

NORTHWESTERN UNIVERSITY
KELLOGG SCHOOL OF MANAGEMENT
SUMMER 2014
COURSE SYLLABUS

*** DRAFT***

Updated on 3/26/2014 4:06:00 PM

GIM SOUTHEAST ASIA
SATURDAYS, 9 – 12 NOON
OR
SATURDAYS, 1:30 PM – 4:30 PM
WIEBOLDT XXX

PLEASE NOTE THAT TO MAKE UP FOR THE JULY 4TH HOLIDAY, THIS COURSE WILL BEGIN ON SATURDAY, JUNE 21, 2014

Instructor: Prof. Kim-Chi Trinh, Ph.D.
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Office Hours: By appointment

1 COURSE OVERVIEW

See GIM Course Description at <http://www.kellogg.northwestern.edu/academic/international/gim/index.htm>

2 COURSE GRADE

Grade component	Score	%	Length	Due date
1. Participation & Professionalism	Individual	20%	n/a	Continuous assessment
2. Simulation Assignments	Individual	20%	n/a	Continuous assessment
3. Simulation Performance	Group	10%	n/a	Continuous assessment
4. Presentation of Project Proposal	Group	10%	10-15 min	Saturday, 8/16
5. Presentation of Project Findings	Group	10%	10-15 min	TBD (or Saturday, 9/13)
6. Project Report	Group	30%	15-20 pages	TBD (or Monday, 9/15)

Participation & Professionalism (individual score)

Please think of class time as a business meeting and:

1. Complete all assignments before class.
2. Hibernate all electronic devices during class unless specifically instructed otherwise.
3. Participate in all class/group activities.
4. Have your name tents visible in class at all times.
5. Notify the instructor in advance of your absence, if any.

Simulation Assignments (individual score)

The number of assignments related to the simulation will depend on the level of participation by the teams. A high level of team participation in all decision rounds will result in less individual assignments. At minimum, everyone will submit individually a simulation brief detailing your personal responsibilities during the simulation and your key learning points from the simulation. An excellent brief will also include an analysis of the strategies employed by your team and by you personally.

Presentation of Project Proposal (group score)

The goal of this presentation is to solicit useful feedbacks for your project from the professor and other class members. It should include: (1) Description of the specific and narrowly-focused research question(s) to be addressed (aka the management situation), (2) Description of the topic's importance, timeliness, economic, or social significance, and (3) In-Country Research Plan (a detailed matrix of three to five investigative research meetings that your group has arranged in a country with the following information: (a) Day/time/location of meeting; (b) Name/description of organization; (c) Name/title/bio of interviewee; and (d) Agenda and interview guide for each meeting.)

Presentation of Project Findings (group score)

The goal of this presentation is to report the results of your analysis of the management situation (previously introduced in the proposal presentation). An excellent presentation is not necessarily the one with all the answers; instead it's the one that illustrates your key learning points from your project and the trip. Moreover, it also raises interesting questions for other class members to think about and actively contribute to the discussion.

Project Report (group score)

Final project should include two parts.

Part 1 introduces the management situation to be analyzed by your team as well as the backgrounds of the people interviewed by your team, the company, the industry, and the selected countries of operation. In addition, it should include exhibits/appendices of performance data of (a) the company, (b) the industry, and (c) the selected countries of operation.

Part 2 provides your team's analysis of the management situation. In addition, it should include exhibits/appendices of (a) interview transcripts (via phone, email, or in person) and (b) other supporting multimedia (e.g., websites, photos, videos, and possibly some infographics).

Please submit your MS Word document file (15-20 pages, excluding appendices and exhibits) by email to k-trinh@kellogg.northwestern.edu in accordance with the due date described in the "Course Grade" section.

Late submissions will also be accepted by email. However, to be fair to other students who submit on time, a deduction of 5% of the final mark per day will be imposed on all late submissions without prior approval.

3 COURSE PACKET

The course packet covers the cost of a strategy simulation by Interpretive Simulations and articles that are not available free of additional charges from electronic sources. Materials not included in the course packet will be posted on Blackboard.

4 HONOR CODE

You are expected to comply with the Kellogg Honor Code available online at http://www.kellogg.northwestern.edu/stu_aff/policies/honorcode.htm

5 COURSE SCHEDULE & ASSIGNMENTS

Wk	Date	Title	Simulation
1	6/21	Intro of people, course, and strategy simulation	Practice
2	6/28	Doing business in Vietnam (Guest Speaker: Mr. Nguyen Anh Tuan, CEO)	1
3	7/12	Strategies in Emerging Markets	2
4	7/19	Understanding Southeast Asia	3
5	7/26	Doing business in Thailand	4
6	8/2	Doing business in Vietnam (Part 2)	5
7	8/9	Doing business in Singapore	6
8	8/16	Final preparation before trip	7
		Travel dates from 8/23 to 9/6	
9	TBD	Q&A debriefs of all meetings (a class dinner event in Hochiminh City)	
10	9/13	Evening class (?)	

Week 1: Saturday, June 21

Session Title: Introduction of people, course requirements, strategy simulation, emerging markets, and guest speaker(s)

Key Questions: Who are we? Why are we taking this class? What is this class about? How can we ace this class? What is the strategy simulation about? What are the objectives of the simulation? How can we

win?

