IMBA 6411

**Global Strategy Project II**

**OBJECTIVES & COURSE OUTLINE**

This is the **second** of a sequence of courses where students work individually or in teams with a company on a real world problem related to global strategy. The goals of this project are to apply current strategic analysis tools and thinking to real world global strategic issues that confront upper management of Fortune 500 companies. Students will interact with executives in real time during the duration of the project.

**Overall Global Strategy Project**

* Several companies are selected to participate in the *Global Strategy Project.* During the first term of the curriculum, program faculty work with students to identify and contact companies of interest. Companies submit a brief problem statement.
* The student teams consist of 4-5 students approximately and they select one of the companies.
* The overall project contains four parts:
  + Students learn the different methodologies for analyzing companies, and apply them to the selected company. Students can use public information or have needed access to the company via executive contacts. As an integrative project, students will draw on all the functional areas that they have studied (e.g., accounting, finance, IT, marketing, OB, operations) to truly generate a strategic perspective.
  + Each participating company assigns an executive who designs a detailed problem statement around a current strategic issue, ideally with a global component. Program faculty will work with the executive to define the strategic question. Several conference meetings will be set up during the program for each study group to discuss with the company representative questions and ideas for feedback.
  + Each student group, under the guidance of the faculty, work to define the desirable characteristics of a solution. They define the objectives that the solution should achieve and the overall approach that they will follow in designing a solution.
  + Each student group, under the guidance of the faculty, will design a solution that addresses the problem and achieves the desired results.
  + Each student group will write a paper and present their findings to the faculty and the company representatives. They will modify their solution based on feedback.

**Global Strategy Project II will focus on defining a solution.**

* + Work with faculty and company representatives to understand the desirable characteristics of a solution.
  + Collect data from public and company sources that will help them in defining a preliminary solution.
  + Write a report to document the preliminary solution. Consult with company representatives and faculty to document feedback regarding the solution.

**Grading**

Grading will be based on (a) company feedback (50%), and (b) project report (50%).

**Evaluation of Student Work**

Each student team will have a faculty advisor (can be the same as the course instructor and/or another faculty member with expertise in the subject area) who is assigned to guide the project and evaluate progress. The evaluation of student work for Global Strategy Project II will be based on the following and completed by the faculty advisor and/or course instructor.

1. **Preliminary Solution Definition** – the project report will document the following to be evaluated by the faculty advisor and/or instructor:
   * **Solution Characteristics –** working with the company executives, the student team will define the parameters and desirable characteristics of a solution
   * **Data Analysis –** documentation of any data analysis, interviews, secondary research and other analysis used to define a preliminary solution
   * **Preliminary solution -** Write a report to document the preliminary solution. Consult with company representatives and faculty to document feedback regarding the solution.
2. **Supporting documentation –** the project report will also document the following to be evaluated by the faculty.
   * **Meeting minutes –** minutes of the meetings with the company representatives and decisions made regarding the preliminary solution
   * **Secondary research –** documentation of any additional research done to create the preliminary solution.
3. **Company Feedback –** the instructor will also contact the company representatives to solicit feedback about their interactions with the team.