Evening & Weekend MBA
International Opportunities
Summer 2016 Semester

Kristi Raube, Executive Director IBD
Rachel York, EW MBA Associate Director
Agenda

• Seminars in International Business (SIB)
• International Business Development (IBD)
• Design Thinking for Business Solutions to Create Social Impact: The Netherlands
• Enrollment Process
SEMINARS IN INTERNATIONAL BUSINESS

Overview
Kristi Raube, Executive Director IBD
What is SIB?

- Week-long trip to a specific country
  - Class sessions before and after the in-country portion
What will I learn in SIB?

• Knowledge of the culture, history, institutions, rules and challenges defining the business environment in a non-US markets
• Skills to discover and effectively operate in a non-US business environment
• Team and leadership skills
• Personal understanding
How is the pre-travel component structured?

• Approximately 8 hours of required pre-departure classroom instruction/discussion
  – History, culture, business environment, business cases studies
  – Cross-cultural business skills
  – Logistics prep

• Pre-Departure Assignments
  – Articles/books
  – Company/institution research/presentations
And then the real fun!

- **International Component**
  - 2-3 company/institutional visits per day over 5 days
  - Alumni events

- **Post-Travel Component**
  - 3 hours of required classroom presentations/visit debriefs
  - Final presentation/report
  - Program evaluation

- 2 units credit
The SIB Fine Print

• Open to all Evening and Weekend MBA students in good standing including first years

• To receive course credit, students must:
  – attend all required sessions/visits
  – satisfactorily complete all written and oral assignments
The SIB Fine Print (2)

• SIB covers:
  – In-country hotels and transfers
  – Inter-country travel (for trips with two country destinations)
  – Medical evacuation insurance (provided by UC and travel vendor)

• Students cover:
  – 2 unit cost for course
  – International travel to/from country
  – Visas and any required immunizations
  – Meals and incidental expenses
  – Course materials (textbooks, readings)
SIB – JAPAN (SUMMER ‘16)
Jon Metzler
**Instructional Dates**
All sessions are mandatory in order to receive a passing grade (pre, post, and in-country sessions)

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, May 22, 2016</td>
<td>Class Session (1-5PM)</td>
</tr>
<tr>
<td>Sunday, June 5, 2016</td>
<td>Class Session (1-5PM)</td>
</tr>
<tr>
<td>Sunday, June 12, 2016</td>
<td>Arrive in Tokyo, Japan</td>
</tr>
<tr>
<td>Monday, June 13, 2016 – Friday, June 17, 2016</td>
<td>In-Country Instruction</td>
</tr>
<tr>
<td>Saturday, June 18, 2016</td>
<td>Depart from Japan</td>
</tr>
<tr>
<td>Sunday, June 26, 2016</td>
<td>Class Session (1-5PM)</td>
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</tbody>
</table>
Some personal background

Jon Metzler

- Lecturer, Haas School of Business
- 4 1/2 years living experience in Japan (1992-1993, 1994-1998) plus another half-year or so in business travel; lived there during “lost decade”, Kobe earthquake, subway gassing, Asian currency crisis, Nagano Olympics
- Experience there in print and TV at Asahi Shimbun, Tokyo Broadcasting, CBS News
- Haas MBA/MA-Asian Studies alum, thesis comparing new venture formation in Silicon Valley and Japan
  - Also co-founded Berkeley Asia Business Conference in 2001
- Now consult to a variety of US and Japanese clients, with a focus on cross-border market research and partner development in telecom, media and technology
- Board member, Japan Society of Northern California
When you complete this course, you should be able to:

- Dazzle your friends with your acumen!
- Converse at an MBA level on business in Japan and the Japanese economy
- Most meaningfully, substantively participate in a business plan discussion about Japan
Likely themes for this class

- Demographics: challenges and opportunities
  - Wellness and health care
  - Robotics, automation and immigration
- Cross-border business: Japan-in, Japan-out
- Clusters of excellence
Some salespoints on Japan as a market

