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 1600 students have participated
  – More than 90 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 29 - Saturday, July 13
  - in country travel
- 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 90 countries
FTMBA and EW MBA IBD 2018
92 Students in 13 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

Arman Zand
Class will meet on 1 Sunday and 4 Saturdays

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Sunday, May 19</td>
<td>1:00 – 5:00pm</td>
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<tr>
<td>Saturday, June 1</td>
<td>10:30 - 6:00 pm</td>
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<td>Saturday, June 8</td>
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<tr>
<td>Saturday, June 15</td>
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<tr>
<td>Saturday, June 22</td>
<td>8:30 – 6:00 pm</td>
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NO CLASS: May 25th
If you participate, you must be able to...

• Work in-country Saturday, June 29 - Saturday, July 13 - 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 13, 2019 at Berkeley Haas
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
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 11, 2019 at 9:00am**
  – Complete the Google Doc application
  – Applications due at 12am midnight on April 2nd
• Final decisions made by April 5, 2019
• You will receive an email before first round bidding begins on April 8, 2019
For more information...

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