

IE Brown Executive

# MBA

A Joint Degree



BROWN





IE Brown Executive  
**MBA**



# IE Brown Executive MBA

## QUICK FACTS

Profile:	Executives with an average of 14 years experience, an average age of 37 and a minimum of 3 years in a management position
Format:	Blended*
Language:	English
Program starts:	March
Duration:	15 months
Location:	Madrid, Cape Town, Providence and Online
URL:	<a href="http://www.iebrown.com">www.iebrown.com</a>

\*Combines face-to-face periods with online, interactive learning



Francesco Vercesi, IE Brown EMBA'12





IE Brown Executive  
**MBA**

Markeith Williams, IE Brown EMBA '12



A JOINT DEGREE:  
TWO WORLD-CLASS INSTITUTIONS,  
ONE UNIQUE EXPERIENCE IN  
MANAGEMENT EDUCATION





“The real voyage of discovery consists not in seeking new lands but in seeing with new eyes.”

Marcel Proust



Brown University and IE Business School offer a unique joint degree program that goes beyond the boundaries of the traditional MBA.

Firmly anchored in the values of both institutions, the IE Brown Executive MBA integrates innovative management education with the liberal arts, providing a unique platform for reflective leaders to think beyond business and explore strategy, decision-making and creativity in the spirit of open debate and critical thinking.







## A COMMON PURPOSE



This initiative comes at a particularly propitious time, as the global economic situation calls for a systematic rethinking of financial systems and management paradigms. There needs to be a much wider approach to understanding the role of corporations and managers within our global society. Managers need to be exposed to broader philosophies and schools of thought, building a wider vision of value creation and sustainability. This alliance is a major step forward in building a higher education model which is focused on developing students who are global citizens as well as well-rounded professionals.

Santiago Íñiguez  
Dean, IE Business School



This partnership has given Brown an opportunity to create a new model of leadership education, one that fuses the breadth, creativity, and rigor of the liberal arts with the latest innovative approaches to training managers and entrepreneurs for the global challenges of the twenty-first century. Successfully meeting those challenges will require a generation of leaders who understand the cultural, social, political and scientific changes that are transforming our world, and who can apply the research and analytical tools they acquire in dynamic and complex environments.

Mark Schlissel  
Provost, Brown University



IE Business School is fully accredited by the world's three leading accreditation bodies, ensuring the quality and academic rigor of our programs.



AACSB International  
Association to Advance  
Collegiate Schools of Business



AMBA  
Association of MBAs



European Quality Improvement System



# IE INTERNATIONAL RECOGNITION

IE Business School shapes leaders that promote innovation and change in organizations, equipping directors with an entrepreneurial mindset that generates employment, wealth and social well-being. Founded in 1973, the school has undergone a rapid process of growth and internationalization and is now recognized as one of the world's leading business schools.

IE Business School is recognized by the international press, which ranks IE as a leading international business school.

## Financial Times

- **Masters in Finance**  
3<sup>rd</sup> worldwide June, 2013
- **Online MBAs**  
#1 worldwide March 2014
- **MBAs**  
5<sup>th</sup> in Europe, 13<sup>th</sup> worldwide January, 2014
- **European Business Schools**  
1<sup>st</sup> in Europe December, 2013
- **Executive MBAs**  
4<sup>th</sup> in Europe, 15<sup>th</sup> worldwide October, 2013
- **Masters in Management**  
5<sup>th</sup> worldwide September, 2013

## Economist Intelligence Unit

- **Executive MBAs**  
2<sup>nd</sup> worldwide July, 2013
- **Distance Learning - Executive MBAs**  
1<sup>st</sup> worldwide February, 2010

## Wall Street Journal

- **MBAs**  
1<sup>st</sup> worldwide September, 2009

## Forbes

- **Non-US MBAs Schools**  
5<sup>th</sup> worldwide October, 2013

## América Economía

- **MBAs**  
5<sup>th</sup> worldwide May, 2013

## Aspen Institute

- **Business Schools**  
1<sup>st</sup> in Europe, 3<sup>rd</sup> worldwide September, 2011

## Bloomberg Businessweek

- **Non-US Business Schools**  
3<sup>rd</sup> worldwide November, 2012
- **Executive MBA Programs**  
7<sup>th</sup> worldwide November, 2013