<table>
<thead>
<tr>
<th>Category</th>
<th>Where Japan Ranks</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP</td>
<td>$5.9B (#3 WW)</td>
</tr>
<tr>
<td>GDP per capita</td>
<td>$45,902 (#3 WW)</td>
</tr>
<tr>
<td>ICT Market</td>
<td>$162B (#3 WW)</td>
</tr>
<tr>
<td>Broadband quality</td>
<td>#3 of 27 (Tokyo city)</td>
</tr>
<tr>
<td>Fiber as share of broadband lines</td>
<td>#1</td>
</tr>
<tr>
<td>Price per MB of broadband speed</td>
<td>#1 (lowest)</td>
</tr>
<tr>
<td>Safety</td>
<td>#1 in Asia, #3 in World</td>
</tr>
<tr>
<td>Michelin-ranked restaurants (Tokyo)</td>
<td>More 1-star, 2-star, and 3-star restaurants than NY, London, Paris, or HK</td>
</tr>
</tbody>
</table>

- Not to mention the infrastructure, multilingual signage, and general pleasantness as a place to work

Data: World Bank; Cities of Opportunity; Economist Intelligence; ITU; Gartner; some data courtesy of Mitsubishi Estate
The Japanese economy today

- #3 in many ways: #3 GDP; #3 ICT market ($162B); #3 advertising market ($60B); #3 GDP/capita

Demographics

- Japan has the longest life expectancy of any country in the world
- Women outlive men: life expectancy of 87 years (#1 WW), versus 80 for men (#5 WW)

Source: Bureau of Statistics of Japan, CIA Factbook, WHO
(By the way, Japan is not alone)

- What country is shown below?

Age in years

Cohort size

0 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95 100

+
Much attention has been given to “co-robots” (robots designed to coexist or co-work with people) in Japan, but already Japan is a leader in industrial robots and automation, and as of 2011, had 50% revenue share in industrial robots, or 57% when including those used for CE assembly.
What is Monozukuri?

- Monozukuri (mono-zukuri; ものづくり) literally means to “make things”; it is often defined as craftsmanship
- In practice, it is often used when describing Japan’s manufacturing sector, and its roots in traditional Japanese craftsmanship
  - My own working definition: Intense pride in the building of superlative physical goods
- There are monozukuri prizes in abundance, from the government (METI), from Toyota, from Nissan
- This concept – or self-concept – is inextricably interwoven into the identity of many Japanese industry leaders – for better or for worse

“Fairy feather” silk, awarded Prime Minister Prize in 2012 Monozukuri Nippon Grand Awards. Developed by Saiei Orimono (Saiei Textiles)
Cross-border business: Japan-in & Japan-out

- Corporate venture investment is one proxy for how companies are looking to parlay today’s cash flow into future growth.
- Active Japanese investors: 2 telcos; 2 trading companies; 3 Internet companies; 1 insurer; 1 “people” company; 1 pharma.

