

IE-SMU **MBA**

A Joint Degree



WORLD-CLASS-FACULTY



CONNECT FROM
ANYWHERE



FLEXIBLE
SCHEDULE



CORPORATE
PROJECTS



LOCATION:
Madrid, Singapore,
Online



Quick Facts



DURATION: 13 Months



INTAKE: November



LANGUAGE: English



FORMAT: Blended



Combines **4 RESIDENTIAL PERIODS**,
1 in Madrid + 3 in Singapore
1 optional residential period in Madrid



Interactive **ONLINE CLASSES**



WOW ROOM DELIVERED



ONLINE FORUMS Monday - Thursday

A Word from our Deans

Dear Candidate,

You want to further develop as a leader in business and you want to expand your professional reach into different parts of Asia. You are progressing well in your career and you would like to enhance your leadership skills to create innovative change, grow a business, transform an organisation, or become an entrepreneur.

And you would like to do so while you remain active in your existing professional and personal life. It is with you in mind that the IE Business School and Singapore Management University (SMU) have joined forces to develop the IE-SMU MBA programme.

Drawing on our joint expertise in business education, we have designed a programme in which you reach mastery through moments of understanding and insight and through discussion, action and reflection. We have built a curriculum based on the well-tested core elements of business administration and we have combined them with critical skill-building modules, project-based learning, and seminars on management in Asia that together will equip you for the next phase in your professional journey.

The programme is 13 months long, starting with a week at IE Business School's campus in Madrid, followed by 3 other face-to-face course periods in Singapore. In between the face-to-face periods you will be able to complete your coursework by learning from faculty in various live platforms that have been fine-tuned for an effective and engaging learning experience. Under the guidance of faculty you will be able to apply newly learned concepts and tools in real-life business projects to close the loop between theory and practice.

We are excited about your interest and we invite you to learn more about the programme and encourage you to contact us with your questions.

We look forward to receiving your application and seeing you on our campuses!



MARTIN BOEHM
Dean of IE Business School



GERARD GEORGE
*Dean of Lee Kong Chian School
of Business, Singapore
Management University*

The Partnership The IE-SMU MBA

The IE-SMU alliance brings together two elite educational institutions, creating global access to unparalleled business knowledge for students, faculty, and executives worldwide. Combining IE's strong management fundamentals with SMU's innovative curriculum, the two schools have developed the IE-SMU MBA with one unique mission: to prepare top professionals for complex leadership challenges requiring effective management skills, with a strong focus on Asia.

The IE-SMU MBA is offered in a blended learning environment, which combines five face-to-face residential periods with interactive online modules. The first face-to-face period takes place in Madrid with the remaining four in Singapore, allowing professionals from diverse backgrounds, industries and cultures to connect in person throughout the program's duration.

This culminates in an applied-learning consulting project with a company in the field assigned to each student with their professional experience and background in mind.

University Private Degree




This is a Joint Degree from two different institutions IE University and SMU. More specifically the Degree is a University Private Degree from IE Universidad*, and taught in IE Business School and an Official Degree from SMU. You can find more information on what earning a University Private Degree from IE Universidad and an Official Degree from SMU entails in: www.ie-smu-mba.com/the-programme/.

**IE Universidad is a University officially recognized by the Spanish education authorities, allowed to grant both University Official Degrees (Bachelor's, Master's and PhD degrees), which are specifically regulated and accredited by Spanish Ministry of Education and University Private Degrees (Master), that are specifically designed by the University towards the professional application of their studies and the constant update of higher education, preserving the educational standards of excellence of IE. Both types of degrees are equally backed by the rigor and prestige of IE University.*

International Recognition




IE

IE has undergone four decades of rapid growth and is now recognized by the international press as one of the world's leading business schools.

	• European Business Schools	3rd in Europe	December 2017
	• International MBA	4th in Europe, 8th worldwide	January, 2017
	• Global Executive MBA	12th worldwide	October, 2018
	• Global Online MBA	2nd worldwide	March, 2019
	• Masters in Finance	11th worldwide	June, 2018
	• Masters in Management	10th worldwide	September, 2018
	• Non-US MBAs	8th worldwide	November, 2017
	• Global Online MBA	1st worldwide	June, 2018
	• International MBA	8th worldwide	September, 2018

SMU

SMU Lee Kong Chian School of Business was rated as a 4 Palms business school and ranked first in the Far East Asia Zone among 200 business schools 'with significant international influence' in the 'Best 1,000 Business Schools in 154 countries' ranking compiled by Eduniversal for 2014.

