



PRESENTATION HANDOUT



# Experiential Learning Projects Update

July 14, 2022



SMU | COX  
SCHOOL OF BUSINESS



**700+**  
**Students**



**92+**  
**Clients**



**5**  
**Continents**



**366**  
**Projects**



**9000+**  
**Student**  
**Consulting**  
**Hours**

**The Cox School of Business has committed that a minimum of 50% of projects will support social entrepreneurs and NGOs**



**12** War Games



**504** Students



**3** Global Schools



All Schools want additional War Games and to continue collaboration with COX for experiential learning in 2021 - 2022

5

War Games



Università  
Bocconi  
MILANO

75

Consulting Projects



375

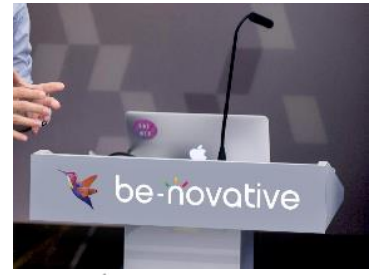
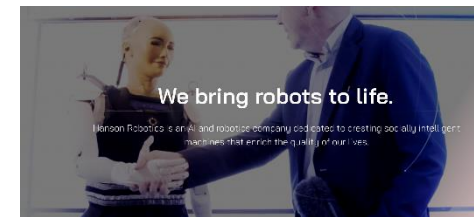
Students



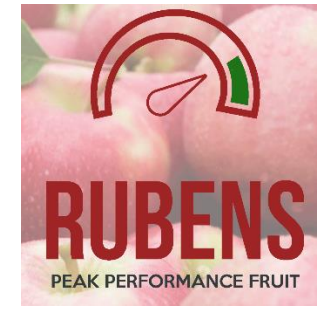
Imperial College  
London



From the start, we have collaborated with many commercial and social organizations in the Americas, MENA, EU & Asia



axel springer



The Whizz reinforces correct inhalation technique with every breath



The Whizz mobile application encourages compliance, every day



# The feedback from clients has been exceptional

**...we are electrified about the deliverables...it is fully in line with our expectations ...We will keep you posted on our progress and absolutely invite you all for the launch in May!**

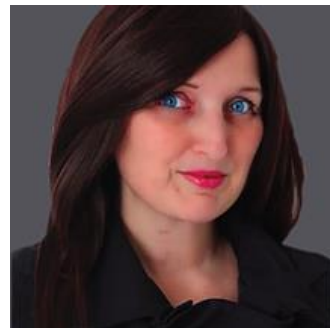
SMU Cox is an outstanding business partner. This is not just an academic support program. **It is a program that delivers immediate tangible business impact as an essential input to our corporate strategy.**

**Last week we showed the presentation to other members and they were amazed...they promptly asked me about the tool and how to expand the search to other cities...this was THE GIFT for 2019**

Your work was very impressive. **You took us further than we had been thinking** with good ideas that can be implemented.



*Diego Micheletti  
VP Latin America BD  
Microsoft*



*Leesa Soulodre  
Stratificare, Board of  
Advisors*



*Roger Koepl Director /  
Presidente Yougreen*



*Sean Loram-  
COO Li & Fung –  
Global Hardlines*





# The students have found the experiential learning insightful and helpful in their careers

Change requires courage.

I've learned that these projects will help many people better their lives.

You have to option every idea to find a solution. Don't hold back any idea. no matter how crazy, big, small, expensive, difficult or any other qualifier.

- Life changing experience.

- Teamwork is key.

- How different and similar at the same time, the doing business in another country.

EXPANDED MY ABILITY TO MAKE A GREATER IMPACT

It is possible to tackle complicated problems in a short amount of time.

How to take uncertainty and a complex problem and to rely on new colleagues to deliver an assignment on a quick turnaround

- how to deliver under pressure





# Some student feedback after participating in a War Game

Very educational day providing insights into the institutional strategic processes of leading global competitors

"I found the War Game Competition really interesting because it is an innovative and effective way to tackle uncertainty and be prepared even for Black Swan scenarios."

This was a great experience and possibly the most useful portion of my MBA program. The simulated environment allowed me to utilize my experience in a realist setting.

Great day, wish this could be a semester class, this is the stuff I joined the program for

It was rewarding to be able to work with MBA students from other universities to see if our approaches differ and to learn from each other.

"The War Games experience was so profound, being able to collaborate with students from different countries allows a great blend of ideas that really can come into fruition"

I would like to run through more Wargame scenarios for different industries.

Really amazing collaboration with different schhol. Gives Insights to different Dynamics

This session was so great! I loved all the real world examples Arjan shared. This is our of our control, but I would have loved to see everyone in person.

What an incredible opportunity to learn a unique strategic way to attack potential business issues.

This was actually very stressful and fun at the same time. Our strategy felt like a C-suite thinking about the big picture and making hard decisions in order to preserve the company vision. I wish there was another round to keep competing

The basis of competitive strategy was fascinating. It can be directly applied in all aspects of business and industries. This was a wonderful learning experience and will likely be one of my most memorable classes in my MBA program.

This is a great addition to any concentration, the ability for hands on learning is invaluable. I would recommend this to any and every one. - Natalia

LOVED being able to work with new students outside of my class and interact with students at IPADE.

Strategic

Practical

Global