



# ICE: Integrative Capstone Experience “ICE breaker”

2018



## **Mission centric**

Forming responsible, innovative, global leaders who positively impact their organizations and communities

- **Hands on (experiential)**
- **Multi-disciplinary**
- **Exciting (including more customization) & (more) employable**
- **Out of traditional classroom experience**
- **Replace the previous capstone course (Business Policy)**

# DESCRIPTION

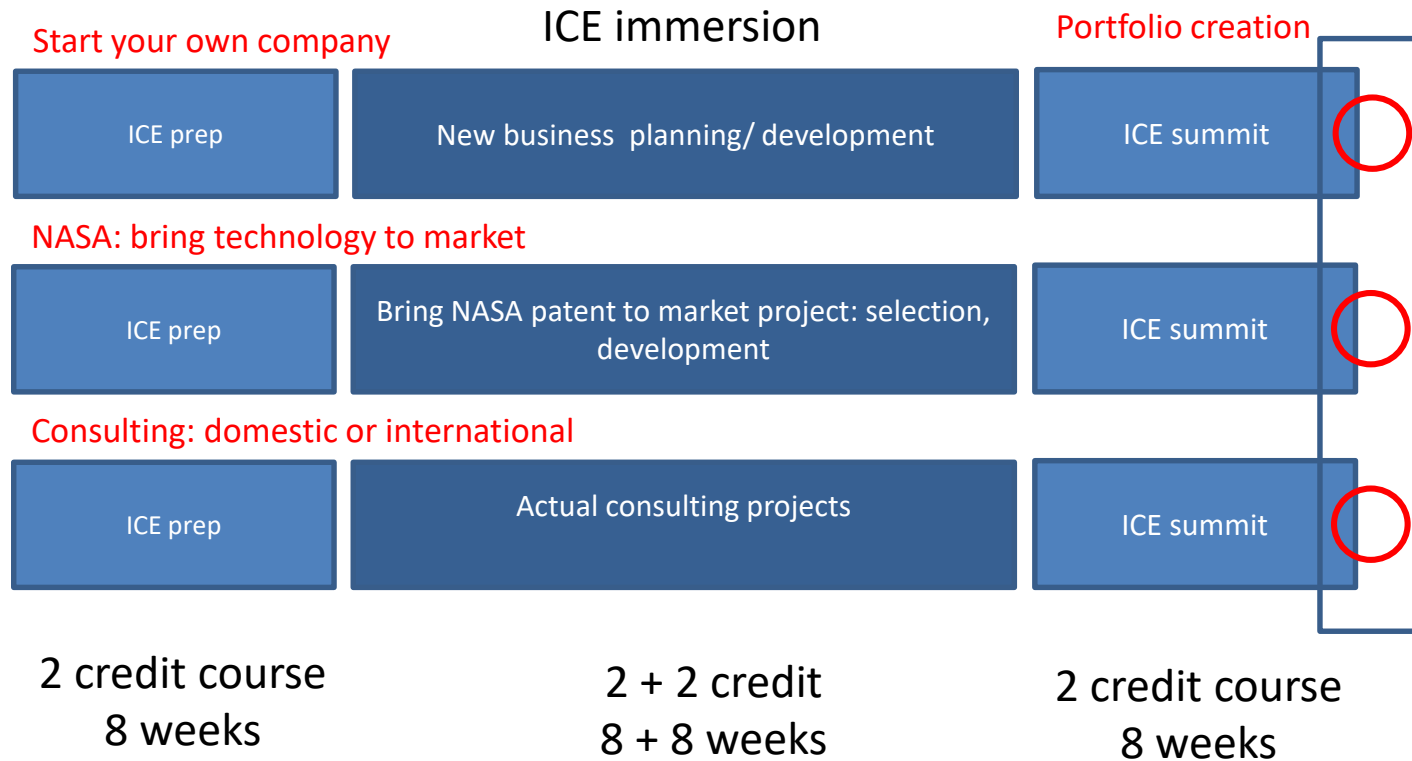


The Integrated Capstone Experience (ICE) is a unique capstone experience that solidifies the links between business disciplines and their functions. This experience aims to provide second-year EA-MBA students with an immersive, inter-disciplinary sequence of four courses (eight credits), including a substantial experiential component that trains students to analyze companies and either launch a new company or lead strategic change in an organization. Students are challenged to synthesize the skills & tool-sets acquired during the MBA program so that they ascend from having business knowledge to having business wisdom.

