International Course Opportunities for Spring 2015

Information Session
March 2, 2015
Outline

• What is Seminars in International Business (SIB)?
  – 2015-16 Seminar Offerings
  – The Fine Print

• What is International Business Development (IBD)?
  – How does it differ from SIB?
  – The Fine Print
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
<table>
<thead>
<tr>
<th>Year</th>
<th>In-country Dates</th>
<th>Location</th>
<th>Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>March 22 – March 28, 2105 (Spring Break)</td>
<td>South Africa</td>
<td>Mark Rittenberg</td>
</tr>
<tr>
<td></td>
<td>June 7 – June 13, 2015</td>
<td>Netherlands</td>
<td>Rajiv Ball</td>
</tr>
<tr>
<td></td>
<td>June 14 – June 20, 2015</td>
<td>Japan</td>
<td>Jon Metzler</td>
</tr>
<tr>
<td>2016</td>
<td>March 21 – March 25, 2016 (Spring Break)</td>
<td>China</td>
<td>Tony Zaloom</td>
</tr>
<tr>
<td></td>
<td>March 21 – March 25, 2016 (Spring Break)</td>
<td>Brazil? South Africa? Turkey?</td>
<td>Flavio Fefermann Mark Rittenburg Richard George</td>
</tr>
<tr>
<td></td>
<td>June, 2016</td>
<td>Chile</td>
<td>Maria Carkovic</td>
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</tbody>
</table>
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
SIB TRIP TO THE NETHERLANDS
7-13 June 2015
Rajiv Ball

- Lecturer at Haas with focus on leadership
- Former McKinsey Partner
- Now an entrepreneur who runs an innovation school in Amsterdam – www.thnk.org
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

• The Dutch pension fund, ABP, is the third largest in the world with more than $370 bn under management in 2013

• 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

• The Netherlands had the highest percentage of broadband subscriptions in the world in 2010 with 38% of the population connected

• About one-third of Dutch consider the bicycle to be their primary form of transportation

• Rembrandt, Jan Vermeer, Jan Steen, Vincent van Gogh and Piet Mondriaan are all Dutch

• The Netherlands is the world’s second largest exporter of agricultural products
Leading Dutch companies

Booking.com
Ahold
PHILIPS
Unilever
ING
AEGON
KLM
MEXX
Heineken
SIB Trip to Japan
June 14 – June 20, 2015
A Few Words about Me

- Founder / President, Blue Field Strategies; consult mainly to telecom and media clients in US and Japan
- Five years living experience in Japan in 1990s; worked in print and broadcast TV; also was a “fixer” at Nagano Olympics in 1998
- Haas alum; MBA/MA-Asian Studies, 2001
  - Thesis comparing New Venture Formation in US and Japan
  - Co-founded Berkeley Asia Business Conference in 2001
- Have a habit of getting involved with new business launches in general
- Now a lecturer in EW MBA program
- Live in San Francisco with spouse (also a Haas alum) and two kids
Some Things to Know about Japan

<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>Advertising market</td>
<td>$60B (#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 New York, London, Paris, or Hong Kong</td>
</tr>
</tbody>
</table>

- Not to mention infrastructure that works, multilingual signage, and general pleasantness

Data: World Bank; Cities of Opportunity; Economist Intelligence; ITU; some data courtesy of Mitsubishi Estate
Some Areas Where Japan Particularly Excels

- Automotive
- Gaming (console and mobile social)
- Transportation infrastructure (e.g. railway)
- Modules and components
- Payment systems (touchless payment, mobile payment)

Major Japanese Industry Hubs

<table>
<thead>
<tr>
<th>Major city</th>
<th>Tokyo</th>
<th>Osaka</th>
<th>Nagoya</th>
<th>Kyoto</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Like NY, Washington DC and LA in one; can spend a whole trip here easily</td>
<td>Manufacturing center; like Chicago</td>
<td>Automotive center (home to Toyota); <em>not</em> like Detroit</td>
<td>Cultural center</td>
</tr>
<tr>
<td>Major companies</td>
<td>Internet: Rakuten, DeNA, GREE, CyberAgent Advertising: Dentsu, Hakuhodo Carriers: all (DoCoMo, KDDI, SoftBank) Automotive: Honda, Nissan, Mitsubishi Motor Materials: Asahi Kasei</td>
<td>Panasonic, Sharp and many, many small work-for-hire firms; Takeda Pharmaceuticals</td>
<td>Toyota and vendor ecosystem (e.g. Denso)</td>
<td>Murata, Kyocera, Nintendo; also tea, textiles</td>
</tr>
</tbody>
</table>
A Lot of Growth Software Companies Are Entering

- As in the US, Salesforce has been a pioneer in Japan; Salesforce APAC revenue (includes Japan) for the year ending January 2013 was $401M out of $3.05B in total revenue.

