

## **GUIDELINES FOR WRITING THE STUDENT REPORT**

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*You can write the report either in English or Icelandic*

**Name of the University: Instituto de Empresa**

**Names of the students: Einar Haukur Jóhannesson**

**Exchange semester: Fall / Spring, 200 2012**

### **I GENERAL INFORMATION ABOUT THE SCHOOL**

1. Describe the school and its surroundings – IE Business School is a graduate school located in Madrid, Spain. It was founded in 1973 with the name Instituto de Empresa. IE Business School is situated in Madrid's financial district. The IE campus currently occupies a total surface area of some 27,864m<sup>2</sup> (including garage space)<sup>1</sup>.
2. Current faculty divisions and special areas IE is made up of 7 schools, each specializing in a different area of knowledge, all located on IE's Madrid and Segovia campuses. These schools complement each other to create an outstanding academic environment. The schools are business, law, arts & humanities, architecture & design, communication, social and behavioral sciences and biology. The Business School runs the following English-taught specialized master's degree programs:
  - Master in Finance (full time)
  - Master in Advanced Finance (full time)
  - Executive Master in Finance Bi-weekly (blended)
  - Master in Global Finance (blended)
  - Master in Digital Marketing (blended)
  - Master in Sports Management (blended)
  - Master in Biotechnology (blended)
  - Master in Tourism Management (blended)
  - Executive Master in Marketing (blended)<sup>2</sup>
3. Number of students - graduate and undergraduate – number of exchange students The School runs master's degree programs, executive master's degrees, executive education programs, PhD and DBA programs. Approximately 1,900 students from 88 countries undertake degree programs at IE each year. There are approximately 5,600 annual participants in the school's executive education programs<sup>3</sup>. I do not have numbers for how many exchange students go to the school but there were over 50 exchange students in my intake. There are two intakes for the MBA program per year so I estimate 110 exchange students for my program. I have no knowledge of if there are exchange students in other programs.
4. Study structure The MBA is a full-time 13 month intensive program taught in English and/or Spanish. The period is split into 5 terms. In the first 3 terms everyone is grouped by section and studies the core modules. The final two terms (that exchange students take) are for electives.

### **II PRACTICAL INFORMATION**

#### Information before you left

- When did you receive the information package from the University? The school emailed me information fairly late in the summer.
- Any difficulties? After having asked the International Affairs at RU about lack of information it turned out the registration had not gone through correctly. Remember to ask rather than presume.

#### Visa Procedure and travel experiences

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<sup>1</sup> [http://en.wikipedia.org/wiki/IE\\_Business\\_School](http://en.wikipedia.org/wiki/IE_Business_School)

<sup>2</sup> <http://www.ie.edu/IE/site/php/en/escuelas.php>

<sup>3</sup> [http://en.wikipedia.org/wiki/IE\\_Business\\_School](http://en.wikipedia.org/wiki/IE_Business_School)

- What problems, if any did you encounter? Travelling within Europe. Supposed to get a certificate of residence for tax purposes; NIE or Número de Identificación de Extranjero. The school helpfully scheduled the meeting after I had left back home so I didn't have to waste any time on it. Hint: The waitlist for certificate registration is pretty long in Spain. If you only go for one semester: Wait until the last minute to book an appointment. Having confirmation of a scheduled meeting is sufficient ☺
- Does the visa cost anything? N/A
- How did you order your ticket – any problems? Online – No problems

#### Academic Calendar

- Arrival date – introductory week – You can start Spanish class up to a month before the semester starts. There's an orientation class every day to quickly get you up to speed on Madrid and a networking event when school starts to meet the other exchange students.
- First day of the semester? September 14.
- Last day of classes? December 2
- Examination period? Not really. The semester is two terms. Subjects with exams typically had them in the last scheduled class.
- Any special events? Plenty, something going on every week.

