

Master of Business Administration

Real learning for real leaders

#1

MBA in Europe
2024-2025
Bloomberg
Businessweek

IMD / Real learning
Real impact

 **EQUIS**
ACCREDITED

 **AACSB**
ACCREDITED

 **ASSOCIATION
OF AMBA**
ACCREDITED

 **FINANCIAL
TIMES**
Consistently top-ranked
in Executive Education



“

IMD stands for leadership, and we aim to provide each MBA student with a personalized and experiential leadership journey that pushes them to question assumptions and identify what really drives them. Our goal is to help foster real leaders who will not only transform their organizations but also have a positive impact on society.

Professor Omar Toulan
Dean of the MBA Program and Hilti Chair

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Real learning for real leaders

Relevant. Practical. Impactful. Real.

 1 year, Jan-Dec |  Full time on campus |  Lausanne and Singapore

Real learning

At IMD, real learning means living your education. Everything you study, you apply. You'll tackle real business challenges, collaborate on projects with leading companies, and hone your business skills in real-time. You'll develop crucial skills that today's global markets demand: critical thinking, effective problem solving, and confident decision making. From our Lausanne campus to Singapore, you'll be placed in environments that challenge you to think differently and expand your perspectives.

Your faculty spend significant time teaching executives from the world's top companies, gaining insights into current market trends and real-world challenges that they bring directly into your classroom. Alongside your mentors and coaches,

they guide and develop your unique potential. Our innovative use of AI technology further personalizes your learning experience, tailoring it to fit your specific career goals and ensuring you gain what you need from your time with us.

Real leaders

When you graduate from IMD, you'll be positioned to step into your next role as a real leader. You will lead with confidence, integrity, and a deep understanding of global business dynamics. Equipped to make an authentic, human, and measurable impact, you'll be the kind of leader who is ready to adapt to and shape new realities.

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IMD offers an eminent focus on leadership, digital competencies, entrepreneurship, and a strong global outlook to equip future leaders who want to make a difference for the world's challenges.



