MASTER IN ARCHITECTURAL MANAGEMENT & DESIGN

BUILDING LEADERS WITH BUSINESS, INNOVATION AND ENTREPRENEURSHIP EXPERTISE

Type of degree: Official Master
Location: Madrid & London + interactive online classes
Language: English
Duration: 1 year
Format: Blended
Intake / Start: February

FIND US ON:
@IE School of Architecture and Design, #IEArchDesign, #IEMAMD, #BusinessofDesign
IE School of Architecture and Design - MAMD

WWW.IE.EDU/MAMD
WHO IS IT FOR?

In today’s technology-driven world, the need for creative minds is growing exponentially. But creativity must have direction and effectively use a variety of skills and tools. In the Master in Architectural Management and Design, we believe that leadership for the future comes through solid and cohesive training in business management, entrepreneurship, innovation and self-awareness. We focus on every student as a unique professional, and most importantly we never lose sight of the fact that you are a creative mind. This approach to business is building the leaders that will impact the physical and digital environments of the future.

QUICK FACTS ABOUT THE PROGRAM

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<td>OFFICIAL MASTER</td>
<td>60 ECTS CREDENTIALS</td>
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A WORD OF WELCOME

Times of Change are Times of Opportunity

Dear Prospective Student,

One of the most exciting and promising conditions of our time is change. Deep transformations are taking place in the world of design in general, in architecture, engineering and construction, as well as in the other fields related to the creation of the built environment.

In the past, the traditional and widely-accepted notion of the designer gave little attention to anything beyond the act of creating physical spaces. Today, our impact as professionals increasingly depends on our capacity to identify business opportunities, our fresh approaches to problem-solving and our ability to create value. It also resides in understanding how to work across disciplines, in leading innovation-driven teams, communicating well, applying principles of finance and strategy wisely and embracing technology. We need to understand the common territories between business and design and develop a leadership vision that brings them together if we hope to affect positive change.

Finally, and most importantly, we need a deep understanding of who we are as professionals, what we want to bring to the table, our potential as individuals and the determination and expertise to make great things happen.

The experience of the Master in Architectural Management and Design is a unique and seamless combination of online and face-to-face sessions in Madrid and London. The time students and faculty spend together in the same city allows them to get to know each other, share experiences and network with a diverse community of designers, global influencers, disruptors, entrepreneurs, and up-and-coming professionals. The online sessions resemble professional situations where we work with others virtually, without the confines of a particular space. In both formats, group work and team projects provide the opportunity to learn through collaboration, which is essential in the current professional world, and also allows students to build solid bonds that lead to lasting relationships.

At IE, we are passionate about creating a better future, and providing our students with the best possible academic and professional journeys. Join us for the Master in Architectural Management and Design, and become a leader in a world where the impact and potential of design are growing exponentially.

I look forward to working alongside you!

Sincerely,

Jerónimo van Schendel
Director of the Master in Architectural Management and Design
10 REASONS TO JOIN THE MAMD

01 FOCUS ON DESIGN MANAGEMENT
Those trained and working in architecture, interior design, engineering, and other roles related to design often feel a need to gain a deeper understanding of business contexts. The MAMD fuels the creative process of design, from the perspective of contemporary management. This integrated approach fosters an environment of professionals with a holistic vision.

02 BECOME A DESIGN ENTREPRENEUR
It’s not enough to think up creative new ideas. Acquiring the knowledge, tools, and techniques of entrepreneurship is essential if you want to develop these ideas and create an impact. The various learning experiences in the MAMD—from the Venture Lab to courses such as Entrepreneurial Management—provide solid practical training in this area.

03 UNDERSTAND YOURSELF AND BECOME A LEADER
With our approach, you are always at the center. Through educational activities aimed at honing your interpersonal and professional abilities, we help you define your career path and goals, as well as to analyze yourself on a personal level. By understanding your strengths and potential limitations, you can be strategic in pursuing what interests you most.