#### Reception

- How was the reception at the school?  
Very good.
- Was the administration and faculty well prepared for your arrival?  
Yes
- Did the school's students participate in the reception of the exchange students?  
Yes, everyone had a full time student as a buddy.

#### Housing

- Did you have housing at your disposal or did you have to find your own housing?  
It's each student's responsibility.
- What support did you receive from the school in locating housing?  
They sent out an email with the names of outgoing exchange students. I organized with one of them to take over his rent while he himself was on exchange.
- Any special issues or good ideas for prospective students?  
When you get the email list, don't wait, send everybody an email asking to get their room immediately. If that fails, use the exchange student facebook page to find flatmates. If there's no facebook page, start one and post it in the online school forum and email all the incoming exchange students the address.

#### Costs

- Describe the most important expenses such as rent, books, food, etc.  
**Rent:** I paid € 450 a month for a room within walking distance of the school. **Transport:** A metro card can be had at a discounted student price if you live further away or would like to travel the city a lot. Otherwise a 10-trip public transport card can be had for less than €10. **Books:** Can be had on Amazon.es or Amazon.co.uk for less than here in Iceland or in the student book store. No need to buy them however as there are copies available at the library. **Food:** Most restaurants have a 3 course lunch menu with drink for just over € 10. Supermarkets are relatively inexpensive.

#### The International Office

- Is there an international office?  
Yes and no. They just call it the student office but as the staff is from all over the world and students come from 88 countries it is quite international.
- Who is responsible for incoming exchange students?  
I mainly spoke with Heidi Louko, but just email the student office directly.
- How does the international office function?
- Do you receive all relevant information?  
We received a lot of information. If you have other questions, just ask for it. After orientation the officers stay and you can ask clarifying questions and advice.

#### Exchange promotion

- What kind of activity did you take part in to promote exchange to Iceland at your university?  
I was always on time for class, prepared well and spoke up in class, furthermore, I networked extensively and spoke a lot about Iceland.

#### Social Activities

- How is your relationship with other students?  
Is or was? It was very easy to get to know the full-time students and the other exchange students. I don't really talk to them very much now that I'm back in Iceland but feel that if we're ever in the same country we would be in touch.
- How is the relationship among the exchange students?  
We all felt very close and would do something almost every week.
- Is there a student organization, and if so, are the exchange students part of it?  
Yes there is and we were all enrolled. There were many special interest groups available as well.
- Are there any special activities and gatherings for exchange students?  
The school organized a networking cocktail for incoming exchange students and our buddies at the beginning of the semester. For the rest we self-organized through facebook.
- How do you like it at the school?  
It was wonderful.

#### Culture and Language

- Do you have any language problems with the faculty or other students?  
No
- How are the possibilities to experience the country and the culture?  
The school is situated in downtown Madrid. Each student can select how many courses they take and therefore decide on how much time they want available for travel. The transport system in Madrid and in Spain in general is very advanced so if you have the money to travel it's no problem at all.

#### Cultural and Social Effects from the Exchange Experience

- How do you think the exchange experience will affect you from a cultural and social point of view?  
This was a very international school with people from all over the world. Most groups did not have enough members or time to find it necessary to keep their societal cultural norms going. The group could probably best be described as a subculture where everyone's similarities were celebrated more than our differences. The experience reminded me of how people who travel away from their countries for extended periods have a lot more in common than the societies from where they go.
- How do you think the exchange experience influences your future career possibilities?  
The experience of working in groups with members from all over the world, in one instance from India, Iceland, Italy and Israel ☺, will no doubt help me work with people from different backgrounds in the future. Having that experience should be helpful in building a career. Also knowing people in most parts of the world is invaluable.

### **III ACADEMIC INFORMATION**

#### The Teaching situation

- In which language are the courses taught? Any problems?  
English and Spanish. I only selected courses in English and had no problems.
- How would you evaluate the level of study in relationship to the level at RU?  
Level of study? There were more students, more emphasis on participation, more homework, and a larger variety of electives. The study here is designed around part-time and classes are only every other week. For those three days the intensity is enormous but in between it is lower.

