

The IMD | 90 exceptional people
MBA | who will shape the
future of business



Real World. Real Learning®



You are ambitious: You want to make a difference in the world and you believe in the power of business as a means to do so. You are highly curious to know more about yourself, others and the world we live in. You have the courage to defend your vision and make it become reality. You are driven to inspire and empower others to achieve beyond expectations. You are ready to join a select group of like-minded people. You are ready for an IMD MBA.

We develop exceptional global leaders in a carefully selected learning community of just 90 people, diverse in background but sharing an international perspective and high aspirations. In a redesigned program that combines dialogue, personal attention, coaching and extensive leadership practice, our Faculty and professional teams guide the class through a dynamic mix of business fundamentals, self-development and real-world experiences, both at IMD and across the globe. A constant interplay between knowledge, action and reflection builds deep business and leadership skills, preparing graduates to successfully lead themselves, teams and whole organizations – now and into the future.

At IMD, we are also ambitious, curious leaders with courage. We invite you to join us and embark on an exhilarating and life-changing experience. Please read on, visit our website, and, if possible, come and see us for yourself. We very much look forward to meeting you.

A handwritten signature in white ink that reads "Martha Maznevski". The signature is fluid and cursive, with a period at the end.

Professor Martha Maznevski
IMD MBA Program Director

"The IMD MBA pushes you beyond what you thought your limits were. The class brings together an incredible variety of backgrounds and experiences – but above all, creates a highly collaborative environment. By spending long days (and nights!) in closely knit teams, we built friendships that will last a lifetime."

Roman Tarnovsky, Russian, MBA 2004
Regional Growth Manager
Crop Protection EMEA, DuPont de Nemours
Switzerland
Prior to IMD: Commercial Manager
Geneva Service Center, Eli Lilly
Switzerland



Why IMD?

#1 worldwide on aims achieved and international mobility, *Financial Times* 2011 ranking of MBA programs

What

The IMD MBA is an intensive, international, one-year leadership and general management program for a select group of 90 people.

Through a pioneering new "action learning cycle" approach, the program not only prepares you to tackle complex business challenges, but also to lead yourself, others and organizations in a responsible manner to achieve extraordinary results. You will learn to master business fundamentals in everything you do while simultaneously developing and refining your leadership skills. The careful integration of classes, live business cases and projects allows you to apply what you have learned in the classroom to real leadership situations. Personalized learning and individual coaching further develop your skills and intuition. By the end of this transformational year, you will be able to manage through uncertainty, confidently leading multinational workforces, communicating effectively with stakeholders, developing creative solutions to emerging business issues and driving innovation through entrepreneurial practices: skills of a true global leader.

Why IMD?

Because our MBA degree program is:

- Selective, so you learn and grow with 89 exceptional colleagues
- Highly intensive, challenging you to expand and push your limits
- Stimulating, for high-energy individuals with three or more years of work experience
- International, to develop global business leaders
- Personalized, with a participant to Faculty ratio of 2:1
- Practical, so you can apply your learning to real-world situations
- Creative, offering unique opportunities to build innovation capabilities
- Widely acclaimed, so it's a preferred place for recruiters to find top talent
- Well connected, to a strong global network

Who

Young and experienced international professionals with excellent interpersonal skills, a global mindset and strong leadership potential. Dynamic individuals, already on the "fast track" who want to make a difference and are ready for a career leap.

World's most international MBA program

Pioneering learning approach

Typical class

- 90 participants
- 40+ nationalities
- Over 80% 27-34 years old

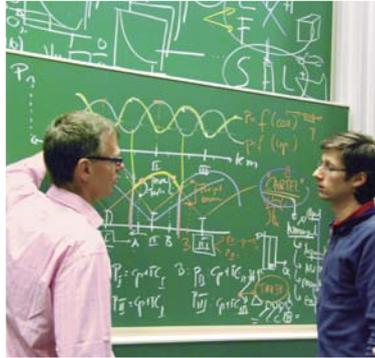
Typical participant

- 31 years of age
- 4-10 years of full-time work experience
- Speaks 3-4 languages
- Has lived outside his/her home country



“At McKinsey we tell our consultants that they are in the driver’s seat. What makes a difference is maturity, the ability to work in very diverse business contexts and to interact well with middle and top managers. The new IMD MBA program will further increase their potential to do this.”

