



IPADE BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

ANNUAL REPORT
SEPTEMBER 20¹⁴
AUGUST 15

IPADE BUSINESS SCHOOL WAS FOUNDED IN 1967 WITH THE OBJECTIVE OF EDUCATING LEADERS THROUGH AN INNOVATIVE ACADEMIC OFFERING, GLOBAL VISION, SOCIAL RESPONSIBILITY, AND ADHERENCE TO CHRISTIAN PRINCIPLES. TO DATE, IPADE HAS PRODUCED 34,170 GRADUATES FROM ITS VARIOUS PROGRAMS. IT HAS THREE PERMANENT CAMPUSES, SATELLITE CAMPUSES THROUGHOUT MEXICO, AND A PRESENCE IN CENTRAL AMERICA.



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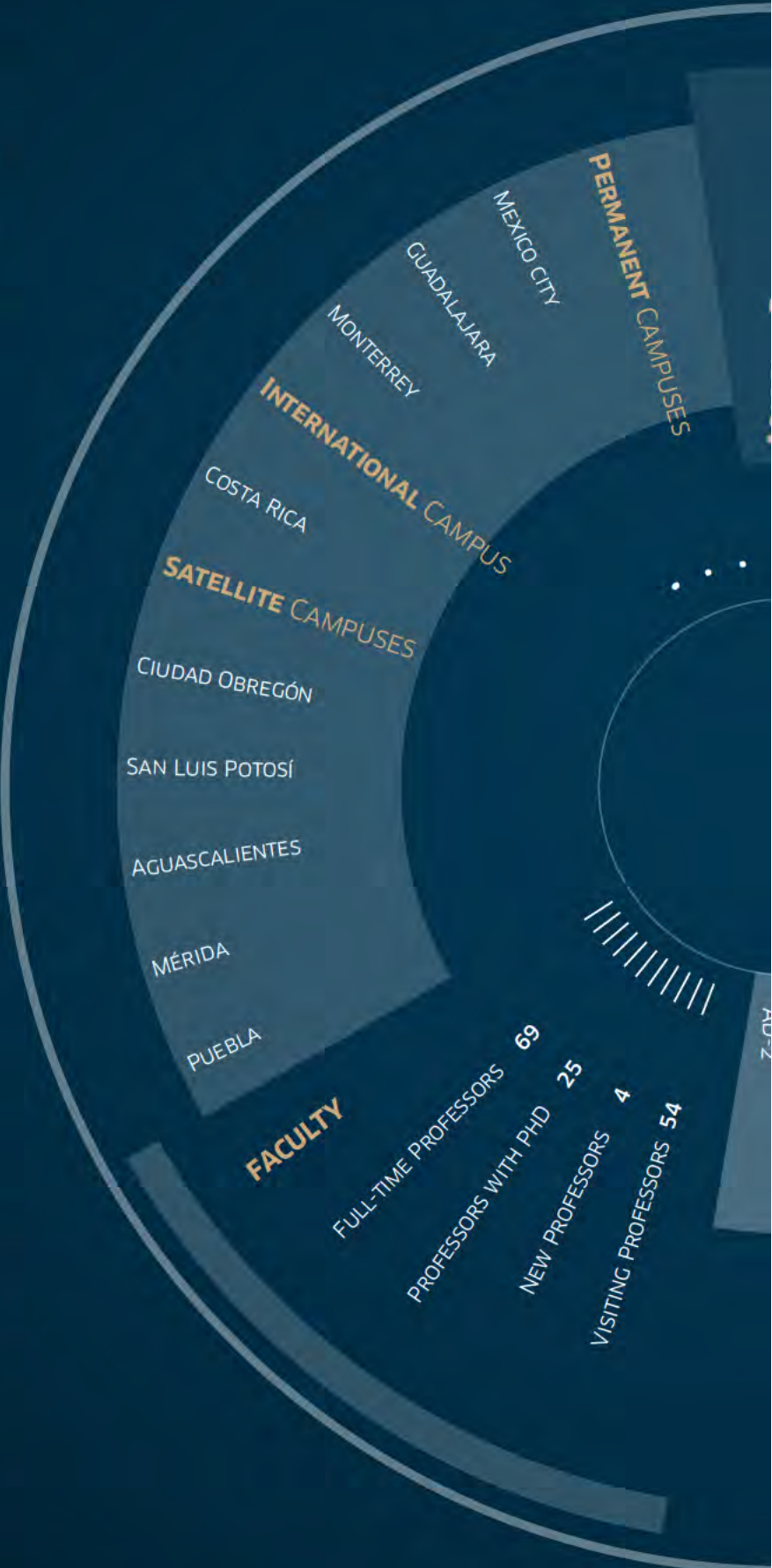
SESSIONS