Deliverables:

1. Formation of simulation teams
2. Formation of final project teams
3. Trip logistics: agenda and in-country logistics teams
4. Complete simulation in class - Practice Round

Assignments:

1. Review student simulation manual: read pages 1-29 and skim pages 30-93.

Week 2: Saturday, June 28 (Guest Speaker: Mr. Nguyen Anh Tuan, Founder of VietnamNet)

Session Title: Doing Business in Vietnam

Key Questions: What are some challenges and opportunities for multinational businesses in Vietnam?

Deliverables:

1. Discussion of simulation results – Decision 1
2. Understanding of selected business practices in Vietnam (from the perspective of a Founder CEO of a major Vietnamese firm)

Assignments:

1. Bring notebook computer to class for the practice round of simulation.
2. Review student simulation manual again: re-read pages 1-29 and re-skim pages 30-93.
3. Complete simulation before class - Decision 1

Week 3: Saturday, 7/12

Session Title: Strategies in Emerging Markets

Key Questions: Why do firms enter emerging markets? What are the major challenges of doing business in emerging markets?

Deliverables:

1. Discussion of simulation results – Decision 2
2. Overview of new market entry logic (ADDING and RACE frameworks)

Assignments:

1. Complete simulation before class - Decision 2
2. Read xxx

Week 4: Saturday, 7/19

Session Title: Understanding Southeast Asia

Key Questions: What are so unique about Southeast Asia? And what are the implications for multinational companies doing business in Southeast Asia?

Deliverables:

1. Discussion of simulation results – Decision 3
2. Overview of Southeast Asia (RESPECT framework)

Assignments:

1. Complete simulation before class - Decision 3

2. Read xxx

Week 5: Saturday, 7/26

Session Title: Doing Business in Thailand

Key Questions: What are some challenges and opportunities for multinational businesses in Thailand?

Deliverables:

1. Discussion of simulation results – Decision 4
2. Understanding of selected business practices in Thailand
3. Trip logistics in Thailand

Assignments:

1. Complete simulation before class - Decision 4
2. Read xxx

Week 6: Saturday, 8/2

Session Title: Doing Business in Vietnam

Key Questions: What are some challenges and opportunities for multinational businesses in Vietnam?

Deliverables:

1. Discussion of simulation results – Decision 5
2. Understanding of selected business practices in Vietnam
3. Trip logistics in Vietnam

Assignments:

1. Complete simulation before class - Decision 5
2. Read xxx

Week 7: Saturday, 8/9

Session Title: Doing Business in Singapore

Key Questions: What are some challenges and opportunities for multinational businesses in Singapore?

Deliverables:

1. Discussion of simulation results – Decision 6
2. Understanding of selected business practices in Singapore
3. Trip logistics in Singapore

Assignments:

1. Complete simulation before class - Decision 6
2. Read xxx

Week 8: Saturday, 8/16

Session Title: Project Proposal Presentation and Final Preparation before Trip

Key Questions: Open forum – Let's address all of your questions about the project and the trip this week.

Deliverables:

1. Discussion of simulation results – Decision 7
2. Presentations of project proposals
3. Finalization of all trip logistics

Assignments:

1. Complete simulation before class - Decision 7
2. Read xxx

Week 9: In-Country (xxx specific date and time TBD after we finalize trip schedule)

Session Title: Teams' Observations and Reflections on Doing Business in Emerging Markets

Deliverables:

1. Teams' observations and reflections of meetings completed in countries visited

Assignments:

1. Complete all team and plenary meetings.

Week 10: Saturday, 9/13

Session Title: Final Presentation and Course Debriefs

Deliverables:

1. Presentations of project reports

Assignments:

1. Prepare to present your final reports.

6 SUPPLEMENTAL MATERIALS

Books

Khanna T, Palepu KG. 2010. Winning in Emerging Markets: A Road Map for Strategy and Execution. Harvard Business Press Books: Cambridge, MA.

Purcell, Victor. 1965. The Chinese in Southeast Asia. Oxford University Press: London, UK.

Websites

1. EY's Emerging Markets Center. Link: <http://emergingmarkets.ey.com/>
2. Deloitte's Emerging Markets Practice. Link https://www.deloitte.com/view/en_US/us/Industries/US-federal-government/federal-focus/Emerging-Markets/index.htm
3. KPMG's Emerging Markets & Globalization Research. Link: <http://www.kpmginstitutes.com/topics/emerging-markets-and-globalization.aspx>
4. PWC's Doing Business in Emerging Markets Research. Link: <http://www.pwc.com/gx/en/issues/high-growth-markets/index.jhtml>
5. The official website of the Association of Southeast Asian Nations (ASEAN). Link: <http://www.aseansec.org/>
6. WorldBank's Doing Business Reports. Link: <http://www.doingbusiness.org/>
7. CIA's The World Factbook. Link: <https://www.cia.gov/library/publications/the-world-factbook/>
8. Transparency International's Corruption Perceptions Index. Link: <http://www.transparency.org/research/cpi/overview>

YouTube Channels