



The IMD MBA Program

Campus Tour



Overview

- **Intensive** - 1 Year General Management Program
- **Focus** - Leadership and Personal Development
- **Unique** - Real World, Real Learning
- **Mature Class** - Range 4 - 9 years work experience
- **Selective** - 90 truly diverse profiles
- **International** - 45 nationalities
- **Personalized** - Participant to Faculty 2:1



A different business school

- **Industry Focus**
- **50 faculty members, 20 nationalities**
- **8000 executive participants per year**
 - Open enrollment programs
 - Company-specific programs
 - Degree programs - MBA & EMBA
- **Powerful Alumni Network**
 - 75'000+ executives worldwide
 - 140 countries
 - 45 active Alumni Clubs in 140 countries



IMD's Corporate Learning Network includes 180 global companies, including:

- ABB Asea Brown Boveri Ltd
- Abraaj Capital
- A.P. Moller Maersk
- Bank Muscat
- Caterpillar Inc.
- Credit Suisse Group
- Daimler AG
- Danske Bank
- Deloitte
- DSM N.V.
- Du Pont de Nemours Int'l
- Holcim Ltd.
- IBM Europe
- KONE
- Mars
- Nestlé S.A.
- Novartis
- PricewaterhouseCoopers
- Procter & Gamble AG
- Royal Dutch Shell Plc.
- Royal Philips Electronics
- Tetra Pak International SA
- Vale
- Veolia Environmental Services
- World Trade Organization

Program Overview

January-March	April-June	July-August	August-October	November
Business Fundamentals	Sustain Profitable Growth	Lead in Context	Drive Change, Harness Complexity	Manage Uncertainty / Create Opportunities
Entrepreneurship	Assess a Growth Opportunity	Discovery Expedition	Plan and Implement Change	Special Topics
Personal Learning Plan	Electives / Individual Projects			Present Projects



Class Focus

January-March	April-June	July-August	August-October	November
Business Fundamentals	Sustain Profitable Growth	Lead in Context	Drive Change, Harness Complexity	Manage Uncertainty / Create Opportunities

- Accounting
- Economics
- Finance
- Marketing
- Industry Analysis
- Strategy
- Entrepreneurship
- Global Political Economy
- Organizational Behavior
- Innovation
- Production and operations management

Start-up Project



Understanding innovation and entrepreneurship is essential for leaders in the 21st century:

- Work with real start-up companies
- Develop their business plan
- Validate their business model
- 15 companies with 6 participants per team



Start-up Projects 2013

- **c-crowd AG** – The first Swiss crowdfunding platform
- **DistalMotion** – Medical device start-up
- **DNAwatch** – Anti-counterfeiting solution for luxury watch industry
- **Emogen** – Speech technology
- **SLYDE** – Development of a revolutionary touchscreen watch
- **SpiroChem** – Small molecule development for pharma industry
- **VocaBoca** – Mobile application to effectively learn new vocabulary



International Consulting Project - ICP



ICP 1: Assess a growth opportunity

ICP 2: Change and complexity

Teams of 5 or 6 people, supervised by Faculty

Recent MBAs traveled to 5 continents, a total of 30 countries

ICP examples of the past years

Company Name	Geographic Focus	Industry Category
Ampco	Global	Specialized metal products
AstraZeneca	Europe	Pharmaceuticals
BEA	Europe	Door sensors
GE Money Bank	Switzerland	Customer finance
Ensto	Finland	Utility products
Galderma	Global	Dermatology pharmaceuticals
Honeywell	Global	Automotive parts
IITA	Africa – Nigeria	Agribusiness non-profit
Nespresso	Global	Beverage systems
Nestlé Professional	Europe	Coffee distribution
Nestlé Purina	Switzerland	Pet food
Novartis	Europe	Pharmaceuticals
Océ	Europe	Digital printing
Saudi Paper	Saudi Arabia	Paper industry, tissue paper
UPM	Europe & N. America	Paper, packaging and energy

Discovery Expedition



- Discover a region or country facing a difficult business environment
- Meet with business leaders, government representatives and local people
- Work directly with SMEs to improve current business processes
- Make a difference on the ground!

Previous destinations:

South Africa

Kenya

Argentina

Bosnia-Herzegovina



Leadership and Personal Development



- **Year long leadership stream**
- **Exercise leadership responsibly**
- **Lead groups**
- **Develop your self-awareness and understanding of how you exercise leadership**
 - Outdoor teambuilding exercises
 - Individual/team coaching
 - Peer reviews on your strengths & weaknesses
 - Optional sessions with a trained psychoanalyst