THE WALL STREET JOURNAL



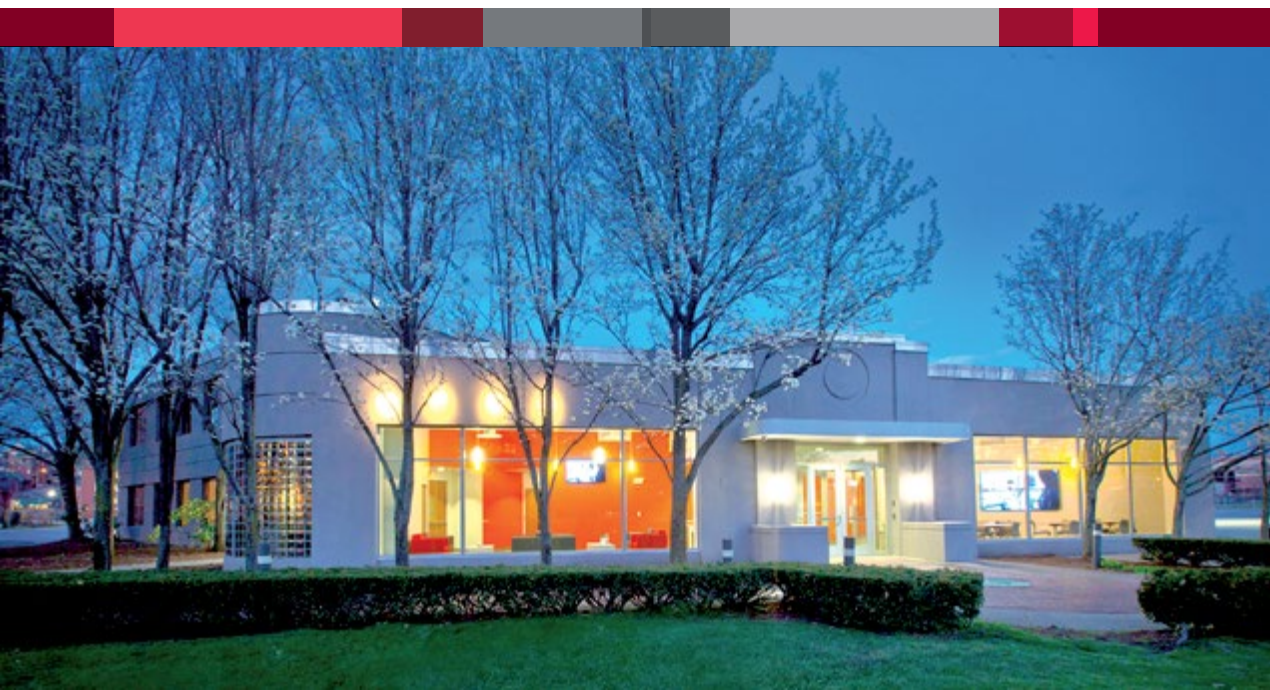


# BROWN UNIVERSITY

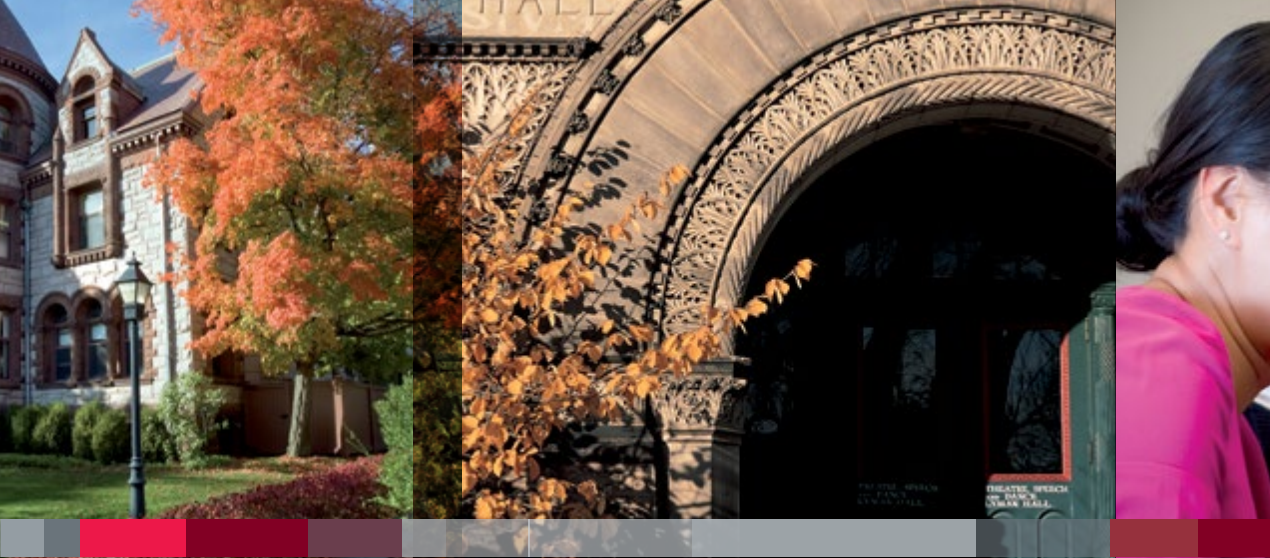
Located in historic Providence, Rhode Island and founded in 1764, Brown University is the seventh-oldest college in the United States. Brown is an independent, co-educational Ivy League institution comprising undergraduate and graduate programs, plus the Alpert Medical School and the School of Engineering.

Brown is a leading research university with a vibrant, diverse community consisting of 6,000 undergraduates, 2,000 graduate students, 400 medical school students, more than 5,000 summer, visiting and online students, and nearly 700 faculty members. With Brown's innovative approach to education, each Brown student develops independence and initiative while constructing a unique, personal and multidisciplinary course of study. Brown students come from all 50 U.S. states and more than 100 countries.

