



INTL-915 GLOBAL LAB

DRAFT VERSION - TENTATIVE

WINTER 2015
Evanston Campus

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COURSE APPLICATION PROCESS:

Applications are accepted by the Kellogg Experiential Learning system. Students should apply for **INTL 915** via the Kellogg Experiential Learning System, at:

<https://www4.kellogg.northwestern.edu/el/>

The application start date is Oct 17, 2014.

The application close date is Oct 29, 2014.

Decision date is Nov 4, 2014 (before Round 1 bidding)

Owing to the unique work relationship and travel required of the teams, well formed and successful teams are highly desired. Special preference will be given to teams of 4 that perform and apply as a team. Individuals may also apply.

COURSE DESCRIPTION

Kellogg's Global Lab (G-Lab) offers students a unique opportunity to work one-on-one with an international company to help solve a pressing business or management challenge. This twelve-

week experiential learning course blends traditional classroom learning with real-world problem solving, teamwork, and client service. Working closely with the faculty advisor, teams of four students spend the first ten weeks on-campus conducting research, analysis, and interviews in line with the work plan they develop with their clients. After a mid-term progress review and completing their on-campus activities, the teams travel to the client sites to spend the final two weeks completing their research, presenting final recommendations, and working with management on implementation plans.

The course has three primary educational objectives. First, it allows students to apply their business skills and experience to a practical, real-world problem facing an international organization. Students will be encouraged to bring their industry and functional knowledge to meet the specific challenges of their clients. Second, the course is intended to deepen students' understanding and appreciation of international markets, business practices and cultural norms through a combination of on-campus work and international field study. Finally, G-Lab offers students the chance to continue developing their teamwork and client relationship skills outside the classroom. This course goes beyond a traditional group research project, which only a faculty member will read. Global Lab clients have high expectations for the value that Kellogg students can deliver to their organizations.

G-Lab projects are carefully selected by the faculty advisor on the basis of being rigorous, multi-disciplinary efforts which require teams to tackle issues of corporate strategy, marketing, finance, M&A, customer service, organizational design and/or operations. All projects focus on a high-priority business issue for the client organization and have an internal "champion" who agrees to serve as the primary contact person for the team and to communicate frequently with the students throughout the course of the project. Students are expected to devote 8-10 hours per week to the project, plus time in-country.

Student assignments to client projects will be based on individual preferences, requested skill sets and industry experience, local language requirements, and team member diversity. Every attempt will be made to grant students their first or second choice of projects. An on-line survey will be used to collect student resumes and project preference in advance, and final team assignments will be announced prior to the first class in November. Students who wish to form their own teams are free to request they work together; however, there's no guarantee that every team request can be accommodated.

For a complete listing of this Winter's G-Lab projects, see list of projects as e-mailed by Kellogg Experiential Learning.

Please note that enrollment in this course is limited to 24 students which means that only 6 projects will be undertaken. One team is allocated to the PTMBA program, meaning that 20 slots or 5 teams are available for the full-time MBA program. The Dean's Office and the Professor in conjunction with the client have identified one project for the PTMBA program.

PREREQUISITES

Students must have completed all core courses with the exception of OPNS-430 which can be taken concurrently in the Winter quarter. For practical purposes, this limits enrollment to students in their

second year of the full-time program and those in the one-year program. Part-time program students who have fulfilled their core requirements are also eligible to take the course.

EARLY EXAMS

Because of the international travel required at the end of this course, students are encouraged to make sure that they can take early exams in all their other Winter courses before enrolling in Global Lab. Please contact faculty members directly if you have questions about whether or not early examinations will be offered in your other courses.

CLIENT CONFIDENTIALITY

The information you will receive from client companies is considered proprietary and strictly confidential. Students are expected to make all reasonable efforts to protect non-public client information and to destroy or return all information at the conclusion of the course if the client so requests. In order to share confidential documents among team members, it is recommended that students use a shared workspace on Canvas which is password protected. The faculty advisor will provide a sample confidentiality and non-disclosure agreement if requested by the client.

EVALUATION AND GRADING

The grade in this course is heavily weighted to the quality of the final team recommendation report delivered to the client. The team's finished work product will be evaluated based on the depth of research and analysis, application of business tools and concepts, actionability of the findings and recommendations, apparent level of effort, and the overall quality of deliverables. In addition to the faculty advisor's evaluation, client companies will also be asked to complete a confidential project assessment, and students will have a chance to evaluate their teammates' contributions to the project.