04 LEARN FROM WORLD-CLASS FACULTY
Professors and lecturers are experienced academics who understand the realities of the professional world. We also rely on an outstanding international team of practicing professionals who are trained to use an innovative, practical, and fresh approach to learning. Many subjects are taught by professors from our globally ranked IE Business School.

05 MAINTAIN A HEALTHY WORK-STUDY BALANCE
We are the leaders in blended education. The unique structure of the program combines online classes and face-to-face sessions in Madrid and London. The format and balance of the academic activities will allow you to combine your professional life with the requirements of the program.

06 BUSINESS OF DESIGN LECTURE SERIES
This series of lectures and conversations explores the "back of house" of successful companies and firms. Top professionals share their journeys and useful advice on how to implement the best practices for success. Students actively engage with lecturers about the transformation of our industries and how to be effective leaders.

07 BENEFIT FROM AN INNOVATIVE APPROACH
Throughout the program, we implement diverse teaching methods that correspond to the needs of today’s students and, even more importantly, to a well-defined set of objectives. The MAMD combines case-method, collaboration, project-based learning, debates, research, lectures, and travel within one cohesive experience.

08 JOIN IE’S CAREER DEVELOPMENT ECOSYSTEM
IE Talent & Careers is the best partner for your professional development. We help current and former students to take full advantage of their professional opportunities, providing them with impactful advising, learning resources and development tools. We also provide recruitment solutions for companies and institutions with access to more than 70,000 IE professionals worldwide.

09 EXPERIENCE TWO IDEAL LOCATIONS
You’ll take courses and participate in activities in Madrid and London: two vibrant and distinct cities that are renowned for great architecture and education. They are at the forefront of innovation, culture, and education, and we take advantage of everything that’s going on in the two capitals to keep the program at the vanguard of the industry.

10 FORM PART OF A VIBRANT DESIGN-DRIVEN CULTURE
IE School of Architecture and Design shares the DNA of IE University, which was built by and for entrepreneurs. This positioning has made us grow as an independent institution which empowers innovation. As a result, we remain a reference in the creation of new paths in education and in developing an active and diverse community known for excellence.
WE ARE DESIGNERS WITH BUSINESS BLOOD

THE IE STORY
Founded in 1973, IE Business School’s success is based on its solid entrepreneurial mindset and its constant search for excellence and innovation. This clear vision has steadily transformed the school into one of the world’s leading institutions. It has experienced exponential growth in the last few decades, with some of its programs occupying top rankings worldwide.

THE RELEVANCE OF ARCHITECTURE AND DESIGN
Founded in 2008, the School of Architecture and Design is a key player in IE University. Its balanced blend of technical, humanistic, and creative components complements the Business School’s recognition and know-how, and empowers the entrepreneurial and innovative mindset. Today, the School is renowned as a groundbreaking institution. Its independence of thought, the diversity of its community, and its business origins have contributed to creating an expanded understanding of design, which is the core pillar of the Master in Architectural Management and Design.

IE BUSINESS SCHOOL

IE School of Architecture and Design

Master in Architectural Management & Design

Entrepreneurial Mindset

Business innovation

Excellence

IE 1973-2019

IE SCHOOL OF ARCHITECTURE & DESIGN

AN EXPANDED VISION FOR DESIGN

Entrepreneurship

Technology

Diversity

Excellence

Innovation

ARCHITECTURE & DESIGN 2008-2019

IE ARCHITECTURE & DESIGN (2008-2019)
PROGRAM DRIVERS

The essence of the MAMD and the pillars of our vision for the future.

DESIGN FOR THE 4TH INDUSTRIAL REVOLUTION

The digital revolution is transforming the built environment industry.

Designers must expand their role as professionals, pursuing value creation, taking entrepreneurial initiative, embracing technology within their companies and understanding the business and the profession of spatial design more strategically.

LEADERSHIP COMES FROM A HOLISTIC VISION

The evolution of design will empower professionals who embrace multiple perspectives and combine complementary skills.