PROGRAMS



GRADUATES



5,843
SESSIONS

1,378
AS OF 2015
MORE THAN 34,170 GRADUATES
SINCE 1967





WE SEEK PERFECTION IN THE DETAILS

WE DEVELOP LEADERS,
WE TRANSFORM MEXICO

MEXICO CITY

MONTERREY

GUADALAJARA

PUEBLA

SAN LUIS POTOSÍ

CIUDAD OBREGÓN

AGUASCALIENTES

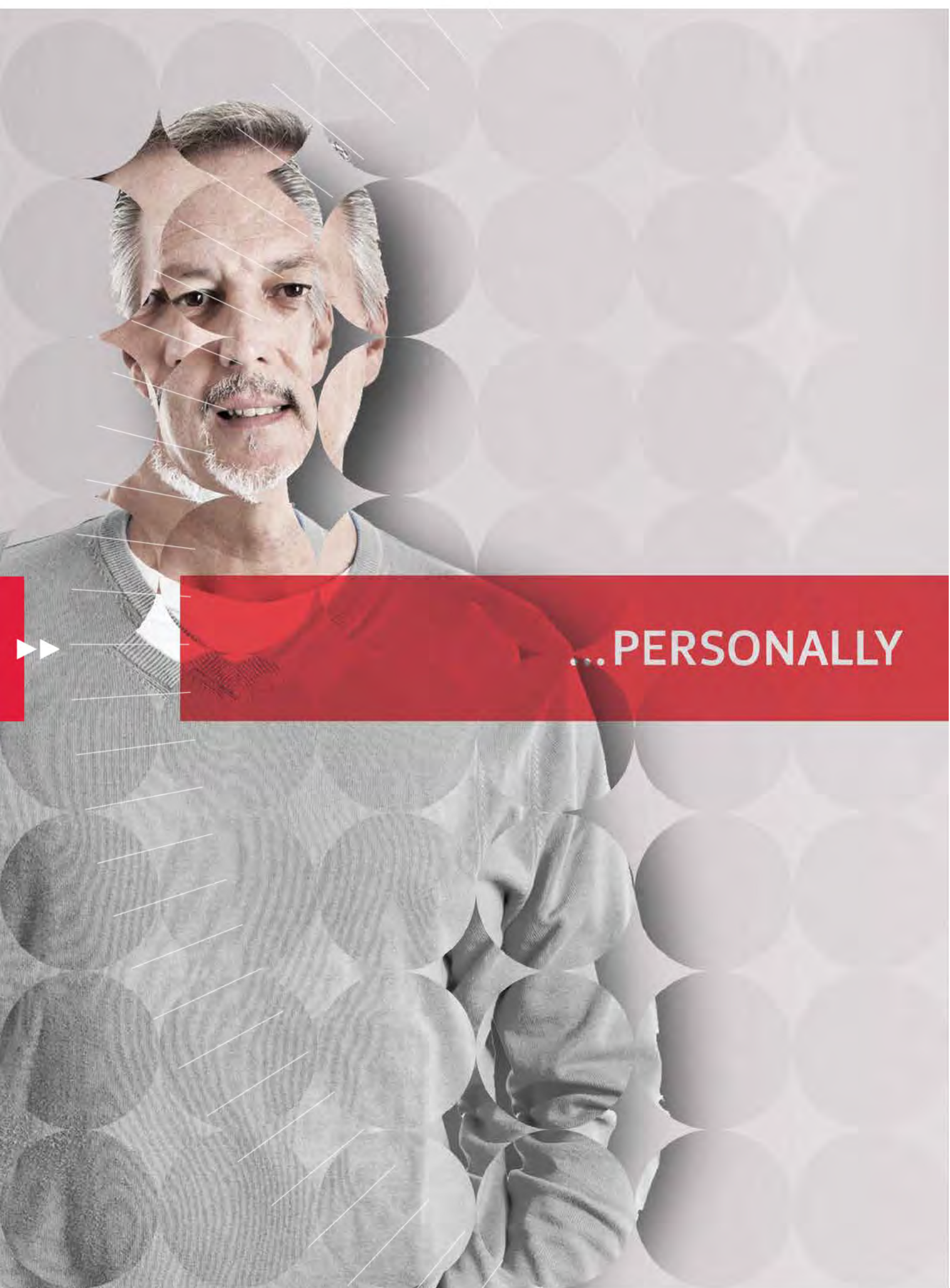
MÉRIDA

COSTA RICA





**WE INSPIRE
LEADERS TO
TRANSFORM
THEMSELVES**



...PERSONALLY



AND PROFESSIONALLY...





...IN LOCAL AND



GLOBAL BUSINESS...



**WE SEEK
BUSINESS
PERFECTION
BASED ON
HUMANIST
VALUES**



“

*Esteemed Member of
the IPADE Community:*

I offer you my warmest greetings as I present you with our institution's annual report for the 2014-2015 Academic Year.

Our institutional life, always enriched by the talent of our participants, graduates, professors, and staff, is guided by three fundamental tenets that form our identity: a focus on senior management, holistic learning, and a humanistic vision of managerial work.

IPADE constantly strives to be in the vanguard of issues related to executive leadership through its Executive Education, Full-time MBA, Executive MBA, In-Company, and Focused Programs. Globalized and innovative content, competitiveness, and personal development are all part of these programs, and part of the daily managerial lives of our participants. This commitment is made possible by our faculty, which is made up of men and women that have earned great professional and academic prestige, and who are experts in myriad topics of concern to senior management.

The constant push for perfection has also been recognized by esteemed institutions. During the 2014-2015 Academic Year, IPADE gained the following distinctions:

- International Accreditation from the Association of MBAs (AMBA), a highly prestigious post-graduate business education organization, founded in 1967, that grades business schools offering MBA programs.
- First Place in the New Skills and Learning category of the *Financial Times* global ranking of international business schools.
- First Place, for the eighth consecutive year, in *Expansión* Magazine's "The Best MBAs in Mexico and the World 2015" rankings.



The esteem IPADE has cultivated through many years of exemplary work– has allowed IPADE to expand beyond Mexico's borders. This, in turn, affords the institute the opportunity to not only focus its efforts on developing and perfecting managerial skills locally, but also on attending to the needs of growing markets in Central America and the Caribbean, through programs offered at our Costa Rica Campus. In 2016, we are proud to announce we will also have presence in Panama.

IPADE's mission would be incomplete if the institute failed to maintain strong ties to its community of more than 34,170 alumni, and we continue our natural and daily link with this impressive group through our Continuous Updating Management Program, CICA, the CEO Lecture Series, Extraordinary Sessions, and the IPADE alumni Portal.

All of these great opportunities come in tandem with IPADE's preparations for celebrating our much-anticipated 50th anniversary in 2017. A program of extraordinary events and academic projects will tell our story, and honor our continued pursuit of excellence as a world-class institution.

I cordially invite you to read the following report, which offers a brief summary of IPADE's academic life during the past year.