### 105 Active Corporate Venture Capital Investors of 2014

<table>
<thead>
<tr>
<th>Google Ventures</th>
<th>Pfizer Venture Investments</th>
<th>Fletcher Spaght Ventures</th>
<th>Robert Bosch Venture Capital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intel Capital</td>
<td>Citi Ventures</td>
<td>Wells Fargo Startup Accelerator</td>
<td>Biogen Idec New Ventures</td>
</tr>
<tr>
<td>Salesforce Ventures</td>
<td>Dell Ventures</td>
<td>Chevron Technology Ventures</td>
<td>Western Digital Capital</td>
</tr>
<tr>
<td>Comcast Ventures</td>
<td>Hearst Ventures</td>
<td>Steamboat Ventures</td>
<td>UPS Strategic Enterprise Fund</td>
</tr>
<tr>
<td>Qualcomm Ventures</td>
<td>Novo Ventures</td>
<td>Ascension Ventures</td>
<td>Morgan Stanley Expansion Capital</td>
</tr>
<tr>
<td>Novartis Venture Funds</td>
<td>UMC Capital</td>
<td>BP Ventures</td>
<td>AbbVie Biotech Ventures</td>
</tr>
<tr>
<td>Samsung Ventures</td>
<td>Shea Ventures</td>
<td>Motorola Solutions Venture Capital</td>
<td>Zafire Investments</td>
</tr>
<tr>
<td>Cisco Investments</td>
<td>American Express Ventures</td>
<td>Sanofi-Genzyme Ventures</td>
<td>Takeda Ventures</td>
</tr>
<tr>
<td>Siemens Venture Capital</td>
<td>AOL Ventures</td>
<td>MS Ventures</td>
<td>MedImmune Ventures</td>
</tr>
<tr>
<td>SR One</td>
<td>Telstra Ventures</td>
<td>SingTel Innov8</td>
<td>ABB Technology Ventures</td>
</tr>
<tr>
<td>Bloomberg Beta</td>
<td>Recruit Strategic Partners</td>
<td>BASF Venture Capital</td>
<td>Castrol innovVentures</td>
</tr>
<tr>
<td>Fidelity Biosciences</td>
<td>Total Energy Ventures International</td>
<td>TELUS Ventures</td>
<td>GM Ventures</td>
</tr>
<tr>
<td>Second Century Ventures</td>
<td>Reed Elsevier Ventures</td>
<td>Baxter Ventures</td>
<td>Boulder Brands Investment Group</td>
</tr>
<tr>
<td>GE Ventures</td>
<td>BlueCross BlueShield Venture Partners</td>
<td>American Family Ventures</td>
<td>Merck Research Ventures Fund</td>
</tr>
<tr>
<td>Mitsui &amp; Co. Global Investment</td>
<td>Roche Venture Fund</td>
<td>BMW i Ventures</td>
<td>First Data Ventures</td>
</tr>
<tr>
<td>Microsoft Ventures</td>
<td>Liberty Global Ventures</td>
<td>Vertex Venture Holdings</td>
<td>Karlan Capital</td>
</tr>
<tr>
<td>In-Q-Tel</td>
<td>Amgen Ventures</td>
<td>Brace Pharma</td>
<td>Nissay Capital</td>
</tr>
<tr>
<td>Verizon Ventures</td>
<td>Presidio Ventures</td>
<td>Evonik Ventures</td>
<td>CyberAgent Ventures</td>
</tr>
<tr>
<td>Johnson &amp; Johnson</td>
<td>NTT DoCoMo Ventures</td>
<td>WPP Digital</td>
<td>Astellas Venture Management</td>
</tr>
<tr>
<td>Bertelsmann Digital Media Investments</td>
<td>kbs+ Ventures</td>
<td>Swisscom Ventures</td>
<td>Rakuten Ventures</td>
</tr>
<tr>
<td>Merck Global Health Innovation Fund</td>
<td>BBVA Ventures</td>
<td>T-Venture</td>
<td>GE Healthcare Financial Services</td>
</tr>
<tr>
<td>Kaiser Permanente Ventures</td>
<td>KDDI Open Innovation Fund</td>
<td>Kaplan Ventures</td>
<td>Aster Capital</td>
</tr>
<tr>
<td>Constellation Technology Ventures</td>
<td>WuXi Corporate Venture Fund</td>
<td>Liquidity Ventures</td>
<td>DSM Venturing</td>
</tr>
<tr>
<td>Time Warner Investments</td>
<td>Legend Capital</td>
<td>R/GA Ventures</td>
<td>Xandex Investments</td>
</tr>
<tr>
<td>Lilly Ventures</td>
<td>DG Incubation</td>
<td>Renren Lianhe Holdings</td>
<td>SABIC Ventures</td>
</tr>
<tr>
<td>CAA Ventures</td>
<td>Transamerica Ventures Fund</td>
<td>Telefonica Ventures</td>
<td>dunnhumby Ventures</td>
</tr>
</tbody>
</table>