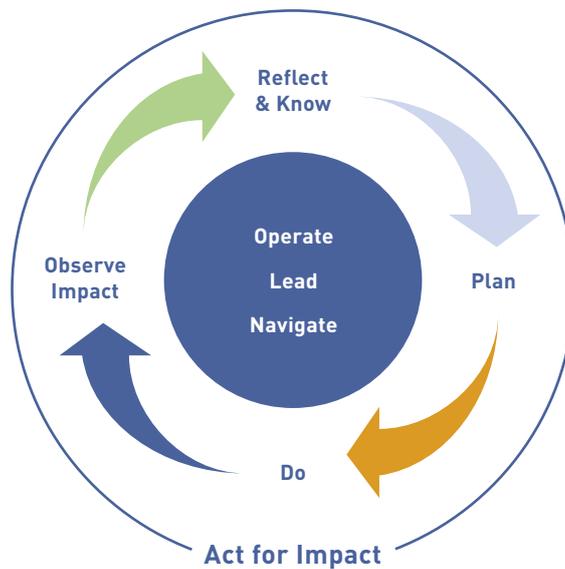
Helga Vanthournout
Engagement Manager
McKinsey & Company
Switzerland



How

Developed and enhanced based on input from recruiters, alumni and academic research, the new IMD MBA program incorporates rapid and integrated cycles of learning, planning, doing and reflecting that effectively prepare you to lead in today’s complex and changing environment. Our small class size and deep connection to the global business world make this pioneering approach possible.

Action learning cycle



Through a systematic combination of classes and real-world projects, you will move continuously around the action learning cycle: using your knowledge and skills to plan an action; carry out the action; observe what happens; reflect on these outcomes, and build your reflections into new knowledge and skills. This repeated application of theory and practice gives you the knowledge, intuition and skills to move beyond the tools. You can then use your judgement to successfully operate a business and lead people and organizations under challenging and changing conditions.

Prepare for the program

The year will be challenging and transformational. To ensure you have the necessary basic understanding of accounting, finance and statistics, you will study individually before the program starts through IMD-guided on-line modules, text book reading and/or a one-week “immersion program”. A test will identify areas where you must improve by the first set of exams.

"The leadership and personal development I cultivated at IMD gave me the confidence to lead and inspire others in my current role at Johnson & Johnson. It also helped me to fulfill my passion to make a difference in the lives of people through healthcare – right now, not later."

Philip Dao, American, MBA 2007
Country Director
Johnson & Johnson Medical Inc
Vietnam
Prior to IMD: Project Leader/
Senior Molecular Biologist
Dow Chemical
USA



Learn more, do more, become more

An unparalleled focus on leadership

The IMD MBA pushes you to experience and develop leadership in action every day, through intensive personal development and real-world practice.

Personal leadership development

Your personal leadership development focuses on understanding and developing your capacity for authentic and responsible leadership, enhancing your self-awareness, identifying your strengths, and learning how to lead teams.

Key elements include:

- Preparing a Personal and Professional Identity Narrative (PPIN) – a detailed autobiography that kicks off your subsequent learning journey (approximately 100+ hours of writing and reflecting over the course of the year)
- High-intensity outdoor leadership group work and team-building exercises that demonstrate how you and your team perform under pressure and help you become more effective
- In-depth self-analysis through self-reflective papers, individual and team coaching, and 20 optional confidential sessions with a trained psychoanalyst to increase your self-awareness and guide you through the developmental journey
- Peer reviews of your strengths and weaknesses to develop your understanding of how you exercise leadership

Leading people and organizations

The most difficult part of getting things done, is navigating the intersections: knowing which road to choose and working together with multiple types of organizations and people. Having gained cross functional intelligence, you will explore the decisions and trade-offs leaders must make when faced with dilemmas and conflicting objectives. You will also learn to design an integrated vision and develop action plans that help you build support among diverse stakeholders and, ultimately, achieve your goals.

"IMD made me realize that leadership is about awareness: knowing yourself, understanding how people interact, scanning situations beyond their appearances. By constantly taking me out of my comfort zone, the MBA program refined my sense of awareness and taught me that it pays off to discuss matters that would normally be kept 'under the table'. Following these principles has helped me motivate others and achieve better business results and greater personal satisfaction."

Rafael Altavini, Brazilian, MBA 2006
Managing Director
Jardine Schindler (Thai) Ltd
Thailand
Prior to IMD: Head of Project Management
and Application Engineering
Mann+Hummel
China

Be one of 90 young, up and coming managers, with excellent interpersonal skills, a global mindset, and the drive to make a difference. Bright, successful, and on the fast track. Gain the right skills to make it to the top, think out of the box and take it to the next level

The IMD MBA experience:
tough, intense, exhilarating
and transformational

Be ready to make a difference in
the world

www.imd.org/mba-program

Build Business Fundamentals

(11 weeks)

A comprehensive understanding of fundamental business skills and functions is central to running any business, be it a start-up or a multinational company. You will build your knowledge in core areas and directly apply this to real business issues by developing a business plan, marketing plan or next stage financing plan for a start-up company. Supported by experienced coaches, you will also start to enhance your self-understanding and learn to work effectively in diverse teams, as well as define your personal learning objectives for the year.

