

IMD MBA PROJECTS

Module 1 – Business Fundamentals

Entrepreneurship

Help an early-stage, high-tech venture develop its business plan or move to its next stage. Projects cover diverse sectors and issues, such as:

- developing the market entry strategy for a biomedical product
- fine-tuning the value system for an SAP service company
- identifying the channels to market a new loudspeaker technology

In Switzerland, over half the leading technology start-ups (in terms of funds raised) have worked with IMD MBA or EMBA.



“Next to the learning at IMD, two things will have a lasting impact: first, knowing the destination is not nearly as important as knowing how to get there. IMD taught me the relevant questions to ask myself. Second, I have gained friends for life – people I can rely on through thick and thin.”

Galina Antova, Bulgarian/Canadian, MBA 2011, Global Head of Industrial Security Services, Siemens AG, Germany

Module 2 – In Context

ICP

Complete a substantial strategy assessment and implementation recommendations for corporate clients and NGOs. Your team will:

- be supported by an IMD Faculty member
- work with a company-appointed project leader and senior management
- deliver new ideas and develop strategy and implementation recommendations

Since IMD started the ICPs in 1980, we have completed over 520 projects for 330+ companies in 65 countries across 5 continents.



“Our project for SEWA India made a real and lasting contribution to the lives of women in the Delhi slums – it also changed ours.”

Stephanie Weg, German, MBA 2010, Co-founder, Ynovation, Switzerland

Discovery Expedition

Discover the issues and trends underlying economic and societal developments that will shape industries and markets in a region where you may be considering a career.

Typical 10 day program:

- discussions with academics and society leaders regarding politics & society, economics & business issues
- company visits & cultural events
- participant research activity related to sectors, businesses, stakeholder issues

Current destinations: New York, Sao Paulo and Singapore

“IMD’s MBA program creates the ideal environment to explore yourself, identifying your personal and professional gaps, and to acquire the competencies needed to accomplish your goals.”

Juan Benitez Garcia, Colombian, MBA 2009, MSE Adviser, DuPont Nemours SA, Switzerland

Navigating the Future

Interact with executives and key note speakers whilst exploring 15 global issues and trends and their impact on industries, markets and existing or potential business models.

After in-depth analyses of the various topics, you will prepare executive briefings and workshops to highlight broad issue areas to guest executives and then translate them into concrete and likely scenarios for business to consider, to drive or to mitigate against.



“The IMD MBA provided an innovative platform to gain a practical understanding of today’s constantly changing operating conditions. The experience is an eye-opening journey in self-discovery and self-improvement.”

Zina Sanyoura, Lebanese, MBA 2008, Senior Investment Manager, Bamboo Finance, Switzerland