CBInsights, February 2015
INTERNATIONAL BUSINESS DEVELOPMENT

Kristi Raube, Executive Director IBD
All sessions are mandatory in order to receive a passing grade (pre, post, and in-country sessions)

<table>
<thead>
<tr>
<th>Date</th>
<th>Session Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, May 15, 2016</td>
<td>Class Session (1-4PM)</td>
</tr>
<tr>
<td>Saturday, May 21, 2016</td>
<td>Class Session (9am-5PM)</td>
</tr>
<tr>
<td>Saturday, June 4, 2016</td>
<td>Class Session (9am-5PM)</td>
</tr>
<tr>
<td>Saturday, June 11, 2016</td>
<td>Class Session (9am-5PM)</td>
</tr>
<tr>
<td>Saturday, June 18, 2016</td>
<td>Class Session (9am-5PM)</td>
</tr>
<tr>
<td>Saturday, June 25, 2016</td>
<td>Class Session (9am-5PM)</td>
</tr>
<tr>
<td>Saturday, July 2, 2016 – Saturday, July 16, 2016</td>
<td>In-Country</td>
</tr>
<tr>
<td>Friday September 16, 2016</td>
<td>IBD Conference (all day)</td>
</tr>
</tbody>
</table>
What will I learn in IBD?

• Learn and refine consulting skills
• Develop insights into another culture
• Apply the business principles you learned in the core to a real-world problem in a global setting
• Develop industry knowledge in a focused area
• Work in a dynamic team environment
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 over 80 countries.

IBD Project By Locations, 2000-2015

- Asia: 28%
- North and Central America: 12%
- Europe: 13%
- South America: 12%
- Oceania: 4%
- Africa: 31%
How will I be assigned to a team and project?

• You will be assigned to:
  – A team of 5 students – 4 team members + 1 team lead
  – A project in a country

• In May, you will receive a survey in which you will be able to indicate your preferences
  – Note that you will not be sent to your country of origin or somewhere you have worked previously

• Will try to respect your priorities, but need to also balance client needs
How does SIB differ from the International Business Development course?

<table>
<thead>
<tr>
<th>SIB</th>
<th>IBD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broad overview of business culture in a country</td>
<td>Deep understanding of one organization in a country</td>
</tr>
<tr>
<td>- Learning based on company visits and presentations</td>
<td>- Learning based on a real business problem that need real solutions</td>
</tr>
<tr>
<td>Greater focus on local corporations</td>
<td>Greater focus on non-profits and social enterprises</td>
</tr>
<tr>
<td>Spring or Summer options</td>
<td>Summer only</td>
</tr>
<tr>
<td>1 week in-country</td>
<td>2 weeks in-country</td>
</tr>
<tr>
<td>2 units credit</td>
<td>3 units credit</td>
</tr>
<tr>
<td>Economical business hotels</td>
<td>Can be more rustic living conditions</td>
</tr>
<tr>
<td>You pay for flights, visas, immunizations, food and entertainment</td>
<td>You pay for visas, immunizations, food and entertainment</td>
</tr>
<tr>
<td>Opportunities for 60 students per year (20 per trip)</td>
<td>Opportunities for 40 students (8 teams of 5 students)</td>
</tr>
<tr>
<td>You choose the trip you want</td>
<td></td>
</tr>
</tbody>
</table>
Design Thinking for Business Solutions combines aspects from both SIB and IBD

- Deep understanding of one organization in a country
  - Learning based on a real business problem that need real solutions
- Greater focus on local corporations
- Summer only
- 1 week in-country
- 2 units credit
- Economical business hotels
- You pay for flights, visas, immunizations, food and entertainment
- Opportunities for 10 EW MBA students per year
- The trip will always be to the Netherlands
COURSE: DESIGN THINKING FOR BUSINESS SOLUTIONS TO CREATE SOCIAL IMPACT: THE NETHERLANDS
Kristi Raube, Executive Director IBD
**Instructional Dates**

All sessions are mandatory in order to receive a passing grade (pre, post, and in-country sessions)