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Sincerely,

Rafael Gómez Nava, PhD
Dean

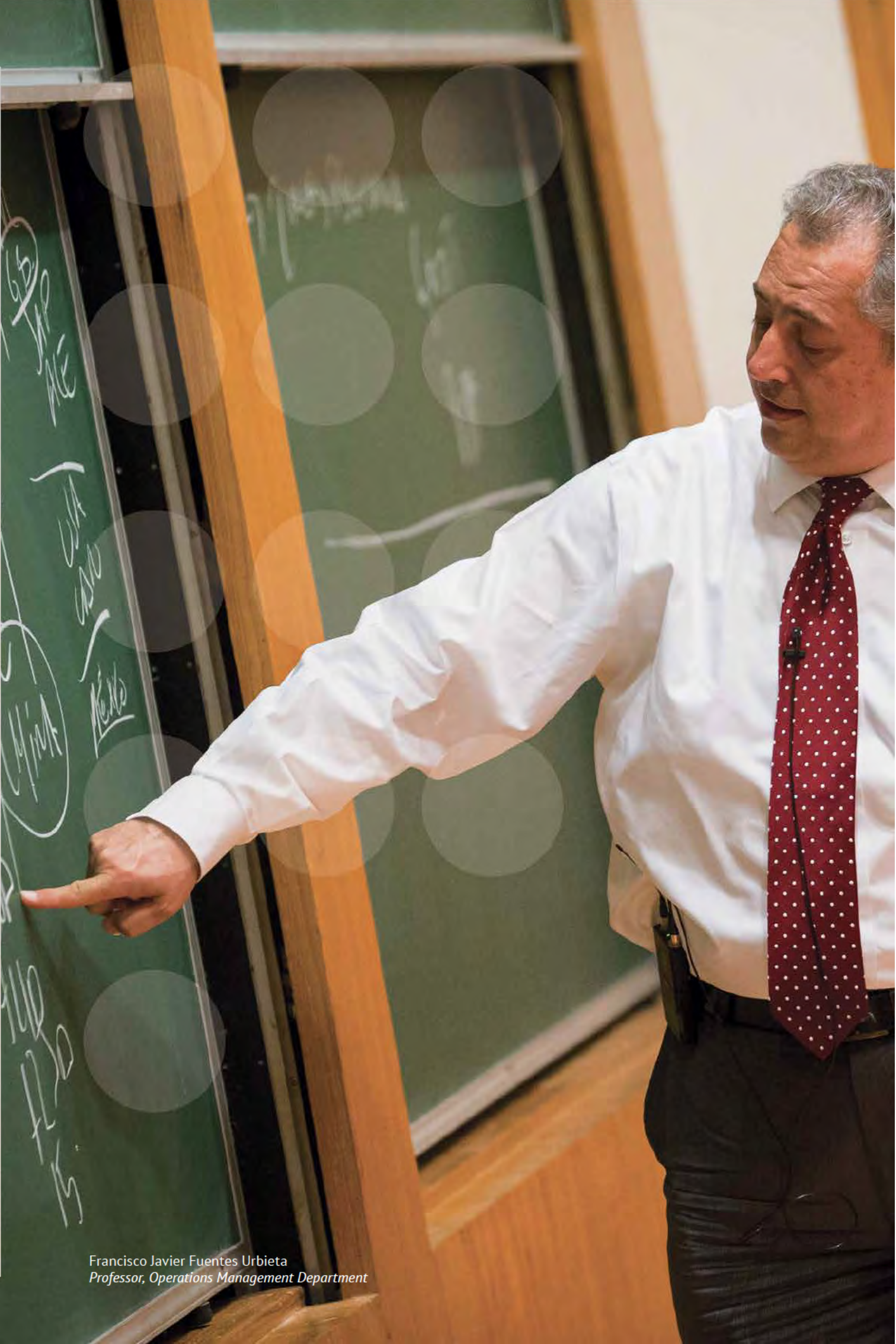


1 PROGRAMS

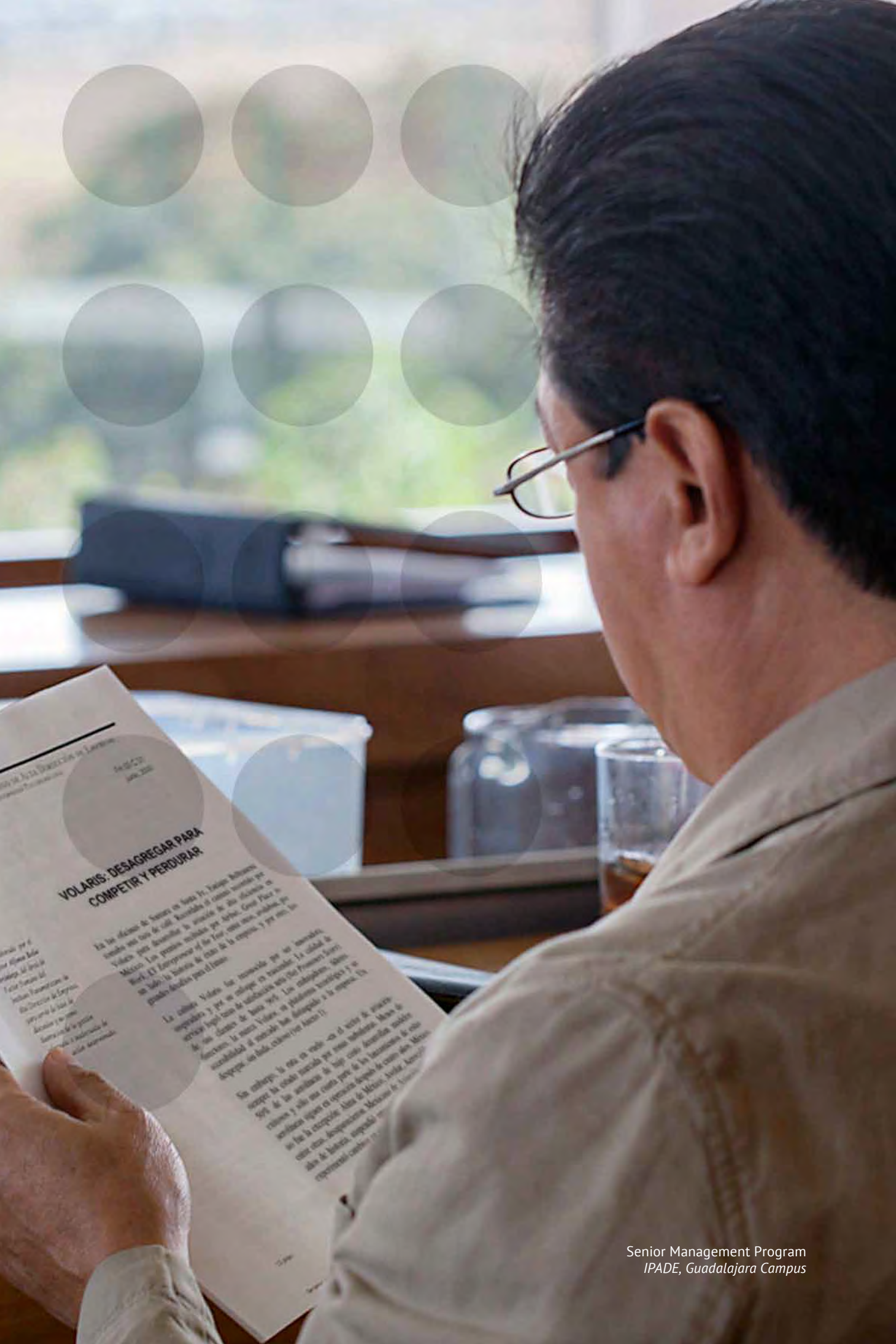
IPADE'S PROGRAMS ARE DESIGNED WITH THE PURPOSE OF PERFECTING BUSINESS LEADERS' MANAGERIAL WORK, AND PROVIDING THEM WITH THE TOOLS THEY NEED TO TRANSFORM COMPANIES FOR THE BETTER.

Our programs respond to the demands of a rapidly changing global environment and focus on the specific skills companies need their managers to develop in priority areas, such as innovation and tech, private capital, boards of directors, agribusiness, services, family businesses, among others.

Through their contact with academics, businesspeople, and managers, participants reflect on senior management trends and challenges, and they strengthen their abilities to make wise and timely strategic decisions.



Francisco Javier Fuentes Urbieta
Professor, Operations Management Department



SENIOR MANAGEMENT PROGRAMS

Today's CEOs and entrepreneurs operate in an increasingly demanding environment. Globalization, technological advances, financial challenges, and macroeconomic variables are among the issues requiring that strategic decision-making and implementation be more efficient, productive, and rapid. The future of business and profitability in Mexico requires that its senior managers perfect their skills and knowledge in order to face these challenges.

IPADE's Executive Management (AD-2), Advanced Management (AD), and Management (D-1) Programs are designed to respond to these specific needs and prepare managers to handle the most critical situations they face—growth and change within their companies—in a balanced and informed way.

The greatness of a company and a country depends on the greatness of its leaders, which is why IPADE's Senior Management Programs have a deep responsibility to broaden their reach and impact on the society. So far we are doing that with:

517 Admissions

- 8** Campuses: Guadalajara, Mexico City, Monterrey, Puebla, Ciudad Obregón, Mérida, San Luis Potosí, and Aguascalientes

To further extend IPADE's reach and meet the specific promotional needs of each campus, this year the Senior Management Programs began a digital marketing campaign, via top Internet search engines. This allows us to align new channels of communication with the technological realities of the current market.

INTERNATIONAL DAYS

IPADE Business School, together with the Kellogg School of Management, organized the Senior Management Programs' International Days, "Leading Growth and Innovation." This event was designed to improve the economic environment through the exchange of experiences and successful innovation-centered business models to encourage long-term growth.

Keynote lectures were focused on crucial issues such as: innovation and growth, resilience in the business environment, risks and challenges in the use of social networks, growth-focused business expansion, and more.

March 4 - 6, 2015

Leading Growth and Innovation
IPADE Mexico City Campus

- 450** IPADE participants
- 8** Campuses: Mexico City, Monterrey, Guadalajara, Ciudad Obregón, Puebla, Mérida, Aguascalientes, and San Luis Potosí

Invited Professors from Kellogg School of Management: Fred Harburg, Brian Uzzi, Eric Anderson, Sanjay Khosla.

Leading Growth and Innovation

JORNADAS INTERNACIONALES
CON KELLOGG 2015



THE IPADE FULL-TIME MBA WAS ADVERTISED IN INDIA AS AN ATTRACTIVE OPTION FOR INDIAN STUDENTS ENTERING THE INTERNATIONAL MARKET.

MBA

FULL-TIME MBA

The mission of the Full-time MBA Program is to develop business leaders with a high academic standing expansive national and international management vision, a social and ethical commitment to Mexico's social, corporate, and economic development.

The knowledge, skills, and attitudes students develop in this Program will allow them to perform at a high level in their careers as top management professionals.

- 110 Graduates
- 2 Campuses: Mexico City and Monterrey

IPADE is seeking to expand the global diversity of its student body through promotional campaigns, designed not only to bring IPADE closer to senior management in Mexico but also throughout the world. To that end, IPADE advertised its Full-time MBA Program through a campaign in India. The campaign is geared to the highly demanding students of India, Indonesia, the Philippines, and some European countries who are insisting on a world-class business education. IPADE is an attractive option for the international market thanks to its academic rigor and the fact that the program is now conducted exclusively in English.