Sustain Profitable Growth

(13 weeks)

Companies must generate and sustain profitable growth to survive long-term. After learning how to create and manage linear and exponential growth, you will assess a growth opportunity in a multinational company, e.g. a new market or new product entry. You will expand your leadership skills by learning to lead people and organizations, and begin to personalize your learning through the first set of electives. You will also define your career strategy plan and a project you would like to develop, such as a research question, a consulting report, a social entrepreneurship plan or a business plan.

Lead in Context

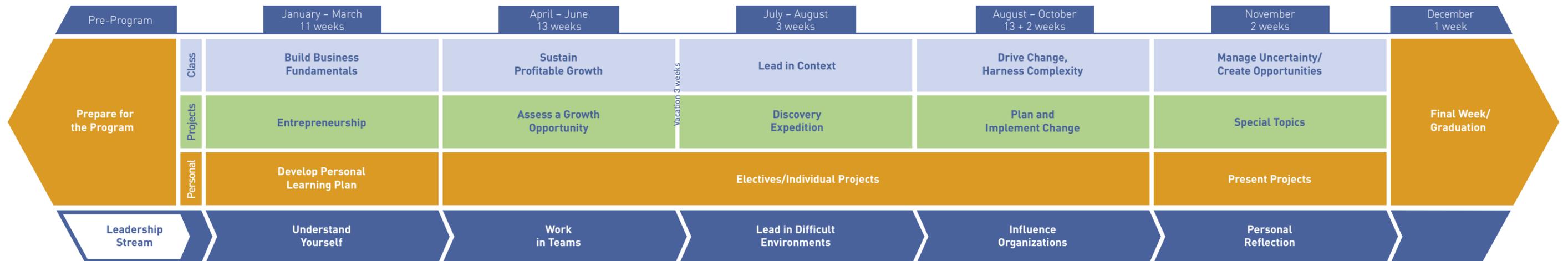
(3 weeks)

Business plays an important role in addressing the economic, environmental and social sustainability in our world today. To gain first-hand insight into what it takes to lead in a difficult business environment as well as what business can do to make a difference, you will travel on a two-week Discovery Expedition to an emerging market. You will also further personalize your learning through the second set of electives to enhance your skills on these important topics.

Drive Change and Harness Complexity

(13 weeks + 2 weeks recruiting)

Driving change is critical in today's challenging business environment. You will build the knowledge and skills to deal with organizational complexity and apply this knowledge by planning and implementing change within a multinational company. You will deepen your leadership skills by learning how to influence organizations through multiple stakeholders, complex organizational structures, alliances and networks. Your personalized learning will continue through a final set of electives, the completion of your individual project and dedicated time for recruiting.



Class focus: Accounting, entrepreneurship, finance, marketing, operations

Company projects: Entrepreneurship project: Live the start-up experience

Leadership stream: Understand yourself through writing a Personal and Professional Identity Narrative (PPIN) and start to understand team dynamics through class work and outdoor exercises

Personalized objectives: Define your personal learning plan for the year

Assessment: Exams, integrative exercises, company projects

At the end of this module you will: Understand the business fundamentals and the interactions between functions, and how to apply this knowledge to entrepreneurial settings

Class focus: Economics and industry analysis, innovation, organizational behavior, strategy

Company projects: International Consulting Project 1: Assessing a growth opportunity in a multinational company

Leadership stream: Working effectively in teams to achieve results

Personalized objectives: Electives, individual projects and career strategy plan

Assessment: Exams, integrative exercises, company projects

At the end of this module you will: Understand how businesses work in markets and against competition and how to apply this to analyze growth opportunities

Class focus: Economic, environmental and social sustainability, Discovery Expedition preparation

Company projects: Support small and medium-sized enterprises in a region or country facing a difficult business environment

Leadership stream: Understand what it means to lead in a difficult business environment and how to build relationships in a new culture

Personalized objectives: Electives

Assessment: Value created for the companies

At the end of this module you will: Understand the complexities of an emerging market and how business can make a difference to create change

Class focus: Execution and change, finance, global political economy, leading people for performance

Company projects: International Consulting Project 2: Planning and implementing change within a multinational company

Leadership stream: Learn how to influence within and outside organizations and drive change

Personalized objectives: Electives and individual projects

Assessment: Exams, integrative exercises, company projects

At the end of this module you will: Understand organizational complexity and how to plan and implement change

Manage Uncertainty/Create Opportunities

(2 weeks)

Managing in today's uncertain environment requires intuition and judgment to respond effectively. You will apply the skills you learned over the year in uncertain situations to live cases with current business situations. You will complete your personal learning journey by presenting the results of your individual projects.