The IBE is designed to be flexible. Students select from a variety of thematic offerings, such as:

- Launch a new start-up company;
- Bring to market technology developed by NASA;
- Consult with domestic or international companies;

# TRACKS

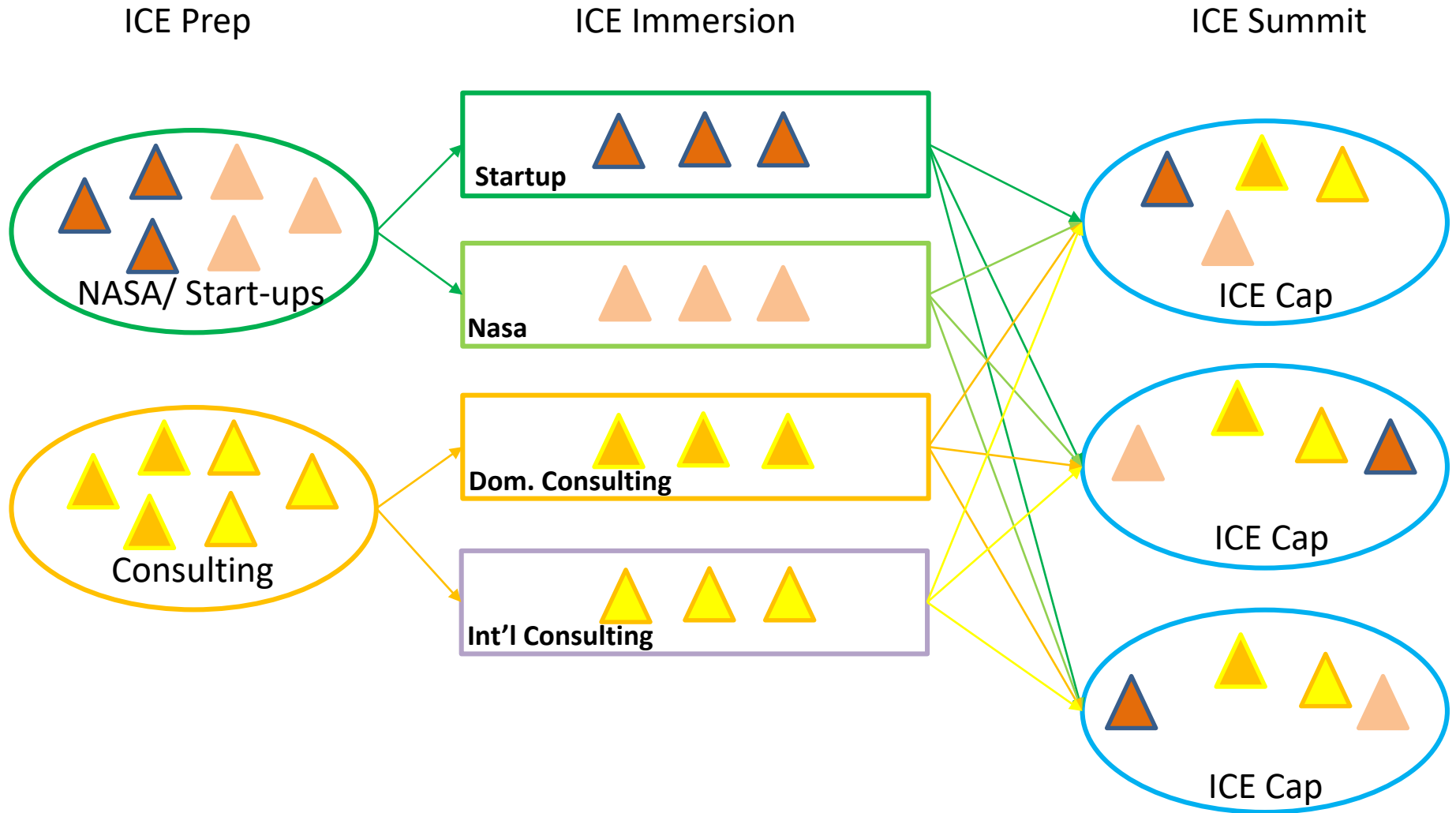


# EXPERIENTIAL “IMMERSION” PROJECTS



- Criteria for experiential immersion projects:
  - Multi-disciplinary, understood as involving **substantial content of two or more more management functions** within the company: HR, Operations, Marketing, Finance, etc.
  - Substantial in multi-disciplinary learning opportunities for the students and potential **impact for organizations/ community**
  - Include “**leadership**” aspects such as **innovation**, implementation, change management, communication, coaching, facilitating buy-in by relevant constituencies, etc.
  - Include “**ethics and corporate responsibility**” considerations whenever applicable
  - Include “**global**” considerations whenever applicable

# ICE TEAMS





You will soon gain access to short versions of the syllabi for:

- ICE prep
- ICE immersion (three paths)
- ICE summit
- In April, “ICE pick” will be provided so that you can answer a questionnaire about your preferences (ranked) and individual skills/background so that the steering committee can make an informed allocation of students to paths and later, the allocation of students to individual projects



**Now** – Review your resume and LinkedIn profile, they will be utilized as you apply

**April 3<sup>rd</sup> 11:15 to 1:00 pm** – ICE Info Session

- Detailed information on ICE Immersion Tracks

- Entrepreneurship
- NASA Technology
- Global and Domestic Consulting

**April** – ICE application process open (email from Student Services)

**April** – Notification of assigned ICE Immersion Track

**May** – Traditional electives registration





CRUMMER GRADUATE  
SCHOOL OF BUSINESS



**Thank You**  
**Questions?**