IE Brown Executive  
**MBA**







## THE IE BROWN ADVANTAGE

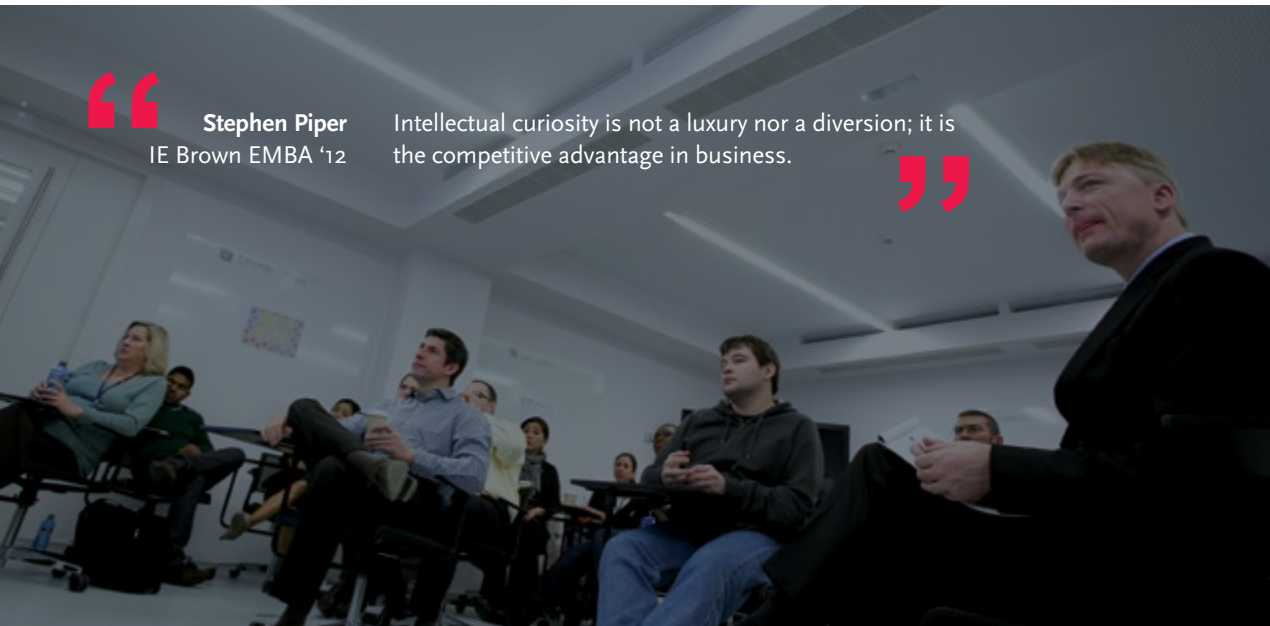
The IE Brown Executive MBA is designed to challenge participants to go beyond conventional thinking and to develop a more holistic view of the world. Identifying and creating opportunities is at the heart of the IE Brown Executive MBA, recognizing and emphasizing the critical importance of context and environment on the development of business opportunities.

This program brings together faculty from two leading academic institutions, moving beyond a tradition business education to consider strategic business priorities through the multiple lenses of the humanities, social sciences, engineering and art.



**Stephen Piper**  
IE Brown EMBA '12

Intellectual curiosity is not a luxury nor a diversion; it is the competitive advantage in business.

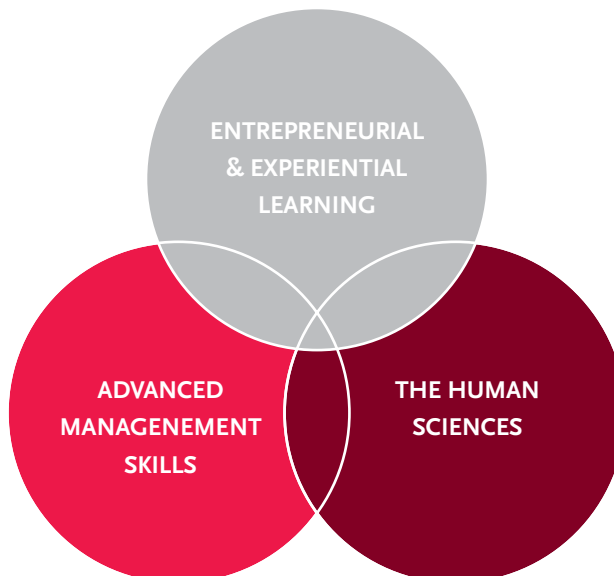




## THE REFLECTIVE LEADER

The IE Brown Executive MBA learning experience is designed to develop reflective leaders through the integration of managerial knowledge, the liberal arts perspective and experiential learning. Participants in the program are equipped to deal with the complexities and nuances of the rapidly changing global world across a series of courses spanning these disciplines, delivered by both Brown and IE faculty.

The curriculum seeks to equally develop managerial knowledge and strategic agility, providing students with a broader skill set and a fresh perspective and encouraging them to seek out bold, innovative solutions for today's business and societal challenges. Complementing these abilities, students will strengthen their leadership capacities and engage in opportunities to actively seek new opportunities, employing an entrepreneurial mindset in a variety of practical situations.





