



El Presidente de IE certifica que
The President of IE certifies that

Oksana Hoshva

ha superado todos los requisitos del programa Executive MBA,
especialidad en Digital Marketing, exigidos por la Junta de Calificaciones
por lo que se le confiere el título de

has fulfilled all the requirements of the Executive MBA program,
with a concentration in Digital Marketing, as stipulated
by the Examination Board and has been awarded the title of

Executive MBA

El Presidente
The President

A handwritten signature in black ink, appearing to be 'J. L. ...'.

El Decano
The Dean

A handwritten signature in black ink, appearing to be 'J. L. ...'.

Madrid, 25 de Julio de 2014
Madrid, 25 July 2014

El presente Título es de carácter privado. IE Business School es una escuela reconocida por las siguientes agencias de
acreditación internacional: AACSB, AMBA y EQUIS
This is a private degree. IE Business School is accredited by the following international accreditation bodies:
AACSB, AMBA and EQUIS



Madrid de Molino, 11, 13 y 15
28041 Madrid, España
T: 34 91 566 96 00
F: 34 91 566 97 10
www.ie.edu

Madrid, 24th July 2014

Oksana Hoshva

Dear Oksana,

It's my pleasure to congratulate you on obtaining the title of Master of Business Administration from IE Business School. I am sure it involved a great deal of hard work on your part throughout the program.

We are convinced that the effort you have made will have very positive repercussions on your career, not only because of the knowledge you have acquired but also due to the management skills you developed during the time you spent at IE Business School.

In accordance with our evaluation method, which, as you know, is a comparative method, the final average grade of each student is based on the grades obtained for each subject and their subsequent comparison with the grades of the rest of the class.

Congratulations once again, and I would also like to take this opportunity to wish you every success in your career.

Kind regards,

Irene Sanz González
Associate Director Global MBA
IE Business School



María de Molina, 11,13 y 15
28006 Madrid, España
T: 34 91 566 96 00
F: 34 91 566 97 10
www.ie.edu

I hereby certify that Ms. OKSANA HOSHVA has completed the Executive MBA program at IE Business School. She completed the following courses with the grades indicated below:

Course Title	Grade
Term 1 period	
CASE METHOD	PASS
ECONOMIC ENVIRONMENT AND COUNTRY ANALYSIS	C+
ETHICS WORKSHOP	PASS
FINANCIAL REPORTING AND ANALYSIS	C+
IT & INNOVATION STRATEGY	B+
LEADING PEOPLE IN ORGANIZATIONS	B+
NETWORKING	PASS
ON LINE TOOLS WORKSHOP	PASS
PREPROGRAMME FINANCIAL ACCOUNTING	PASS
SALES & MARKETING MANAGEMENT	B+
COMPETITIVE & CORPORATE STRATEGY	A-
CREATING VALUE THROUGH OPERATIONS	B
DIVERSITY 2.0	PASS
ENTREPRENEURIAL MANAGEMENT	B+
FINANCIAL DECISION MAKING	C+
MANAGEMENT ACCOUNTING	B-
STRATEGIC COMMUNICATION	PASS
TEAM WORK	PASS
Term 2 period	
ALUMNI ASSOCIATION	PASS
DIGITAL ADVERTISING: SEQ. SEM & DISPLAY ADVERT.	B-
DIGITAL MARKETING: METRICS, ANALYSIS & EVALUATION	PASS
DIGITAL PRODUCT INNOVATION	B
ECOMMERCE STRATEGY	B
ENTREPRENEURSHIP	C+
Term 3 period	
FINAL EXAM	A
INTEGRATED MARKETING COMMUNICATIONS	B+
INTRODUCTION TO DIGITAL MARKETING	PASS
MARKET RESEARCH & CONSUMER BEHAVIOUR	B-
MOBILE MARKETING	B
ONLINE WELCOME WEEK	PASS
SOCIAL MEDIA OPTIMIZATION	B
USABILITY AND DESIGN	B-

* Comparative Grading System: C+ 5%, B- 15%, B 35%, B+ 25%, A- 15%, A 5% of the class, C Unsatisfactory performance. N.E Not Evaluated. N/A not Applicable.

Average Final Grade: B / 3.02

The undersigned hereby certifies and stamps, for the purposes that the interested party may require, the present certificate in Madrid on July 24, 2014.

Signed by: Ivana Belamaric
Associate Director EMBA & GMBA-Programs