Leadership and Personal Development



Make it a success story



Personalized Career Development Services



60+ companies in
On-campus recruiting

Workshops in career
management

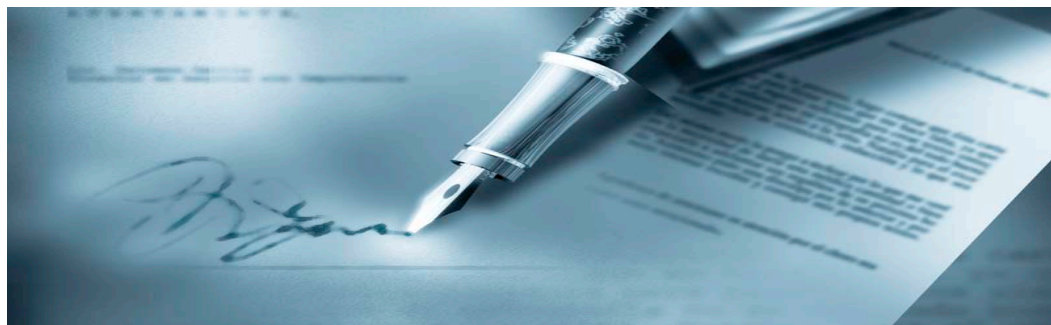
Networking events

Individual sessions
with a career counsellor

Singapore/Dubai Trek

Effective interviewing

Key Placement Results in 2011



- Highest starting salaries
 - Average base salary \$ 142'400 (€116'100)
 - % sign-up bonus 64%
 - Average bonus \$ 17'500 (€14'300)

- 81% with offers at graduation

- 91% with offers 3 months out, 81% signed

- 89% of the class changed geography, industry or function

Examples of post-MBA jobs

- Market Development Manager Europe Medtronic Morges
- Director of Corporate Development BEST Logistics Technology Shanghai
- Operations Finance Manager PepsiCo Frankfurt
- Director Strategy Philips Amsterdam
- Associate McKinsey Montreal, Quebec



“Graduates rated IMD’s Career Services the best in the world.”
The Economist Survey 2009

Admissions

Do you want to apply?

Will you shape the future of business?



IMD MBA Admissions Requirements

- Bachelor's degree or equivalent from an accredited institution
 - Official GMAT, 80% score 620-750 **or** GRE, min 75-80th percentile
 - Minimum 3 years full-time work experience (average 7 years)
 - Strong command of written and spoken English
 - 3 letters of recommendation
-
- Solid intellectual ability
 - Demonstrated career progress
 - Proven leadership potential
 - Strong international outlook
 - Excellent interpersonal skills
 - A desire to learn and contribute



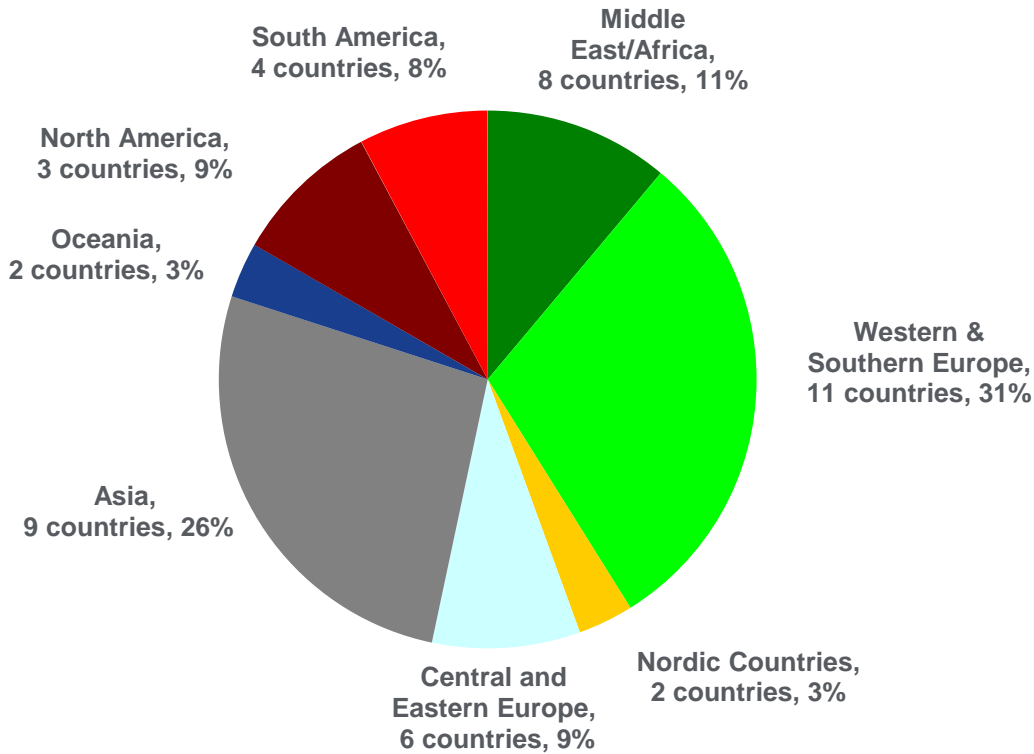
IMD MBA Admissions Process

- Application deadlines:
 - 1st February
 - 1st April
 - 1st June
 - 1st August
 - 1st September
- Online application
- Assessment day
 - Personal Interview
 - Impromptu Presentation
 - Case Study Discussion
- Feedback timeline:
 - 1st Stage decision – 6 weeks after each deadline
 - 2nd Stage decision – 2 weeks after interview date