"I vividly remember walking into our startup's office. They were still moving in. Naked walls, empty boxes, the coffee machine the only thing set up. Laughter, nerves, the suppressed hope that something grand might have its birth here. So contagious. I loved it! Today I have my own coffee machine. I hope I get to share it with someone as my company grows..."

Thorsten Boeck, Danish, MBA 2009
Founder
Onon Shipping A/S
Italy
Prior to IMD: General Manager
Maersk Line
Denmark



Learn from hands-on international assignments

The IMD MBA program gives you the chance to experience four different real world projects – different company stages, sizes, industry and international contexts. You will live the start-up experience as well as work directly on strategic business issues with CEOs and board-level executives from major multinational companies.

Entrepreneurship projects

Understanding the process of innovation and entrepreneurship is essential for leaders in the 21st century. Even in a very large organization, a successful CEO must know what it takes to create and grow a new business.

As your first company project, you will work as part of a team with an early-stage, start-up venture to help develop its business plan, or provide the necessary assistance to move the company to the next stage. The valuable insights you gain into the specific needs and mindsets of entrepreneurs will help you in future leadership positions in both small and large companies.

Previous start-up projects have covered diverse sectors and issues, including developing the market entry strategy for a biomedical product, re-engineering the value proposition for a medical device company, fine-tuning the business system for a social networking device and identifying the channels to market a new loudspeaker technology.

In Switzerland, more than half the leading technology start-ups have worked with IMD MBA or Executive MBA participants.

International Consulting Projects (ICPs)

Leaders also need to develop and implement strategies for existing businesses. For 30 years, IMD participants have practiced these skills through International Consulting Projects in which small teams work on important strategic issues of major multinational companies such as Hilton, Maersk and Nespresso. Bringing unique insights and creative solutions to the business issue, your team's analysis and action plan will be presented to the company's senior management.

Carried out by a team of five or six people and supervised by a Faculty member, these projects frequently involve international travel for the duration of the project.

"My ICP with SEWA in India was unforgettable. We dove deep into an industry and culture completely new to us and applied the theory we had learned in real life. The company was happy with the new perspective we provided on how to run their business and I felt we made a real contribution to improving the lives of women in the Delhi slums."

Stephanie Weg, German, MBA 2010
Co-Founder
YNovation
Switzerland
Prior to IMD: Business Process Analyst
Siemens Ltd
Australia

"The IMD MBA team brought some very interesting insights and ideas to Franke's market strategy for China. They generated a lot of excitement and motivation and, best of all, came up with a set of concrete action plans that we are implementing."

Christian Kühn, Danish, MBA 2000
ICP Project Sponsor
President Asia Pacific
Franke Kitchen Systems
China



ICP 1: Growth

You will assess a growth opportunity in a multinational company by conducting an industry analysis, assessing the company's capabilities to grow and analysing new market or product entries.

ICP 2: Change and complexity

You will help a multinational company implement an important strategic change by creating the implementation plan, designing a pilot and assisting with prototyping. You will be a part of the implementation team and help manage the impact.

Discovery Expedition

The Discovery Expedition immerses your entire class in a region or country facing a difficult business environment.

For two weeks you will work directly with small and medium-sized enterprises to improve current business processes, provide know-how to the management team, examine financing, and transfer best practices in marketing, human resources, operations and other functions. When you return to IMD you will continue to work with the companies to help with implementation.

The Discovery Expedition is much more than a business visit: it provides a further opportunity to develop your leadership skills, apply what you have learned in class to a real situation, address local business issues and make a difference on the ground.

Previous destinations:

- South Africa
- Kenya
- Argentina
- Bosnia-Herzegovina

"The Discovery Expedition was a true adventure that combined local business learning, networking with different business personalities and enjoyment of the South African culture. We learned a lot by working closely with local entrepreneurs and could contribute our ideas to improve their respective businesses."

Rafael Martin de Agar Tirado
Spanish, MBA 2010
Co-Founder
YNovation
Switzerland
Prior to IMD: Chief Operations
Officer Emerya Consultoria
Spain

Projects

Hands-on tools to practice
newly acquired skills



Gain more international
work experiences

Develop the skills to run any
global business

Entrepreneurship

- Start-up
- 150 projects completed
- Option to initiate own start-up project

ICP

- Multinational
- Over 440 projects completed on 5 continents, 65 countries
- 50% repeat clients

Discovery expedition

- SME
- Global
- Leadership
- Sustainability

"Key to landing that dream job is your ability to articulate very clearly what you want. IMD's Career Services team taught me to ask the right questions, be it to myself or to the MBA participants I now recruit, to get the value proposition right."

