

## **MBA in a Nutshell for Promising Undergrads**

### ***IESE launches the Summer School program, targeted to European university students and taking place in Barcelona in July***

**Barcelona, April 2010.** IESE Business School is giving European undergraduates the opportunity of having a taste of a top-ranked MBA program early on in their careers through the recently launched IESE Summer School program. Starting on July 5<sup>th</sup>, IESE Summer School will run for five intensive days which will include a rigorous academic program. IESE Summer School is a further step in the school's commitment to reach out to younger talent by giving them a unique chance of enrolling in a course which will help them grasp business concepts, knowledge and understanding. Conducted in English, the program is aimed at university students and recent graduates who want to acquire a general overview of today's business world.

IESE's top faculty has developed a challenging curriculum which will look at different aspects of today's business world. Subjects include: marketing, finance, accounting, operations, leadership, general management, and world economy. The program will also allow students to have a first insight into the use of the Case Method, analysis of business problems and to participate in a team project.

"Participants in the IESE Summer School will have a sneak preview of what it would be like to be an MBA student in one of the world's most prestigious business schools," explains MBA Admissions Director Javier Muñoz. He also explains that students will gain from experiencing the difference between college and professional education.

According to Prof. García Pont, academic director of the program, Summer School's participants will face complex, challenging and real business problems. "Sessions will be delivered by the same professors who teach MBAs, so they can expect the same level of quality but also of difficulty," he suggests.

### **Intensive and rewarding days**

A typical day for a student in IESE's MBA Summer School program begins with an individual team meeting at 8.30 am where students prepare for the day's challenges. This is then followed by the presentation of a real-life business scenario and a lecture. After lunch, students break into teams to work on what they've learned, and end the day at 5 pm with a group analysis. In the afternoon students can explore the many cultural and social activities that Spain's second largest city has to offer. Tuition fees for this program are 1200 euros including academic

teaching and materials, as well as lunch, social activities and dinner. The application deadline is June 18<sup>th</sup>.

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**About IESE Business School**

IESE, the business school of the University of Navarra, was founded in 1958. It is dedicated to educating leaders to leave a profound, positive, and long-lasting impact on individuals, companies, and in society. The school's top ranked MBA program was launched in 1964 becoming Europe's first two-year program and the world's first bilingual MBA. IESE, with campuses in Barcelona, Madrid, a center in New York and offices in Munich, Sao Paulo and Warsaw, currently runs programs in four continents. During its 52-year history, the school has received strong recognition at national and international levels as well as achieving the prestigious triple accreditation from top academic institutions Equis, Amba and AACSB.

**For more information**

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