

**MBA 795 – Section 002**

**Global Business Perspectives: Colombia**

**May 25 – June 1, 2019**

**Instructor:** Dr. Derek Horstmeyer, assisted by Meggan Ford

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# Course Description

The global residency is the hallmark of the George Mason MBA program and provides a platform to develop and deepen a global mindset. The course builds on the foundations developed in the MBA program and is designed to give students an opportunity to develop personal familiarity with the global environment and issues faced by global managers. Beyond the social and cultural dimensions that the residency explores, the course will focus on developing an increased understanding of global markets, competition, and business opportunities. The knowledge gained in this course can be useful both for students who are interested in working for a foreign company and for students who aim to lead a domestic business in an increasingly global marketplace. The focus of the course varies depending upon the location, background and international experience of the faculty member. This section of MBA 795 has a focus on *economic development and financial markets in Colombia*.

# MBA Competencies to Develop

This course provides a platform for you to test out your MBA knowledge in a “laboratory” setting.

* How did Colombia pull itself out of the economic malaise and social problems which plagued the country in the 90s? What role did government reform have in this move?
* How did financial markets aid in this development in Colombia?
* What does it take to be a successful entrepreneur or consultant in another country? Can you find a feasible business idea as an entrepreneur or formulate a sound strategy for an existing company competing in a global environment?

# Course Structure

To achieve the aforementioned objectives, the course will focus both on Colombian companies, financial entities (banks and exchanges), and governmental bodies. The goal of this course will be to assess how all three of these entities in tandem moved the whole country forward coming out of the multitude of issues that were present in the 90s.

# Honor Code

You are expected to follow the University’s honor code as presented in the University’s publications. Violations of the University’s honor code include but are not limited to (i) using someone else’s work, including spreadsheet models, and submitting them as your own, (ii) using a purchased case or research project solution as a significant portion of any assignment, or (iii) not giving credit (CITE) for ideas gained from other’s work. Please note: It is up to you to familiarize yourself with the University’s honor code. “I didn’t know” is not an excuse.

# Course Readings

## Required Readings

* Several EY and McKinsey surveys
* Several other articles produced on the history of Colombia
* Several Case Studies

The readings listed above can be found in the Course Material section in Blackboard.

# Deliverables

## Class Participation (25% of course grade)

Engaged participation means attending all pre and post meetings, administrative sessions, site visits, and other activities and actively engaging in the discussions by asking appropriate questions and participating in the group discussions.

Please note that you must attend **ALL** of the class sessions scheduled prior to our departure, each of the business visits in Colombia, and our final session. **If you miss an entire pre-residency or post-residency meeting without prior faculty approval and advance arrangements to make up the work, you will receive a one-grade deduction in your overall course grade**. Lack of attendance at meetings during the residency will be evaluated on a case-by-case basis. Of course, emergencies will be taken into account.

**A note on “asking questions” during the trip:** The value of the residency is greatly affected by the thoughtfulness of the questions that you ask of our presenters. Good questions elicit interesting points and help speakers align what they say with what you want to learn. That is why you are asked to do substantial preparation for the site visits on the pre-residency research paper (see below) in advance. The quality of individual participation affects the residency learning potential in other ways: Your questions influence our ability to attract and retain industry experts as speakers, they shape the spirit of the residency, and they impact relationships among the residency group as a whole. Also, please keep in mind that, for most of our presenters, English will be (at least) their second language so the onus is on us to be clear and concise.

## Company Research and Reflection Paper (50% of course grade)

The purpose of this individual assignment is to expand your knowledge base prior to the Global Residency in Colombia. The paper has two parts: pre-trip research and post-trip company research and reflection. Through reading assignments and hearing directly from local managers and entrepreneurs during the trip, we will build on the foundations developed in the MBA program and explore applications of core ideas in a non-U.S. or global context.

## Case Study (25% of course grade)

Each group will be assigned a case particular case study to begin the term. You will address all issues highlighted in the assignment and give a short presentation on the issues in class during the second week of meetings. Full details of this assignment follow on the Blackboard website under Assignments.

# Learning Disabilities

If you are a student with a documented disability and you need academic accommodations, please see me and contact the Disability Services at 703-993-2474, at the beginning of the semester. All academic accommodations must be arranged through Disability Services.

# Inclement Weather & Campus Emergencies

Inclement weather & campus emergencies: Information regarding weather related changes in the University’s schedule (e.g., closing or late opening) will be provided on GMU-TV, on the University's information line (703-993-1000), and will be given to all local media outlets. I plan to hold sessions unless the campus is officially closed.

# Course Schedule

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| *Event* | *Plan / Assignments* | *Date* | *Location* |
| *Pre-trip Meeting 1* | Introduction, overview of cultural, economic, and business environment of Colombia.  Case study introduction. | Wed,  May 1, 2019  7.20-10.00pm | Founders Hall 118, Arlington Campus |
| *Pre-trip Meeting 2* | Case Discussion. | Wed,  May 8, 2019  7.20-10.00pm | Founders Hall 118, Arlington Campus |
| **Deliverables**: Prepare one of the case studies and be ready to present your conclusions during the class discussion. |
| *Pre-trip Meeting 3* |  |  |  |
| CLASS BREAK |
| *Pre-trip Meeting 4* | Short presentations based on the Part I of the Research Paper. Company overview presentations and discussion. | Wed,  May 22, 2019  7.20-10.00pm | Founders Hall 118, Arlington Campus |
| **Deliverables**: Research Paper Part I; Research assigned companies and prepare to talk about and answer questions on those companies. Presentation slides due at start of class meeting. |
| *Residency* |  | May 26, 2019 –  June 1, 2019 | Colombia |
| Company visits and debrief |
| *Post-Trip Meeting* | Final Project presentations | TBA | Founders Hall 118, Arlington Campus |
| **Deliverables**:  - Copy of project/presentation slides  - Research Paper Part II |