Leading in the future of the built environment will require understanding business, design, entrepreneurial initiative and innovation altogether. That is our academic approach.

DEVELOPING THE BUSINESS OF DESIGN

Transforming and expanding the role of design requires challenging the status quo of the built environment industry. We observe its business dynamics, identify opportunities and propose new ways to solve problems. We test our initiatives and debate them to extract conclusions. This cyclical learning process is building unique expertise in our students and collaborators.
OUR VALUES

At IE, we embrace change and see opportunities rather than challenges. We hope that you’ll adopt this attitude too!

CHANGE IS OPPORTUNITY

DIVERSITY EMPOWERS PEOPLE

COLLABORATION MAKES YOU GROW

TECHNOLOGY: A GAME CHANGER

IMPACT & GLOBAL PERSPECTIVE

PURPOSE IS THE BEST GUIDE
360° PROGRAM STRUCTURE:
CONCEPTUAL OVERVIEW

The Master in Architectural Management and Design combines modules in business, entrepreneurship, leadership and innovation, preparing students to transcend the traditional boundaries of the built environment. The program trains professionals for a future that does not differentiate between business and design, nor between physical and digital, and in which action, collaboration and multidisciplinarity are the rule; a future that demands professionals capable of foreseeing opportunity, rethinking their realms and creating new value, expanding their roles and their impact as designers.

The four modules develop simultaneously, ensuring a transversal and practical learning experience, making the Master unique, relevant, and rewarding. The four core modules are complemented by the Business of Design Lecture Series, and the Venture Lab that is capped by an entrepreneurship-focused thesis project.

CONCEPTUAL MAP OF THE PROGRAM

BUSINESS MANAGEMENT
Mastering the art of business is central to the program. We focus on the foundations of general management, ranging from big picture topics, like the world of business and economics as applied to the built-environment, to in-depth studies of specific areas of interest. We place a special emphasis on understanding, analyzing and managing design-related companies. We also delve into the specifics of how companies grow and become international leaders, addressing topics such as competition, financing, strategy, operations and communication.

LEADERSHIP
Impact doesn’t only depend on expertise, perfect execution, or a great idea. It also depends on a specific set of personal qualities and skills which allow professionals to adapt and achieve success in demanding and ever-changing circumstances. We call this LEADERSHIP. This module explores the importance, characteristics, and responsibilities of leadership, and the development of the personal qualities, such as self-awareness and purpose, that allow you to reach your maximum potential. We expand from the personal dimension to the team and public dimensions of leadership.

ENTREPRENEURSHIP
This module imparts students with a solid understanding of the most current theories and methodologies in contemporary entrepreneurship. Students will learn how to observe markets and trends, research to support their ideas, identify industry problems, transform them into business opportunities and generate valuable and scalable companies backed by innovative, viable and attractive business models. Students are also trained to make critical analyses and take action in diverse scenarios that young companies may face, from team creation to funding structures.

DESIGN INNOVATION AND TECHNOLOGY
This module studies the principles of business and technology innovation and the potential that it has for the design realm. You will explore how new technologies and contemporary business cultures are changing the structure of companies and the work that they are capable of producing. You will also learn how to detect innovation opportunities and how to strategically lead a wide range of initiatives in order to create the most value for your firm or business: from management-driven, to industry-specific or technology-driven initiatives.
The contents of the four modules are introduced through cases, workshops and discussions, which focus on a wide range of domains related to the built environment. The transversal curriculum and the course dynamics allow to establish links between the modules, the Venture Lab and the Business of Design Forum. You will put into practice all the contents explored along the program, and confront the conceptual dimension of learning with the hands-on experience of the labs and workshops, similar to real-life working environments.

The program blends online and face-to-face sessions in Madrid and London. Online periods are structured in weeks. Forums, group work, and individual preparation take place from Monday to Thursday. Fridays are dedicated to Online Sessions with professors.

