NEW COURSE PROPOSAL

**GRADUATE** Level I (Masters & Phd courses) X Level II (Phd courses) **UNDERGRADUATE**

**SCHOOL, DEPARTMENT, COLLEGE**: SCHELLER COLLEGE OF BUSINESS **DATE:** NOV 25, 2013

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| 1. Proposed Course Number: IMBA 6311   (Verify with Registrar's Office) | | | | | | | | | | 2. Hours: *LECTURE 4 LAB/RECITATION SEMESTER CREDIT 4*  *Is this course repeatable for credit? \_\_\_NO\_\_* | | | | | | | | | | | | | | | | |
| 3. Descriptive Title: ANALYSIS OF GLOBAL ENVIRONMENTS | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4. Recommended Abbreviation for Transcript – (24 characters including spaces): | | | | | | | | | | | | | | | | | | | | | | | | | | |
| A | N | A | L |  | O | F |  | G | | | L | O | B | A | L |  | E | N | | V | I | R | O | N |  |  |
| 5. Catalog Description – (25 words or less)  Analysis of a specific region through an international study tour with emphasis on understanding its economy, culture and business environment | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6. Basis: L/G YES P/F YES Audit YES | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7. Prerequisites: NONE  Prerequisites with concurrency: NONE  Corequisites: NONE | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8. Has the course been taught as a special topic? NO If YES, When Enrollment | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Is this course equivalent to another course (graduate or  undergraduate) taught at Ga. Tech? If yes, list course number(s): Modified from (replaces) IMBA 6310 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. For undergraduate courses, are you requesting that this course satisfy:   Humanities \_NO\_\_ Social Science \_\_NO\_\_ Ethics \_NO\_\_ Global Perspective \_\_NO\_\_ | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11. Expected Mode of Presentation: | | | | | | | | | *MODE* | | | | | | | | | | *% of COURSE* | | | | | | | |
| * Lecture | | | | | | | | | Lecture | | | | | | | | | | 100% | | | | | | | |
| Discussion | | | | | | | | | |  | | | | | | | |
| Seminar | | | | | | | | | |  | | | | | | | |
| Demonstration | | | | | | | | | |  | | | | | | | |
| Other (Specify) | | | | | | | | | |  | | | | | | | |
| * Lab/Recitation | | | | | | | | | Supervised | | | | | | | | | |  | | | | | | | |
| Unsupervised | | | | | | | | | |  | | | | | | | |
| 12. Planned Frequency of Offering: | | | | | | | | | *TERM TO BE OFFERED* | | | | | | | | | | *EXPECTED ENROLLMENT* | | | | | | | |
|  | | | | | | | | | Fall | | | | | | | | | | 120 | | | | | | | |
|  | | | | | | | | | Spring | | | | | | | | | |  | | | | | | | |
|  | | | | | | | | | Summer | | | | | | | | | |  | | | | | | | |
| 1. Probable Instructor(s) – *Please mark with an asterisk any non-tenure track individuals.*   SABYASACHI MITRA, HAN ZHANG | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Purpose of Course: Relation to other courses, programs and curricula:   Required course for the MBA in Global Business and MBA in Management of Technology Curricula | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 15. Required YES Elective NO | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16. Submit a course syllabus | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ATTACHED | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17. Can the class count toward degree requirements at Georgia Tech? YES | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18. Is this class restricted to Free Elective only? NO | | | | | | | | | | | | | | | | | | | | | | | | | | |

Registrar 12/09

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IMBA 6311

**Analysis of Global Environments**

**Course Objectives**

This course incorporates the International Residency (2 weeks in duration) in the MBA in Global Business and MBA in Management of Technology curricula. It serves as a capstone experience for the students. It is designed to enable participants to gain firsthand knowledge of international issues in business, culture, strategy, and technology. The residency is comprised of a mixture of company visits, lectures focusing on the economy and business environment of the region, and more direct experiences with the culture of the host countries. Given the strong experiential nature of the residency, students are encouraged to actively share their experiences and observations with one another through a variety of formal and informal methods.

**Course Topics**

The focus of the international residency is on in-depth analysis of specific industries in the region, in addition to understanding the economy, culture and business environment of the location visited. Topics include the following:

* Identification of key industries in the region
* Understanding the value chain of major industries and companies of the region
* SWOT analysis of the major industries and companies in the region
* Identification of opportunities in these industries for US companies
* Historical overview, culture and cultural differences in the region
* Economic history, SWOT analysis of region
* Bi-lateral and multilateral trade agreements
* Intellectual property protection and legal environment

**Course Delivery**

The course represents a significant amount of work for both participants and organizers. The work for the course can be divided into 3 components:

*Prior to visit:*

* Case studies of companies to visit during the residency, identification of key questions/issues to address
* Lectures and briefings on region from experts
* Student groups collect data from public sources on specific topics that are assigned to them.
* Documentaries, movies, books and articles about the region

*During visit*

* Lectures and briefings from government agencies and local university experts
* Company visits to major US and local companies
* Group discussion forums with participation from local executives and experts
* Presentation and discussion of findings on specific topics of interest

*Typical day during the international residency*

* Morning – company visits, company briefings, plant tours
* Afternoon – lectures, economic briefings, government briefings
* Evening – debrief and discussion, executive roundtables, cultural activities

**Location**

Likely locations for the International residency are China, India, Latin America and the Middle-East

**Grading**

Reports and Presentations (40%), Participation and discussions (60%)