GLOBAL CASE COMPETITION

The Global Case Competition is a contest organized by IPADE, with sponsorship from Deloitte Mexico and Novartis, that seeks to encourage the strategic abilities of the Full-time MBA Program participants and support the sponsoring companies in their strategic recruitment efforts.

The competition's fifth edition involved 42 participants from IPADE's Mexico City and Monterrey campuses, as well as participants from foreign business schools like Tuck School of Business, Marshall School of Business, Darden School of Business, IAE Business School, CEIBS, and Telfer School of Management.

EXECUTIVE MBA

The profound transformation that the Executive MBA participants experience serves as a catalyst for their managerial careers, reinforces their confidence in decision making abilities, and perfects the skills necessary for taking on positions of greater responsibility. Their IPADE experience and education impacts their leadership capabilities, global business vision, and gives them a profound sense of the company's social mission.

- 286 Graduates
- 3 Campuses: Mexico City, Guadalajara, and Monterrey

The Executive MBA, just like the Senior Management Programs, launched a digital marketing campaign via the main Internet search engines. These campaigns were designed to respond to the specific needs of the markets served by the Mexico City, Monterrey, and Guadalajara campuses.



FOCUSED PROGRAMS

IPADE's Focused Programs are standardized across all three campuses and developed according to interdisciplinary themes that reflect current and future needs in management education. Moreover, they cover issues on the cutting edge of business theory. The Focused Programs offer participants practical and innovative solutions for day-to-day problems in areas that are constantly evolving.

366 Admissions
3 Campuses

Mexico

- Senior Management Program in Private Equity (ADeCaP)
- Senior Management Program in the Agrifood Chain (ADEA)
- Management for Services Program

Guadalajara

- innovAD Program (Innovation for Senior Management Program)
- Management for Services Program
- Leadership in the Entrepreneurial Ecosystem Program

Monterrey

- Senior Management Program in Private Equity (ADeCaP)

IN-COMPANY

IPADE's In-Company Programs are customized for particular companies. They are aligned with the concerns of the company's senior management and reflect their interests, vision, strategy and current realities. These unique tailored programs change the way leaders think, which, in turn, changes individual performance and company performance as a whole.

63 Offered Programs
5,125 Participants
46 Companies served



%	Sector Attendance by Percentage
15	Food and Beverage
15	Technology
13	Associations
13	Chemical / Pharmaceutical
11	Finance
9	Industrial
9	Services
15	Others

IPADE PROGRAMS PROVIDE MANAGERS WITH A COMPREHENSIVE LEARNING EXPERIENCE.

CONTINUOUS UPDATING MANAGEMENT PROGRAM

The complex and ever-changing business environment forces businesspeople and managers to constantly develop their skills and stay current with the latest management trends.

The Continuous Updating Management Program IPADE is offered to graduates each year and confirms our commitment to permanent and continuous education within the Mexican business sector, and to maintaining the most important business networking community in the country.

- 1,152 Participants
- 4 Campuses: Mexico City, Monterrey, Guadalajara, and Puebla
- 9 Modules

Economic Environment (EE)
Perspectives and Analysis when Faced with Worldwide Economic Challenges

Managerial Control and Information (C)
The Moment to Act Has Arrived...Execution and Control as Competitive Advantage

Operations Management (P)
The role of Processes in Making an Organization Competitive

General Management (DG)
Practical Truths in Management:
Beyond Analogies

Social and Political Environment (EPS)
Building a New Institutional Governance

Human Resource Management (DP)
Organizational Transformation and Competitiveness: "Change or Die"

Organizational Behavior (FH)
People: The Generational Transition of a Family Company

Financial Management (F + AD)
Mergers, Acquisitions, and the Sports Industry

Marketing Management (M)
A Different Kind of Marketing: Creating Shared Value

INTERNATIONAL CONTINUOUS UPDATING MANAGEMENT COURSE (CICA)

From June 29 to July 3, 2015, IPADE's Mexico City campus hosted the International Continuous Updating Management Course, which brought together managers and entrepreneurs from Mexico, Central America, and South America to introduce cutting edge themes affecting senior management and to promote networking.

- 260 Participants
- 5 Countries: Dominican Republic, Colombia, Costa Rica, Ecuador, and Guatemala

CEO LECTURE SERIES

The CEO Lecture Series is a series of sessions that brings the most important leaders in global management together with members of the Mexican business community to share points of view on common issues they face.

December 4, 2014
Jean-Philippe Courtois
President of Microsoft International

June 18, 2015
Siobhan Talbot
Group Managing Director of Glanbia

EXTRAORDINARY SESSIONS

One of the main functions of these sessions is to share management experiences. Distinguished guests come to IPADE to engage in discussion with participants and graduates, and enrich their global vision of the business world.

December 12, 2014
"Creativity as a Business Model"
José Antonio Dávila Castilla, Professor of General Management at IPADE

April 30, 2015
"Perspectives on the Global Economy and its Impact on the Mexican Economy"
Pedro Videla, Professor and Head of the Economics Department at IESE Business School

May 28, 2015
"The Future of Marketing"
Dipak C. Jain, Professor and Director of the Sasin Graduate Institute of Business Administration of Chulalongkorn University

IPADE Guadalajara Campus

In May and June 2015, IPADE inaugurated the first edition of its programs, “Leadership in the Entrepreneurial Ecosystem” and “Management for Services.” The first one was designed to analyze and understand the challenges and opportunities that exist in Mexico’s burgeoning entrepreneurial arena. The latter, was created with the goal of contributing to the development of startups and service businesses. This program provides the tools necessary in differentiating an organization through service. Both Programs analyze the current environment and the best strategies for spurring Mexico’s competitive advantage.



IPADE Monterrey Campus

In April 2015, the third annual “Ingenio, Constancia y Servicio” (Ingenuity, Consistency, and Service) Prize was awarded. The E. Arocena Foundation bestows this recognition upon an IPADE Full-time MBA Program participant who, in the opinion of the students in his or her class, has exhibited perseverance in executing activities that demonstrate consistency with his or her ideals. To this end, each Full-time MBA Program team presents a candidate, and a committee made up of the Foundation members and IPADE professors selects a winner.