Face-to-Face periods are full-time residential periods that combine class, workshops, presentations, visits, lectures and group work in different locations of Madrid and London.
### 360° PROGRAM STRUCTURE: COURSES

#### BUSINESS OF DESIGN FORUM
- 20 Lectures and visits to prominent design and innovation companies. We discuss directly with their leaders, who share their journeys and insights about how to drive impact and transform the design realm.

#### VENTURE DISCOVERY
- A hands-on introduction to the practice of entrepreneurship, focused on discovery. This central piece of the program is comprised of venture design sprints, lectures, and workshops ranging from idea generation to team building.

#### VENTURE LAB
- Entrepreneurship workshops. You will develop a design-based company, as your program’s capstone project. During this process, you will be mentored by faculty, expert advisors and other entrepreneurs.

#### STRATEGIC MANAGEMENT
- The strategic mindset and competitive behavior that affect performance in businesses. You will learn tools and concepts to analyze industries and firms resources, and adapt to current situations and policies on the business. You will learn to analyze industries and firms resources, and adapt to current situations and policies on the business.

#### FINANCIAL PLANNING
- Comprehensive overview of corporate financial planning and decision-making. You will learn to align financial targets with strategy, and to start, finance, expand, monitor or present design companies to investors.

#### MARKETING MANAGEMENT
- A general approach to contemporary marketing for the built environment. You will study differentiation, segmentation, positioning, marketing mix or customer satisfaction, as well as business development strategy.

#### COST MANAGEMENT
- Excellence in design requires balancing economical viability, technical and commercial requirements, and client demands. You will learn to control the resources needed to perform design and construction activities.

#### ECONOMICAL ENVIRONMENT
- Introduction to macroeconomic and microeconomic environment in business. You will learn to analyze the implications of economic situations and policies on the welfare of people, companies and governments.

#### PROJECT MANAGEMENT
- Designing the built environment implies managing relationships and processes with clients, stakeholders, public organisations, collaborators, contractors and suppliers. You will learn to manage them all as a project leader.

#### BIM TECHNOLOGY
- BIM transforms any project into a big information environment. The course focuses on the tools, implications, workflows, decisions, scheduling, and management approaches needed to take advantage of BIM for design.

#### TECHNOLOGY MANAGEMENT
- The "Digital Era" has changed the built environment. This course analyzes the appropriate selection, adoption, use and management of production technology that is essential to the success of design organizations.

#### VALUE CREATION THROUGH DESIGN
- You will explore the multiple ways in which spatial design can create value for society nowadays. We analyze perspectives from business, communication, architecture, entrepreneurship, anthropology and technology.

#### SERVICE DESIGN & OPERATIONS
- Efficient and innovative service delivery strategy is critical for customer experience and commercial success. We explore how this requires specific business operations, and how aligning both empowers sustainable companies.

#### DIGITAL TRANSFORMATION
- Digital systems and business models affect and empower design nowadays. You will familiarize with cloud computing, blockchain, platforms or big-data, gaining capacity to pursue technology enabled businesses.

#### DESIGN COMMUNICATION
- Branding, marketing and powerful communications empower design practices to meet their goals. We look at the relationship between the market, the marketing process and the architectural strategies that particular firm pursues.

#### DESIGN IN THE DIGITAL ERA
- We focus on the changes in the production side of spatial design, since the advent of computational technology. You will learn how digital design and fabrication is transforming the role and impact of future designers.

#### LAW FOR DESIGN ENTREPRENEURS
- We examine the most important and updated legal aspects that empower businesses in the built-environment realm. Key topics involve intellectual property, founder agreements, technology law or professional liability.

#### PERSONAL STRATEGY
- Students create a Development Plan and learn to balance their personal and professional goals. We cover self-organization, social relationships, and how to make oneself to become increasingly relevant.

#### HUMAN RESOURCES
- A broad overview of Human Resources, focused on how to structure unique, people-centred and creative companies to get the best out of a team, keeping motivation always at the top.

#### LEADERSHIP AND COACHING
- Contemporary leaders need to focus more on people’s growth. This course develops the skills required for employee coaching; understanding its impact and benefits and conducting a practice session.