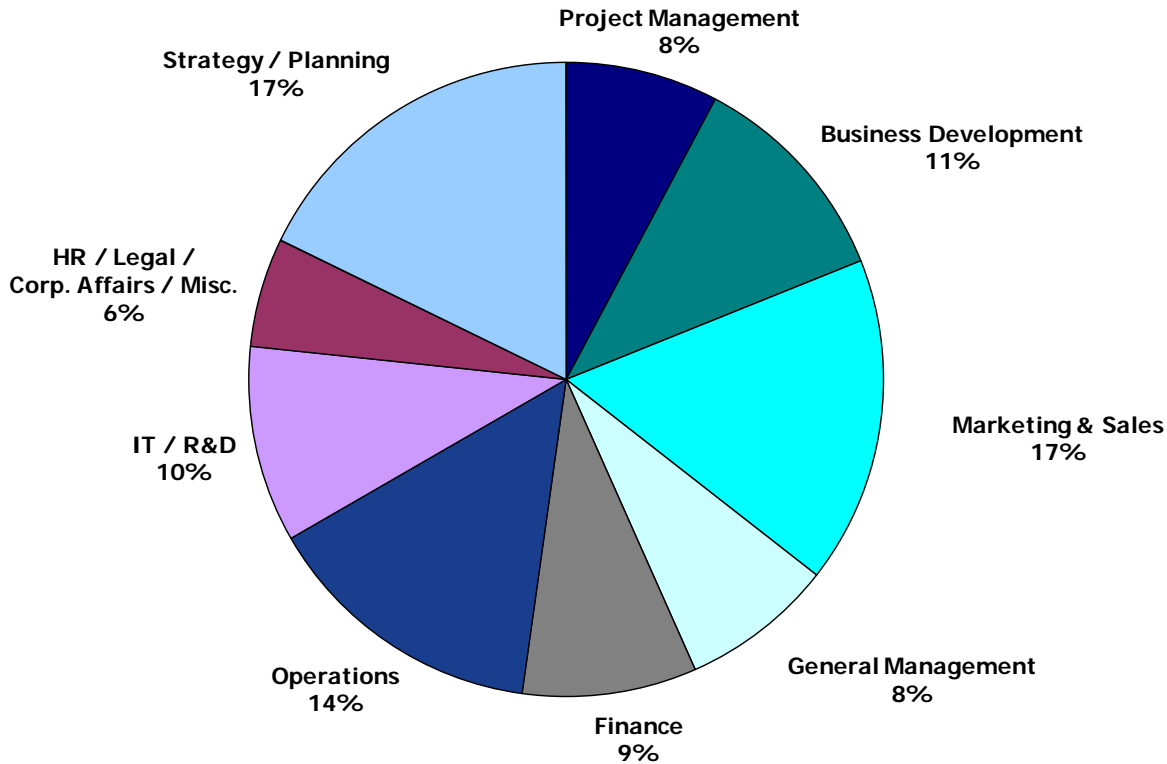
MBA Profiles Class 2013

- Average age range: 28 - 32
- One class: 45 nationalities



Argentina	India	Romania
Australia	Indonesia	Russia
Austria	Iran	Senegal
Belgium	Israel	Slovakia
Brazil	Italy	Slovenia
Bulgaria	Japan	Spain
Canada	Korea	Sweden
Cap Verde	Lebanon	Switzerland
Chile	Malaysia	Syria
China	Mexico	Taiwan
Egypt	Netherlands	Tunisia
Finland	New Zealand	UK
France	Pakistan	Ukraine
Greece	Poland	USA
Hong Kong	Portugal	Venezuela

Diverse professional backgrounds



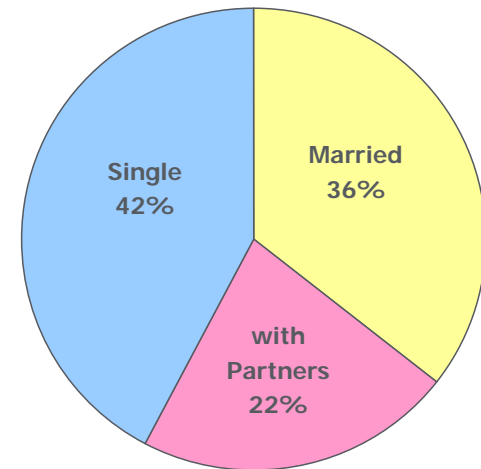
Partners

50 Partners - average age: 30

31 Children - average age: 2

Partner-2-Partner

Kindergarten



Financing your IMD MBA



Budget Estimate:

Tuition	CHF 60'000
Fees	CHF 25'000
Rent average	CHF 13'000
Living expenses	<u>CHF 23'000</u>
Total	CHF 121'000

Fees include:

Teaching materials, PDE, projects, lunch, social activities, joint events

Scholarships and Swiss Bank Loans available (max CHF 65,000)

Why an IMD MBA?



Because our MBA degree program is...



Learn more. Do More. Become More

Why an IMD MBA?



Thank you for attending

Contact us: +41 (0)21 618 02 98
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