IE Brown Executive MBA

Beginning in March 2015, The School of Professional Studies and the IE Business school in Madrid, Spain will offer a 15 month joint Executive MBA degree program to Senior managers, professionals, and entrepreneurs with significant work experience.

Combining IE’s strength in interdisciplinary management education and Brown’s excellence in the humanities, social, biological and physical sciences, the two schools have created the new IE Brown Executive MBA to develop informed, globally-minded, and innovative leaders.

The program provides senior managers with the opportunity to develop and broaden their management and leadership skills in an intensive, international environment. The program brings together faculty from the IE and Brown, integrating leading management thinking with wider perspectives from the humanities, social sciences, engineering, and life sciences.

For more information on the program and admissions process please visit http://brown.edu/professional/executive/iebrown-mba/index.php.

Courses

EMBA 2000. Entrepreneurial Opportunities in Emerging Economies. This course utilizes team-based experiential learning methods for the further development of skills in business opportunity creation. It builds upon the courses on entrepreneurial management and ethnographic research methods to investigate a business opportunity that participant teams create within, or stemming from, a developing region. The course leverages field work in a specific complex developing regional economy that serves as a proxy for such developing regions more broadly. Upon completion of the course, participants should be able to develop business opportunities in complex, developing regions and have a greater appreciation of the potential and challenges these regions represent.

Fall EMBA2000 S01 10010 Arranged (A. King)  

EMBA 2020. Corporate Innovation Process. This course considers the unique barriers to innovation that must be overcome within established firms as well as the techniques and best practices utilized by exemplary firms in executing successful innovation strategies. The business environment is evolving rapidly and established firms must innovate to survive and prosper. Executives note that corporate innovation is extremely or very important to their firm’s strategic growth. Challenges to innovation execution considered in this class include human capital alignment, organization of the innovation process, and encouragement of collaboration and risk taking within the enterprise.

Spr EMBA2020 S01 20005 Arranged (P. McHugh)  

EMBA 2100. Ethnographic Research Methods. This course develops basic skills in learning to use ethnographic research methods, the hallmark of anthropology and a crucial methodology for analyzing why people behave the way they do. Concentration is on the two key elements of ethnographic methodology: participant observation and interview techniques. Students apply these techniques in assigned course project work.

EMBA 2110. Society & Culture in the Age of Globalization. This course is designed to draw on analytical tools from sociology and anthropology to make sense of the rapidly changing nature of global society. In the past 3 decades the flows of commodities, ideas, people, norms and resources across international borders has accelerated exponentially. Driving these dynamics are not only market forces, but also social networks, cultural diffusions and institutional transformations. As a complement to the courses on political economy and global governance, this course focuses on the social structures, institutional forms, political processes and cultural practices that mediate the encounter of the global and the national.

Spr EMBA2110 S01 20006 Arranged (P. Heller)  

EMBA 2200. The Spirit of Entrepreneurship. Historians argue that capitalism, especially its main engine entrepreneurship, took hold and flourished in the West not because of the promise of wealth it contained, but because of the appeal of a distinctive ethical outlook—new ideas about the value of work, business, and the acquisition of wealth that constitute the “spirit of capitalism.” The objective of this module is to trace the development of this new ethical outlook animating capitalist entrepreneurship—the “spirit of entrepreneurship”—from its Reformist beginnings into our own day.

Fall EMBA2200 S01 10009 Arranged (B. Reginster)  

EMBA 2210. Shared History of Slavery & Capitalism. This course imparts specific content knowledge of the history of the Atlantic slave trade and the plantation regimes of the Americas and the relationship of slavery to capitalism’s development in the West. The course conveys key principles of historical reasoning and argumentation: the reliance upon evidence to support interpretation; the appreciation of contingency and the specificity of time and place; skepticism towards claims of the universality of experience and the inevitability of outcomes. In unraveling the paradoxical relationship of free markets to un-free people, the course considers questions about commodities and liberties that remain urgent in today’s global economy.

Fall EMBA2210 S01 10008 Arranged (S. Rockman)  

EMBA 2220. The Political Economy of Development. This course will exemplify the role of the humanities in high-level practical education. The humanities are understood here as way of understanding the human condition in its depth and variation. Humanistic understanding is essential to the negotiation of the globalized world and its challenges. How do the increased exchange, access, and flow of persons, products, and markets associated with globalization negotiate cultural, political, and social difference, particularity, and inequality? How do global systems negotiate between shared benefit and exploitation? Between cultural exchange and innovation on the one hand and the preservation of heritage on the other?

Fall EMBA2300 S01 10011 Arranged (M. Steinberg)  

EMBA 2310. Natural Collections: Perspectives on Science, Art and Nature. This course explores questions about biodiversity loss and maintenance. The appropriation, exploitation and introduction to different landscapes of various plant and animal products are linked in recent history to the intertwined projects of imperialism and the enlightenment. For these reasons, containing nature is also about products and markets. The relationship between human control over nature, natural resource decline, and entrepreneurial and public sector strategies to protect the environment are considered. The course questions the ways and circumstances in which biodiversity is valued and examines the role of various social organizations in managing the environment and its resources.

