBA
Program
for Entrepre-
neurship

P&Q

2021

3RD Worldwide
Online MBA

Financial Times

2022

5TH Worldwide
Master in
Management

QS

2021

5TH Worldwide
Executive MBA
(Joint programmes)

QS

2021

7TH Worldwide
Global MBA

QS

2021

WORLDWIDE ACCREDITATIONS



“I believe it is critical to understand cultural differences and to be able to work in a diverse environment, which is exactly what IE University provides for both its professors and students.

Bin Ma
Assistant Professor, Human Resources
& Organizational Behavior