IPADE Monterrey Campus



FACULTY

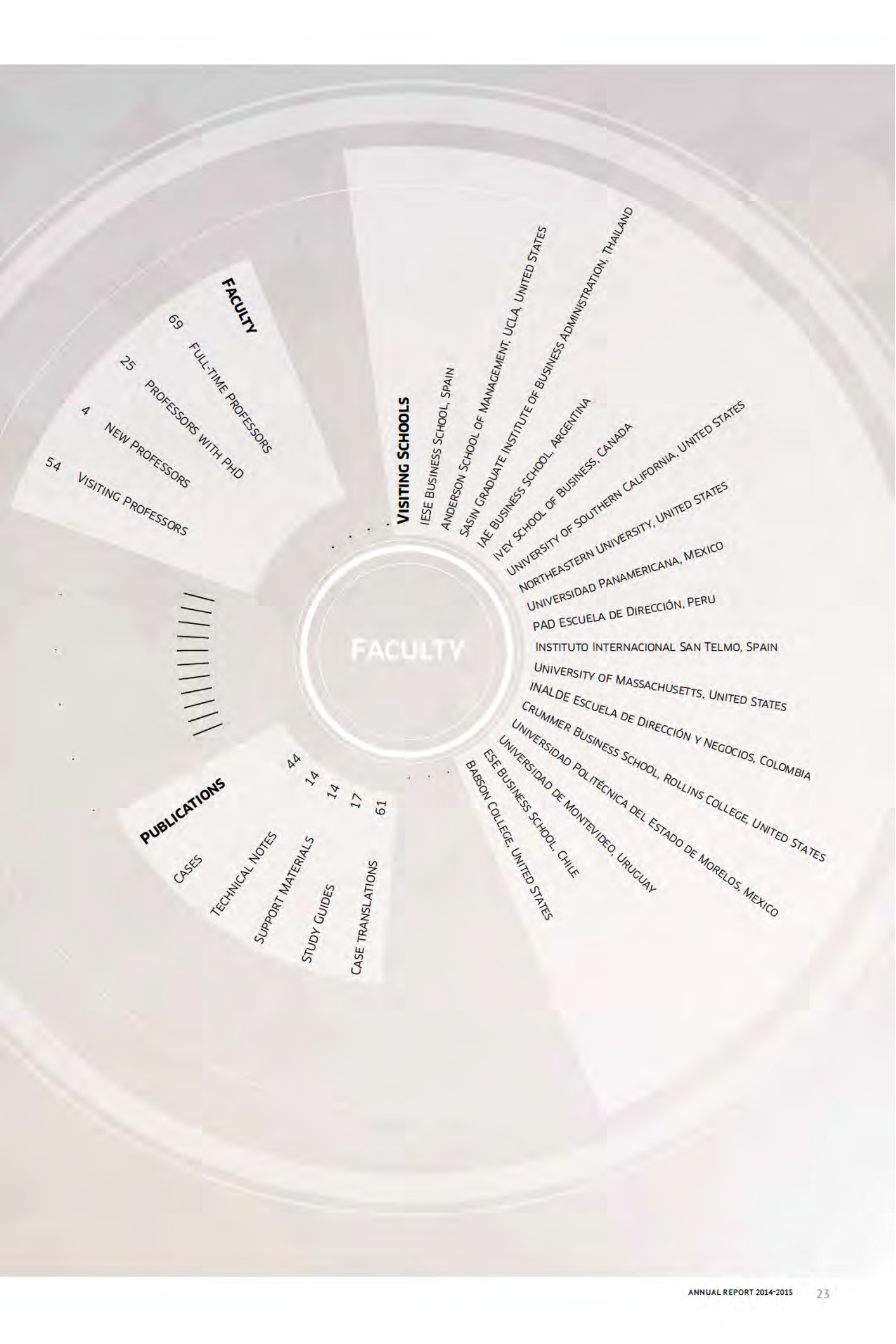
IPADE'S PROGRAMS AND FACULTY INSTILL TOP MANAGEMENT AND DECISION MAKING SKILLS IN EACH PARTICIPANT, ENABLING THEM TO TRANSFORM THEMSELVES, THEIR ORGANIZATIONS AND AS A RESULT, SOCIETY.

The principles guiding this work are the:

- Professionalization of managerial work
- Integration of leadership education into the global business culture
- Encouragement of personal growth, not only as managers
- Importance of ethics and social responsibility in business activities, within the framework of a transcendent concept of man

From August 3-6, 2015 the annual Faculty Meeting for Professors and Administrators took place at IPADE. This yearly meeting serves as a continuous training forum on our organization's mission, values, and institutional identity.

Invited lecturers like Arturo Damm Arnal, Todd Huizinga, Fernando Pliego Carrasco, Javier Escrivá Ivars, Mons. Francisco Ugarte Corcuera, and Thomas R. Robinson, attended the meeting and discussed themes related to Mexico's growth challenges and the unique difficulties faced by business schools with a humanistic focus. The meeting also included a cultural event, which took place at the Palacio de Bellas Artes.



RESEARCH CENTERS

FROM THEIR INCEPTION, IPADE'S RESEARCH CENTERS WERE DESIGNED TO ENHANCE THE ADVANCEMENT OF KNOWLEDGE ACQUIRED BY IPADE'S COMMUNITY AND TO COMPLEMENT ITS CONSTANT COMMITMENT TO GLOBAL ECONOMIC, SOCIAL, AND POLITICAL TRANSFORMATION.

The research carried out at these five Centers broadens our leaders' knowledge base, and promotes scientific, humanistic, and technological innovation. Constant research activity at these centers allows IPADE to systematically approach diverse topics in an environment conducive to solving problems that concern all of society. This work is always carried out from a critical perspective, which leads to a better understanding of reality.



Research Center for Family Businesses (CIFEM)

4th Family Business Forum
October 30 and 31, 2014
José Garrido-Lecca and Miguel Bazán
PAD Escuela de Dirección, Peru
Campus: IPADE Mexico City



Centro de Investigación
de Filosofía y Empresa

Philosophy and Management Research Center (CIFE)

Biannual Meeting of Human Resources Management Areas
"Teaching Philosophical Anthropology in Business Schools"
February 12 and 13, 2015
Arturo Picos Moreno
UNIS Business School, Guatemala

4th International Colloquium of Christian Humanism
"De Homine Project"
April 20 and 21, 2015
Luis Felipe Martí Borbolla
IESE Business School, Barcelona, Spain



Research Center for Entrepreneurial Initiative (CiiE)

Multiplier Effect, Mexico City, 1st Investigation of High-Impact Entrepreneurs in the Technology Sector
April 23, 2015
Endeavor Mexico in collaboration with CiiE IPADE and PWC Mexico



Centro de Investigación de
la Mujer en la Alta Dirección

Research Center for Women in Senior Management (CIMAD)

International Seminar "Leaders that Manage Change"
May 25 - 27, 2015
Miami, Florida

Forum for Powerful Women in Forbes Mexico
June 23, 2015
María del Carmen Bernal González and Enrique Taracena Figueroa



Center of Studies for Institutional Governance (CEGI)

Reaching the Goals of Sustainable Development 2015-2030
United Nations Organization
August 18, 2014
Felipe González y González, Rodrigo De León González, and Maciej Bazela
Campus: IPADE Mexico City

Open Government Partnership
November 17 - 19, 2014
Felipe González y González
CIPE (Center for International Private Enterprise)
San José, Costa Rica

Social Responsibility Committee of the International Chamber of Commerce (ICI) of Mexico
October 2014 to March 2015
Felipe González y González
Mexico City

Mexico-Germany Meeting
April 27, 2015
Felipe González y González
Agencia Mexicana de Cooperación Internacional para el Desarrollo, AMEXCID (Mexican Agency for International Cooperation for Development)
Mexico City

IPADE SEEKS TO SHARPEN ITS INTERNATIONAL FOCUS BY STRENGTHENING COOPERATIVE TIES WITH PREEMINENT BUSINESS SCHOOLS THROUGHOUT THE WORLD. ON ONE HAND, THIS EFFORT PROMOTES THE DIALOGUE BETWEEN ASSOCIATED SCHOOLS AND ENCOURAGES RELATIONS BETWEEN INSTITUTIONS WITH HUMANISTIC VISIONS. ON THE OTHER HAND, IT FOMENTS ACADEMIC SYNERGIES THAT LEAD TO RESEARCH PROJECTS, PROFESSOR EXCHANGES, AND PROGRAMS DESIGNED WITH A GLOBAL FOCUS. THE CHALLENGE LIES IN CREATING A WORLD-CLASS ACADEMIC OFFERING IN THE SERVICE OF SENIOR MANAGEMENT.