Daniel Post, Dutch, MBA 2005

Chief Marketing Officer

General Electric Oil & Gas

Italy

Prior to IMD: Business Development

Schlumberger

Hungary



Career Services

Boosting your career opportunities

IMD MBA graduates are highly sought-after, experienced people. Each year, 80% of the class typically has job offers by graduation and 90% three months later. 96% of graduates change either geography, industry or function. We offer a number of opportunities to help you refine and realize your career goals.

- "Recruiters prefer IMD over any other place to assess top talent." *Wall Street Journal* Survey 2008
- "Graduates rated IMD's Career Services the best in the world." *The Economist* Survey 2009

Career development

Career development is integrated into the IMD MBA program. Building on your leadership learning, we help you to develop life-long skills in career management through a series of workshops and individual career counselling sessions. We widen your horizons by organizing guest speakers to talk about specific industries and functions, and help you utilize the strong alumni community to achieve your goals.

Workshops include:

- Self-assessment
- Career strategy sessions
- CV and cover letter writing
- Effective interviewing and simulation
- Networking
- Salary negotiation

Our Career Services team work hand-in-hand with external career counsellors to help you define your career objectives and action plan, as well as increase your understanding of the market and support your career development.

Career change bio

South African Lisa Bridgett came to IMD in 2009 from the music world. At Accenture she worked primarily with TV and entertainment companies, and after that in a global digital marketing role at EMI Music in the UK. However, her dream was to step into the world of luxury fashion, a dream she successfully achieved upon graduation when she became Senior Director, eCommerce and digital marketing, Europe for Polo Ralph Lauren.

"My move into the world of luxury fashion and digital is a dream I would never have realized had it not been for the IMD MBA. Not only did the broad education across all business disciplines prepare me for the creative and operational demands of my role, it also uncovered my strengths, preferences and aspirations – a learning process I would never have embarked upon had it not been for IMD's focus in this area. Furthermore, the breadth of companies that IMD arranged for interviews aptly brought out the fit that I feel between myself and Polo Ralph Lauren – a smaller corporate with a family feel and a deep investment in the protection and development of the brand."

"I wouldn't have been given this opportunity by LVMH if it wasn't for IMD. The program projected me into the world I aspired to: from domestic to international; low margin to high margin; with increased autonomy and responsibility."

Mark Cornell, British, MBA 1999
 President and CEO
Moët Hennessy USA (LVMH)
 USA
Prior to IMD: General Manager
 WH Smith News
 UK



Rated best in the world
The Economist 2009



Access to market

The Career Services team markets the IMD MBA class extensively by:

- Sending participant profiles to over 5,000 recruiters
- Organizing on-campus recruiting
- Holding other networking events on- and off-campus
- Developing strong partnerships with companies
- Posting job opportunities and providing online CV search

On-campus recruiting

Each year, 60+ companies from diverse sectors and locations come to IMD for a range of recruiting events, including company presentations, career fairs, on-campus lunches and interviews.

The Career Services team actively partners with these companies – many of which have a long-lasting relationship with IMD – to help them find the best match. Indeed, with the personal relationship that the Career Services team develops with every IMD MBA participant, recruiters often ask for advice on pre-selecting participants.

IMD has the highest ratio of participant to on-campus recruiters of all business schools, with 1.5 participants to each recruiter.

Asia Trek

During the summer break, we organize an "Asia Trek" for IMD MBA participants interested in job opportunities in this region. We take participants to Singapore for a week to visit major multinational companies, meet local IMD alumni and build up their Asian network.

"In our Shell Recruitment Day we look for evidence of strength in three areas: Capacity, Achievement and Relationships. The new IMD program, with its emphasis on experiential learning, will build on the traditional MBA bias towards strategic analysis by developing participants' focus on delivery and on building and leveraging relationships. These skills are invaluable for organizations like Shell."

Beth Callen
 Talent Advisor Downstream
 key contact for MBA recruitment
Shell International B.V.

2009

- Average base salary \$ 125,000
- Average bonus \$ 35,000
- % sign-up bonus 64%
- Average salary increase 60%
- 96% of graduates change geography, industry or function
- Average of 4 offers for top 20% of class

Examples of post-MBA jobs

- Market Development Manager
 Europe Medtronic, Switzerland
- Director of Corporate
 Development BEST Logistics
 Technology, China
- Operations Finance Manager
 PepsiCo, Germany
- Director Strategy Philips, Holland
- Associate McKinsey, Canada

For the latest placement statistics,
 visit www.imd.org/mba-placement



"The incredibly strong IMD alumni network helps open opportunities in multinational companies, provides access to a wide pool of talents and strengthens your business connections, and ultimately, your success. Along with your classmates, alumni become lifelong friends and trusted business partners."

