A DISTINCTIVE GLOBAL BUSINESS SCHOOL

IESE Business School offers world-class MBAs and senior executive programs that are relevant to today’s international companies. With faculty from 30 countries and students from all over the world, the school serves as a learning center for business leaders from North America, Europe, Asia, Africa and Latin America. The global scope of the school and its programs creates a unique and rich learning context.

Founded in 1958, IESE imparts a distinctive vision of leadership in the business world, one that emphasizes professionalism, ethics and the importance of making a positive impact on people and society. Alumni are particularly attuned to the benefits of the IESE experience, and for many, their time at IESE signified a professional and personal turning point.

The school is supported by outstanding faculty who hold Ph.D.s from the world’s leading universities, and who provide a transformational experience for participants in the classroom, while motivating rigorous and relevant new ideas.

At IESE, we believe that executives and companies must generate economic, human and social value. In this regard, how goals are achieved is just as important as what goals are achieved.

I invite you to learn more about IESE Business School and our growing activities in the United States and beyond.

Jordi Canals
Dean of IESE Business School
IESE’s VALUES

IESE Business School is committed to the development of leaders who aspire to have a positive, deep and lasting impact on people, firms and society through their professionalism, integrity and spirit of service.

The school’s core values permeate its programs and materials. They are based on the belief that firms are, above all, communities of people who work better in an atmosphere of trust. In line with this, IESE believes that business leaders should aim to achieve excellence based on the following values:

• Respect for others
• Professionalism
• Spirit of service
• Integrity
• Commitment to the common good of companies and society
• Humility
• Learning and listening
• Teamwork

In pursuit of this mission, IESE’s view of leadership development is based on the following pillars:

• General management perspective, that takes a comprehensive approach to management problems
• Human and ethical values, particularly the effects of managerial decision-making on individuals
• International character, considering the social and cultural factors that affect doing business in different parts of the world
• Transformational impact, with a focus on the personal and professional development of each and every student
• Knowledge development, drawing upon the latest management ideas to foster stimulating and relevant discussion

These key values are shared among IESE faculty and staff, and are instilled in IESE students through the curricula. IESE faculty members believe in the value of leading by example.

The school draws its values from the Christian tradition. It emphasizes the intrinsic rights and dignity of every person. IESE is the graduate business school of the University of Navarra, which is an initiative of Opus Dei, a personal Prelature of the Roman Catholic Church.
IESE’s world-class faculty includes more than 100 full-time professors who come from some 30 different countries. They are outstanding teachers who generate leading-edge research focusing on relevant problems for companies and their leaders today. IESE professors are also prolific producers of business cases that encompass diverse industries and geographic areas.

IESE’s alumni community includes more than 38,000 professionals working around the globe. The Alumni Association, created in 1959, provides ongoing learning opportunities and offers a host of services and benefits for graduates. The Association’s 30 Regional Alumni Chapters in the United States, Europe, Latin America and Asia are led by enthusiastic graduates who are committed to the school.

Each year, the school organizes the Global Alumni Reunion, which brings together graduates to network and hear from high-level speakers.

### IAB Members

- Isak Ardic (Mango, Spain)
- Simone Bagel-Trah (Henkel, Germany)
- Hans-Jacob Bonnier (Bonnier AB, Sweden)
- Michel Camdessus (Banque de France, France)
- Jordi Canals (IESE, Spain)
- Andrea Christenson (Kathe Kruse Puppen GmbH, Germany)
- Oscar Fanjul (Omega Capital, Spain)
- Patricia Francis (International Trade Center, Switzerland)
- Victor K. Fung (Li & Fung Group, China)
- Toyoo Gyohten (Institute for International Monetary Affairs, Japan)
- Janne Haaland-Matiary (University of Oslo, Norway)
- Franz Haniel (The Haniel Group, Germany)
- J. Gerhard Heiberg (Norscan Partners, Norway)
- Franklin P. Johnson (Asset Management, United States)
- Denise Kingsmill (House of Lords, United Kingdom)
- Herman J. Lamberti (Deutsche Bank, Germany)
- Klaus Mangold (Daimler, Germany)
- Hans Ulrich Maerki (ABB, Switzerland)
- Liz Mohn (Bertelsmann, Germany)
- Stanley Motta (Motta Internacional, Panama)
- N. R. Narayana Murthy (Infosys Technologies, India)
- Rafael del Pino (Ferrovial, Spain)
- Mariano Puig (Fundación Puig, Spain)
- Mª del Mar Raventós (Codorniu, Spain)
- Helena Revoredo (Prosegur, Spain)
- Franch Riboud (Groupe Danone, France)
- Siegfried Russwurm (Siemens AG, Germany)
- Johan Schröder (Schröder Foundation, Denmark)
- Takumi Shibata (Nomura, Japan)
- Martin Sorrell (WPP Group, United Kingdom)
- Kees J. Storm (Aegon, The Netherlands)
- Eric Weber (IESE, Canada)
- Werner Wenning (Bayer, Germany)
- George Yeo (Government of Singapore, Singapore)
- Ermenegildo Zegna (Ermenegildo Zegna, Italy)