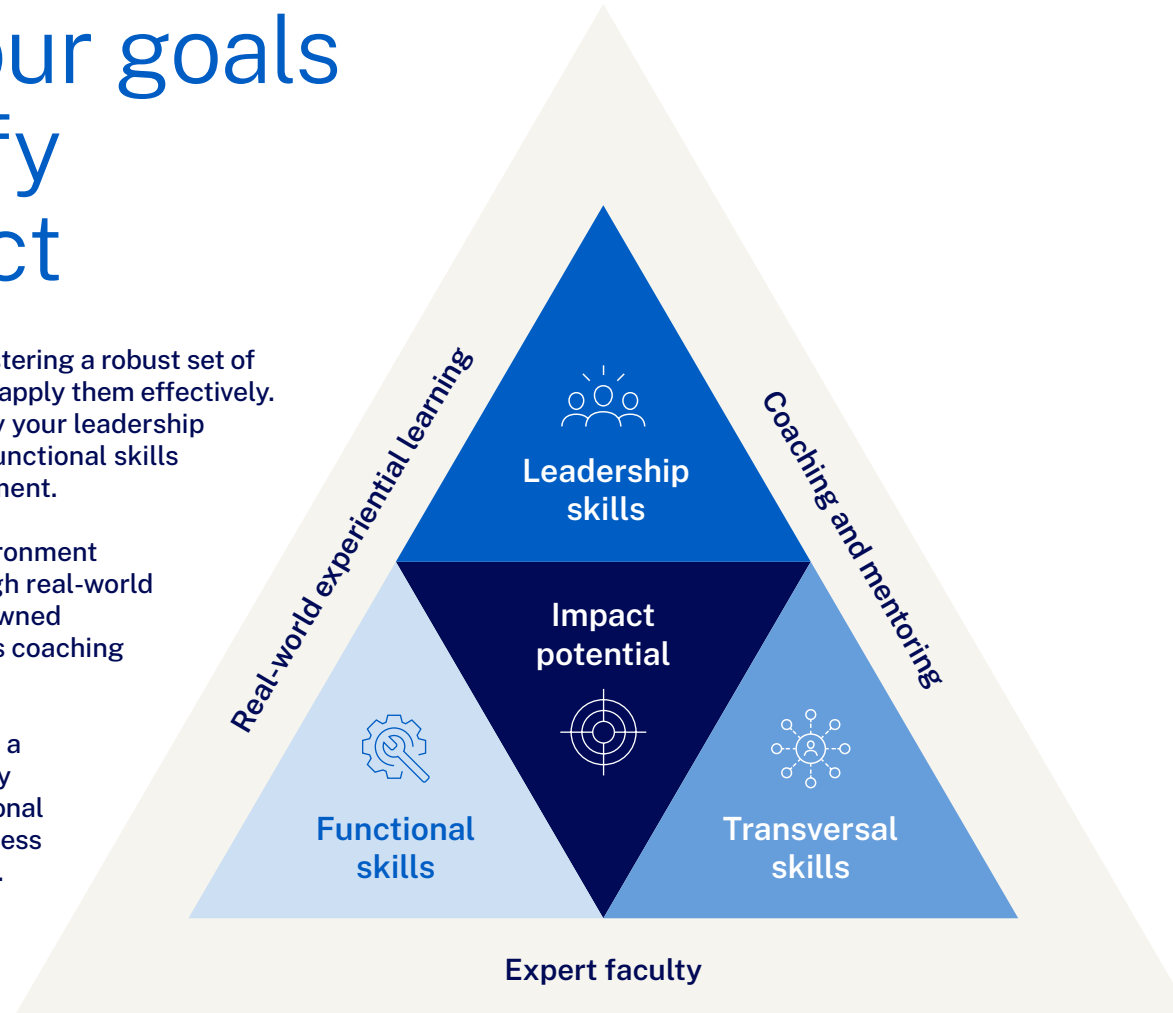
Peter Holt Theisen
MBA 2022
Denmark

Achieve your goals and amplify your impact

Becoming a real leader requires mastering a robust set of skills and knowing when and how to apply them effectively. Our MBA program develops not only your leadership skills but also the transversal and functional skills needed in today's business environment.

We provide a dynamic learning environment where these skills are tested through real-world experiences and supported by renowned international faculty and continuous coaching and mentoring.

Over 40% of your learning occurs in a hands-on, experiential format. Apply your learned skills through international consulting projects, real-world business challenges and optional internships.



- 1. Leadership skills**
A holistic approach to reflective and responsible leadership runs throughout the program: learn to make difficult decisions, balance needs, anticipate short- and long-term consequences, inspire others and transform organizations.
- 2. Functional skills**
Build your business acumen: understand the core concepts and processes necessary to run and grow a business effectively.
- 3. Transversal skills**
Problem solving, critical thinking, communication, decision making: Develop essential skills that are transferable across different industries and job functions. These skills will be graded and tracked across the year.
- 4. Impact potential**
You'll become an inspiring leader who can make informed, strategic decisions and drive significant impact within any role and organization you chose.



Develop your real leadership toolkit

At IMD, we equip you with the tools to lead authentically and effectively in today's dynamic world. Our approach to real leadership focuses on practical skills and real-world applications, ensuring that you're ready to inspire and guide teams toward success.

Your year kicks off with a leadership lab that prepares you to jump into your real leadership transformation. With an experiential-learning focus you will engage in both on-campus and off-campus activities that allow you to practice and refine your leadership skills in real-world scenarios.

Throughout the year you will work with a **dedicated personal coach** to develop your self-awareness and leadership skills. Learn how to make difficult decisions, balance needs, anticipate short-and long-term consequences, inspire transformation within organizations and create a lasting impact.



Intrapersonal skills

Understand who you are as a leader; through self-analysis and one-on-one sessions with a psychoanalyst, you'll deepen your self-awareness and refine your personal leadership style.



Interpersonal skills

Learn to work better with others and lead with empathy; positively influence group dynamics, manage conflict, and enhance your ability to create and lead in an inclusive environment.



Teamwork skills

Achieve more together; learn the essentials of forming and leading high-performing teams in a cross-cultural, collaborative environment.



Effective expression

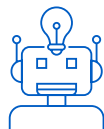
Communicate clearly and motivate others; develop your ability to express ideas clearly and motivate those around you to achieve common goals.

Build your business acumen

To lead effectively, you need a solid understanding of the core business subjects. The IMD MBA curriculum ensures that you gain a holistic understanding of these critical topics and their interrelation:



Accounting



Digital / AI



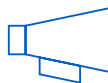
Economics



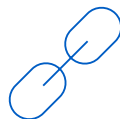
Entrepreneurship



Finance



Marketing



Operations



Statistics



Strategy



Sustainability

Adapt to future challenges with agility

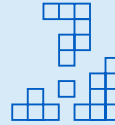
By developing your transversal skills you'll be ready to tackle challenges and seize opportunities across a wide variety of industries and roles with confidence.