INTERNATIONAL ACADEMIC COLLABORATION

LATIN AMERICA

ARGENTINA	IAE Business School
BRAZIL	FIA Fundação Instituto de Administração UFRJ Instituto COPPEAD de Administração ISE Business School
CHILE	ESE Business School Universidad de Chile, Escuela de Negocios Pontificia Universidad Católica de Chile Universidad Diego Portales
COLOMBIA	INALDE Business School
ECUADOR	IDE Business School
GUATEMALA	UNIS - Universidad del Istmo
PERU	PAD Escuela de Dirección
URUGUAY	IEEM, Instituto de Estudios Empresariales de Montevideo
VENEZUELA	IESA Business School

NORTH AMERICA

CANADA	Queen's University Rotman School of Management Ivey School of Business Schulich School of Business Université Laval
UNITED STATES	A.B. Freeman School of Business, Tulane University Columbia Business School Darden Graduate School of Business Administration, University of Virginia David Eccles - School of Business Endicott College - UC Berkeley Goizueta Business School, Emory University Hass School of Business Harvard School of Business Kellogg School of Management - Northwestern University Mays Business School, Texas A&M University Michael G. Foster School of Business, University of Washington Northeastern University Graduate Studies Owen Graduate School of Management, Vanderbilt University Purdue University Rice University, Jones Graduate School of Business Robert H. Smith School of Business Crummer Business School, Rollins College Simon Graduate School of Business, University of Rochester SMU COX School of Business The George Washington University School of Business Tuck School of Business at Dartmouth University UNC's Kenan-Flagler Business School USC Marshall School of Business

30 COUNTRIES

88 ACADEMIC AGREEMENTS

EUROPE

BELGIUM

Solvay Brussels School of Economics and Management

CROATIA

ZSEM Zagreb School of Economics and Management

ESTONIA

Tallinn University of Technology

FINLAND

Aalto University Executive Education

FRANCE

EDHEC Business School

ENPC School of International Management

ESSEC Business School

GERMANY

The ESLSA Graduate School of Business

EBIS European Business School

GISMA Business School

Kühne Logistics University - The KLU

Nordakademie University of Applied Sciences

Private Universität Witten/Herdecke

University of Mannheim Business School

Central European University

HUNGARY

UCD Michael Smurfit Graduate Business

IRELAND

LUISS Business School

ITALY

Politecnico di Milano MIP - School of Management

Università Commerciale Luigi Bocconi

NETHERLANDS

Rotterdam School of Management

NORWAY

NHH Norwegian School of Economics

POLAND

Poznań University of Economics

PORTUGAL

AESE Business School

SPAIN

IESE Business School

SWITZERLAND

University of St. Gallen School of Management

UNITED KINGDOM

Cranfield School of Management

London Business School

University of Edinburgh Business School

Warwick Business School

ASIA, AFRICA, AND OCEANIA

AUSTRALIA

University of South Australia

Monash University

CHINA

CEIBS, China Europe International Business School

CKGSB, Cheung Kong Graduate School of Business

Guanghua School of Management, Peking University

UN Business School

EGYPT

Hong Kong Baptist University

HONG KONG

Indian Institute of Management Raipur

INDIA

Institute of Management Technology

IVORY COAST

IHE Business School

JAPAN

Nagoya University of Commerce & Business

KENYA

SBS Business School

MOROCCO

ESCA Ecole de Management

NIGERIA

Lagos Business School

PHILIPPINES

Asian Institute of Management

SOUTH KOREA

Yonsei University School of Business

IPADE BUSINESS SCHOOL HAS FOCUSED HEAVILY ON INTERNATIONALIZATION TO ENRICH THE ACADEMIC EXPERIENCE OF ITS PARTICIPANTS. THE DIVERSE OFFERING OF EXCHANGE PROGRAMS, MEETINGS, STUDY TRIPS, AND COMPETITIONS ENHANCES THE DEVELOPMENT OF MANAGEMENT SKILLS AND THE ABILITY TO OPERATE EFFECTIVELY IN TODAY'S INTERNATIONAL BUSINESS WORLD.

INTERNATIONAL MEETINGS

Each year, IPADE receives students from different international business schools at its permanent and satellite campuses in order to broaden the business learning experience for everyone. In an intensive week-long program, participants tackle themes that encompass Mexico, all of Latin America and Mexico's relationship with other countries in Latin America and around the globe.

During the week international students visit renowned Mexican companies and also discover Mexico's rich cultural offerings through trips to tourist sites in Mexico City. All activities provide ample opportunity for valuable networking among participants.

Full-time MBA International Week
March 9 - 13, 2015

DOING BUSINESS IN MEXICO AS AN EMERGING MARKET
117 Participants

PARTICIPATING SCHOOLS	
CANADA	FSA University of Laval
CHINA	CKGSB, Cheung Kong Graduate School of Business
FRANCE	EDHEC Business School ESSEC Business School
GERMANY	Universität Witten/Herdecke University of Mannheim Business School
GUATEMALA	UNIS Business School
HUNGARY	Central European University
INDIA	Institute of Management Technology
ITALY	LUISS Business School Politecnico di Milano MIP-School of Management Università Commerciale Luigi Bocconi
MEXICO	Universidad Panamericana
POLAND	Poznań University of Economics
SWITZERLAND	University of St. Gallen School of Management
UNITED KINGDOM	London Business School Warwick Business School
UNITED STATES	Goizueta Business School, Emory University Rice University, Jones Graduate School of Business Kellogg School of Management Mays Business School The George Washington University UNC's Kenan-Flagler Business School
VIETNAM	RMIT University Vietnam

MBA

FULL-TIME



GERMANY
CANADA
CHINA
UNITED STATES
FRANCE
GUATEMALA
HUNGARY
INDIA
ITALY
MEXICO
POLAND
UNITED KINGDOM
VIETNAM
SWITZERLAND

"DOING BUSINESS IN MEXICO AS AN EMERGING MARKET"

14 COUNTRIES

117 PARTICIPANTS

IPADE MEXICO CITY CAMPUS
March 9 - 13, 2015

Executive MBA International Week
October 6 - 10, 2014

BUSINESS AND HUMAN DIGNITY “REDISCOVERING THE SOCIAL MEANING OF BUSINESS”
568 participants

PARTICIPATING SCHOOLS		
AUSTRALIA	University of South Australia	
BRAZIL	ISE Business School	
CANADA	Ivey School of Business	
COLOMBIA	INALDE Escuela de Dirección y Negocios	
DOMINICAN REPUBLIC	BARNA Bussines School	
GERMANY	Nordakademie University of Applied Sciences	
GUATEMALA	UNIS Business School	
HONG KONG	HKUST The Hong Kong University of Science and Technology	
ITALY	Politecnico di Milano MIP-School of Management	
MEXICO	IPADE Business School	
PERU	PAD Escuela de Dirección	
UNITED STATES	D'Amore-McKim School of Business	
	Crummer Business School, Rollins College	
URUGUAY	IEEM Instituto de Estudios Empresariales	

GUEST PROFESSORS		
CANADA	Glenn Rowe	Ivey School of Business
COLOMBIA	Juan Parra	INALDE Escuela de Dirección y Negocios
GERMANY	Thomas Gey	Nordakademie University of Applied Sciences
GUATEMALA	Bernarh Roehrs	UNIS Business School
MEXICO	Felipe González	IPADE Business School
	Juan José Alonso	IPADE Business School
	Raúl Franchi	IPADE Business School
PERU	Miguel Ferré	PAD Escuela de Dirección
UNITED STATES	Luis Dau	D'Amore-McKim School of Business
	Harry Lane	D'Amore-McKim School of Business
	Mathew Allen	Babson College
URUGUAY	Pablo Bartol	IEEM Instituto de Estudios Empresariales
	Adrián Edelman	IEEM Instituto de Estudios Empresariales

GUEST LECTURERS	
PAUL CHRISTENSEN	Associate Dean and Executive Director, Global Programs Clinical Associate Professor of Finance Kellogg School of Management
ANDREW SAVITZ	Principal Sustainable Business Strategies
ROBERT E. KENNEDY	Dean Ivey School of Business
JIL VAN EYLE	Lecturer Creator and Promoter of Teaming
JOAN ANTONI MELÉ	Deputy General Manager Triodos Bank
ALEJANDRO RAMÍREZ	CEO Cinépolis



Dipak C. Jain
*Director and Professor of the Sasin Graduate Institute of Business
Administration of Chulalongkorn University*

STUDY TRIPS

Managers must often use global strategies to navigate current business situations, which is why having a broad business perspective is crucial for making key decisions. The opportunity to visit successful companies in other countries, learn about their implementation of best practices, and listen to globally recognized business leaders talk about their management styles and innovative practices, helps our participants become global citizens and better hones their management skills.