### Corporate Sponsors

A large number of companies cooperate with IESE in the development of long-term projects, such as research programs, development of junior faculty members, the expansion of the library, financing scholarships and the construction of new buildings.

### MBA Recruiters

Corporate recruiters from all over the world are drawn to IESE graduates for their international experience, solid general management skills and grasp of the ethical aspects of global business.

#### Top full-time recruiting companies:

- Amazon
- Booz & Company
- Citigroup
- Europraxis
- Gas Natural Inditex (Zara Group)
- Johnson & Johnson
- Lan Airline
- Mango
- McKinsey & Co
- Novartis
- The Boston Consulting Group
- Philip Morris

#### Top Internship recruiting companies:

- Amazon
- Angen
- Banco Santander
- British Petroleum
- Carlsberg
- Citigroup
- Deutsche Bank
- Endeavor
- Europraxis
- FCC
- Gas Natural
- Infosys
- McKinsey & Co
- Medtronic
- Merrill Lynch
- Nomura
- Pepsico
- Schneider Electric
- Seat
- Seur
- The Boston Consulting Group
- The Tony Elumelu Foundation
IESE offers a full range of programs, from its highly ranked MBAs to its portfolio of executive education programs that focus on compelling business topics. All programs provide a general management perspective and employ the case method, an approach that gives participants the chance to analyze real business problems, while sharpening decision-making skills.

The Full-Time MBA
Established in 1964 through the Harvard-IESE Committee, this two-year MBA offers a comprehensive general management program with a bilingual (English/Spanish) dimension. The school partners with other leading institutions such as Berkeley, Chicago Booth, Columbia, Darden, Dartmouth, Kellogg, MIT, NYU, UCLA, Wharton and Yale to offer a high-level international exchange program.

The Global Executive MBA
Designed for international managers, this program includes modules in Bangalore, Barcelona, Madrid, New York, Shanghai and the Silicon Valley.

The Ph.D. in Management
The Ph.D. in Management prepares students for teaching and research careers at distinguished universities around the world.

General Management Programs
IESE provides an array of open-enrollment programs for managers and entrepreneurs, including the Advanced Management Program (AMP) and the Program for Leadership Development (PLD), which provide a comprehensive view of management problems. IESE also offers Short Focused Programs, which target specific areas such as leadership, innovation and change management.

Custom Programs
IESE understands that each company is different, each with its own structure, culture and ambitions. To meet companies’ specific demands, IESE designs Custom Programs that enable management teams to recognize weak points, identify needs, establish common goals and commit to a shared solution. The process accelerates change that makes an immediate impact on individual and organizational performance.

Recent corporate clients include:
- Abbott
- Acciona
- Airbus Military
- Banesto
- BBVA
- Cuatrecasas Gonçalves Pereira
- Deloitte
- ECCE Academy
- Enagas
- Enel
- Faurecia
- FCC
- Gas Natural Fenosa
- Goodyear
- Grupo Mahou San Miguel
- Henkel
- Horizonte XXII
- ISDIN
- JTI
- Microsoft
- Nestlé
- Nigeria LNG
- Nissan
- Novartis
- Oracle
- Orange
- Puig
- PwC
- Rabobank
- Santander
- SAP

International Faculty Program
The International Faculty Program (IFP) helps faculty members enhance their skills and knowledge in teaching methodologies, course design and institution building, among other areas.

IESE seeks to make a strong contribution to management research through articles written by faculty in leading refereed journals and the generation of business cases. IESE is one of the world’s leading producers of business cases and technical notes in English and Spanish, which are distributed through the school’s publishing arm, IESE Publishing (www.iesep.com). Key pillars of IESE’s research are its 13 research centers and 16 chairs. IESE Insight (www.ieseinsight.com) provides an overview of the latest scholarship carried out by IESE professors and researchers, and features a new quarterly business review.
IESE’s INTERNATIONAL SCOPE

IESE is considered as an important source of knowledge on globalization, thanks to its expert international faculty, as well as its research and teaching activities around the world.