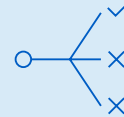
Systems thinking



Pattern recognition



Structured problem-solving



Decision making



Visioning and scenario planning



Divergent and convergent thinking



Quantifying strategies



Asking good questions



Storyboarding and storytelling



Strategic presence and presentation



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The biggest take-away for me from the MBA was the personal growth journey it took me on. It was an opportunity for me to really understand who I am as a person and what value I bring to a team.



Carla Venter
MBA 2021
South Africa

Drive sustainable impact

Sustainability is an imperative for modern business. Woven into the MBA curriculum and developed throughout the year, you'll learn skills to balance environmental and societal challenges, develop innovative solutions and integrate them into your decision-making. You'll begin with a unique mountain experience in the Swiss alps, for an introduction of the sustainability agenda, key concepts, and experiential activities.

Create a sustainable future

Equip yourself with the skills to make a lasting difference by integrating environmental sustainability, ethical leadership, and social responsibility into business practices.

Ethical decision-making

Lead with integrity; learn to navigate the complexities of sustainable practices within business objectives, covering stakeholder mapping, sustainable finance, and building resilient organizations.



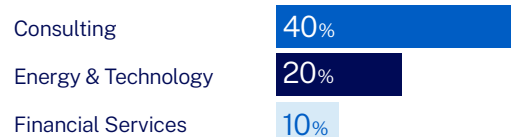
Today's societal issues demand modern leaders to build more resilient business models that leverage the interdependencies between people, planet, and profit. At IMD, we equip future leaders with the skills, mindsets, and frameworks that will help them establish priorities, create value, and make their business future-fit.



Sophie Bacq
Professor of Social Entrepreneurship
and Coca-Cola Foundation Chair
in Sustainable Development

Where can the IMD MBA take you?

Top 3 post-MBA industries



71%
salary increase

#2
in the world
for international
mobility

172,325 USD
weighted salary

Our career team start getting to know you, your goals, and potential even before you apply for your MBA. You are paired with an individual career advisor and a leadership coach to help you define what drives you and what environment you will thrive in best. Their role is to give you the tools to build a solid foundation, craft your career strategy, and expand your possibilities as you prepare to meet and interview with global recruiters.

Individualized attention

Our small class size and unrivalled student-to-faculty ratio means we really get to know you from day one. Personalized coaching, specialized career counseling, and personal sessions with a psychoanalyst ensure we understand and expand your unique potential.

Powerful alumni network

You join a strong community that extends far beyond graduation. Our alumni network spans industries and continents, driving change and offering inspiration and support as you navigate your career.

Impact for a lifetime

As you enhance your practical and interpersonal skills, you become equipped to make tangible impacts both immediately and long-term. You define, shape, and own your impact.



Receive 1-to-1 career advice and strategy sessions.



Broaden your career vision and opportunities.



Join workshops on key career development skills.