#### RESPONSIVE ORGANIZATIONS
- Uncertainty and change are omnipresent in the current era. We focus on how to structure or transform companies to respond to them, gaining leadership and utilizing vision, intuition, collaboration and resilience.
THE MAMD EXPERIENCE:
A TYPICAL ONLINE WEEK

WEEK

**Live Video Conferences**

On Fridays from 5:00 p.m. to 8:30 p.m. (CET) students participate in live online video sessions led by professors. IE’s online platform allows for seamless participation, conversation, and an interactive course flow.

**Online Forum**

Ongoing online conversations are held from Monday to Thursday. Students engage in thoughtful and lively class discussions via online posts that can be published at any time of day, allowing those with busy schedules great flexibility. Professors moderate and encourage students to delve deeper into the topics covered in class.

**Individual Preparation**

All syllabi, bibliographies, cases, and other curricular materials are posted ahead of time on our online platform “Campus Online.” Assignments and readings are thoughtfully scheduled to allow for an appropriate workload. You can organize your time to fit your needs.

**Group Discussion and Assignments**

Students are divided into groups, and work on collaborative assignments throughout the program. Group work, both face-to-face and online, is a fundamental element of the learning experience.

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**How Does the MAMD Blended Structure Work?**

1. **Interactive, Online Periods**

Thanks to the innovative use of new technologies, which allow us to replicate face-to-face teaching techniques, you will be able to enjoy the same interactive experience you would have in a traditional classroom.

2. **Face-to-Face Periods**

The face-to-face periods allow you to create personal relationships and meaningful bonds with the people you will work with throughout the year. These periods combine workshops, company visits, meals and classes that require physical presence. The residential periods, an essential part of the blended experience, allow you to build deeper relationships and understand the different perspectives and viewpoints of your classmates.

3. **The IE Online Campus**

The IE Online Campus is a web platform that allows students to access all of the program’s online activities any time they wish from any location. The campus is also accessible from smartphones and tablets.
THE MAMD EXPERIENCE:
FACE-TO-FACE PERIODS

Lectures & Workshops
A highly diverse range of lectures and workshops held both at the RIBA and at different hosting companies, develops select academic content and expands on the work done in class.

Five sessions per day with international faculty
Students have a wide variety of courses from Monday to Friday in different settings. Classes are interactive and include case discussions, team presentations specific visits and guided group work.

Group work & Presentations
You will discuss and prepare a series of assignments and projects in group, and present them to professors, companies, juries, and peers. Group work is essential to expand and deepen the lessons from different courses.

Visits and Discussions
The F2F sessions include discussions at leading companies and startups in architecture & design, communication, real estate, project management, and technology. Visits contribute significantly to illustrate concepts and acquire a wider perspective of reality.

WHAT ARE THE FACE-TO-FACE SESSIONS?
These are intense periods of the program in which you spend time with peers and professors in either Madrid or London. The F2F weeks feature program components that are best suited to classroom and workshop settings. They serve as key opportunities to build strong relationships, exchange ideas and collaborate. Being together is also a great way to advance personal projects, such as the Venture Lab, through formal and informal discussions with classmates and professors.

THE MAMD EXPERIENCE:
BUSINESS OF DESIGN FORUM

What is BDF?
BDF is a series of lectures and visits that explores companies’ “back of house”. Top professionals share their insights and engage with students, detailing how to implement best practices for success, and how to transform our industries. With a direct and analytical tone, the series combines lectures from design companies and start-ups, as well as venture capital, engineering, real estate and design communication firms, providing a holistic perspective.

What should I expect?
High profile lecturers; specific and complementary topics for each conversation and lively engagement in every event, openly discussing a variety of topics, such as the lecturer’s journeys to success, and why struggle can be a positive part of it.

WHAT IS BDF?

