

A WEEK IN THE IMBA

- Operations Management
- Leading People and Teams
- Marketing Management
- Strategy
- Entrepreneurial Management II
- TechLab
- Time for my professional outings
- Time for clubs
- Personal cultural activities
- Personal leisure time

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
9:00	I have a meeting with the work group to prepare the Netflix Case for Leading People and Teams.	I have a face-to-face Entrepreneurial Management II class.	I stay home to prepare my part of the Operations Management assignment.	I have a meeting with the work group to finalize the presentation that we have at 13:00 with my Operations professor.	I spend a few hours in IE University's MediaLab, where they help me record the résumé video that I have to send to Colleague Partners for internship opportunities.	I have tomorrow off! I'm going shopping and for a drink with Martha and Christina.	I have breakfast while reading The Economic Times and play Kingdom Hearts II for a while.
10:00	I have a face-to-face Entrepreneurial Management II class.	I have a meeting with the work group for tomorrow's pricing simulation.		I have a face-to-face Entrepreneurial Management II class.		I tweet about the Sustainability Club's party yesterday.	
11:00	I have an hour free and meet with the Sustainability Club for the fundraiser party.	Strategy class. I don't have to prepare anything because the professor is going to teach us how strategic plans are made at the company where he works. The CEO and CFO are there as guests.		I have a face-to-face Marketing Management class where we analyze the pricing simulation that we did yesterday.	I have a face-to-face Marketing Management class where we analyze the first part of the new case (an individual assignment).	to thank the people who attended the party for their participation.	I play a few doubles padel matches with my roommates and classmates.
12:00	Today in the TechLab I have a live demo of an artificial intelligence application for the consumer sector.	It's going to be a very intense afternoon. I'm going to Zara with Martha and Ana.	I have an Operations Management class (I connect from home).	Before the online forum on the Netflix Case for Leading People and Teams closes at 12:30, I want to upload an analysis of the company's internal social network policy.	I have a virtual Entrepreneurial Management II class. Today we have a lecture with entrepreneur Alex Ptroshen from Oslo, who tells us about how he developed his new way of extracting oil and his company.		I have a Zoom meeting with the group to put the finishing touches on our presentation for Tuesday.
13:00	I go out for lunch with my work group and then to the gym.		I have lunch with my roommate and then read for a while.				I go shopping for the upcoming week.
14:00	I have a virtual class with Professor Edelmann, a leading expert on operations. He's the guest professor for the Operations Management class.	I have a Zoom-inar with the Leading People and Teams professor (I connect to the class virtually from a Work Room on campus). Our group debates the Netflix Case alone with the professor.	I do the pricing simulation for Marketing Management with my classmates (everybody works from home or from wherever they want).	I have a seminar with my group and Operations Management professor to put the finishing touches on the assignment.I take a break to eat lunch.	I go to the gym and have a yoga class with the guru Anna Juerga Arrayas.		have a family meal. My cousins are visiting Madrid.
15:00	I have a seminar with my group and the Operations Management professor to see how we can adapt Professor Edelmann's criteria to our assignment.	I go over the Leading People and Teams presentation at home and do an exercise on organizing a task force for Netflix's financial department.		In the TechLab, we make an initial proposal to work with an external client and to help implement an artificial intelligence application similar to the one we saw on Monday.	I have a Zoom-inar with the Marketing Management professor on how to prepare the second part of the case in groups. He is going to teach us teamwork and task-delegation techniques to be more efficient.	I go to one of my group members' house.	I meet with the Sustainability Club to count the funds collected and to prepare the social media communications for this week.
16:00	In the face-to-face Marketing Management class, I debate the B2B case of Maersk Line with my classmates around industrial transportation pricing issues.	I prepare my analysis for the online forum at 17:30.	I go to campus to meet with my friends from the Sustainability Club. We have to prepare the materials for the party.	I have a Leading People and Teams class where they give us feedback on the exercise on organizing a task force. I connect from a friend's house because I went there to prepare a few things for the Sustainability Club's party tomorrow.	I go to a conference given by Colombian Ambassador Gabriel Alvins Lasardillas. The subject is "European technology investments in Colombia, a case study."	I prepare our part of the Marketing Management case with my group.	I watch an Instagram live video. It's a gathering of former IMBA students where they tell us about their exchange experiences. Next week we meet with the program directors to check out the rules and procedures for applying for exchanges.
17:00	I stay on campus to watch the videos to prepare for the pricing simulation.	I connect to the online forum to continue debating multiple aspects of the Netflix Case for Leading People and Teams.	I receive general feedback on the pricing simulation via video.	I have a Strategy class with intensive group work sessions. I connect from home.	I connect to the real-time Strategy forum. We analyze the results of yesterday's group work.		Paco and Gertrude, the class representatives, ask me to come with them to the airport to receive Camilla Denson, the president of The Economic Times, whom we have invited to a face-to-face seminar on campus with our IMBA section.
18:00	I go shopping at San Antón market. The atmosphere in Madrid's markets is cool.	I do a general test of tomorrow's pricing simulation with my work group (everybody works from home).	I have a virtual class (on Zoom and a special platform) to learn how to use the virtual intelligence applications that we will use during a TechLab consulting project that they're going to tell us about tomorrow.	I prepare tomorrow's case with videos, the technical note and the digital file that they gave us in Marketing Management today.	I go to the Sustainability Club's fundraiser party.	We go to campus to practice the case presentation. We booked a room because four of us are presenting live, one through a video and the other virtually. We have to test things out.	I read for a while.
19:00	I have a Zoom meeting with the group to delegate the tasks of the Operations Management assignment	I spend a couple of hours preparing the Business Plan. On Thursday I have a meeting with the Entrepreneurial Management II professor.	I have an interview with Colleague Partners' Hiring Manager. It's 10 o'clock in the morning for her, and she interviews me for an internship that I want to start next month in their financial department.				
20:00			I go for a run and call the Sustainability Club.	I prepare the script for the résumé video that I have to send to Colleague Partners.		I have dinner with the group at Harry's Bar.	