

Executive MBA

MUNICH

A challenge with purpose

Degree



If you are better, the world is better

We all aspire to leave our mark. Many of us long for something more than mere recognition and return, something more profound and important, rooted in personal conviction: “I had the chance to make the world a better place, and I took it.”

This is the monumental challenge: **if you become a better version of yourself, the world becomes a better place.** There are no shortcuts when it comes to personal growth. It is an exciting journey that requires effort yet leads to a future richer in opportunities.

We live in an age of permanent change. As we venture into such an unstable reality, we will have to place even greater trust, not only in our core values and sound judgement, but in our ability to question the status quo. Having the creativity to meet the challenges that await us will be decisive in facing the present and future successfully.

The new leader has to be capable of combining two strands: on the one hand, the highest degree of professionalism and self-motivation to pursue a constant quest for excellence and, as a consequence, personal and professional fulfilment; on the other hand, the generosity to place all this effort at the service of others, of society and the world. If you consider yourself a demanding and non-conformist person who wants to better themselves and progress, and who feels they have far more to give to make a real and lasting impact, then you are an IESE Executive MBA.

“The challenge is not just knowing what you are going to do, but also, more importantly, who you want to be. In the Executive MBA you are going to be challenged so many times and in so many ways that when you graduate you’ll be able to say: I’m ready to make a difference .”



Franz Heukamp
IESE Dean
PhD in Engineering
Massachusetts Institute of Technology



“The Executive MBA delivers new insights and deeper understandings week after week. The program spans 18 months yet its impact will last a lifetime.”

Jeroen Merchiers (EMBA’ 09)
Managing Director EMEA
Airbnb



To be good at something, you have to be good at everything

IESE wants to accompany you on one of the most important journeys of your life: the path toward personal growth and professional fulfillment. The formula is simple: high-quality faculty, high-quality students and high degrees of rigor. We'll put you to the test, but with a clear objective: that you reach your full potential by working at your topmost level.

The Six Dimensions of the Executive MBA

The Executive MBA is an intense journey of personal and professional transformation that prepares you to face challenges in any business scenario, in any company, anywhere in the world.

Give us 18 months. We'll give you a lifetime of impact.

1

General management overview

You will gain a profound comprehensive insight into the company from a general management standpoint that will allow you to understand the uniqueness of each operational area and their interrelation, as well as understand how your decisions affect them.

2

Expert decision making

You will learn that, in order to be an exceptional leader, you must become an expert at making difficult decisions. By examining more than 300 business cases, you will hone your ability to analyze challenging situations, justify your strategy and decide on the best course of action.

3

Entrepreneurial spirit

You will discover your inner entrepreneur. The IESE Executive MBA will help you detect new opportunities and acquire the knowledge and tools to make the most of them, both inside and outside your organization.

4

Effective leadership

You will boost your ability to engage your team in topline projects and manage diverse personal profiles and motivations to align them around a common objective. You will become a leader committed to professionalism and integrity, and a spirit of service for the good of your organization and society as a whole.

5

Global reach

The program's high-impact content, faculty guidance and intensive weeks in three global venues will give you a heightened awareness of the trends and opportunities shaping today's global business arena.

6

Self-knowledge

The program will push you to your limits to spark a deeper sense of self-awareness and discovery of your strengths and areas for growth. You will emerge better equipped to face any leadership challenge.

IESE Munich: are you ready to make your mark?

IESE Munich provides transformational programs for business leaders who want to make a tangible difference in the world. Our campus is the German hub of IESE Business School, ranked first in the world in executive education by the *Financial Times* for four consecutive years.

A unique mission

With a world-renowned faculty and distinctly global approach, IESE delivers learning experiences that will help you grow both professionally and personally. IESE has a clear mission: to prepare leaders who can make a deep, positive and lasting impact on people, companies and society through their professionalism, integrity and spirit of service. The school's strategic priorities are deeply rooted in this mission.

Singular history

As a participant, you will benefit from IESE's 60-year history, or "trek," which centers on four elements: transformation, reputation, excellence and knowledge. Each of these dimensions continues to play key roles in the school's development.

Since it was founded in 1958, IESE has taken an **international** perspective of business, attracting students and faculty from around the world. At the same time, IESE research focuses on critical business problems set in diverse geographic regions. As the school has grown, its international alumni community has expanded, along with its **global networking** opportunities.

Personal growth

Personal development is an important facet of all IESE programs, which also spotlight ethics and social responsibility. In this regard, IESE has stood out from other business schools since its inception. The school consistently earns high marks in **international rankings**, including those published by the *Financial Times* and *The Economist*.