Future of work: Space and Organizations
Jack Pringle + Franquibel Lima
Wework and Perkins+Will
IE Kensington Business Center, London

SOME PREVIOUS EVENTS
The Venture Lab is an entrepreneurship laboratory in which you will develop your very own company project for the built environment or a related industry. Faculty experts will offer mentorship in architecture and design, management, finance, innovation and marketing. The Venture Lab project becomes your Final Thesis, which you will present in front of a jury of experts and investors. This hands-on lab synthesizes all of the knowledge developed throughout the MAMD within one project. The possibilities are as wide as our vision for the architects and designers of the future:

**THE MAMD EXPERIENCE:**

**THE VENTURE LAB**

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**THE MAMD EXPERIENCE:**

**GOALS AND DELIVERABLES**

Goals: We help you propose a relevant business for the future related to any aspect of design or the built environment. It must be innovative, viable and attractive, with different degrees of scalability. Together, we’ll then pursue maximum maturity for the projects, increasing their chances of success on the exciting path to the market.

Final Deliverables. Your Venture Lab project will be comprised of a comprehensive business plan, an elevator pitch and a product or service prototype. You will have to explain the industry problem that you are solving, and how you can transform it into a business opportunity or idea. Your proposal will include a general management and strategy approach, as well as detailed financial, operational and marketing plans to support your idea. You will then have to test your business assumptions and deliver a research dossier that compiles your findings.
CLASS PROFILE

The Master in Architectural Management and Design students seek to unleash their full potential as architects, designers or professionals creating impact in the built environment. If you are or envision becoming an entrepreneur, or if you work for a company and want to make important steps forward in career development by adding business, management and leadership skills, this is your program.

MAMD students are also diverse. They conform a solid group from all around the world, with valuable and different backgrounds and interests, that enrich the intense collaborative experience of the MAMD.
STUDENT BACKGROUNDS

- Architecture
- Urban Design
- Landscape
- Interior Design
- Civil Engineering
- Territorial Planning
- Built Environment Technology
- Urban Strategy and Management
- Spatial Experience Design
- Global Spatial Affairs
- Design Management
- Construction Management
CAREER DEVELOPMENT

IE CAREER DEVELOPMENT CENTER
Designed to help you thrive!

ALUMNI AND PEERS
A successful and diverse group excited to help one another!

PROFESSORS AND LECTURERS
They're eager to keep in touch!

ECOSYSTEM OF COMPANIES
You’ll visit many, and they’ll be looking for new talent!

COMPANIES WHERE OUR ALUMNI WORK

AECOM
SUSTAINABILITY TEAM LEADER
Abu Dhabi, UAE

ARUP
SENIOR ARCHITECT & URBAN DESIGNER
London, UK

ATKINS
SENIOR ARCHITECT
Sharjah, UAE

wework
SENIOR DESIGNER
Buenos Aires, Argentina

Foster + Partners
ASSOCIATE
London, UK

Gensler
ASSOCIATE
Abu Dhabi, UAE

Hill International
PROJECT ARCHITECT
Dubai

PROJECT DIRECTOR
Wijnegem, Belgium

Axel Verwoerd
SENIOR DESIGN ARCHITECT
Amman, Jordan

COMPANIES FOUNDED BY ALUMNI

eheverrirmon tes
Bogotá Colombia

PLATAARQUITECTOS
Madrid, España

CHÅK
Lagos, Nigeria

haro
Salzburg, Austria
The Master in Architectural Management and Design brings together highly talented academics who are highly experienced in their fields. A significant portion of them combine teaching with practice; they all deeply understand the professional world and are trained in the latest trends in business, innovation, and education. They are an outstanding and diverse international team, complemented by an ever-growing community of renowned lecturers, all passionate about what they do. Here are some of their backgrounds. (Backgrounds matrix below)
ABOUT IE