Spr EMBA2310 S01 20007 Arranged (L. Manderson)  

EMBA 2320. Trends in Global Architecture and Urbanism Today. This course introduces students to current questions in global architecture. After a survey of the history and motivations behind the internationalization of architectural forms, we examine current debates about sustainable architecture and smart urban growth, global urban problems and potential solutions to mass housing, and the application of new technologies such as “smart materials” in architecture. Questions of local vs. global building traditions are considered. Students gain a new understanding of the built environment and will be able to ‘read’ and analyze buildings they encounter, engaging meaningfully with questions about formal, functional and material choices.

Spr EMBA2320 S01 20008 Arranged (D. Neumann)  

EMBA 2400. Global Markets. This course investigates the institutions and regulations governing our global economy. Recent events have shown that traditional national regulations (or lack thereof) are no longer adequate yet international accords over aid, trade, labor standards and a host of other issues are fiercely and frequently contested by competing interests. The results
EMBA 2410. The Rise of China.
This course examines the drivers of China’s emergence as a global power, and the consequences of that emergence for international business practitioners. Employing perspectives from comparative politics, international relations, and economics, the course explores the connections between China’s domestic institutional transformation, its system of governance, and its increasingly powerful indigenous firms. To what extent have Chinese firms become innovative? How have they become innovative — indeed, how have they even basic growth at all — in a home environment dominated by persistent corruption and unfettered state power? The course examine specific strategies international business practitioners can employ to navigate the Chinese environment.
Spr EMBA2410 S01 20004 Arranged (E. Steinfeld)

EMBA 2500. Cultivating Conditions for Innovation & Creativity.
What insights can an artist bring to business? When we cultivate a discerning sensitivity to the contexts in which we operate, we are more likely to identify possibilities that others miss. A critical awareness fertilizes the imagination. A creative outlook can enrich how we see the world. These ideas that spring from the imagination can be refined into concrete outcomes. By fostering a keen understanding of how our own personal creative process works, we will explore how art provides strategies for the creation of value. We will examine these strategies as we discover ways in which creative processes facilitate innovation.
EMBA 2510. Influencing Through Communication.
This course is designed to make students more aware of the elements of effective communication (both verbal and non-verbal) to enhance their own communications and to more critically evaluate communications of others. During this practical course, students will learn elements of classical rhetorical theory and current perspectives on persuasion. The objective of this course is to teach students the elements of effective and persuasive communication to enable them to achieve concise, effective communication in all modes, especially presentations and public speaking.
Spr EMBA2510 S01 20009 Arranged (B. Tannenbaum)

This course will emphasize the understanding of how financial statements are created and how accounting decisions affect these statements. The course will teach the theory emphasizing the use of accounting as a tool for decision-making and problem solving. The objective of the course is not to memorize accounting rules and perform “bookkeeping” activities. However students will have to practice some bookkeeping in order to understand deeper issues that go beyond it. Students will also learn the problems associated with accounting subjectivity and flexibility while evaluating the appropriateness of accounting policies and estimates.

EMBA 2700. Managerial Economics.
Managerial Economics provides students with a framework to understand the main economic variables and dynamics that affect business activity. Understanding the microeconomy is the first stepping-stone toward achieving a full grasp of the economic world that surrounds us. Most of the world’s countries rely on free markets to make most of their economic decisions, and those markets automatically answer the key economic questions (What will we produce? How will we produce it? At what price? Who will get it?) through the operation of supply and demand. The course will review the basic concepts of supply, demand, market failures and externalities to provide a broad perspective on how free markets work. It will then move on to elasticity and market structures and their impact on profitability. The objective is to give students a firm understanding of how supply and demand at the micro-level determine the basic parameters of doing business.

EMBA 2820. Marketing Management.
This course is designed to provide students with a deep understanding of the fundamental principles of marketing and marketing strategy making. The focus will be on getting to know the basic techniques of defining and segmenting a target market for goods or services, building a brand with a meaningful positioning, and then integrating product, price, promotion and distribution to offer a superior marketing mix leading to a long-term competitive advantage. Finally, students will be given an insight into consumer behavior and brand management, as well as understanding the role played by different marketing tools such as marketing research.

EMBA 2840. Competitive & Corporate Strategy.
This introductory course to the area of strategic management aims to provide students with a thorough understanding of the internal and external factors that shape a firm’s ability to create value. Students will be familiarized with tools to analyze industries, firm resources and competitive interactions, both on the individual business and the corporate level. Perhaps most importantly, the courses strive to instil a strategic mindset that will enable students to go beyond a simple application of tools to derive a deep understanding of firm competitive behavior in order to enhance their own firm’s performance in any given situation.

EMBA 2900. Entrepreneurial Management for Executives.
This course provides a forum for the in-depth examination of mindsets, methods, and managerial activities that follow the entrepreneurial process from opportunity recognition to growing new ventures, whether as startups or within existing businesses. In particular the course will examine the role of finding a fit between one’s passions, skills and markets in the pursuit of opportunities and facilitate an understanding of the stages in the entrepreneurial process: opportunity recognition, customer discovery and market validation, solution validation and crafting of the business model.

EMBA 2930. Leading People, Teams and Organizations.
This course focuses on advancing students’ understanding of how to lead and manage with the aim of increasing personal and organizational effectiveness. It is designed to address several fundamental aspects of managing and leading people. These include understanding and influencing group behavior and performance, working with and managing people on a one-on-one basis, and leading, motivating and aligning people behind a common vision or direction. This course places a particular emphasis on increasing students’ self-awareness as leaders and their ability to address the challenges of leading change in organizations.