International Business Development Program

Partnering with Clients for Global Innovation
What Is IBD?

• Management consulting course
• International projects using consultant teams
• 25 years and counting:
  – More than 1400 students have participated
  – More than 80 countries have been visited
By the end of the IBD course, you will have developed...

- Cultural awareness
- Consulting skillset
- Team collaboration skills
- Industry knowledge
- Opportunity to apply core MBA classes
How does the International Business Development course differ from the Seminars in International Business course?

**SIB**
- Broad overview of business culture in a country
  - Learning based on company visits and presentations
- Greater focus on local corporations
- Spring or Summer options
- 1 week in-country
- 2 units credit
- Economical business hotels
- You pay for flights, visas, immunizations, meals, and entertainment
- Opportunities for 60 students per year (20 per trip)
- You choose the trip you want

**IBD**
- Deep understanding of one organization in a country
  - Learning based on a real business problem that requires real solutions
- Greater focus on non-profits and social enterprises
- Summer only (in-country dates): Saturday, June 30 - Saturday, July 14
- 2 weeks in-country
- 3 units credit
- Can be more rustic living conditions
- You pay for visas, immunizations, meals, and entertainment
- Opportunities for 15 students (3 teams of 5 students)
So, how do the IBD teams and projects work?
IBD handles many types of projects

- Case Studies
- Entrepreneurial Activities
- Feasibility Studies
- Sustainability Plans
- Business Plans
- Strategic Plans
- Market Research
- Financial Assessments
IBD works in many sectors

- Agriculture
- Biotechnology
- Conservation
- Ecotourism
- Healthcare
- Financial Services
- Energy
- Education
- High Technology
- Hospitality
- Manufacturing
- Retail
IBD works with many clients
IBD has worked in 89 countries

Where We Work

IBD Projects by Location (1992-2017)

- AFRICA 28%
- ASIA 34%
- EUROPE 12%
- NORTH AMERICA 1%
- SOUTH AMERICA 22%
- OCEANIA 3%

89 Countries
1,412 MBA Students
450 International Projects
FTMBA and EWMBA IBD 2017
98 students on 20 teams to 16 countries
How will I be assigned to a project?

• You will be assigned to:
  – A client project plus a faculty mentor
  – A project that balances the client’s needs, your background, and your expressed preferences
    • You will complete a survey asking about your preferences once you have enrolled in the IBD class
Faculty will mentor your team

Frank Schultz
Class will meet on 1 Sunday and 5 Saturdays

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Sunday, May 13</td>
<td>1:00 – 5:00pm</td>
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<tr>
<td>Saturday, June 2</td>
<td>8:30 - 6:00 pm</td>
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<td></td>
<td>Team Leads – 8:30AM to 10:30 AM</td>
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<td></td>
<td>All Class – 10:30AM – 6:00PM</td>
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<tr>
<td>Saturday, June 9</td>
<td>8:30 – 6:00 pm</td>
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<tr>
<td>Saturday, June 16</td>
<td>8:30 – 6:00 pm</td>
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<tr>
<td>Saturday, June 23</td>
<td>8:30 – 6:00 pm</td>
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If you participate, you must be able to...

- Work in-country Saturday, June 30 - Saturday, July 14 - In-country travel
  - Flights, lodging, work-related travel are covered by IBD
  - You are responsible for the cost of meals, entertainment, visas, and immunizations

- Participate in a half-day IBD conference on Friday, September 14, 2018 at Berkeley Haas
  - You are responsible for the cost of producing a poster (~$15 per person depending on production value)
Who are the best IBD candidates?

- Flexible
- Adventurous
- Open minded
- Hard working
- Team oriented
- Able to deal with ambiguity
What IBD is not...

• A “free vacation” to a foreign country
IBD Team Leads: Why Do It?

• Develop and refine leadership skills
  – Learn to lead a peer group of MBA students
• Work closely with a Faculty Mentor, an IBD team, and a project client
• Once you are accepted into the IBD class, you will receive an email with instructions of how to apply
Do you want to apply?

• Limit of 15 students in the course (as we add more projects, we will add more students)
• Applications open March 19, 2018 at 9:00am
  – Complete the Google Doc application
  – Applications due at 12am midnight on April 3rd
• Final decisions made by April 6, 2018
• You will receive an email before first round bidding begins on April 9, 2018
For more information...

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