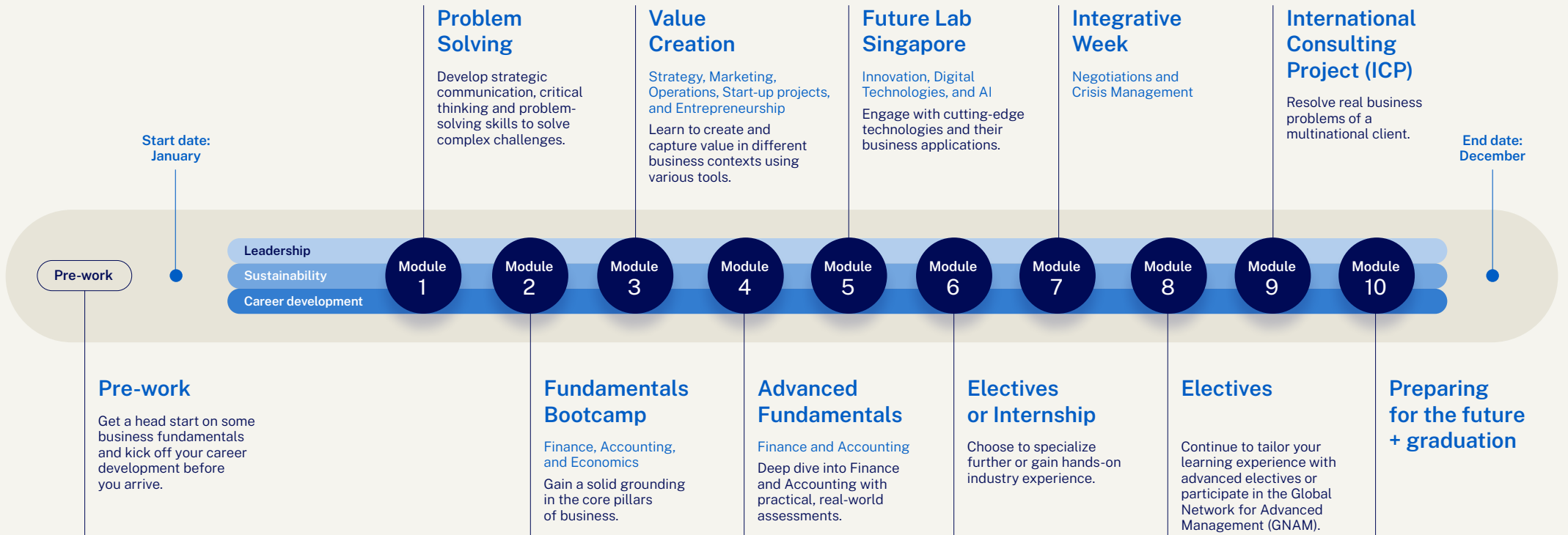


Get connected with experts, faculty, Executives-in-Residence and alumni.



Access networking and recruitment events that harness IMD's global eco-system.

Your real learning journey



Resolve real business problems and generate high impact

International Consulting Projects (ICP)

You and your multicultural, multidisciplinary MBA team will work with top management to develop innovative solutions with real impact for your client. Supported by an experienced faculty member, you and your team will complete an intensive, full-time, seven-week consulting assignment to find and present a solution to a real issue for a multinational client.

Your project, which can take you anywhere in the world, will include an in-depth assessment of the industry and market, appraisals of the primary issues, reviews and evaluations of strategic options, recommendations, and a final presentation for implementation and stakeholder engagement.

1980

since

750⁺

projects

160⁺

industries

70⁺

countries

Start-up projects

In small groups, you will focus on team-based projects, a primary part of your learning and coursework. You will work with start-ups selected through IMD's annual start-up competition and help them solve the company's primary challenges.

Your project could come from a variety of sectors and issues, such as developing the market entry strategy for a biomedical product, fine-tuning the value system for an SAP service company, or empowering smallholder farmers in Ghana to create value via the cocoa fruit's untapped social, environmental, and culinary potential.

In the most recent Swiss Top 100 report, IMD-supported start-ups captured 39 of the 100 places, including 3 out of the top 10 and 5 of the top 25 scale-ups.



Personalize your learning experience

Along your real learning journey, you will be equipped by the award-winning IMD AI+. Your 24/7 study buddy - always ready to answer your questions and deepen your understanding.



Always on-call

IMD AI+ is like having a tutor in your pocket. It's fed with a wealth of lectures, case studies, research, and resources of years of IMD MBA teaching. This means you get to ask any question, anytime - whether you're in the middle of a study session or need insights on the go.



Personal

This tool adapts to your specific needs, letting you dive deeper into topics that matter most to you and your career. From industry-specific queries to organizational challenges, your AI partner customizes information to fit your context.



Bridging learning with doing

What you learn is meant to be used. IMD AI+ connects you with the expertise of IMD's faculty to help you apply your classroom knowledge in real work scenarios. This continuous interaction ensures you not only learn but also apply your knowledge to make meaningful impacts well beyond graduation.



Expand your global awareness

Experience innovation in action at the Future Lab in Singapore, where business meets breakthrough technology. This unique 1-month residency module is an integral part of your MBA, designed to deepen your understanding of global business practices and the pivotal role technology plays in shaping industries.



Explore technological frontiers

Gain invaluable insight from expert faculty into the cutting-edge topics of digital transformation, data analytics, machine learning, and AI and how they help drive successful innovation strategies.



Connect with global leaders

Visit leading companies such as Google, Paypal, and JLL to see first hand how technology is transforming traditional business sectors.



Understand government-business synergy

Learn about the unique partnership between the public and private sectors in Singapore, which propels technological advancement and creates a thriving business ecosystem.