- Is the teaching primarily practical or theoretical?  
Primarily practical but depends on electives you select.
- Are the professors using cases, group work or lectures (or a mix)?  
All of the above.
- How is the workload compared to that at RU?  
Based on what denominator. I still don't know how you will evaluate my courses so I cannot compare it on an ECTS basis. The exchange period was full-time and here it is part time so obviously the workload was higher abroad.
- How is the relationship between faculty and students?  
The teachers are all very helpful. We didn't need to talk to other faculty members a lot.
- What is the relationship between the students in the classroom?  
Even though the courses are graded on a curve the atmosphere is extremely convivial.

#### Required Literature

- Is the literature in English? Yes
- How do you estimate the level of the literature? Graduate level
- Is the literature used for detailed knowledge or a broad overview? Both, depending on subject matter.
- Is exam based on the literature or on the lectures? Most teachers based them on the lectures but the questions were not bound by the subject matter. For example in the corporate finance final there were questions you could not answer based on the lectures without having a solid grasp of accounting.

#### Exams

- What types of exams were you given? Multiple choice, short essays, and long essays. Not every course had exams. Participation was very important and sometimes presentations and projects were used for grading.
- What knowledge level was required to pass the exams? Everything was graded on a curve so it's hard to say. The enrollment requirements for the program are high so you cannot get into the school if you're not a good student. Still 5% of the class would get the lowest grade in every course.

#### Other

- Do students have easy access to the library and it's resources? Yes.
- How is the access to the computers? Using a logon provided by the school.
- How is IT used in the teaching or as a distributor of information? The school uses a basic website similar to MySchool for grades and extra materials. Student's use more modern methods for group work such as google docs, dropbox, and facebook.

#### Description of Courses

Please list all the courses you are taking in the form below:

- Name and code of the course
- Prerequisites, if any
- Exam form
- Comments: Relevance, Difficult/easy, Practical/theoretical, Enrolment problems

*Example:*

<i>Course name:</i>	<i>Prereq.</i>	<i>Exam</i>	<i>Major at RU</i>	<i>Approved as</i> <i>(Common/elective/extra)</i>
<i>1234 finance</i>	<i>None</i>	<i>Written</i>	<i>Finance</i>	<i>Elective</i>

<u>Course name:</u> (Common/elective/extra)	<u>Prereq.</u>	<u>Exam</u>	<u>Major at RU</u>	<u>Approved as</u>
Building Leader Networks	*	Participation only	MBA	Don't know yet
Corporate Finance	*	Written, presentation, project and participation	MBA	Don't know yet
Entrepreneurship and Venture Capital	*	Written and participation	MBA	Don't know yet
Financial Entrepreneurship	*	Participation and projects	MBA	Don't know yet
Knowledge Incubator Fashion, Luxury and Creative Business	*	Written and participation	MBA	Don't know yet
Swim with the Press	*	Participation only	MBA	Don't know yet
Legal Tools for Business	*	Participation, projects and presentation	MBA	Don't know yet
Business to Business Marketing	*	Written and participation	MBA	Don't know yet
Digital marketing	*	Projects and presentations	MBA	Don't know yet
Techonology Forecasting in the Telecoms, Media and Hi-Tech Industries	*	Written final, projects and presentations	MBA	Don't know yet

*\* All Electives are in terms 4 and 5 after. Students should all have completed same core courses before.*

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Please fill in all the courses you have taken

Any other experiences:

Study hard but use every opportunity to meet with the other students. You will most likely build the strongest connections with the other exchange students but the full-time students are extremely easy to get along with as well.

Names and e-mails:

The International Office will appreciate if you will inform about your e-mail addresses, so that other students can contact you for more information.  
posturinn@gmail.com