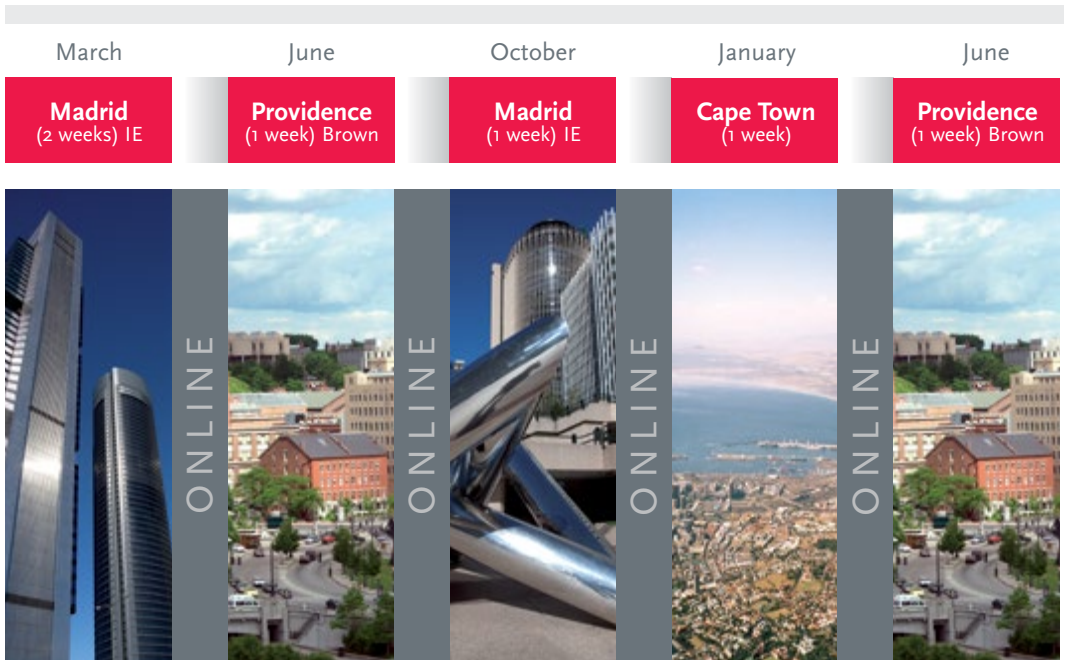
## STRUCTURE

The 15-month IE Brown Executive MBA utilizes IE's proven blended learning methodology, rated #1 in the world by The Economist Intelligence Unit.

The program combines 7 intense weeks of face-to-face engagement in Madrid, Providence and Cape Town with interactive, online learning. It is specifically designed for senior managers and entrepreneurs who wish to undertake a rigorous and transformational Executive MBA program without taking a break from their current responsibilities.







Online learning periods occur between each face-to-face module, ensuring **continuous learning and interaction** between classmates for the duration of the program.

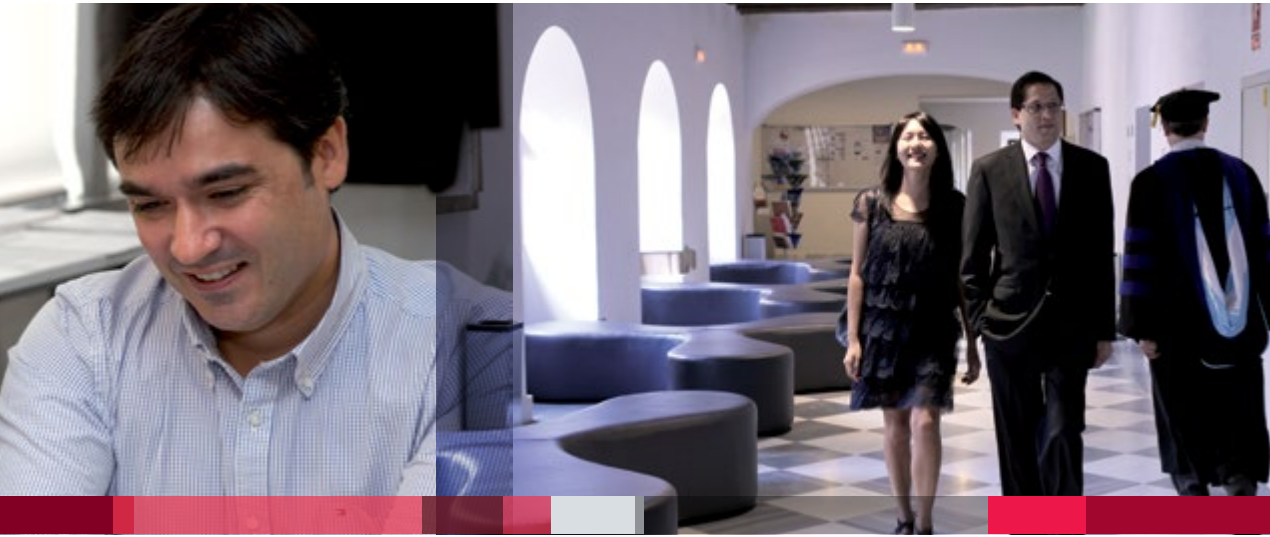


## CURRICULUM

This unique joint degree program brings together a set of courses and practical learning experiences that create a different kind of EMBA graduate equipped with the skills, vision and agility to navigate complex decisions within both business and society.

The essential elements of the curriculum integrate three disciplines that lead to the development of the reflective leader, combining IE's innovative approach to management education and Brown's legacy in the humanities and social sciences, complemented by experiential components that emphasize entrepreneurial action.

By leveraging a truly multidisciplinary approach, strategic management skills are honed alongside five components within the human sciences. Equal attention is placed on the necessary abilities to drive business growth and innovate in the corporate and entrepreneurial landscapes as it is on increasing knowledge, perspectives, and the qualitative, analytical and interpretive tools for understanding our complex world.



## Advanced Management Skills

- Managerial Economics
- Corporate & Competitive Strategy
- Fundamentals of Marketing
- Managing Communities of Work
- Operations & Supply Chain Management
- Financial & Cost Accounting
- Financial Management

## The Human Sciences

- Ethical & Historical Foundations of Market Economies
- Arts & Humanities
- Global Markets
- Social Structures & Global Cultures
- Innovation, Entrepreneurship & Decision Making