MORE THAN 40
GRADUATE PROGRAMS

60,000 ALUMNI
HOLD MANAGEMENT POSITIONS IN OVER 100 COUNTRIES

+130 NATIONALITIES
ON CAMPUS

MORE THAN 500 FACULTY MEMBERS
20% OF WHOM ARE WOMEN

INTERNATIONAL CAREERS FAIR
HELD ANNUALLY
WITH MORE THAN 100 MULTINATIONAL ORGANIZATIONS

SINCE 1973
FOCUSED ON ACADEMIC EXCELLENCE

MORE THAN 60
DIFFERENT SCHOLARSHIPS AVAILABLE

29 INTERNATIONAL OFFICES
AROUND THE GLOBE

MORE THAN 200
STUDENT AND ALUMNI ORGANIZATIONS AND CLUBS
ABOUT IE SCHOOL OF ARCHITECTURE AND DESIGN

“Our world is undergoing great change due to globalization, technology and the expansion of traditional roles into new fields and new ways of working. IE School of Architecture and Design believes that seeing the ‘big picture,’ learning from other disciplines and working collaboratively are keys to the future.”

Martha Thorne, Dean of IE School of Architecture and Design and Executive Director of the Pritzker Prize

IE SCHOOL OF ARCHITECTURE AND DESIGN PLACES EMPHASIS ON DESIGN, INNOVATION AND ENTREPRENEURIAL SPIRIT.

Students are encouraged to take a creative approach to architecture, think critically when confronted with a challenge and not be afraid to think outside the traditional boundaries of architecture and design. Diversity among our students and faculty, who come to us from all over the world, creates a rich blend of cultures and a broad learning experience. Graduates can aspire to work all over the globe and are able to consider the world as their town.

Our programs integrate the following four dimensions:

VIBRANT DESIGN CULTURE. The highest quality design education is the backbone of our School. We engage experienced, top architects and designers who are committed to teaching, as well as successful in their professional careers.

LECTURE SERIES. Our special guest lecturers provide direct contact with leading international professionals. By sharing their experiences and engaging in open dialogue, our students are able to directly benefit from these experts’ knowledge and understanding of the field.

THE REAL WORLD. Whether through blended courses that allow students to work and study at the same time, or our internship program, IE always seeks to relate what is learned in the classroom to the real world.

BECOME A DESIGN ENTREPRENEUR. Design, management and visual and verbal communications skills are essential for today’s professionals. Knowing how to run your own office, lead projects and teams or be an effective part of an organization all depend on knowledge, skills and a compelling vision.

FIND US ON:

IE School of Architecture and Design, #IEArchDesign, #IEMAMD, #BusinessofDesign

IE School of Architecture and Design - MAMD
WWW.IE.EDU/MAMD

Hay Festival, IE School of Architecture and Design, Segovia Campus
Students graduation 2018
IE EXPERIENCE

SERVICES FOR OUR MASTER IN ARCHITECTURAL MANAGEMENT & DESIGN

The IE Experience is much more than just an academic experience. We want you to enjoy your time and take advantage of all the opportunities around you at IE. Our students have a wide range of cultural, social and sporting activities, arranged by students themselves with the support of the Campus Life Office. Our current and former students at IE, proactive by nature, have started over 200 clubs both in Madrid and abroad, organizing countless regional and cross-sector events.

PROFESSIONAL CLUBS
- Net Impact Club
- IE Marketing Club
- IE Consulting Club
- IE Entrepreneurship Club
- And many more

SOCIAL CLUBS
- IE Music Club
- IE Drama Club
- IE Photography Club
- And many more

GEOGRAPHIC CLUBS
- IE Africa Club
- IE Japan Club
- Latin America Business Club
- IE DACH Club
- And many more

SPORTS CLUBS
- IE Football Club
- IE Basketball Club
- IE Running Club
- IE Sailing Club
- IE Rugby Club
- And many more

(*): FOR STUDENTS AND ALUMNI

Final Presentation, Marketing and Design. U+I Developers, London.
WHY MADRID AND LONDON?

