

ECONOMICS

THE NEW BACHELOR IN

Economics is not a static field of study, and the rapid changes of the modern world are inevitably seeping into the academic discipline. As factors like technological change and behavioral sciences reshape the economy and how we think about it, future economists must be prepared to understand today’s increasingly complex economy and anticipate its evolution.

Join us in our upcoming event, where experts in the field will discuss how modern economics is redefining diverse industries, sectors, and businesses.

This event will mark the launch of IE University's **new Bachelor in Economics**, which aims to equip students with the skills necessary to drive economic and business performance in the new world of work.

This event is open to anyone interested.
However, **all participants must register** in advance, as space is limited. We look forward to seeing you there!

DETAILS

Thursday, October 3rd at 19:00h
IE University Paper Pavilion
Calle Serrano, 99

AGENDA

Welcome & Opening Remarks
Discussion Panel
Networking & Cocktail Hour

REGISTER

WELCOME & OPENING REMARKS



PATRICIA GABALDON
Academic Director
of the Bachelor in Economics

ABOUT THE SPEAKERS



LARA DE MESA
Head of Responsible
Banking at
Banco Santander



NURIA PESQUERA
BBVA Director of
Behavioral Economics



JUAN PEDRO GÓMEZ
Finance Professor at IE
University



JUERGEN FOECKING
Economic Advisor
for the Representation
of the European
Commission in Madrid



MANUEL MUÑIZ
Dean, IE School
of Global and Public
Affairs



LEE NEWMAN
Dean, IE School
of Human Sciences
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