Entrepreneurship Track

Leadership Track

## FORMAT



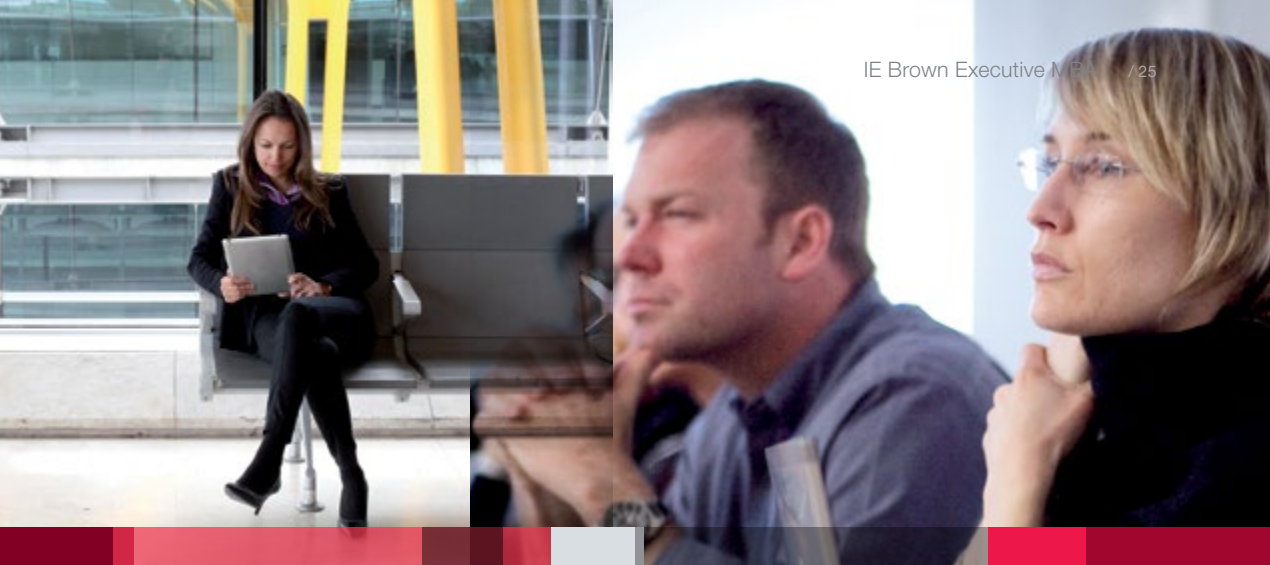
**Fahim Siddiqui, USA**  
IE Brown EMBA '12  
Chief Product Officer  
INTRALINKS



Blended learning offers the optimal balance of interpersonal interaction and deep introspection required for engaged discovery in the educational process. A globally focused, busy executive meets the professors and cohort members first in person, followed by online learning sessions. The online format provides the flexibility to engage with content and peers at their preferred times and location, while ensuring that everyone's 'voice' is heard.







## BLENDED LEARNING

Given the program's blended nature, participants are able to follow the program regardless of their geographic location, travel schedules and work commitments.

Blended learning requires that courses commence face-to-face. After the opportunity to interact in the classroom, professors and students transition to a period of online learning, reuniting in person during the various face-to-face periods along the way.

This remarkable format fosters strong connections between the students, helping them to build a tight-knit community that spans the globe. The ability to apply new ideas, concepts and tools in real time means that executives embed knowledge throughout the program, contributing to a deeper learning experience.

## INTERACTIVE, ONLINE LEARNING

The IE Brown Executive MBA student experience revolves around a virtual learning platform: the IE Online Campus. For over a decade, IE has been investing and adapting its platform to efficient, effective executive learning. Among many important functions, this platform hosts important program information, materials, faculty details, class forum, and private team forum.

Online learning sessions last for one week and comprise 3 main phases:

- I. Individual preparation:** reading cases, chapters, technical notes, etc
- II. Group discussion and assignment:** Case discussion and completion of the group assignment as indicated by the professor
- III. Class forum:** Case discussions last from Tuesday to Friday each week, allowing students and professors time to read and assimilate the opinions posted before submitting their own well-thought out comments to the forum. Several discussions are held in parallel, facilitating links among the different aspects under discussion, thus enriching the learning process.

During online learning periods, three online sessions are usually scheduled per week, requiring commitment, organization and participation from all students.

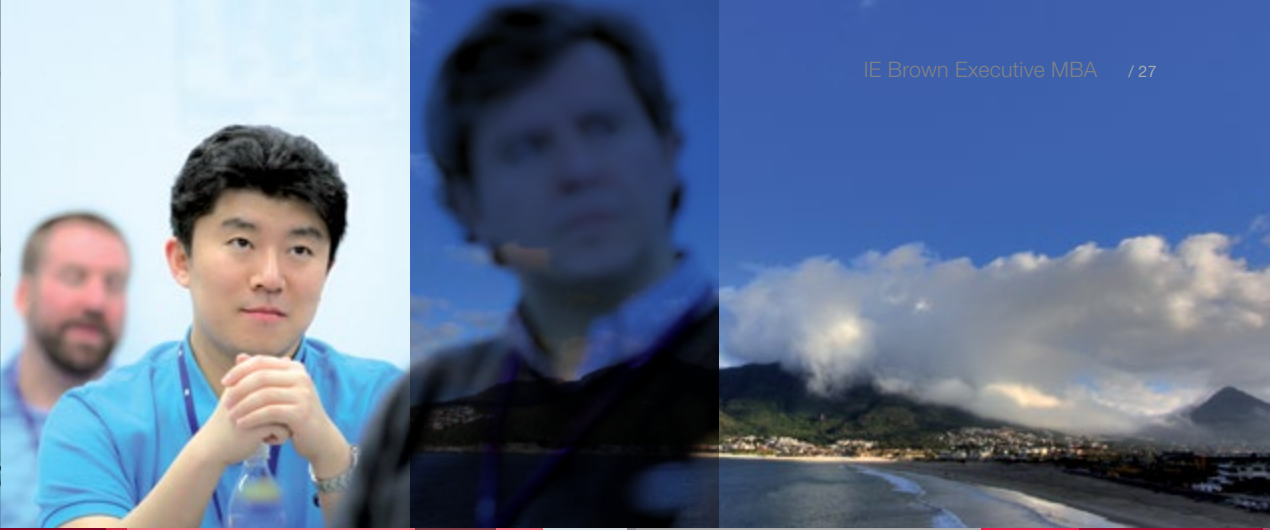
Students typically dedicate approximately 25 hours a week to the IE Brown Executive MBA during the online learning periods.



