

IE BUSINESS SCHOOL LAUNCHES SPECIALIZED TOURISM MANAGEMENT PROGRAM



The unique initiative permits MBA graduates to partake in specialization modules which include a top-tier tourism management program.

IE Business School has recently launched its Welcome Back initiative, which will henceforth form an integral part of its Executive MBA+ and Global MBA+ programs. These part-time programs consist of a core MBA period (fundamentals of business management), followed by a specialized +Module.

As from September 2013, MBA graduates from prestigious business schools and universities accredited by **AMBA**, **AACSB**, or **EQUIS** - the three leading accrediting bodies in the field of business management education - will be able to enroll in these +Modules. Hence, the opportunities for networking are tripled, given that +Module classes will now be open not only to current IE students and IE Alumni, but also to the alumni of AMBA, AACSB and EQUIS-accredited schools, subject to IE's rigorous selection process.

The +Modules will begin in January and September of each year, and available specializations will include the +Tourism Management Module (September 2013). The **+Tourism Management** Module allows students to deepen their knowledge of this field and will equip them with a 360° view of the travel and tourism industry. Participants will examine different areas of the industry, exploring industry-specific case studies in detail, as well as taking part in world awareness seminars, visits to companies, and field-based learning in Singapore.

"Tourism is a global and horizontal industry which is based on the groundwork of other disciplines (marketing, management, finance, etc.), but which also requires some of its own sector-specific foundations. This is the reason we have developed a specific tourism module. It takes traditional education to the next level through the discovery of an extremely dynamic sector, with high technological potential and a global perspective. Hence the module allows participants to gain a fundamental perspective as well as bringing added value when it comes to selling tourism in the global labor market" says Giuliano Gasparini, Lead Faculty of IE's **+Tourism Management** Module.

+Tourism Management is aimed at experienced professionals who are ready to take the next step in their careers as future leaders in the international tourism industry. The module starts in September 2013 and is highly compatible with students' professional and personal lives given its blended format, which combines face-to-face sessions in Singapore and Madrid with online interactive sessions over a period of 6 months.

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