	• SMU Executive MBA	22nd Worldwide	2018
	• SMU MBA	10th in Asia	2019
	Masters in Finance post-experience	• SMU MSc (Wealth Management)	3rd worldwide, 1st in Asia 2018
	Masters in Finance pre-experience	• SMU MSc (Applied Finance)	4th in Asia 2018

Accreditations:



Why IE-SMU MBA



Global curriculum. Asian perspective



Joint degree from IE Business School and Singapore Management University



Flexible programme structure



4 obligatory residential periods in Madrid and Singapore
1 optional residential period in Madrid



Work directly with a top company and gain real world professional experience through a practical consulting project.



A global network: SMU and IE alumni communities and Career Management Services



Double the faculty: learn from top caliber professors from both institutions



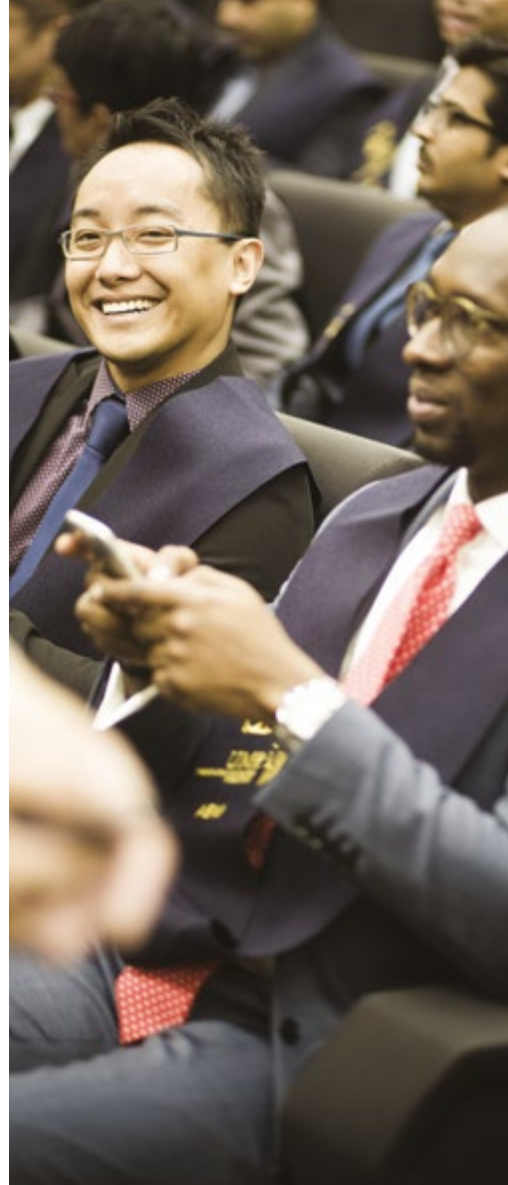
WHAT OUR ALUMNI SAY ABOUT THE IE-SMU MBA:

- “The original attraction was to IE given the quality of its blended MBA program and the growing reputation of IE Business school in Nigeria. The additional Asian perspective which SMU offered was also an important draw given the growing importance of Asia in the world.”

Olalekan Aliu (*Nigeria*)
HR Account Manager Shell

- “I was looking for two things in my search for a suitable MBA programme. Firstly, I was looking for a programme offered by top business schools as these are proven programmes that produced top professionals. Secondly, I was looking at a programme that can offer me practical knowledge that can be translated to the work place. Having looked through the various programmes available in Singapore, the IE-SMU MBA programme fulfils both criteria that I was looking for. It turned out to be one of the best decisions of my life.”

