Innovation & Entrepreneurship Consulting Project in Silicon Valley

The Telfer Executive MBA extends beyond visiting companies within a chosen destination. The Program places a practical consulting focus on the global experience: to create relationships and to identify opportunities and value within the market for a client organization, to gain relevant global business experiences for your career growth, and to provide you with the analytical frameworks relevant to your own organization’s global strategy.

Connect with Innovative Environments, Organizations and People

The objective of the Silicon Valley trip is to provide candidates with a full understanding of why Silicon Valley matters in the global economy. Candidates will appreciate the ‘uniqueness’ of Silicon Valley through direct discussions and networking events involving executives and entrepreneurs. They will share insight on why Silicon Valley is attractive to entrepreneurs and new investments, and why Silicon Valley is best positioned to produce ‘game changing’ technology and applications.

2017 Company Briefings:
- Google Inc.
- Salesforce.com
- Techshop
- ReedSmith
- 500 Startups
- DocuSign
- Cisco Systems
- IBM Almaden Research Center

Experience the Silicon Valley Business Culture

You will be asked to address a real business challenge facing your client organization in Silicon Valley. Through your respective business consulting project, you will come to appreciate the innovative and entrepreneurial ecosystem that many of the largest technology companies in the world belong to and you will come to understand the challenges and opportunities of doing business in a highly innovative environment.

Blogging from Silicon Valley

Teams contribute to a daily blog throughout the week of the trip.

Excerpt from the daily blog:
By: Louise Oullette-Bolduc

“Our time here in Silicon Valley has been filled with so much learning, from our clients, to our presenters, to our visits to world leaders in innovation; each moment has been an opportunity for growth. The Innovation and Entrepreneurship Business Consulting Project helped to build our knowledge and experience in one of the world’s most important ecosystems for innovation and entrepreneurship by allowing us to actually engage in our client’s Silicon Valley environment. This knowledge allowed us to be able to provide solid recommendations to our client, a technology company with a travel-related service, about market segments to engage for subscriptions to their service. This innovative experience along with the executive briefings has changed the way we will look at challenges and opportunities in the future and bring a new perspective to the table when we are back in Ottawa and in our own respective organizations.”
Our Focus on Global Markets and the International Consulting Process

The Telfer Executive MBA Program extends beyond visiting companies within a chosen destination. The Program places a practical consulting focus on the global experience. The focus on the global market and international consulting experience provides you with the frameworks to:

**Identify Potential Global Markets**

Through the International Market Evaluation and Strategy course in your first year, your class will use a structured process to select the international destination with market potential for Canadian companies for your international consulting project and trip. Candidates will be exposed to the broad range of factors that an organization needs to consider when deciding to undertake entry into a new international market.

**Understand the Global Business Environment**

The Multi-National Corporations and Strategies course assists you in gaining an appreciation of the strategic, legal, operational and organizational problems which management faces when engaging in international business activities. The course facilitates the preparation of background research and analysis required for the international consulting trip.

**Experience On-The-Ground International Client Consulting**

You will examine the challenges of management in the global economy by conducting a major business consulting project in the chosen destination country as a part of the International Market Evaluation and Strategy course. Candidates typically develop market entry strategies, channel development strategies or strategic alliances for the organizations they represent abroad. Client representatives often choose to accompany the class on their trip given the real business value to the client organization, directly resulting from the relevant work done by candidates of the Telfer Executive MBA Program.

Evaluate Business Strategy as it Relates to Globalization

Through the Business Strategy Consulting Project for the Strategy Formulation and Implementation course, your team identifies the viability of a business consulting project for a potential client organization for the International Consulting Project. The project will enable you to identify the client’s business strategy and analyze a potential fit to the selected international destination environment and to the client’s business strategy. Based on your analysis and research, your team will identify if the organization will be your client for the international consulting project in the chosen destination.

Class of 2017 traveled Kuala Lumpur, Malaysia as a part of their International Business Consulting Project.

'The Telfer Executive MBA International Business Consulting Project in Kuala Lumpur, Malaysia was an invaluable learning experience. It provided our team with the opportunity to apply the many skills we had developed throughout the Executive MBA program in a live international business context, and enabled us to deliver highly valuable in-market intel and actionable marketing and operating recommendations to our client.

Amanda Bernier, EMBA 2017
Sales Manager,
Royal Canadian Mint