Senior Management Study Abroad United States

June 1 - 5, 2015

150 participants

Leadership in Challenging Times, Organizational Alignment, Social Styles, Managing Conflict, Communicating Effectively, Decision Making Strategies, Persuasion: Influencing Without Authority, Leadership Jazz

CITIES VISITED

New York

SCHOOLS VISITED

Columbia Business School

COMPANIES VISITED

Gitterman Wealth Management
CFA Institute
Carlyle Group

Full-time MBA Study Abroad China

March 16 - 26, 2015

60 participants

How to Do Business in China, Management, and Marketing

CITIES VISITED

Beijing
Shanghai

SCHOOLS VISITED

CEIBS, China Europe International Business School

COMPANIES VISITED

Natural Resources Defense Council
Lenovo
Gruma
Volkswagen
Caterpillar
Stanley Black and Decker
Philips Healthcare
Baosteel
Jun He Law

Full-time MBA Study Abroad Vietnam and Singapore		Executive MBA Study Abroad Canada	
March 18 - 26, 2015	26 participants	February 8 - 17, 2015	19 participants
How to Do Business in Vietnam, and Marketing in the Regional Economy		International Financial Strategic Planning, Global Environment of Business, Global Strategy, Global Marketing Planning	
CITIES VISITED		CITIES VISITED	
Ho Chi Minh (Vietnam) Singapore		Toronto London, Ontario	
SCHOOLS VISITED		SCHOOLS VISITED	
RMIT University Vietnam		Ivey School of Business	
COMPANIES VISITED		COMPANIES VISITED	
DP World HSBC Bank Thanh Cong Textiles OLAM Vietnam Banyan Tree Hotels & Resorts Hill+Knowlton Strategies Oshkosh Corporation IBM General Electric		Algonquin Power City of Toronto Division of Environment and Energy	



**Executive MBA Study Abroad
Italy**

February, 2015 20 participants

**Global Sales Leadership,
Principles & Fundamentals**

CITIES VISITED
Milan

SCHOOLS VISITED
Politecnico di Milano MIP-School
of Management

COMPANIES VISITED
Rancilio (espresso coffee machine manufacturer)
Canclini (textile manufacturer, supplier of luxury
fashion houses)

**Executive MBA Study Abroad
China**

April 5 - 16, 2015 34 participants

The Evolution of Marketing Models

CITIES VISITED
Shanghai
Beijing

SCHOOLS VISITED
CEIBS, China Europe International Business School
CKGSB, Cheung Kong Graduate
School of Business

COMPANIES VISITED
Cargill China
G.E. China Technology Center
China Accelerator
Silicon Valley Bank China
Volvo Construction Equipment
Amazon
FYSE
Yuanfen Flow
Youku



Executive MBA Study Abroad United States		Executive MBA Study Abroad United States	
April 5 - 11, 2015	35 participants	April 5 - 12, 2015	50 participants
Set Up and Manage a Multi-channel Marketing Campaign		An Overview on Social Media	
CITIES VISITED New York		CITIES VISITED San Francisco	
SCHOOLS VISITED Columbia Business School		SCHOOLS VISITED Haas School of Business	
COMPANIES VISITED Gitterman Wealth Management CFA Institute Carlyle Group		COMPANIES VISITED Pax Water Biosciences Institute Cisco Systems Google	



WORLD CLASS BUSINESS SCHOOL

IPADE OCCUPIES FIRST PLACE IN THE “FINANCIAL TIMES EXECUTIVE EDUCATION 2015” RANKING IN THE CATEGORY OF NEW SKILLS AND LEARNING, AS WELL AS FIRST PLACE IN *EXPANSIÓN* MAGAZINE’S “THE BEST MBAS IN MEXICO AND THE WORLD 2015” RANKING FOR THE EIGHTH YEAR IN A ROW.



FINANCIAL TIMES

Executive Education 2015

Financial Times awarded IPADE first place in development of New Skills and Learning in its Executive Education 2015 ranking.

This ranking evaluates those programs that are tailored to the needs of each company, aligned with the interests of their general management team which take their strategic vision and current situation into account.

IPADE submitted its In-Company Program for evaluation, and not only did this program get a "first" in the New Skills and Learning category, but it also was ranked 13th out of 85 institutions around the world; it was the only Latin American school in the Top 20.

Beyond this important recognition, the ranking evaluates other categories in which the organization performed notably:

- 2nd Facilities
- 2nd Program Design
- 4th Teaching Methods and Materials
- 5th Preparation
- 6th Value for Money
- 7th Aims Achieved
- 7th Future Use
- 9th Faculty

Among the companies that have requested In-Company Programs from IPADE are Pemex, Bimbo, Comex, Nissan, Sedesol, ICA, Novartis, IBM, Metlife, Banorte, Unilever, Infonavit, and Santander.

Also, the D-1, AD, AD-2, ADeCaP, innovAD, Management for Services, and ADEA Programs were ranked in 67th place in *The Top 75 Open Enrollment Programme list*.

EXPANSIÓN

For the eighth consecutive year, IPADE topped the ranking of "The best MBAs in Mexico and the world 2015" published by *Expansión Magazine*, and is deemed the best option for acquiring an MBA in Mexico.

The Full-time MBA and the Executive MBA received the best rank among all participating Mexican institutions.

On a scale of 1 to 10:

- 9.6 For Program Level
- 9.4 For Faculty Profile
- 9.2 For Quality and Interaction among participants

ACCREDITATIONS

AMBA ACCREDITATION

IPADE was awarded accreditation from the Association of MBAs (AMBA) as an international business school with post-graduate programs for Senior Management. AMBA recognized the institute's Full-time MBA and Executive MBA Programs, both of which were sited as particularly noteworthy for the quality of the facilities, and the high level of career services—the latter of which is seen clearly in the career trajectory of our graduates.

AMBA evaluates whether or not programs follow the highest standards of design quality, teaching, and professional interaction among students. The organization's goal initially was to raise the quality of business education and the qualifications of MBAs offered in the United Kingdom and Europe. Currently, around 200 business schools in more than 70 countries enjoy AMBA accreditation.

AACSB ACCREDITATION

IPADE was also reaccredited by the AACSB (Association to Advance Collegiate Schools of Business), the largest accreditation organization for international business schools. Among the factors they take into account in awarding accreditation are the continuous improvement in the programs and the professional level of the teaching staff. Only 5% of the 13,000 business programs offered at more than 650 institutions worldwide have obtained AACSB accreditation.

The meeting of the AACSB's Annual Council for Latin America and the Caribbean, which took place on August 10, 2015, was designed to foment innovation in a region that is increasingly more connected to the world economy. As a participant, IPADE Dean Rafael Gómez Nava mentioned the importance of preparing businesspeople to face global challenges, and reaffirmed the Institute's commitment to continuously improving the quality of executive education in Latin America.