Alvin Tham (*Singapore*)
Head of Marketing, Busy Bees Asia

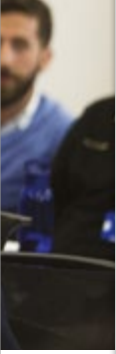


Program Structure



13 MONTHS

	PRE-PROGRAM	PERIOD 1	
WHEN	3 WEEKS	7 MONTHS	
WHERE	ON LINE	MADRID 1 WEEK	ONLINE VIDEO CONFERENCES+ FORUMS
WHAT	PRE-PROGRAM FINANCIAL ACCOUNTING	<ul style="list-style-type: none"> • PROJECT MANAGEMENT • PERSONAL BRANDING • TEAM PROJECTS • PRESENTATION SKILLS • FINANCIAL ACCOUNTING • MANAGERIAL ECONOMICS 	<ul style="list-style-type: none"> • FINANCIAL ACCOUNTING • MANAGERIAL ECONOMICS



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- CORP
FIN
- MAF
- CRITICA



Program Structure



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3 WEEKS

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7 MONTHS


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ON LINE


MADRID
1 WEEK


ONLINE
VIDEO CONFERENCES+
FORUMS

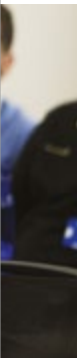

WHAT

PRE-PROGRAM
FINANCIAL
ACCOUNTING

- PROJECT MANAGEMENT
- PERSONAL BRANDING
 - TEAM PROJECTS
- PRESENTATION SKILLS
 - FINANCIAL ACCOUNTING
 - MANAGERIAL ECONOMICS

- FINANCIAL ACCOUNTING
- MANAGERIAL ECONOMICS

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1		OPTIONAL	PERIOD 2			
HS			6 MONTHS			
 SINGAPORE 3 DAYS	 ONLINE VIDEO CONFERENCES + FORUMS	 MADRID 1 WEEK	 ONLINE VIDEO CONFERENCES + FORUMS	 SINGAPORE 3 DAYS	 ONLINE VIDEO CONFERENCES + FORUMS	 SINGAPORE 1 WEEK
<ul style="list-style-type: none"> • CORPORATE FINANCE • MARKETING CRITICAL THINKING 	<ul style="list-style-type: none"> • CORPORATE FINANCE • MARKETING • BUSINESS ANALYTICS • BUSINESS, GOVERNMENT & SOCIETY 	DIGITAL DISRUPTION & TRANSFORMATION WORKSHOPS	<ul style="list-style-type: none"> • OPERATIONS MANAGEMENT • COMPETITIVE AND CORPORATE STRATEGY 	<ul style="list-style-type: none"> • STRATEGIC MANAGEMENT ASIA • PARTNERSHIPS IN ASIA • NEGOTIATING IN BUSINESS • CORPORATE COMMUNICATION 	<ul style="list-style-type: none"> • MANAGEMENT ACCOUNTING • ENTREPRENEURIAL MANAGEMENT • LEADING PEOPLE & ORGANIZATIONS • MANAGING INNOVATION & GROWTH 	<ul style="list-style-type: none"> • FINAL EXAM • MARKETING & INNOVATION IN ASIA • PARTNERSHIPS IN ASIA • NETWORKING • COACHING

* Summer and Winter break dates vary depending on each intake
 Forums: Mondays to Thursdays
 Virtual Conferences: Saturdays 11:00-12:30 & 13:00-14:30 CET

Methodology

BLENDED METHODOLOGY

A Global Network

The blended methodology offers students the opportunity to structure their study schedules in a way that is compatible with their professional lives, allowing them to concentrate the bulk of their studies on days of the week that better suit their agendas. The tools that the IE-SMU MBA provides allow students to engage in constant teamwork activities and interact in an efficient and comfortable manner despite different geographical locations.

The Online Campus

Access to the Virtual Campus is available 24/7 and allows for daily interaction with your peers, group meetings, class participation, and contact with faculty and the academic department.

Students can access each course's forum to discuss the subjects that are being taught. The Campus is accessible via a variety of devices including smartphones and tablets.

Asynchronous Forums

Online sessions take place through active asynchronous forums that are available 24 hours a day from Monday to Thursday. Students enjoy flexible participation as they access the debates without limitation from anywhere in the world. The emphasis of debates where each intervention is published in writing allows for maximum reflection and critical thinking surrounding each topic.

#2
ONLINE MBA
FINANCIAL TIMES 2019



WOW Room Learning

**DRIVE THE NEW ERA OF VIRTUAL LEARNING.
LIVE AN INNOVATIVE EDUCATIONAL EXPERIENCE.
UNLOCK THE DOOR TO YOUR FUTURE!**

Our updated, state-of-the-art WOW Room is a virtual learning experience without limits. It allows for enhanced collaboration and networking capabilities, resulting in a dynamic, intercultural exchange of knowledge and ideas.

