

MBA 570 GLOBAL ENVIRONMENT OF BUSINESS/INTERNATIONAL RESIDENCY AND INTERNATIONAL CONSULTANCY PROJECT

MBA 570 Global Environment of Business/International Residency is an integral component of the Robins School's Richmond MBA. It is required of all MBA students and, as the title indicates, includes on-the-ground experience outside of the United States. It is a three semester hour course. The 2005 international residency will be in São Paulo and Rio de Janeiro, Brazil.

The focal point of the course is the International Consultancy Project (ICP). Students are divided into four to eight member teams. Each team is assigned a client – an actual company – and the team works with company management on an international business issue. Clients can be based in the U.S. or in the country where the international residency will take place. For U.S. based clients, the teams usually explore market opportunities for the firm in the residency country. When the firm is based in the country of the residency, the teams usually do research on the feasibility of the client entering the U.S. market. Note that there is no fee for the ICP – neither the Robins School, the University of Richmond, nor the students receive any fees or expense reimbursements for the ICP and ICP related activities.

The course consists of three components: 1. pre-residency orientation, familiarization and background research, 2. international residency and field research, and 3. post residency research and report preparation. Component 1 is conducted in Richmond and lasts two weeks. During this segment students are given an overview of the historical, cultural, political, and economic situation in the country in which the residency will take place. This segment utilizes the University's Robins School and Arts & Sciences faculty, business executives, and diplomatic staff who brief students on the history, culture, political system, language, economy, and business situation in the residency country. Teams also commence preliminary research for their ICP client.

In the second component the students visit the residency country -- usually for ten to 14 days. During this time they visit a variety of businesses and NGOs and are briefed by government officials. A major aspect of the residency is that student teams will have in-depth meetings with their ICP clients. At this time they get first hand briefings about the company and its resources. Meetings with management allow the team and the managers to discuss the client's needs from the ICP.

Upon return to Richmond, the third component of the course begins. At this time the teams begin extensive research to meet the objectives of their ICP client firms. Upon completion of the research the teams prepare a detailed written report and presentation. The report and presentation (PowerPoint with a voice-over) constitute the course deliverables. Teams are required to submit three bound copies of the final report along with three CDs each containing the report and the PowerPoint voice-over presentation. The report and presentation are sent both electronically and as "hard" copy to the client firm. Note: *deliverable requirements are subject to change.*

Final grades are based primarily on the ICP report and presentation, but consideration is given to the level of interest and participation exhibited by a student in classes and during the residency. Team peer evaluations that assess each student's contribution to the ICP are conducted and the results are used to establish each student's final grade. Final grades are not submitted until all ICP projects have been completed – which usually occurs *several weeks after the normal end of term date.*



MBA 570 Global Environment of Business/International Residency, Summer 2005
São Paulo and Rio de Janeiro, Brazil
Professor Thomas J. Cossé

During the spring semester a Portuguese language class will be offered for MBAs who have paid the deposit for MBA 570. The class will meet from 5:20 to 6:20 p.m., one day each week (day to be determined), for 10 weeks. Participation in the class will be voluntary and there is no fee. Additional information will be provided at a later date.

Note --- dates are firm; topics are subject to change

Richmond Pre-residency

Week 1	Monday, May 9	Course orientation, expectations, and deliverables, international consulting project (ICP), “paper work,” team meetings. <i>BaFa BaFa</i> Cross-cultural simulation, Ursula Kobel, Imagetech, and Hollister Lindley, Windfall Associates
	Tuesday, May 10	Brazilian culture and lifestyle, Hilquias (Keo) Cavalcanti, Professor of Sociology/& Anthropology, James Madison University
	Wednesday, May 11	Brazilian economic and business environment, Counselor Rubens Gama, Economic Affairs Section, Embassy of Brazil in Washington

Brazilian Residency

	Saturday, May 14	Arrive in São Paulo Orientation and welcome dinner
Weeks 2 & 3	Monday, May 16 through Tuesday May 24	Detailed schedule will be provided prior to departure

Richmond Post-residency

Week 4	Monday, May 30	Submit tentative outline of ICP report Individual team briefings to class on ICP research
	Thursday, June 2	Individual team briefings to class on ICP research
Week 5	No scheduled meetings	ICP team research and report preparation
Week 6	No scheduled meetings	ICP team research and report preparation
Week 7	Thursday, June 23	ICP report draft due. Individual team briefings to class

Students are cautioned that this is a very intense course. It does not employ the traditional lecture/case discussion format, nor is a traditional meeting schedule followed. The nature of the International Consulting Project (ICP) is such that a significant commitment of time and energy beyond the typical course is required. Extensive out of class, individual and small group research is required. Course deliverables are three bound copies of the ICP report and three CDs with the report and a PowerPoint voice-over presentation. Note: deliverables are subject to change. Due to the nature of the ICP, it is highly probable that project work will continue beyond the normal “end-of-semester” date. Final course grade will be based on participation in class and residency activities and the final ICP report, including presentation. Team peer evaluations will be conducted at the conclusion of the course. The results of the peer evaluations may affect individual student grades. Grades will not be assigned until all reports have been finalized.

Brazilian Residency Schedule
MBA 570 Global Environment of Business/International Residency, Spring 2005
São Paulo and Rio de Janeiro, Brazil
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Brazilian Residency

Saturday, May 14	Arrive in São Paulo. Orientation and welcome dinner at Familia Manccini (Italian food)
Sunday, May 15	Morning – coach to Embú for sight seeing and shopping in market followed by barbecue at Professor Proença’s home. Evening - return to São Paulo
Monday, May 16	Morning - Introduction to Brazilian economy: Inflation Targeting, Vitoria Saddi, Queluz/BBS Emerging Markets, Ricardo Torres, BBS Lunch at America Afternoon - Secretary of Finance, State of São Paulo, Dr. Eduardo Guardia. Trade and International aspects, Secretary Marcelo Della Nina Evening – Rascal Pizza restaurant, John and BBS students.
Tuesday, May 17	Morning – Visit to Bank of Brazil (9-11:30am) Free time and lunch – on own Afternoon– Presentation with Dr. John Schulz and Dr. Ricardo P. de Britto Visit to Masp
Wednesday, May 18	All day – visits with ICP clients
Thursday, May 19	Morning – Municipal Market - Optional Lunch at Santa Cecília Afternoon-visit and management presentation at Editora Abril (one of Brazil’s largest publishing houses)
Friday, May 20	Morning – depart São Paulo, coach to São José dos Campos to an institutional visit to Companhia Siderúrgica Nacional (9-6:00pm) Lunch - McDonalds Late afternoon – coach to Rio de Janeiro

Saturday, May 21	Morning Tour Rio de Janeiro Lunch - Copacabana (feijoada) Afternoon – tour to Barra Section - optional
Sunday, May 22	Morning: free Afternoon – soccer optional
Monday, May 23	Morning – Ethyl Corporation: visit /management presentation Afternoon – Swedish Match: visit /management presentation
Tuesday, May 24	Depart for Richmond

Dates are fixed. Topics and speakers are subject to change.