Dilara Mirzajanova, Azerbaijani, MBA 2008
Senior Manager Finance
Eaton Industries Manufacturing GmbH
Switzerland
Prior to IMD: Tax Manager
PricewaterhouseCoopers
Azerbaijan



Network and Faculty

IMD's interlinking networks support you

IMD's extremely strong and broad networks will further facilitate your learning experience and job search efforts. You will actively contribute to the corporate, academic/alumni and local communities, learning how to balance your responsibilities to each. In the process of interacting with these groups, you will share experiences, expand your own network and become a valued member of the IMD community.

IMD Corporate Network

IMD's Corporate Learning Network includes 180 global companies that use IMD to support their management development needs. Our internal Corporate Development Team work closely with these clients to solve their corporate development needs through IMD open programs and partnership programs. This real world learning is then passed on to you, both in the classroom, during joint classes or presentations, and through informal possibilities to meet with these executives throughout the year. This powerful networking and knowledge-sharing environment may also help you to identify potential career opportunities that match your objectives.

Discover more at www.imd.org/cln.

IMD Alumni Network

The IMD Alumni Network includes both MBA graduates and thousands of executives who have participated in partnership and open programs. This highly supportive network comprises executives from over 140 countries who understand the challenges you face, and who will take the time to help you identify hidden opportunities and understand different industries and roles. The majority of IMD alumni are already in leadership positions, with over 70% in upper management functions and/or at the board and committee level.

Discover more at www.imd.org/alumni.

"Other business schools add courses about social responsibility, ethics, and sustainability. At IMD, this is part of the assumed curriculum, and we are able to use our networks to bring it alive, and make it part of the everyday dialogue in fantastic ways."

Martha Maznevski, Canadian
Organizational Behavior
and International Management
PhD University of Western Ontario
MBA Program Director

"The IMD MBA program is a unique and stimulating arena of globalization. The 90 participants – coming from some 40+ countries and most having also lived in other countries – combine maturity with intellectual curiosity and infectious enthusiasm for learning. No other institution can rival this."

Professor Jean-Pierre Lehmann
French / American
 International Political Economy
PhD Oxford University
 Co-editor of the book *Peace and Prosperity through World Trade*, published 2010 by Cambridge University Press



Global, close-knit network



International Faculty members

IMD is a leading global business school with over 60 years of experience in executive education. We have Faculty members from 21 nationalities, all of whom have worldwide experience and knowledge in their respective fields. Their real-world teaching, research and consulting experience in current business issues allows them to bring the latest innovative ideas into the IMD MBA program. All Faculty teach in executive development programs, as well as the MBA program, giving you access to a wealth of cutting-edge management practice.

Examples of Faculty teaching in the MBA program

Benoit F. Leleux, Belgian, PhD INSEAD

Stephan Schmidheiny Professor of Entrepreneurship and Finance

Teaches the IMD MBA Start-up and Entrepreneurship stream

2006–2008 MBA Program Director, 2004–2008 Director of Research & Development

Author: *Investing Private Capital in Emerging and Frontier Market SMEs* (IFC, 2009)

"Benoit sparked the entrepreneurial spirit for many of us." Roberto Novoa, MBA 2010

Professor Ralf Boscheck, German, PhD in Economics Hochschule St. Gallen

Lundin Family Professor of Economics and Business Policy

Teaches the IMD MBA Macro and Micro Economics stream

Member of the editorial board of "World Competition – Law & Economics Review".

"Ralf's ability to cover thousands of years of economical history in 4 hours is amazing!"

Doga Yildizci, MBA 2010

Martha Maznevski, Canadian, PhD Ivey Business School, University of Western Ontario

Organizational Behavior and International Management

Directs MBA program, directed Program for Executive Development (2006-2008)

Program Director for company programs at AP Möller Maersk and Skanska

"Martha is excellent at bringing various experiences from the class and translating those into potential solutions." Nicholas Chacon, MBA 2010

"IMD gives you the ability to think quickly in challenging environments. I was forced to think in different ways, adapt and keep moving. But through it all, the Faculty were extremely accessible and always willing to help. While Career Services supported me throughout the hiring process, it was the professors who gave me the knowledge to succeed."