Global experience

Taking part in the IESE Executive MBA means immersing yourself in an intensely global learning environment.

Our faculty and participants come from all over the world, providing a distinctively cross-cultural perspective. IESE professors hold PhDs from the world's top business schools and reflect more than 20 nationalities.

We firmly believe a global mindset is essential for thriving in today's interconnected business world. That's why we have established campuses in five key cities: Munich, Barcelona, Madrid, New York and São Paulo. We also boast eight offices in other global locations and work closely with 14 associated business schools in Latin America and Asia.

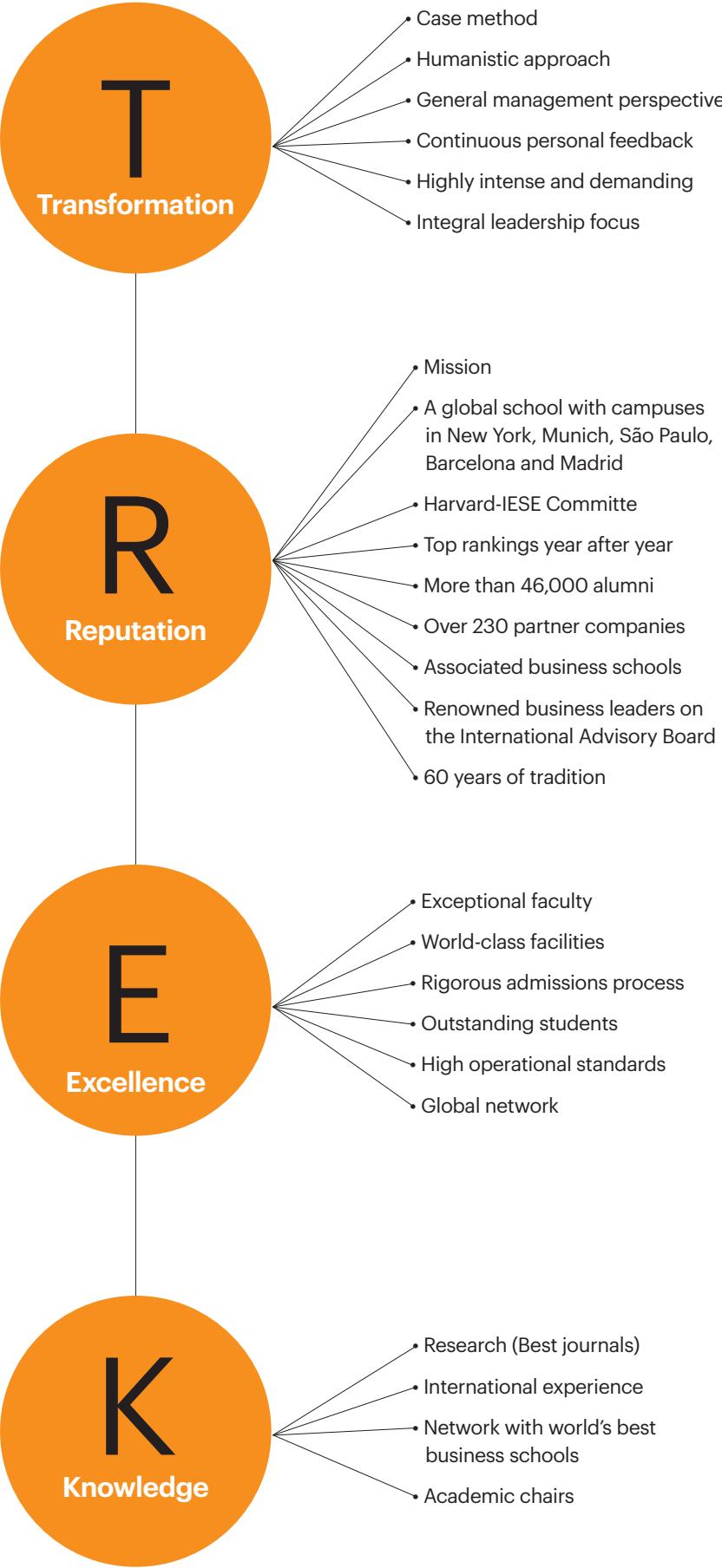
Powerful networking

At IESE Munich, you will find a vibrant networking center, where participants and alumni converge to learn, exchange ideas and share experiences. With more than 1,000 German graduates, IESE's tight-knit alumni community includes global business leaders across a broad range of sectors.

You will also benefit from the support of IESE's international alumni community, which includes more than 46,000 professionals in over 130 countries. As a graduate of the school, you can take advantage of our highly valuable Alumni Learning Program, as well as personal coaching and professional resources throughout your career.



