

## THE INTERNATIONAL MBA AT USD

# Business That Shapes the World



*11 Months,  
5 Countries,  
Borderless  
Opportunities*

### IMMERSIVE

Beginning in Madrid, you will dive into one of the most influential and vibrant economic, cultural and political hubs of Europe. Deepen your understanding of current European business practices with site visits to local start-ups and well-established companies with world-class faculty from USD and Europe.

### EXPANSIVE

Discover business opportunities in up to five different countries during the program through coursework in San Diego, Baja California in Mexico and locations in Asia and Latin America. From entrepreneurship to consulting, the skills you learn will help you advance in your career and industry. With an average class size of 20 students from all over the world, you will develop meaningful relationships with classmates and faculty who help take your career further.

### PRACTICAL

Strengthen your CV and broaden your global business skills by immersing yourself in a 10 day international consulting project for a company such as BMW, L'Oreal, Nike, or local small businesses in Asia, Europe or Latin America.

## Why the University of San Diego for an IMBA?

- **#3** in the World for Entrepreneurship by Financial Times (2015)
- **#6** Best Green MBA by Princeton Review (2016)
- **#28** Top Global MBA Program in the U.S. by Financial Times (2016)
- **Top 100** MBA Program in the U.S. by Bloomberg Businessweek
- **#48** America's Most Entrepreneurial Research Universities by Forbes (2015)
- **#39** MBA in the World by América Economía
- **#59** Top Global MBA Program in the World by Financial Times (2016)

# Access career-defining learning opportunities.



## LEARNING IN ACTION

### Students Consulting for BMW in Germany

#### THE OBJECTIVE

Design a marketing strategy for BMW Motorrad (Motorcycle) to appeal to emerging markets, specifically the Indian and Chinese millennial populations.

“ It is impressive how fast the students were able to get used to a new topic, understand the situation and factors that influence the topic and work out solutions to improve business. In only ten working days, the team presented new, compelling recommendations that we’ll try to implement in our strategy this year.

— DOMINIC THÖNNES, PRODUCT MANAGER OF BMW MOTORRAD

#### THE CHALLENGE

In just 10 days...

- ✓ Identify client’s main goals and challenges
- ✓ Get culturally acquainted in Germany
- ✓ Work effectively with a global team, including MBA students from partner university in Germany
- ✓ Align strategy with German business and social norms
- ✓ Research target markets
- ✓ Develop solutions supported by relevant data
- ✓ Present strategic plan to company executives

#### THE IMBA RESULTS

Consulting projects involve a real-world and challenging business problem requiring students to think analytically in an unfamiliar environment. Solutions developed by students are considered for implementation by company decision makers and have the potential to impact future business.

## INTERSESSION CONSULTING PROJECT LOCATIONS

Choose your location. Consulting opportunities offered in four to five cities around the world each year.

### Our most recent locations:



## INTERNATIONAL MBA SCHEDULE

- **July - August:** Orientation and six weeks of International Foundations Courses at the USD Center in Madrid, Spain
- **August - December:** International Management Coursework on USD’s campus in San Diego
- **January:** International Consulting Project in Asia, Europe or Latin America
- **January - May:** International Execution Coursework on USD’s campus in San Diego and in the Baja region of Mexico
- **End of May:** Commencement held on USD Campus in San Diego

## ADMISSIONS REQUIREMENTS

- Minimum of two years professional work experience
- Minimum GMAT score of 500 (or GRE equivalent)

Apply by March 1

[sandiego.edu/imba](http://sandiego.edu/imba)