As an MADM student, you will enjoy a perfect pair of locations: our strategically located campus in Madrid, and an active network of connections in the heart of London. Madrid is a welcoming city, and a worldwide model for living, working and visiting, thanks to its outstanding quality of life, famous blue skies, and highly innovative professional environment. London is the place where the industry of design has made its biggest advancements in terms of professional, structural and strategic organization, guided by the hands of talented leaders.

WHY MADRID?

- Entrepreneurship: In the last decade, the city has developed a highly active entrepreneurial ecosystem, in which IE is a major player. The availability of space, affordable cost of living and active and engaging Spanish mindset contribute to this momentum.
- Dynamic culture & leisure scene: The city that never sleeps features wide-ranging and high-quality cultural offerings. All sorts of leisure activities are available throughout the year and around the clock. You can combine campus activities with talks, concerts, museum visits and meals at creative gastronomic spaces.
- Leading Design Community: Recent and ongoing city transformations make Madrid an interesting place to live and study. Some of the most brilliant architects of our time have worked here. Special events like Madrid Design Week, and institutions such as the Norman Foster Foundation or the ICO Museum, support the design spirit.
- IE’s Campus: More than 20,000 m2 of educational space, spread across 17 buildings, are centered in the Salamanca neighborhood, which is strategically located in the heart of the city. The Madrid campus also features state-of-the-art venues such as Shigeru Ban’s Paper Pavilion and the entrepreneurship center, Area 31.

WHY LONDON?

- A Forward-Thinking City: London is well-known for its drive as a world capital. It’s inspired constant transformation in terms of business approaches, attracting some of the world’s most innovative companies and professionals.
- Dense Networks of Connections: IE collaborates with leading companies, professionals and institutions in London, such as RIBA. We host multiple events throughout the year in different locations, including IE’s offices at the Kensington Pavilion Business Center.
- Mature Design Industry: The built environment and design industries have evolved significantly in recent decades, and London is at the forefront. The most outstanding design companies are based there, and IE collaborates with them as part of a highly-specialized economy.
- The Wonderful Summer: London is one of the best European cities in the summertime. There are numerous events and pop-up initiatives at outdoor venues like parks, the Thames riverside and the Serpentine Gallery Pavilion. It’s the perfect time to combine work with cultural and leisure activities.
IE’s Global Presence

Please do not hesitate to contact the office nearest you in case you need any additional information.

You can also contact us via admissions.architecture@ie.edu

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Japan - Tokyo
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ADMISSIONS PROCESS

The main objective of the admissions process is to select students with the greatest potential who can make a significant contribution to the learning experience. We seek candidates who are dynamic, motivated, creative, and who not only present an excellent academic and professional background, but also offer the kind of interpersonal skills that will allow them to obtain maximum benefit from the program.

THIS PROCESS HAS 3 STEPS

01. ONLINE APPLICATION
Fill out the online application form at www.ie.edu/app, and upload the following documents:
- Bachelor Degree (or equivalent from an accredited university).
- Photocopy of passport or ID Card.
- 1 Photo.
- 1 Page CV/Resume.
- 1 personal statement
- 2 letters of recommendation
- English proficiency (written and oral) is required for the course and will be evaluated during the interview stage of the admission process.
- Application fee 125 euros. You will not be able to continue the admission process if the application payment is not submitted.

02. PERSONAL INTERVIEW
Upon review of your application and supporting documents, if you are granted an interview, the Admissions Committee will contact you directly to schedule one.

03. FINAL DECISION
After the final review, it will take about 1-3 weeks for the Admissions Committee to review your complete application and provide you with a final decision. Acceptance is valid for two intakes, the current one for which you have applied and the following one.

PROGRAM KEYWORDS:
- business
- entrepreneurship
- leadership
- management
- innovation
- ventures
- companies
- future
- technology
- impact
- change
- growth
- communication
- diversity
- AEC
- Built-environment
- resilience
- collaboration
- design
- architecture
- construction
- engineering
- cities
- space
- planning
- interior design
- landscape design
- experience
- Madrid
- London
- Online
- blended
- work-study
- part-time
- international
- global
- human-made environment
- human-environment