The cultural diversity of IESE students is particularly noteworthy: 45% come from Europe, 20% from Asia, 14% from North America, 12% from Latin America and 6% from the rest of the world. In total, 60 countries are represented in the student body. These figures rise in programs such as the Global Executive MBA and the Advanced Management Program, where nearly 85 percent of the participants come from abroad.

Since 1994, IESE has joined forces with other leading institutions to offer high-level programs for senior executives. IESE has partnered with Harvard Business School, MIT, Stanford and Wharton to offer such initiatives.

IESE in Asia
IESE has collaborated closely with the China Europe International Business School (CEIBS) since 1994 to offer various programs. CEIBS was created through a partnership with the government of Shanghai and the European Foundation for Management Development, with academic support from IESE, whose faculty have held leadership and academic positions at the school.

IESE also partners with the Indian School of Business (ISB) to offer executive education programs in Hyderabad and Mumbai. The school also offers modules of its Global Executive MBA program in India.

The school holds modules of core programs - the Global Executive MBA and the Executive MBA Program - in Shanghai. With Harvard Business School and CEIBS, it offers the Global CEOs Program for China with a module in Shanghai. And in collaboration with Wharton and CEIBS, IESE delivers the Global CEO Program: A Transformational Journey, which also features a module in Asia.

IESE in Latin America
Through strong ties with its network of associated business schools, IESE contributes actively to management development in Latin America. Its first partnership was with IPADE in Mexico City. Other partner institutions include IAE in Argentina, ESE in Chile and INALDE in Colombia, among many other leading schools in the region.

IESE in Germany
In 2005, IESE launched its Advanced Management Program in Munich, where the school has established a permanent presence. The AMP is designed specifically for executives of multinational companies with operations in Germany and Central Europe. Recently, the school has also launched the Program for Leadership Development (PLD) in Munich. Additionally, IESE’s MBA and Global Executive MBA programs draw numerous German students, and a significant number of alumni live and work in the region.

IESE in Africa
The school is deeply committed to advancing executive education in Africa, as evidenced by its ongoing support to Lagos Business School in Nigeria and Strathmore University in Kenya, in addition to other activities. IESE further bolstered its commitment to the region through The Africa Initiative, a project that unites the school’s various activities in Africa under one umbrella.
In 2007, IESE established a center in New York City to better serve the executive education and research needs of the North American business community and the school’s growing base of alumni, students and corporate partners in the United States.

At the New York Center, IESE offers numerous executive education programs. Currently, two open enrollment programs are offered through IESE’s New York Center: the Senior Executive Program (SEP) New York-Miami and the Advanced Management Program in Media and Entertainment (Media AMP). The SEP New York-Miami provides executives with new insights into business success on a global scale, immersing them in an environment with a triple perspective: the United States, Europe, and Latin America.

The New York Center is also the site of a number of short focused programs and custom programs specifically designed for IESE’s corporate clients, such as Abbott, Boeing, HP, Johnson & Johnson, Oracle, Technicolor, Gamesa, and Wal-Mart, among others. Continuous Education sessions are also offered for IESE alumni in the region, in line with the school’s goal of providing ongoing education throughout graduates’ careers.

IESE has also created a research center on global business at the New York Center. The center focuses on global business issues: innovation, leadership, ethics, emerging markets and cross-cultural management, with specific North American relevance. The New York Center is also home to the Institute for Media and Entertainment (IME), which seeks to produce first-class research in business-related issues of the media and entertainment industries. IME’s approach is global, both geographically and methodologically.

Beginning in 2013, the Program for Leadership Development (PLD) New York-Miami, will also be offered through IESE’s New York Center. It is designed to challenge up-and-coming executives to open their minds and find new, creative solutions to business problems.

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The generous contributions of alumni, corporate sponsors and friends have been a critical factor in IESE’s constant growth through the years. To contribute to the school’s center in New York and its activities, or to other global initiatives, please visit: www.iese.edu/usa

“IESE is very interested in corporate social responsibility and business ethics. This is highly significant in an environment where breaches of corporate governance are on the rise around the world.”

N.R. Narayana Murthy
Infosys Technologies
IESE BUSINESS SCHOOL IS COMMITTED TO THE DEVELOPMENT OF LEADERS WHO ASPIRE TO HAVE A POSITIVE, DEEP AND LASTING IMPACT ON PEOPLE, FIRMS AND SOCIETY THROUGH THEIR PROFESSIONALISM, INTEGRITY AND SPIRIT OF SERVICE.