- In the past 3 years, Veeva Systems, Actifio, Box, Splunk, Palantir, TreasureData have all launched offices, in addition to forging partnerships with local partners (e.g. Itochu CTC, Macnica, NTT Data, etc).

- Japan’s MIC Research Institute (ミック経済研究所) projects that Japan’s “cloud service” market reached ~$2.7B in 2013 (2725億円), and further projects growth to $3.8B by 2017.

Box booth with Macnica Networks at Japan IT Week, October 2013

Mitsubishi Estate EGG Japan lobby, January 2014
In summer 2012, Blue Field Strategies surveyed SVForum member companies for their attitudes about Japan entry. 87 companies responded; 26% rated Japan as their first or second priority.
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)
  – Course materials (textbooks, readings)

• **Students cover:**
  – 2 unit cost for course
  – International travel to/from country
  – Visas and any required immunizations
  – Meals and incidental expenses
SIB Dates

Netherlands
- Pre-departure sessions:
  - 9:00AM – 5:00 PM
  - Sunday, May 31
- In-country dates:
  - June 7 – June 13
- Post-travel session:
  - 9:00AM – 12:00 PM
  - Sunday, June 21

Japan
- Pre-departure sessions:
  - 1:00 – 5:00 PM
  - Sunday, May 31 and Sunday, June 7
- In-country dates:
  - June 14 – June 20
- Post-travel session:
  - 5:00 - 8:00 PM
  - Sunday, June 28
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 (In-country dates: July 4 – July 18)</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 (10 teams of 4 students)</td>
</tr>
<tr>
<td>You choose the trip you want</td>
<td>IBD staff chooses the project for you</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 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

Seminars in International Business
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, 2000-2014

- Asia: 29%
- Africa: 12%
- Europe: 13%
- North and Central America: 12%
- South America: 12%
- Oceania: 6%
IBD 2014
141 MBA students on 34 teams to 22 countries
How will I be assigned to a team and project?

- You will be assigned to:
  - A team of 4 students
  - A project

- You will be able to express your “no-go’s” – where do you not want to go:
  - Language
  - Continent
  - Organizational Type
  - Sector

- Will try to respect, but need to also balance client needs
Who are the best candidates?

- Flexible
- Adventurous
- Open minded
- Hard working
- Team-oriented
What IBD isn’t...

- A free “vacation” to a foreign country
If you participate, you must be able to...

- Attend Kickoff Session – Sunday, May 17\textsuperscript{th}, 1PM-4PM
- Satisfy PFPS Prerequisite
- Take Classes on Saturdays 9AM-5PM
  - May 30, June 6, June 13, June 20, and June 27\textsuperscript{th}
  - Plan additional time to work on project outside class hours
- Work in-country July 4 – July 18\textsuperscript{th}
  - Flights, lodging, work-related travel are covered by IBD
  - You are responsible for costs of meals, entertainment, visas, immunizations
- Participate in a day-long (9AM to 4PM) IBD conference on Friday, September 18
  - You are responsible for the cost of producing a poster ($10 - $40 per person depending on production value)
Sign – Up

• Summer IBD & SIB signup process: online through OLR
  – Monday, March 2: signups open
  – Wednesday, March 4: signups close
  – Friday, March 6: students notified of selection results via email
  – **SIB ONLY** - Friday, March 20 @ 12PM: DEADLINE to confirm spot by:
    • Confirming international flight & providing receipt
    • Registering on travel vendor’s website
    • Submitting photocopy of valid passport
  – **IBD Only** – Friday, March 13 @12PM: DEADLINE to drop the course. Due to the unique nature of the course, dropping IBD after the deadline will result in a bid point penalty.

• Selection process: seniority via class year then randomized (No bid points used through process). SIB is a sign-up process – if you are interested in taking either SIB trip you can indicate your preference in OLR. Or you can just choose one trip.
For more information

- Registration, logistics, etc:
  - Drew Ollero
  - ollero@haas.berkeley.edu

- Program or instruction:
  - Kristi Raube
  - raube@haas.berkeley.edu