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, April 24, 2016</td>
<td>Class Session (9am-5PM)</td>
</tr>
<tr>
<td>Sunday, May 22, 2016</td>
<td>Arrive in Amsterdam</td>
</tr>
<tr>
<td>Monday, May 23, 2016 – Friday, May 27, 2016</td>
<td>In-Country Instruction</td>
</tr>
</tbody>
</table>
Rajiv Ball

• Lecturer at Haas with focus on leadership
• Former McKinsey Partner
• Now an entrepreneur who runs an innovation leadership school in Amsterdam – www.thnk.org
THNK’s curriculum draws on many different schools of thought:

- Design thinking
- Business strategy thinking
- Leadership development
- Performing arts and creativity
- Entrepreneurship at scale
- Systems thinking
Design Thinking for Business Solutions to Create Social Impact: The Netherlands

- Focus on one client – This year students will work with **Jumbo**, one of the largest and most progressive supermarkets, on the topic of how to reduce food waste in customers’ homes.
- Students research the topic pre-going in-country.
- In-country – connect several times with client.
- 5 days at THNK’s campus in Amsterdam and using THNK’s Creation Flow methodology.
- Note: students to work 5 days at THNK – travel to cultural or other sites on weekends/at night.
Did you know?

- A 2007 UNICEF Report ranked the Netherlands as the happiest place for children to grow up
- The Global Connectedness Index 2012 ranks the Netherlands as the world’s most internationally connected country
- The Netherlands have the highest level of foreign direct investment per capita in the world
- The Dutch are the tallest people in the world, with an average height of over 6ft for men and 5ft 7in for women
- The 'Netherlands' mean "Low Country" in Dutch. About half of its surface area is less than 3 ft above sea level; one-third of the population lives below sea level
- Only Bangladesh and Taiwan, among major countries, have a higher population density than the Netherlands
- Soft drugs (e.g. cannabis, "magic mushrooms"), prostitution, same-sex marriage, euthanasia and abortion have long been legal in the Netherlands
- About one-third of Dutch consider the bicycle to be their primary form of transportation
- The Netherlands had the highest percentage of broadband subscriptions in the world in 2010 with 38% of the population connected
ENROLLMENT PROCESS
Rachel York, EW MBA Associate Director
Summer SIB Course

- Haas On-Line Registrar (OLR)
- February 29th 9am – March 2nd 6pm
- SIB Registration Notifications Sent 3/4, Deadline to confirm 3/18. **Once confirmed no drop allowed**
- 20 students
- Separate from bidding/no bid points are used
- Prioritized by seniority and randomized within class

**Course is open to 1st year students**
Summer IBD Course

- Haas On-Line Registrar (OLR)
- February 29^{th} 9am – March 2^{nd} 6pm
- IBD Registration Notifications Sent 3/4, Deadline to confirm 3/11. Once confirmed no drop allowed
- 40 students
- Separate from bidding/no bid points are used
- Prioritized by seniority and randomized within class

**Course is NOT open to 1^{st} year students**
Summer DESIGN THINKING Course

- Haas On-Line Registrar (OLR)
- February 29th 9am – March 2nd 6pm
- DT Registration Notifications Sent 3/4, Deadline to confirm 3/18. Once confirmed no drop allowed
- 10 EW MBA students (20 full time MBA students)
- Separate from bidding/no bid points are used
- Prioritized by seniority and randomized within class

**Course is NOT open to 1st year students**
Enrollment Tips

• Log into OLR before February 29th to confirm you have access. View step-by-step instructions for using OLR here.

• You can sign up for all three courses but you will only be able to take one (except 1st years will only be able to take SIB)

• Students may only participate in 1 SIB/DT trip during their time at Haas. Students who participate in SIB/DT are still eligible for IBD trips and vice-versa

• All three courses are prioritized by seniority and randomized within class

• Please check on the website for the most up to date information about all three courses.
Thank you

For information about these opportunities visit:
http://www.haas.berkeley.edu/EWMBA/academics/other-academic-opportunities.html