THE IESE TREK



Global network



The IESE Alumni Association enables program participants to maintain and enrich their connections with faculty members, fellow graduates and the school. With more than 46,000 alumni worldwide, IESE offer graduates a dynamic forum for lifelong learning and networking, inspired by its mission of promoting positive and lasting change.

IESE today			
46k	1,300	9,100	110
Alumni	MBA students on campus	Executive Education participants	Full-time professors with PhDs from prestigious universities
130	77	130	20
Nationalities	Nationalities	Custom Programs for companies and organizations	Nationalities

A way to learn

One of the key challenges that globalization, innovation and digitalization have brought about is the need to rethink executive education and learning methodologies to ensure they adequately prepare business professionals to lead now and in the future.

This is a challenge that is embedded in IESE's mission and the very essence of the school. The uniqueness of each participant enriches the school's diversity and exchange of ideas and insights, ultimately contributing to a learning experience that is truly transformational.

The case method

The case method offers a forum to analyze genuine business scenarios, sharpen your strategic thinking and defend your conclusions against a range of equally plausible solutions.

Through the analysis of more than 350 management cases, you will prepare for the moment when you will face the question: what decision should I make?

Knowledge exchange

During the Executive MBA, you will expand your vision of business management by gaining new perspectives, while also reconsidering and enriching your current viewpoints.

Teamwork during the Executive MBA prepares you for real-life challenges. It provides an authentic forum for exchanging and contrasting knowledge among professionals from different organizations, industries and nationalities.

Constant feedback

As a student in the Executive MBA, you will be assigned a personal mentor, who will offer professional guidance and ensure you get the most out of the program.

Throughout the 18-month journey, your mentor, faculty and program staff will offer ongoing feedback to empower you to reach your full potential.

Exceptional faculty

IESE's faculty includes more than 100 full-time and 70 part-time professors, all with PhDs from the most prestigious universities. IESE faculty members are also highly international, reflecting more than 20 nationalities.

Professors serve on numerous corporate boards and their research is published in top refereed journals. They offer invaluable support and personalized attention, a hallmark of the school. With broad global experience, they are able to cultivate a rich interchange of ideas and perspectives and harness the collective expertise in the classroom.



An exceptional program, a unique experience

The Executive MBA is designed to maximize your development while respecting your professional and personal commitments.

Formatted for flexibility, the program is an 18-month learning journey that delivers the conceptual understanding, practical experience and global exposure to transform your future.

Sessions are held every three weeks, from Thursday to Saturday, in Munich, complemented by intensive weeks in global business hubs. IESE also has Executive MBA programs in Barcelona, Madrid and São Paulo, with their own formats.

International Exposure

In the second year of the program, you will be able to choose how to spend intensive weeks, which may include experiences in Shanghai, New York, Sao Paulo or Barcelona. You will put into practice what you have already learned in the Executive MBA and gain firsthand experience in doing business and leadership in some of the world's major cities.



INTERNATIONAL WEEKS



Shanghai
The hub of one of the world's major economic powerhouses



New York
A global finance center and hotbed for entrepreneurial activity



São Paulo
A vibrant financial center and regional base for numerous multinationals



Barcelona
European center of culture, sport and entrepreneurial activity



ELECTIVE COURSES

Elective modules allow you to enhance your knowledge of core business areas in alignment with your professional priorities.

- Fintech
- Digital Marketing
- Design Thinking
- Social Entrepreneurship



EXSIM

EXSIM is a dynamic business simulation that puts you in the role of a senior decision maker. Over an intensive week, you will make strategic and operational decisions that impact a real-world company, while dealing with financial institutions and trade unions. At the end of the week, the CEO and corporate board will evaluate your performance.



IN-COMPANY PROJECT

During the last four months of the program, you will complete an in-company project where you will directly apply new approaches and concepts to an explicit business challenge. Working in teams with a sponsoring company, you will identify a real-life challenge and build an actionable plan to address it. Expert input from the company, senior executives and faculty will guide the experience.

1st Academic Year

	1 st Semester	2 nd Semester	3 rd Semester
You will learn the fundamentals of decision analysis and build your understanding of core business areas, including sales and marketing, finance, corporate strategy and operations.	September-December Preparatory Course Accounting Financial Accounting Analysis of Business Problems Fundamentals of Marketing Decision Analysis People Management	January-March Financial Analysis Managerial Accounting Operational Management Commercial Implementation Ethics	April-July People Management/HR Economic Environment Corporate Finance Entrepreneurial Initiative Corporate Strategy

* Subject to change

2nd Academic Year

	4 th Semester	5 th Semester
You will gain an in-depth understanding of critical corporate functions and acquire a holistic management perspective, a requisite of successful leadership.	September-December General Management Decision Making Corporate Strategy Analysis of Business Problems Final Project: Operations as a Source of Competitive Advantage International Economy	January-April Corporate Communication Self Management Managing Small- and Medium-Sized Enterprises Information Systems Negotiation



18

Months

350+

Cases

500+

Hours of teamwork

6

International modules

55

Days out of the office

+46,000

Global alumni network

“The Executive MBA is the best combination for personal growth and the development of management skills. It inspired me to overhaul my business methods, refine my leadership style and expand my vision of management. Above all, it changed my perspective of the world.”

