

## IE UNIVERSITY CHALLENGE

**IE University**

Professor: **LUCIA EGEE RONDA**

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Degree course:

THIRDSemester: 1º

Category: **COMPULSORY**

Number of credits: 6.0

Language: English

### PREREQUISITES

There are no official pre-requisites to attend this course. Nonetheless, previous knowledge in entrepreneurship, creative thinking, marketing, and social impact will be useful.

### SUBJECT DESCRIPTION

This course is a hands-on experience thought for students with a thirst for change. As future leaders, you will need to take action in decisions that will had a big impact in your clients, there company and society as a whole. Sometimes, decisions will be based on very recent event and you, as a young professional, will be asked to define possible course of actions with a limited time for research and development.

**The theme defined for this first edition of the IEU Challenge is “COVID resilience in Africa”.**

Thus, by combining the IE pillars -humanities, diversity, technological innovation and entrepreneurship- students are expected to solve a specific challenge for a social impact organization in 8 weeks.

Each class will be divided into 5 groups of consultants who will work around the same problem. Please note that this course will be delivered fully online and that some master classes will take place on Saturdays.

The structure of the course is divided into 3 phases, each one with a deliverable:

- a) The problem exploration;
- b) The solution development, and;
- c) Action & execution

Throughout these 2 months, your assigned professor will work with the groups as a mentor to guide them in the building of the project.

### OBJECTIVES AND SKILLS

The learning goals are:

- Have a deeper understanding of research methodology to find a problem and state it clearly;
- Address regional challenges in extraordinary circumstances;
- Brainstorm a possible solution which has to be executable;

- Understand your client and the problem it has in a determined in a specific geopolitical and cultural area;

As per learning outcomes, students are expected to:

- Acquire an entrepreneurial mindset for social causes;
- Develop their critical-thinking to understand and face challenges.
- Broaden their creativity in providing a solution based on innovation.
- Prosper empathy and communication skills to embrace the diversity of ideas and topics to cover.

## METHODOLOGY

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	0.0 %	0 hours
Discussions	25.33 %	38 hours
Exercises	0.0 %	0 hours
Group work	50.0 %	75 hours
Other individual studying	24.67 %	37 hours
TOTAL	100.0 %	150 hours

## EVALUATION CRITERIA

Students will be graded in 5 criteria as indicated below:

Criteria	Percentage	Comments
Workgroups	10 %	Problem exploration

Workgroups	10 %	Solution development
Workgroups	10 %	Action & execution
Individual Work	20 %	Peer review
Individual Work	15 %	Forum discussion
Group Presentation	35 %	Final Presentation

All components of the assessment should have a minimum of a 5 (passing grade) as requirement in order to pass the subject. **Failing one of the five components will be considered as a FAIL grade for the subject.**

Peer-evaluation grade:

The ability to work in teams is highly regarded in different activities, including the professional and academic ones. As the result of this course should be a team effort, students will be asked to provide a written evaluation of their peers to ensure all teams collaborate and work diligently to achieve the best possible results.

Attendance:

Even though this is a project-based course, attendance to class is mandatory. Students who do not comply with the 70% attendance rule will lose their 1st and 2nd chance, and go directly to the 3rd one (they will need to enroll again in this course next academic year).

Grading:

Grades will be distributed on the following scale based on the Spanish Ministry of Education official grading scale:

Grade Range

Sobresaliente 10.0 - 9.0

Notable 8.9 - 7.0

Aprobado 6.9 - 5.0 Suspenso 4.9 - 0

Evaluation criteria will be subject to the following rules:

Students failing the course in the ordinary call (during the semester) will have to re-sit the examination in June / July (except those not complying with the attendance rule, who will not have that opportunity and must directly re-enroll in the course on the next Academic Year).

The extraordinary call exams in June / July (re-sits) require your physical presence at the campus you teach in (Segovia or Madrid). There is no possibility to change the date, location or format of any exam, under any circumstances. Dates and location of the June / July re-sit exams will be posted in advance.

The June / July re-sit exam will consist of a comprehensive paper. Final grade for the course will depend on the performance in this examination only; continuous evaluation over the semester will not be taken into consideration. Students will have to achieve the minimum passing grade of 5 and the maximum grade will be capped at 8.0 (out of 10.0) – i.e., “notable” in the re-sit exam.

Re-takers: Students who failed the subject on a previous Academic Year and are now reenrolled as re-takers in a course will need to check the syllabus of the assigned professor, as well as contact the professor individually, regarding the specific evaluation criteria for them as re-takers in the course during that semester (ordinary call of that Academic Year). The maximum grade that may be obtained in the retake exam (3rd call) is 10.0 (out of 10.0).

After ordinary and extraordinary call exams are graded by the professor, you will have a possibility to offer a review session for that exam and course grade. Please be available to schedule the session in order to clarify any concerns you students might have regarding your exam. Your professor will inform you about the time and place of the review session.

Students failing more than 18 ECTS credits after the June-July re-sits will be asked to leave the Program.

## PROFESSOR BIO

Professor: **LUCIA EGEA RONDA**

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Professor of Entrepreneurship, Management and Control, IE Business School

#MotherOf2 #marathon #ieFaculty #CEOcontenedorblanco #entrepreneur #sustainability #EdTech #finance #global

Lucía Egea possesses more than 20 years of international experience at C-level in EdTech, Finance, Business Development and Audit. She has lead teams across the value chain: FMCG, Pharma, Telecom, Manufacturing, Consulting and Education domains. IE Faculty since 2008.

Her professional background has been developed internationally in Latam, Europe and the US, where she has lived more than 7 years. Director of EDEM University Centre from 2012 till 2020, she strongly promoted change and growth in the institution.

Passionate about Edtech and sustainability, at the present moment her energy is concentrated in a new venture that pretends to bring positive disruption to the way families recover and recycle plastics ([www.contenedorblanco.com](http://www.contenedorblanco.com)).

Mother of 2 and marathon runner, she is bilingual English / Spanish and fluent also in German.

Specialties: Edtech, Finance and Accounting, Sustainability, Entrepreneurship and Innovation.

### Academic Background

- Singularity Summit Spain – Exponential Technologies, Singularity University, 2019
- PhD doctoral student, University of Valencia 2018
- Price-Babson Symposium for Entrepreneurship Educators, Babson College, 2014
- Best student – Executive MBA, IE Business School, 2007
- Extraordinary Award in Economics and Business Studies, University of Valencia, 1999
- BA Honors in Business Administration, University of Hertfordshire, 1998

### Corporate Experience

- CEO Contenedor Blanco (2019 – present)
- Director, EDEM University Centre, EDEM Digital, Valencia (2012 – 2020)
- Adjunct faculty, IE Business School, Madrid (2007 – present)

- Founder and CEO, LER Consulting, France, Poland, UK, Germany (2007-2012)
- CFO, United Internet Team Germany, America's Cup, Valencia (2005-2007)
- Purchasing and Supply Chain Director, Bellsouth, Lima, Peru (2002-2005) • Internal Auditor, Aventis Pharma, Frankfurt, Germany (2001-2002)

#### Teaching and Research Experience

- Professor of Financial Accounting, and Entrepreneurship and Innovation, IE Business School (2007 – present)
- Author of multimedia materials published at Harvard and IE Library. Merlot Award on 'Accountsville, Impairment of Assets', 2012.
- Visiting Faculty at Berklee College of Music, Singapore Management University (SMU), UCLA and Insper Brazil.
- Completing PhD in Business.