## FACE-TO-FACE LEARNING

The face-to-face periods in Madrid and Providence take place at IE Business School and Brown University campuses. They permit participants to work with concepts and skills that require physical presence, contact with the professors and contact between participants.





## CAPE TOWN, SOUTH AFRICA

The week in Cape Town provides a context for applied learning, applying knowledge acquired in previous classroom and online sessions. This rich field experience, in which new opportunities are proposed, explored and understood in context, is intensified and amplified by the dynamic clashes of culture, politics and human need in the selected site. The module in South Africa will be an 'immersion experience', specifically designed for students to experience the 'beyond business' focus of the program in a real setting. Students will be challenged not only at an intellectual level but also emotionally and behaviorally.

Advancing the global learning objectives of this blended MBA, students will study issues, challenges and opportunities associated with multi-national business environments, cultural difference and emerging markets. In particular, this module will explore issues in developing markets and the political/social/economic challenges associated with these areas of the world. This is an opportunity for students to connect their learning in traditional business courses, entrepreneurship courses with courses that explore history, social context, cultural challenges, economic and political issues.



**Alexis Talcott-Curry, Australia**  
IE Brown EMBA '14  
Head of Legal  
Innovia Security



My favorite memory of the program was working with the team in South Africa. It was a really interesting experience getting into the details and understanding the real causes of the problems faced by the population.



## WHO IS THIS PROGRAM FOR?



**Myah Moore Irick, USA**

IE Brown EMBA '12

Assistant Vice President,  
Relationship Manager

PNC Bank



The IE Brown program is best suited for an individual looking for a well-rounded approach to leadership in a rapidly changing global society. It is no longer enough to show up and be open; one must also be prepared to be challenged and be prepared to lead in an uncomfortable, and possibly unfamiliar environment. The curriculum, the faculty and the diverse cohort provide a unique learning atmosphere. Students were exposed to learning about business in a very non-traditional way. For individuals that are out-of-the-box thinkers, this program provides the ideal setting.





## Myah Moore Irick, IE Brown EMBA '12

### Why I chose the IE Brown Executive MBA

This program is also a strong fit for those interested in changing industries or changing business functions. For me, pursuing an international MBA was an outstanding fit for my long-term career aspirations and intellectual interests. I felt that this MBA would better equip me to achieve my immediate goal of transitioning into wealth management, as well as my long-term goal of being a university president. I was looking for a program where I would develop core fundamentals in areas such as finance, accounting and business operations to ease my transition from the non-profit world to financial services. Additionally, I felt that the strong international content would help me to see the world through a more focused global lens.

### What was important to you in your class profile?

When looking for my ideal program, I specifically looked for a class profile that had significant diversity. I was interested in learning alongside classmates from various parts of the world. The IE Brown EMBA program afforded me the opportunity to interact with classmates from sixteen different countries and from an equally diverse faculty group. In addition, I desired exposure to industries that I was not familiar with and lines of business that I had worked with... but not in (such as operations and supply chain). Our class had numerous industries represented. Finally, I had the hopes that any program I was a part of would celebrate gender diversity and recognize the significant increase of women in leadership roles in business. To see so many talented women in the program was a bonus!

### What makes the IE Brown Executive MBA class special?

The IE Brown program is a unique opportunity and therefore attracts the interest of truly unique global citizens. You are surrounded by classmates that push the envelope in ways that you never thought possible and motivate you to think bigger; challenging one another on a daily basis fosters understanding and growth. Each student is already so accomplished before setting foot in the classroom, and is driven to identify 101 more ways to have an impact on the world. By bringing together individuals with this DNA, the collective energy and learning potential is limitless.



**Samir Rath, Canada**  
 IE Brown EMBA '13  
 Entrepreneur, Author  
 "No Startup Hipsters"



The legacy that we are building and the group of leaders who are created through this program keeps getting better; hopefully we will keep doing really cool things for the world.

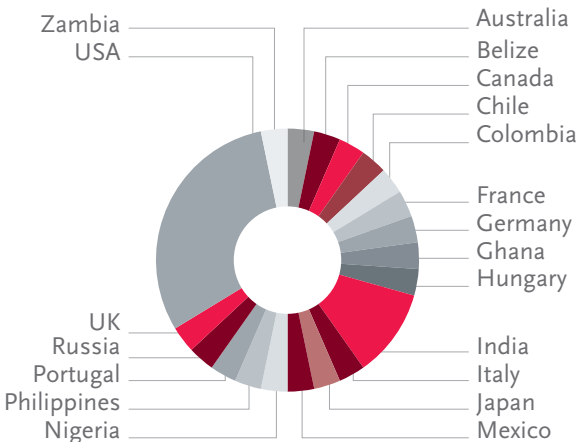


## CLASS PROFILE

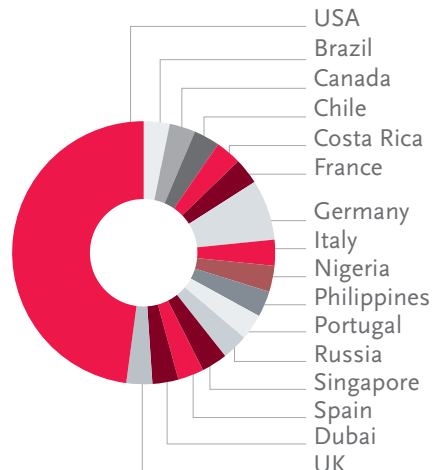
As with any blended program, the IE Brown Executive MBA is not limited to a geographic region. This learning format combining short, face-to-face periods with interactive, online periods, ensures that students can participate from anywhere in the world.