A background image showing a group of students in a classroom, some looking at a whiteboard and others writing. The image is faded and has a large white geometric shape overlaid on the left side.

▶▶ SPIRIT OF SERVICE

IN HARMONY WITH OUR HUMANIST PERSPECTIVE AND COMMITMENT TO SOCIAL RESPONSIBILITY, WE BELIEVE IT IS ESSENTIAL TO ALIGN THE INSTITUTION'S SOCIAL WORK WITH ITS FUNDAMENTAL VALUES AND REACH OUT TO OUR COMMUNITY. THEREFORE, DURING THIS ACADEMIC YEAR, IPADE GRADUATES CAME TOGETHER ON VARIOUS OCCASIONS TO RAISE FUNDS FOR EDUCATIONAL INSTITUTIONS THROUGHOUT THE COUNTRY. THROUGH THESE TYPES OF ACTIVITIES, IPADE REAFFIRMS ITS OBLIGATION TO EDUCATE LEADERS THAT ARE AGENTS OF CHANGE AND WHO TRULY WANT TO IMPROVE THE WORLD AROUND THEM. IPADE'S SOCIAL WORK IS A MANIFESTATION OF ITS INSTITUTIONAL MISSION TO EDUCATE LEADERS WITH GLOBAL VISION, SOCIAL RESPONSIBILITY, AND CHRISTIAN VALUES—LEADERS THAT ARE CAPABLE OF TRANSFORMING ORGANIZATIONS AND SOCIETY.



Fundación
EL PEÑÓN



Colegio
Montefalco

SOCIAL COMMITMENT

IPADE's social work is a manifestation of its institutional mission of educating leaders with global vision, social responsibility, and Christian values that are capable of transforming organizations and society.

From its foundation in 1961, the El Peñón Foundation has been a fundamental force in improving education in Mexico. We get immense satisfaction working with the rural El Peñón School in Jonacatepec, Morelos to promote human development and academic achievement; the school boasts some of the highest scores on national academic tests. This endeavor has had inspired us to replicate the model at Colegio Montefalco, founded in 1958. Work with Colegio Montefalco will be another great effort in promoting educational equality and an opportunity for members of our community to contribute to a specific cause.

The legacy of leadership becomes real when one has the opportunity of being an agent of change in improving our world, and engaging in the constant commitment to a worthy cause.

IPADE DAY

The El Peñón Foundation's mission is to "be an educational organization dedicated to promoting human development and quality of life for rural and surrounding communities, in a spirit of transcendence in ordinary work." It is in this spirit that the IPADE Day event is organized every year in May to support refurbishing efforts at the El Peñón School in Morelos. 197 people took part in this year's event, and among them were IPADE professors, staff, and family members, as well as parents of El Peñón students. The activities benefited 386 primary and secondary education students.

El Peñón is characterized by its excellent academics and is one of the best rural centers for primary and secondary education in Mexico. In 2014, El Peñón was once again in first place among primary schools in the state of Morelos, with 97% of its students rating from good to excellent in Math Skills.

GOLF TOURNAMENTS

IPADE organizes golf tournaments throughout the year to raise funds for the various schools the Institute sponsors. These events bring together IPADE graduates and companies from different sectors in Mexico to improve education for hundreds of boys and girls at El Peñón, El Pinar, and the Jaltepec Rural School.

Guadalajara

The IPADE Guadalajara Invitational Golf Tournament is organized to support diverse social works, including the Jaltepec Rural School, which provides education for low-income girls. This tournament offers IPADE the opportunity to reaffirm and promote one of its fundamental missions among its graduates: to encourage social responsibility among Mexican leaders for the benefit of organizations and society.

October 24, 2014
El Río Country Club, El Arenal, Jalisco

108 Attendees

Sponsors:
Credomatic, Tequila Herradura, Natural Scents, El Río Country Club

Monterrey

Businesspeople, professors, graduates, and participants came together for the tenth edition of the IPADE Monterrey Invitational Golf Tournament, which was organized to benefit the El Pinar Technical School in Hospitality Services. This school offers technical and higher education courses for low-income young women in Arteaga, Coahuila.

April 17, 2015
Club de Golf Valle Alto, A.C.,
Monterrey, Nuevo León

70 Attendees

Sponsors:
Monex, Dell, Ziphra, Villauto, Acura, Inniva, Infinity

Mexico City

In 2015, the institute organized the tenth edition of the IPADE Mexico City Invitational Golf Tournament to raise funds in support of the El Peñón School. The event is sponsored by various companies that are equally committed to improving education in Mexico.

March 23, 2015
Bosque Real Country Club
Huixquilucan, Estado de México

180 Attendees

Sponsors:
Axtel, BBVA Bancomer, Grupo Control, Montepío Luz Saviñón, Jaguar Land Rover

IPADE PROMOTES SOCIAL RESPONSIBILITY AMONG MEXICO’S LEADERS.



Students from Colegio Montefalco



COMMUNICATION

EVERYDAY, IPADE TRIES TO IMPROVE ITS COMMUNICATION WITH CANDIDATES, GRADUATES, AND THE PUBLIC AT LARGE. THE CONVERSATIONS THAT CHARACTERIZE THE INSTITUTE'S INTENSE ACADEMIC LIFE, THE PROMOTION OF ITS MYRIAD PROGRAMS, AND THE PUBLICATIONS FROM ITS RESEARCH CENTERS ALL CREATE OPPORTUNITIES TO ESTABLISH CONSTANT DIALOGUES WITH OUR BUSINESS COMMUNITY.



Corporate Communication Department

During the 2014-2015 Academic Year, the Corporate Communication Department reconfigured its internal organization into five work teams:

- **Digital Content:** Administrates and produces written, graphic, and audiovisual information for the IPADE alumni Portal, the website, and social networks.
- **Istmo:** Edits and publishes Istmo Magazine, whose editorial operations were moved from Universidad Panamericana to IPADE in March.
- **Design:** Designs and lays out all graphic communications for academic and promotional activities required by the institute, both print and digital.
- **Publications:** Edits and revises academic materials employed in all programs and functions as editor of all promotional content.
- **Press:** Manages relations with specialized media outlets.

Istmo Magazine

After 57 years of uninterrupted publication, as of March 2015 Istmo moved under the control of IPADE's Corporate Communication Department, thanks to a decision made by the Board of Rectors. From its new location, the magazine published two editions for the period between March and July. The main topics of these issues were:

- April-May
- **Start a business, take the first step, and business innovation**
 - **Peace, social responsibility in communication media**
- June-July
- **50 years to reverse climate change, and social responsibility in business**
 - **Educating is...making people protagonists in their own stories**

Carlos Llano Cifuentes, one of Istmo's founders, sought to unify the professional and business world with that of everyday life and ethics. This tradition is alive and well evidenced in the high quality content of the magazine, which dovetails with the IPADE's foundational mission.

Today, the magazine also comes in a digital edition and employs a strategy that includes social networks and multimedia material in an iPad app, which extends its reach to a younger, tech savvy audience.



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CARLOS LLANO IN MEMORIAM

“*Business Management is largely an exercise in common sense.*”

THIS YEAR WE MARKED THE 5TH ANNIVERSARY OF THE PASSING OF CARLOS LLANO CIFUENTES, FOUNDER AND PROFESSOR OF IPADE, THIS WAS AN OPPORTUNITY TO REFLECT ON HIS LEGACY, THE VALIDITY OF HIS WORK IN EDUCATING BUSINESSPEOPLE, AND ITS IMPORTANCE FOR FUTURE GENERATIONS INTERESTED IN DEVELOPING LEADERS BOTH PERSONALLY AND PROFESSIONALLY.

“After IPADE, nothing comes close”

ipade.mx



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IPADE alumni