Catherine Kulley, Canadian, MBA 2008
 W. Europe Ops Finance Planning Manager
PepsiCo International
 Germany
Prior to IMD: Senior Tax Accountant
 Ernst & Young, U.S. LLP
 USA

Participant to Faculty ratio 2:1

All Faculty have industry experience

International network

- 60,000+ alumni
- 180 partner companies
- 50 Faculty

Lifetime friendships

"As one of the few mothers in the class, the IMD Bella Riva kindergarten really eased my mind. I knew that I could see my son anytime and the teachers are professional, kind and gentle. My son, Jiun Yong, learnt a lot and I was reassured by the teachers' feedback of him. Overall, it was a very positive experience."

Ley Hoon Quah, Singaporean, MBA 2010

Director

Ministry of Finance

Singapore

Prior to IMD: Director

National Population Secretariat

Prime Minister's Office

Singapore



Life at IMD

Deciding where to do your MBA is mostly a business decision – but not entirely!

The region

Switzerland is a hub of the financial, industrial and luxury industries – and over 100 major companies and organizations have chosen the Lake Geneva region for their European or global headquarters.

Examples include:

- Nestlé
- Yahoo
- Novartis
- Starbucks Trading
- Logitech
- United Nations
- World Economic Forum
- Swatch

The city

IMD's campus is a stone's throw from Lake Geneva, one of the most beautiful areas in Europe. Lausanne is large enough to be interesting, yet small enough to avoid the problems of major cities. It has a low crime rate, civilized traffic levels and good public transport. There are plenty of cultural activities and many fine restaurants, shops and hotels. You also have access to a full range of sports facilities in and around the city, on the lake and in the mountains.

Relocation and accommodation

Our participant services team works closely with you to smooth your visa process and your relocation, and provides advice on getting settled in Lausanne.

The MBA program is non-residential. Once you are admitted, our relocation service will help you to find an apartment.

Your family

Many MBA participants arrive with their partners and often with children. To help make their time in Lausanne as rewarding as possible, the MBA partners run an active partner program, supported by our partner coordinator. It typically features several activities each month, ranging from language and computer courses to cultural events and sports. Your partners are also invited to join you for lunch at the IMD restaurant once a month, have their own study room and access to the information center and gym.

"My year at IMD was an opportunity to grow and reflect, knowing there were friends to support me along the way, as well as a chance to enjoy Switzerland and all the beauty it has to offer. At the end you look back and can't believe how fast it went and all the lasting friendships you made."

*Emina Basic-Begagic, Canadian
MBA Partner 2008*



Surrounded by multinational headquarters

Schools

A campus kindergarten for children aged 2½ to 5 is open five mornings a week, and Lausanne has several schools that teach in English or French.

See for yourself

We strongly recommend a campus visit, including a look around Lausanne and the surrounding area, to help you decide whether to apply. You will meet with a member of the MBA Office to learn more about the program, observe a class or study group in session, talk to members of the current class, and attend a Q&A session.

Register for a campus visit, at www.imd.org/mba-visits.

Forums and information sessions

IMD participates in MBA forums and conducts information sessions all over the world. These are a valuable opportunity to find out more about us and ask any questions you may have.

Dates and places are listed at www.imd.org/mba-forums.

Contact our alumni

Contact our alumni to hear their experiences first hand or read our MBA alumni stories to find out about their lives after IMD. This is the best way to determine the fit between you and IMD.

MBA blog

Get a glimpse into the life of our MBA participants, Faculty and alumni both on- and off-campus at www.imd.org/mba-blog.

Switzerland

- Safe and reliable
- International
- Beautiful

Campus

- Convenient location
- Sport facilities
- Restaurant
- Cafeteria
- Info center

Family

- Partner support
- On-campus kindergarten

"The unique day-long assessment is filled with interviews, case studies, presentations and group discussions. It gave me a good look into the program, forced me out of my comfort zone and helped me to decide if the IMD MBA program was really what I wanted. This upfront investment from IMD is the key differentiator in selecting top participants."

Faisal Chishty, Pakistani, MBA 2011
Participant
Prior to IMD: Senior Manager
KPMG LLP
Canada



Become one of the select

Putting together the ideal class

We don't just look for 90 exceptional participants, we look for the best group of 90 – those who have demonstrated the potential and desire to make a difference and who are committed to learning from each other.

Admissions process

The IMD admissions process focuses on the following three elements that are equally important in our decision:

Application

Your written application must demonstrate strong academic ability, solid career progression, international outlook, responsible decision-making, business achievements and real leadership capacity. Your essays should clearly express your values and priorities. We look at how you communicate your ideas and how you contribute to the world in which you live.

Recommendations

Your three letters of recommendation give us an extra assessment of your overall personality, your business achievements and your leadership capabilities. We suggest that you select people who know you well, with at least two business-related sources.