<u>Component</u>	<u>Weight</u>
Team meeting and class participation	15%
Mid-term progress review	25%
Final recommendations report	<u>60%</u>
- Faculty advisor grade	30%
- Client assessment	20%
- Peer evaluation *	10%

Note: The faculty advisor reserves the right to adjust any student's final grade up or down by a full letter grade in the event that the student's peers unanimously score his or her contributions significantly above or below the overall team effort. In other words, the weighting for peer evaluations may be greater than 10% for outliers on the team.

WEEKLY TEAM MEETINGS

As can be seen in the detailed course schedule below, there are few traditional classroom lectures in Global Lab. Students will spend the majority of their time working in teams and meeting with the faculty advisor once a week to review progress, share new ideas and insights, and review deliverables. Each team will schedule a convenient weekly meeting time with the professor in his office. Students are expected to show up on-time for the weekly meetings and let their teammates and faculty advisor know in advance if they cannot make one of the meetings.

OTHER RECOMMENDED SITES

In addition to scheduled classes and faculty advisor meetings, G-Lab students are expected to attend a special session on the library resources. We will have a librarian join us for an introductory session. Some sites to consider include:

- [On-Line Library Research Tips](#)
- [Library Resources for Experiential Learning Courses](#)

COURSE SCHEDULE

Week and Dates	Time	Location	Details
PRE-TERM ACTIVITIES			
Oct 17, 2014	12:00 pm		Application Open
Oct 29, 2014	12:00 pm		Applications Close
Nov 4, 2014 (or before)	12:00 pm		Team Announcements
Nov 12, 2014	12:15-1:15 pm		Pre-term class. Mandatory.
Dec 4, 2014	12:00 pm		Work plans due to professor and client before winter break
WINTER 2013 TERM ACTIVITIES			
Week 1: Jan 7	1:30-3:00 PM	TBD	First class – <i>Getting Started</i> Library Resources
Week 1:	Various	4223	Meeting with client and professor
Week 2: Jan 14	1:30-3:00 pm	TBD	International Factors – Starbucks Case

Week 2:	Various	4223	Meeting with client Meeting with professor (optional)
Week 3:	Various	4223	Meeting with client and professor
Week 4:	Various	4223	Meeting with client and professor
Week 5: Feb 4	1:30-3:00 PM	TBD	Midpoint presentation to the class
Week 5:	Various	4223	Meeting with client Meeting with professor (optional)
Week 6:	Various	4223	Meeting with client and professor
Week 7:	Various	4223	Meeting with client and professor
Week 8:	Various	4223	Meeting with client and professor
Week 9:	Various	4223	Meeting with client and professor
Week 10:	Various	4223	Meeting with client Meeting with professor (optional)
In Country Travel			
Mar 14-28	On site with client (early exams permitting)		
Post Travel and Post Term			
April 3	12:00 PM		Final projects in digital and printed form due to Client and Professor
April 3	12:00 PM-1:00 PM	TBD	Class Reunion (Optional) Lunch served
April 3	8:00 AM		Class Surveys and Team, Self Evaluations due
April 17			Final grades available

CLASS DESCRIPTIONS AND READINGS

First Class (January 7)

- Focus: *Getting Started and Library Resources*
- Business problem solving strategies

- Client relationship skills
- Doing business in emerging markets

- Readings:

The McKinsey Way, Ethan M. Rasiel, McGraw-Hill, 1998, Chapter 1, pp. 3-13, Chapter 3, pp. 29-45, Chapter 8, pp. 77-92, Chapter 13, pp. 127-137.

Second Class (January 14)

- Focus: *International Business Strategy*
- Global expansion options for business
- Discussion of client projects looking to enter new markets
- Readings:

Global Competitive Strategy, Daniel F. Spulber, Cambridge University Press, 2007, Introduction, pp. 1-15, Chapter 5, pp. 135-140.

Introduction to International Strategy, David Collins and Jordan Siegel, Harvard Business School Module Note, December 8, 2006.

Starbucks Cases (in case packets)

Third Class (Feb 4)

- Focus: *Mid-term Progress Reviews*
- Progress Reviews due in class
- Team presentations
- Class discussion of common themes, challenges, and insights

Final Team Trip To-Dos (by March 12) All items to be handled in weekly meeting with Professor Walker.

