

Welcome to Global Lab!

In INTL 915, Global Lab, you will work on a real-world project, situated in an international setting. You will work alongside an international firm's executives, collaborating with them and honing your recommendations, while also learning about the nuances that make international business challenging and rewarding. This experiential approach to learning provides an excellent opportunity to exercise many of the concepts that are part of an MBA curriculum. As you will be working in a team, you will have an opportunity to exercise leadership and teamwork concepts. The project is also full of real-world complexity, focused a firm's strategy or operations in an international setting, which will require you to integrate concepts from various disciplines. The projects we examine in Global Lab are not strictly about international business strategy, but rather the deployment of best practices in marketing, pricing, operations, and/or organizational design in an international setting. In this manner, you are well equipped to contribute and explore differences across borders and cultures.

As part of Global Lab, you will spend your spring break in another country working with the firm. During winter quarter, you will intensively research the firm, the country, the economic conditions, the competitors, and other factors that will drive your in-country research and final recommendations. Thereafter, during spring break, your time in country will enable you to refine your analysis and confirm project recommendations.

The opportunity to work with a real-world client and develop a set of recommendations based on analysis also permits you a great chance to exercise consulting best practices and client-facing skills. We will discuss many of these best practices and focus on the importance of written and verbal communication, as well as data presentation as part of a consulting engagement. These become all the more important when working across borders and cultures. You will specifically learn how to conduct industry research and how to develop strategy presentations in line with consulting best practices.

In many ways, my role in the class is different that in a lecture class. I will work with each team to overcome any issues with the data, analysis, research, formulation of recommendations, and its presentation. My role is to help and guide you in being successful with the client and successful with your personal goals. Working with teams and seeing the great progress in an academic quarter is always very rewarding for me. I am confident you will find the opportunities in Global Lab rewarding, too!

I hope you can join us for a project in Global Lab!

Sincerely,

A handwritten signature in black ink, appearing to read "Russell Walker", with a long horizontal flourish extending to the right.

Russell Walker, Ph.D.