Assessment day

Lasting a full day, the assessment consists of a personal interview with a member of the admissions committee, an impromptu presentation, and a case study discussion with other participants led by a professor. This three-part interview process, which is unique to IMD, allows us to assess your intellectual capabilities, emotional intelligence, integrity, and ability to perform under pressure and work with others. You also have a chance to evaluate us, by meeting or having lunch with participants and attending class when possible.

"The IMD MBA provided a creative and innovative platform to gain a real and practical perspective of today's continuously changing operating environment, across all disciplines. Above all, the IMD MBA experience is an eye-opening journey in self-discovery and self-improvement."

Zina Sanyoura, Lebanese, MBA 2008
Investment Manager
Blueorchard Investments Sarl
Switzerland
Prior to IMD: Associate Investment Officer
Financial Markets
IFC (World Bank)
USA

"I came to IMD to cover gaps in my functional knowledge and better understand myself. IMD overwhelmed in both these facets. I learned from an exceptional set of peers and truly knowledgeable professors to question my beliefs and become deeply self-aware. This has given me the confidence to take on new business complexities."

Ashish Verma, Indian, MBA 2010
Consultant
Shell
Singapore
Prior to IMD: Manager
Strategy Consulting, Accenture
India, UK, USA



Most unique admissions process
in the world

Qualifications and experience

In order to apply, you must have:

- A Bachelor's degree or equivalent from an accredited institution
- An official GMAT report (80% of our MBA participants score between 620 and 750)
- A minimum of three years full-time work experience
- A strong command of written and spoken English
- At least one language in addition to English

What we look for:

- Solid intellectual ability
- Strong career progression to date
- Demonstrated leadership potential
- A far-reaching international outlook
- Excellent interpersonal skills
- Intellectual curiosity and a desire to learn and contribute
- Strong values and unwavering integrity

Our five application deadlines are:

February 1, April 1, June 1, August 1 and September 1 each year. While you can choose any of these deadlines, we encourage you to apply as early as possible.

Fees

CHF 60,000 for tuition

CHF 25,000 for all program and project-related fees, including:

- All books, cases, and teaching materials
- Personal development elective: 20 one-hour sessions with a psychoanalyst
- Travel, accommodation, and most meals for the Discovery Expedition
- Travel, accommodation, and most meals for International Consulting Projects
- Dozens of community-building activities: team-building, social events, fitness testing and athletic events in Lausanne and elsewhere
- A four-course lunch at IMD five days per week
- Participation in selected executive programs and joint events with executives at IMD

"IMD made me more aware of what I need, to reach where I want to be. The MBA program creates the ideal environment to explore yourself, identifying your personal and professional gaps, and provides you with the tools to acquire the competencies needed to accomplish your goals."

Juan Benitez Garcia, Colombian, MBA 2009
MSE Consultant
Du Pont De Nemours SA
Switzerland
Prior to IMD: Social Projects and
Land Coordinator, BP Exploration
Colombia

An unforgettable experience

Highly selective

Become one of 90 not 900

Full day assessment process

www.imd.org/mba-admissions

The IMD | 90 exceptional people
MBA | who will shape the
future of business



IMD DEGREE PROGRAM

Where

On the shores of Lake Geneva in Lausanne, Switzerland,
40 minutes by road or rail from Geneva International Airport.

When

January to December (one intake per year).

Applications

Apply online at www.imd.org/mba-admissions.

The MBA application package includes:

- Online application form
- Three letters of recommendation
- Transcripts and diplomas
- Official GMAT score report

Accepted applicants with financial needs may apply for
scholarships and/or a bank loan.

Scholarships and loans

Please visit www.imd.org/mba-finance for the most
up-to-date scholarship and loan opportunities.

IMD MBA Future Leaders' Scholarships

Two CHF 30,000 scholarships

IMD MBA Merit Scholarships

Two CHF 20,000 scholarships

IMD MBA Alumni Scholarships

Five CHF 30,000 scholarships

Staton Scholarship

One US \$50,000 scholarship

Nestlé Scholarship for Women

One CHF 25,000 scholarship

Jim Ellert Scholarship

One CHF 20,000 scholarship

Van-Oord Scholarship

One CHF 30,000 scholarship

IMD Social Responsibility Scholarship

CHF 45,000 plus living expenses for social entrepreneurs
or NGO professionals from emerging countries

Swiss bank loans

Up to CHF 65,000 per person

Follow us on:



IMD is committed to environmental sustainability
and fully offsets its CO2 footprint with Carbonfund.



INTERNATIONAL
Real World. Real Learning®

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