Classes are naturally diverse in terms of nationalities and cultural backgrounds. But we are also committed to diversity in other important forms, including gender, industry, sector and function. Building knowledge through leveraging the differences between us is an effective way to maximize the learning experience in the class.

### Nationalities



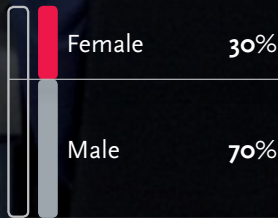
### Countries of Residence







**Gender ratio**

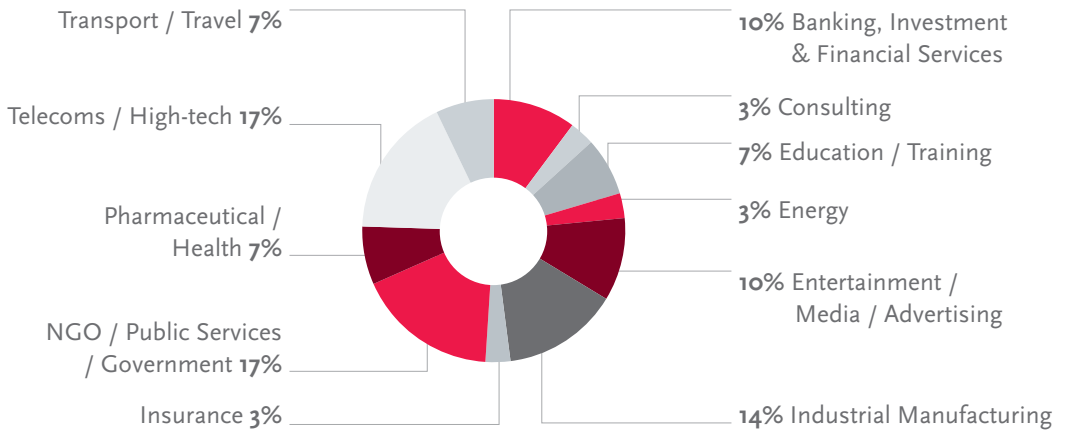


**Age**  
Average 37

**Work Experience**  
Average 14 years

**Students** 30

**Industries**



# HOW TO APPLY

This program is demanding, and seeks candidates who are dynamic, motivated, and open-minded. It demands professional and academic excellence, as well as a strong sense of commitment throughout the 15 months.



## REQUIREMENTS

In order to apply, we require candidates with the following:

- Undergraduate degree
- Minimum 10 years work experience, including at least 3 years professional experience in a management position.
- A complete application form

Successful candidates are able to demonstrate:

- Professional achievement
- Leadership potential
- Great people skills

On receipt of a completed application form, successful candidates are invited to interview, usually via internet videoconference facilities. An admissions decision is offered one week after interview.



## APPLICATION DEADLINES

We employ a rolling admissions process and as such there is no deadline for applications for a particular intake. However, given the competitive nature and the limited number of spots on this program, we advise that you embark on the admissions process several months before the program opens.



## SUPPORTING DOCUMENTATION

A complete application to the program requires the following supporting documentation:

- Certified copies university diploma and transcripts, in English or Spanish
- Copy of passport or ID card
- One passport-sized, digital photo
- Curriculum Vitae (1-2 pages)
- Three essays (in various formats)
- A company letter to evidence current position and time in the company
- An organizational chart detailing your reporting position within the company
- Two letters of reference
- Application fee

Access our online application form via [www.iebrown.com](http://www.iebrown.com)