Some of the world's most innovative technology has gone into producing this unique, lifelike virtual learning experience.

Emotion Recognition System.

Take part in your virtual class with our real-time tracking system that will help us bring you and your class the most engaging, relevant learning experience.

Borderless Classroom.

Join in on free and fluid debate with other ambitious students from any corner of the planet.

Hands-On Technology.

Cast your vote in live class polls, collaborate with virtual documents in real time and take part in dynamic, interactive role plays. Even if you're in different countries, it'll feel like you're in the same room.

Computer, Tablet or Mobile.

Choose the device that works best for your educational needs.

Maximum Diversity for Your Professional Network.

Forge real, lasting connections with the best global talent thanks to our seamless technological system.



Class Profile



AVERAGE AGE

31 years old



AVERAGE LANGUAGES SPOKEN

3 per student



NATIONALITIES

15



PROFESSIONAL EXPERIENCE

Middle and Senior Levels



GENDER

28% female **72%** male



SECTORS

- Finance & Insurance
- Oil & Gas
- Mining
- Construction
- Law
- Pharmaceutical & Healthcare
- Automotive
- Public Administration
- Internet / E-commerce
- Wholesale & Retail Trade
- Telecom
- Manufacturing
- Government & Non-profit
- New Technologies / Computing



“I’ve had a great experience with the IE-SMU MBA, as it closely resembles how modern businesses operate today: virtually, globally, and cross-functionally.”



Allan Ko *(Philippines)*
Head, HR Service Delivery Johnson & Johnson Asia Pacific

“My experience can easily be summarized in the following few 4 words: Highly Challenging, Highly Rewarding.”



Gregoire Droz *(Switzerland)*
Portfolio Manager, VP Credit Suisse

“I stumbled on the world’s number #1 in blended MBAs - IE, with a highly reputed blended programme in conjunction with one of the more pragmatic & modern Asian universities - SMU. Not only did this suit me but it also followed the blended model of teaching.”



Aarthi Sridharan *(India)*
Principle Engineer, Globalfounders

Corporate Consulting Project

PROJECT-BASED LEARNING: BRIDGING THEORY AND PRACTICE

Project-based learning allows participants to apply their newly acquired knowledge to design and test real change with our partner companies.

Under the guidance of one of our faculty members, your team will undertake a 10-month Action Research Project with the aim of devising value creation goals for the company with whom you are collaborating.

Past projects have focused on the implementation of new company strategies, improvement of a business process with specific targets, design and development of a new/enhanced product or service, or development and implementation of a market entry plan.

These projects can involve industries such as:



RETAIL



BANKING & FINANCE



INFRASTRUCTURE



HEALTHCARE



START UP/ TECH

CURRENT AND PAST PARTNER COMPANIES INCLUDE:

L CAPITAL ASIA	ESSILOR	KATOEN NATIE	GREEN FREIGHT ASIA	DECATHLON
ABN-AMRO	CERNER	DEME	DBS BANK	PORSCHE
DSM	YOKOGAWA	JOHNSON & JOHNSON	LVMH	GSK GLAXO SMITH KLINE

Admissions & Application

ADMISSION CRITERIA:

To be eligible for the IE-SMU MBA you must meet the following criteria:

1. Minimum of 3 years of relevant professional experience
2. Solid academic record
3. Bachelor's Degree from an accredited undergraduate university
4. A completed application form

APPLICATION DOCUMENTS:

1. We accept either GMAT, GRE, IE Global Admissions Test, or the SMU Admissions Test
2. One essay and one other form of self-expression
3. Two reference letters
4. Work verification letter (optional)
5. Organization chart
6. Résumé / CV
7. Transcripts
8. Bachelor's Degree (if award of degree is not mentioned on transcript)
9. TOEFL or IELTS score (if candidate's degree was not completed in English)

Application fee: S\$200 (non-refundable)

APPLICATION PROCESS:

The online application closes in September. Admission is conducted on a rolling basis.

Apply online at www.ie-smu-mba.com

Financial Aid in the form of partial scholarships is available for candidates who are admitted to the programme and is awarded based on merit and need. For more information please email: iesmu@ie.edu or ie.smu.mba@smu.edu.sg



CONTACT US:

IE BUSINESS SCHOOL

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SINGAPORE MANAGEMENT UNIVERSITY

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