Camila Ferreira (EMBA '14)
Director of Operations for Latin America
Groupon

Take your career where you want to go

Whether you want to move up to new responsibilities within your organization, transition into a new role or strike out in a new direction, the Executive MBA arms you with the competencies and confidence for new levels of success.

Career management sessions

Expert-led sessions will help you understand the labor market, handle salary negotiations, develop your professional network and position your personal brand in the market.

Professional career opportunities

The program will equip you with the necessary tools, strategies and understanding to drive your professional career journey and successfully take on new opportunities.

Career management in four sections

- 360° evaluation
- Personal action plan with a professional career advisor (mentoring sessions with one professional mentor per team)
- Market knowledge, including knowledge of alumni and industries
- Tools and skills (sessions on résumés, professional social networks, etc.)

Career advisors

IESE offers you the chance to attend two professional-support sessions to guide your career decisions. You will determine the sessions’ objective, whether your aim is to reflect on your current work situation, evaluate your management skills and competencies, draw a plan for the future, reflect on important decisions or strengthen your personal brand.

Want to be an entrepreneur?

IESE offers you the support you need to start a new venture or lead an intrapreneurial project within your current organization. You will be able to access the following services:

- Take part in the EMBA Entrepreneurship Club, where business ideas and real-life entrepreneurial experiences are shared in monthly meetings.
- Ask professors for their opinion about your idea, business model or growth options.
- Enter WeGrow, the mentoring program that connects young IESE entrepreneurial startups with a prestigious mentor network.
- Attain financing through the FINAVES fund option, the venture capital fund that finances entrepreneurial projects of IESE graduates.
- Explore financing possibilities with the IESE Business Angel Network, which brings together more than 140 entrepreneurs and investors who contribute to the creation of new companies.
- Participate as an investor in the Business Angels Network for a year.
- Join entrepreneurial chats and meetings organized by IESE.

Global network

IESE has one of the largest international alumni associations in the world, with 46,000 contacts on five continents. Wherever you are, whatever your industry or company, you will always have access to a former student ready to accompany you on your career path. Upon finishing the program you will have access to continuing IESE sessions, and each year you will be able to attend the Global Alumni Reunion. This is the largest gathering of former IESE students and alternately takes place in Munich, New York, Barcelona, São Paulo and Madrid.

And more: women in the EMBA

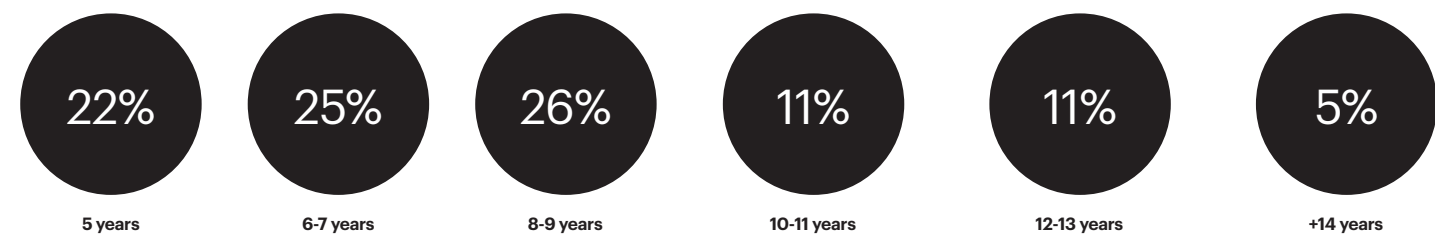
At IESE, we are committed to increasing the number of female leaders in companies. In recent years, the EMBA has increased the number of women participating in the program, which currently surpasses 30%.

Our female students are invited to make use of our exclusive Women EMBA Club (WEMBAC). You will also have access to I-WIL – the annual International Conference of Women and Leadership.

