

## Have a team of INSEAD MBA students conduct an analysis of a new business initiative for your company



Are you interested in having a team of INSEAD MBAs analyze a new business initiative for your company? In the Corporate Entrepreneurship course taught by Professor Michelle Rogan, MBAs analyze a new business initiative inside a company during the 8-week course. The course runs every P3 (January-February and May-June) in Fontainebleau. The next course begins 5 January 2009 and ends 24 February 2009.

New business initiatives include starting new lines of business, product units, or practice areas; offices in new geographies, spin-offs, or new joint ventures – as well as establishing firm-level processes to ensure the successful development of new businesses.

Each MBA project team will conduct an analysis of the new business initiative and the challenges facing the new business and develop recommendations for how to overcome the challenges. Project teams include four MBA participants. The project is a small and specific assignment. You may benefit from the students' analysis and fresh perspective. The students are very smart, capable, and are far into their MBA and thus have learned a lot already.

The commitment that we ask from sponsors is fairly simple. As a sponsor, you would identify the initiative you would like students to analyze. In addition, you would arrange for the students to speak with a few members of your company regarding the initiative.

### What student teams need:

- A defined current new business initiative to work on. Post hoc analysis of a completed initiatives is also possible.
- Two-three interviews with the main sponsor (normally 45 minutes each over the phone)
- An additional four or five interviews with other relevant employees
- Background information on your company and the business initiative

### What students will deliver to you:

- An objective analysis and recommendation for the development of the business initiative
- A 15-page written report, which will identify and describe initiative, identify potential obstacles to the initiative, and develop recommendations for overcoming the obstacles.
- Possibly a presentation to your company, depending on your preferences

### What new business initiative would fit?

- A new business initiative could include the development of a new product area, practice area, division, office, or similar unit inside the firm. It may involve growth in a specific geography/market, new product or service introductions, or fostering new business idea generation inside the firm. Because the course focuses on new business creation, business initiatives related to costs and efficiency will not work.

If you would like to propose a project, please contact Ekaterina Kazakova ([Ekaterina.Kazakova@Insead.edu](mailto:Ekaterina.Kazakova@Insead.edu)) at the Maag Centre for Entrepreneurship in Fontainebleau. In your email, would you please kindly include your contact details, your company name, industry and location; a description of the new business initiative and possible timeline (i.e. January-February P3 project or May-June P3 project)?

Thank you for your support of Corporate Entrepreneurship at INSEAD!