- Focus: *Final Logistics*
- Copies of all travel-related documents due
- Making the best use of time in-country
- Discussion of international business etiquette (check out www.kwintessential.co.uk)
- Final Q&A before departure

GUIDELINES FOR DELIVERABLES

Work plan: Developing a focused and well-structured work plan early on is crucial to the team's success. Work plans should clearly state the core question that the team is trying to answer and then disaggregate the issues to be explored in answering that question. Each issue should have an explicit set of activities (e.g.: research, interviews, modeling) to be completed along with an

individual assignment and deadline for when the tasks are to be finalized. Once completed, the work plan should be shared with the client to help align expectations and identify possible gaps. The course readings will contain some helpful tools for creating these work plans, and a template will be provided to help teams get started.

Progress Review: Halfway through the term, teams will be asked to prepare and formally present a progress review to their clients. The review can be in either PowerPoint or written format depending on what teams feel will be most effective. This is the chance for teams to share their initial findings with management and remind the client of what work remains. Initial hypotheses and preliminary recommendations can also be floated for client reaction at this time. It is important to use this opportunity to get specific feedback from the clients on how things are going. Are they satisfied with the results so far? Do they wish to focus the remaining time on one or two specific things you've identified? Are there still big issues that need to be addressed? Some of the teams will be asked to share a summary of their progress reviews with the entire class during our third session.

Final Recommendations Report: The final project report should be a concise, well-structured document which synthesizes the team's research and analysis and answers the client's core question with logical, well-supported arguments and a clear set of actionable recommendations. Again, teams are free to choose between PowerPoint or prose format for this deliverable. The final report should be formally delivered to the senior management team in country at the conclusion of your two-week visit. Teams are encouraged to also deliver at that time any ancillary or back-up materials they wish to leave with the client. Items such as interview notes, industry research reports, customer survey data, and financial models can be very valuable to clients even after the conclusion of the project. Copies of the final report and any collateral material delivered to the client are due to the faculty advisor the first week back on campus.

DROPPING THE CLASS

Due to the unique nature of G-Lab, students are encouraged to enroll only if they are 100% certain they will stick with the class. If a student drops out early in the Winter quarter, not only do they leave their teammates under-resourced for the project, they disappoint the clients with whom they've already been in contact. For these reasons, students will be asked to sign a Team "Commitment Letter" on the first day of class promising to work together throughout the term and to drop the course only in the event of a significant, unforeseen personal or professional obligation. Officially, the last day to drop this course without penalty is end of the first week of Winter quarter.

HONOR CODE

All students are expected to adhere to the Kellogg honor code which can be found at http://www.kellogg.northwestern.edu/stu_aff/policies/honorcode.htm. In particular, students are reminded to provide complete citations for all research, data, graphs and quotations taken from other sources. This includes documenting sources on PowerPoint presentations as well as other written reports and client correspondence. Remember – plagiarism is a serious breach of the Kellogg honor code. For more information on how to avoid pitfalls, please visit

<http://www.northwestern.edu/uacc/plagiar.html>.

OUT OF POCKET COSTS

Client companies have agreed to pay for the costs of economy-class airfare and on-site accommodations for the work days that students spend in-country. Students are required to work with Northwestern University travel agents to book air travel. Details will follow in class. There are no processes to reimburse students for purchased tickets or use of frequent flier miles. In most cases, the client companies will arrange local accommodations for the team and pay these expenses directly, but students are expected to cover costs outside of coach travel and hotel room expenses.

All other costs associated with the international trip, including visas, immunizations, local transportation and meals, are the student's responsibility. Weekend travel, after-hour entertainment and site seeing are, of course, also considered personal expenses and are the student's responsibility. Please do not ask the clients to pay for any expense beyond those that they've already committed to paying.

INTERNATIONAL COMMUNICATIONS

Students are encouraged to use Skype or another low-cost VoIP provider to communicate with their clients abroad. In the event, however, that clients don't have high-speed internet access, Kellogg has set up a special international calling code for G-Lab students. To make an international call from any campus phone, simply dial *89-135727-9-011-country code-number. This code is to be used only for calls related to your client work, and its use will be strictly governed under the terms of the Kellogg honor code.