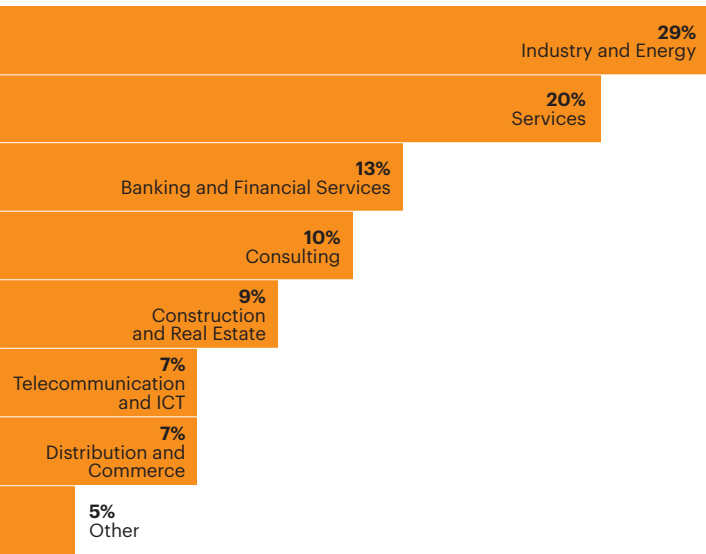
Participant profile

In the Executive MBA, every student is unique. The class is configured in such a way that the diversity of areas, sectors and experiences represented in each session stimulates an exchange of ideas, turning it into a real, live experience. Everyone contributes, everyone gives; each participant has something particular that becomes indispensable, both for the teamwork session and for sharing with the class.

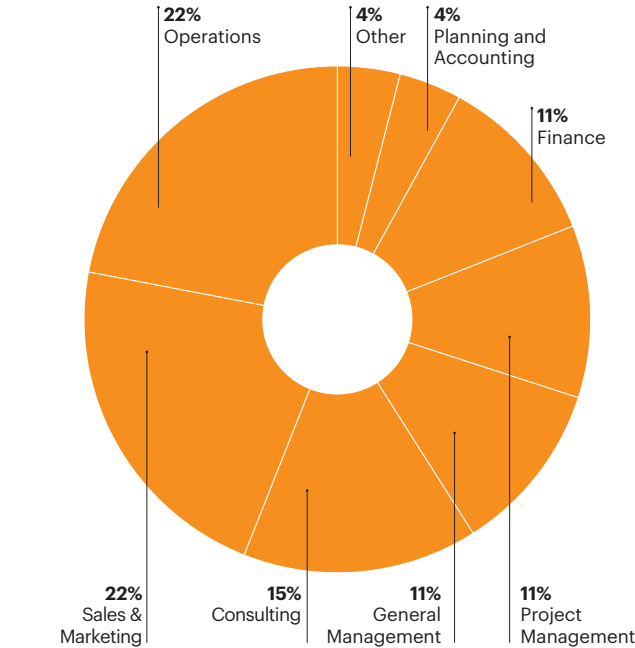
Professional experience of Executive MBA students



Business sectors represented



Functional areas



Take the next step

We are here to support you every step of the way. Our admissions team is on hand to resolve any doubts and answer questions. Meet us at open days, information sessions and interviews all over the world. Get in touch with our team today and take a definitive step towards a better future.

Get to know us

Information interview

Here we will offer you an assessment according to your needs, concerns, and personal and professional objectives. This is your opportunity to gain professional advice and explore where you are on your career path.

Open days

IESE opens its doors to give you an in-depth understanding of the program, its benefits, and the admissions process. You will get a taste of the IESE experience and how it can advance your professional growth.

www.executiveemba.iese.edu/openday

Information sessions

The admissions team offers workshops in venues around the world to answer all of your questions.

IESE EMBAssadors

EMBA alumni are undoubtedly our best ambassadors. They will give you a firsthand glimpse of the Executive MBA and their experience with IESE.

Entrance requirements

- University degree
- A minimum of five years of professional experience
- English language proficiency

Checklist

Admission

1. Application
2. Admissions test
3. Admissions interview
4. Admissions committee

Online documentation

- ☐ GMAT, GRE, Executive Assessment (EA) or IESE Admissions Exam
- ☐ Certificate of English or request for exemption
- ☐ Support letter from your current company
- ☐ Two letters of recommendation
- ☐ Degree and academic record
- ☐ National ID card or passport
- ☐ Photograph

Financing and grants

Scholarships are available for Executive MBA students who demonstrate outstanding leadership potential. To apply, candidates must complete an application and email it to embamuc@iese.edu

Contact information:

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More information:

www.iese.edu/emba/munich
www.executiveemba.iese.edu/admissions
www.executiveemba.iese.edu/fee



www.iese.edu

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A Way to Learn
A Mark to Make
A World to Change