Build your global network

The Global Network for Advanced Management (GNAM) is a powerful platform created by 32 of the world's leading business schools in direct response to globalization and the need for business leaders to develop an ability to think globally, act across borders and understand how global trends will affect them.

Designed to foster collaboration and leverage resources from business schools across the globe, GNAM helps develop a broader understanding of the differences between markets and an ability to cultivate connections with diverse stakeholders.

Through a wide range of on-campus and virtual electives, to team projects and student competitions, you'll be able to further develop your cross-cultural perspectives and expand your global network.



32

top business schools



30

countries

GLOBAL NETWORK FOR
ADVANCED MANAGEMENT



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The value of the Global Network is greater than ever. No business school, no matter how well-resourced, can cover the entire globe in terms of expertise. By connecting and sharing expertise, we extend our lines of sight and can better prepare students for a world of global challenges.



David Bach
President of IMD, Nestlé Professor of Strategy
and Political Economy
Founding member of GNAM

Your class and future network



90-100

students

25-34

age range

6

average years of
professional experience

45

nationalities

680

average GMAT score

29.9

average age
of participants

37%

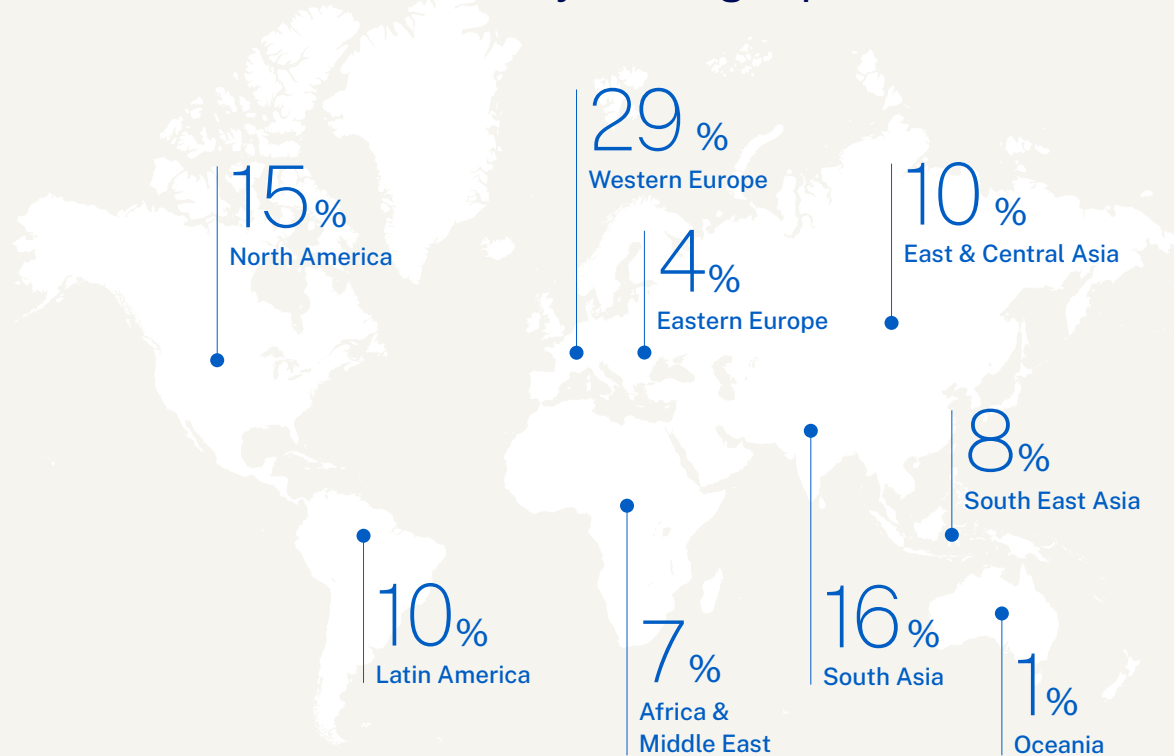
females

63%

males

Where our students come from

An international and culturally diverse group





Experience a vibrant community

Your MBA program extends across continents for a unique blend of cultural and business experiences that enrich your learning journey.

The IMD campus is in Lausanne, Switzerland, a dynamic regional capital, a hub for technology and innovation, and home to many sports organizations such as the International Olympic Committee.

You'll also experience the vibrant Asian hub of Singapore during the Future Lab, a month-long residency module.

You may even venture further afield thanks to the many opportunities available through the Global Network for Advanced Management.