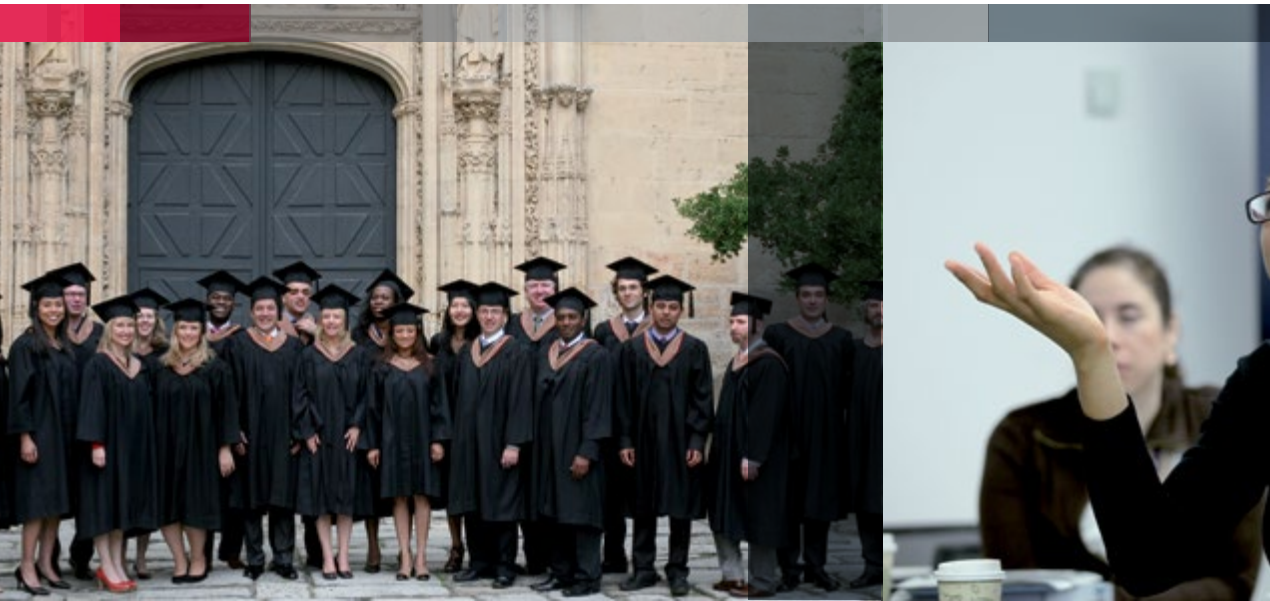
**Alaba Dayo-Payne**

UK, IE Brown EMBA '12

Financial Controller, Morgan  
Sindall Investments Ltd.



The program has transformed the way I look at business. It has enabled me to push boundaries and look beyond business to how people's personal values and work ethic impact their professional lives and decision making. Thanks to the liberal arts component, I have been able to display an innovative side I didn't realize I possessed.



**Craig Beeson, Oman**

IE Brown EMBA '14

Director of Contract Management

COWI A/S



I certainly found value in the entrepreneurship side because I'd never really touched on that in my career. I've got a 13 year career basically in the same industry, so looking at how to start businesses and open up new markets and thinking about setting up my own business is something that I'm going to take away and make the most of in the future.



“

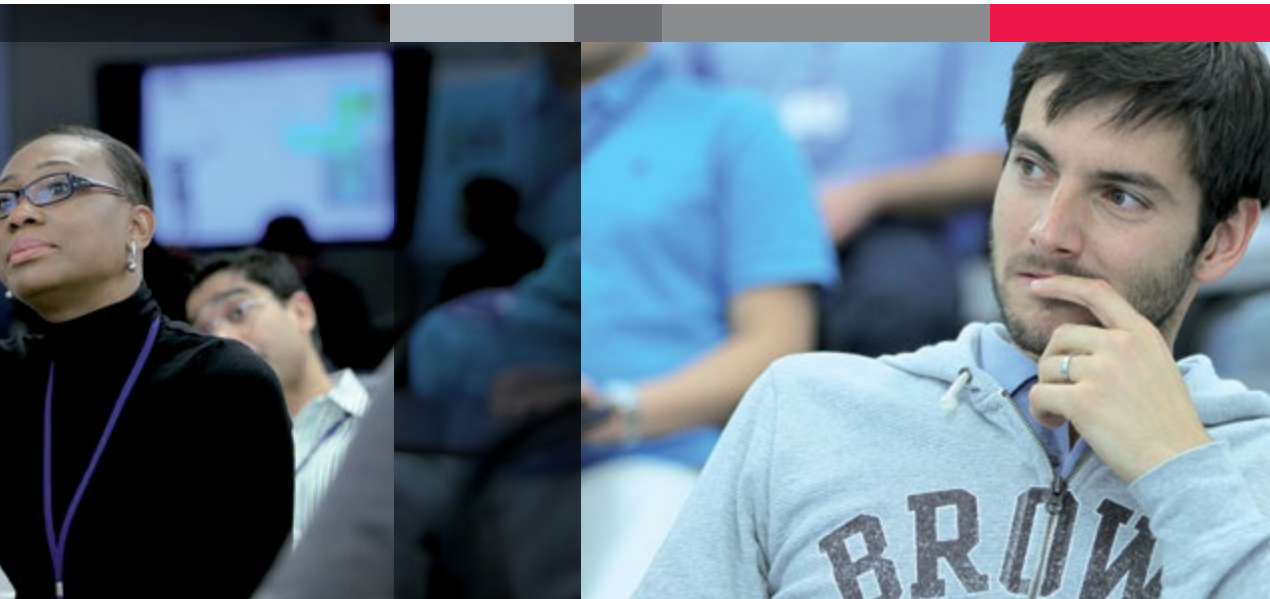
**Garrett Koehn**

USA, IE Brown EMBA '12  
 President, Northwestern US  
 Crump



Business advantage derives from an ability to see common routine in some way competitors may not - beyond one's daily circumstance. Whether holistically, internationally, humanely, or with correlative implications, my experience from the IE Brown Executive MBA expanded these perspectives beyond what I understood, through my 18-year business career in San Francisco.

”



“

**Mary Pan**

Singapore, IE Brown EMBA '12  
 Director, Together Projects Pte Ltd.



As an Asian female entrepreneur, I lacked the antecedent influences needed to make the leap from a long career in the corporate world towards starting my own venture. The IE Brown Executive MBA program was a conduit incubator that broadened my vision of my own potential through in-depth approaches to creating and executing the necessary market and non-market strategies.

”



IE Brown Executive  
**MBA**



William Reich, IE Brown EMBA '12



“...it's technology married with liberal arts, married with the humanities, that yields us the result that makes our hearts sing.”

Steve Jobs





# IE BUSINESS SCHOOL

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## CAMPUSES IN SPAIN

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