You will have endless opportunities to connect with others and create lasting memories as you enjoy your IMD MBA experience:



State-of-the-art facilities tailored to boost your academic success



Student-led clubs and extra-curricular activities



Cultural experiences, local festivals, sports and outdoor activities



Fitness and recreation: on-campus gym and student well-being



Networking events: with guest speakers, alumni, and industry professionals

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IMD came out on top for me because it has a truly unparalleled leadership development program, **the cohort is wonderfully international**, and **the exit opportunities are incredibly diverse**. The personalized support and career counseling we receive is exceptional! **IMD is not only a place where I boost my skills, but also where I can enjoy the learning journey.**



Amanda Tan
MBA 2022
Indonesia + Netherlands



Admissions

You bring your unique goals, strengths, and potential to your MBA class - ready to shape and be shaped by the experiences and people around you. The admissions process has been specifically designed to offer a more in-depth, mutual opportunity for us to get to know each other better. It is your chance to explore the MBA program and get an insight into what the experience might mean to you personally.

- 1 Create your account
- 2 Online application
- 3 Assessment and interview
- 4 Admissions committee
- 5 Final decision

Application deadlines

15 Jan

15 Mar

15 May

01 Jul

15 Sep

For more detailed information about the deadlines and admissions please visit our website.

Learn more



Tuition fees

CHF 97,500

Fees are all-inclusive and cover all program and project related expenses for the year, so you can focus entirely on your MBA experience.

[Apply now](#)

Included in the tuition fees:

- ✓ Pre-MBA learning program
- ✓ All books & learning materials, including personalized business cards
- ✓ All your personal development and learning materials
- ✓ IMD-organized travel and accommodation expenses, e.g. mountain trip, Future Lab Singapore
- ✓ International Consulting Projects
- ✓ Leadership & career coaching, including 20 hours with a personal analyst
- ✓ Access to IMD's world-class campus facilities and services throughout the program
- ✓ Coffee breaks and lunches during on-campus days in Lausanne

Financing, scholarships, and bursaries

IMD encourages high achievers worldwide who may not have the financial means but do have potential, drive, and passion. We are committed to fostering growth in diversity through our merit scholarships, need-based bursaries and helping you to explore funding solutions.

[More information](#) [↗](#)

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The scholarship gave me both the confidence and support I needed to take this step and continue my professional development. That so many scholarship opportunities at IMD are created by IMD Alumni signals the value that IMD adds and the mark it leaves on each person. IMD is a school that lives up to its name – real learning, real impact!



Sebastian Wilson
MBA 2024 candidate
Staton Scholarship laureate

48%

of students received
a scholarship or bursary

>50%

of scholarships are
awarded to women



Challenging what is and inspiring what could be, we develop leaders who transform organizations for a more prosperous, sustainable, and inclusive world.

About IMD

The International Institute for Management Development (IMD) has been a pioneering force in developing leaders for over 75 years. Founded by business for business, IMD is a forward-thinking university institute with Swiss roots and global reach. With campuses in Lausanne, Singapore, a Management Development Hub in Shenzhen, and an Innovation Hub in Cape Town, IMD is the trusted learning partner for ambitious individuals and organizations. Our executive education and degree programs are consistently ranked among the world's best by the Financial Times, Bloomberg, Forbes, and others. IMD is home to global innovators and pioneering experts producing award-winning research and learning applications. By bridging management practice with academic expertise, we help leaders solve problems, scale solutions, and drive impactful decisions.



Consistently top-ranked
in Executive Education

Learn more



19,000⁺

executives come to IMD each year from 120+ countries and virtually every industry.

2,000⁺

organizations trust IMD to develop their leadership talent each year.



Most published institution in Harvard Business Review and MIT Sloan Management Review.*

145,000⁺

alumni in over 180 countries form a powerful network of global connections and opportunities.

92%

of participants report significant personal impact from attending an IMD program.**

98%

of participants would recommend IMD to a friend or a colleague.**

*After HBS and MIT authors, 2020-2024.

**Survey of 2024 participants.



Start your journey

Find out if our MBA is right for you

Get to know us better at one of our complimentary masterclasses or information sessions. This is an excellent opportunity to learn more about your potential IMD MBA experience. Let our dedicated admissions advisors answer your questions and give you application and funding advice.

Join an online event

[Online Event](#)

Get in touch with us

[Contact us](#)

Start the application process

[Apply](#)