

**University of San Diego**  
**School of Business Administration**

**GSBA 597**  
**International Business Practicum**

**Course Description:**

Students work in teams to design and develop solutions to a business problem or strategic initiatives for a company abroad. The international professional project delivers hands-on experience of the markets, economic policies, and business practices of the country in which the company operates. The consulting project will require students to apply creative and analytical tools to complete the project and communicate the results to clients. Faculty members will serve as supervisors for student teams.

**Course Objectives;**

By the end of the practicum, students and professor will have developed real, hands-on consulting savvy, project-specific and enhanced cross-cultural communication skills as well as managerial competencies. The consulting project experience will provide students with the opportunity to participate in management decision-making in a corporate environment while carrying out intensive strategic business projects. Though the primary objective of the practicum course is to serve as a vehicle for learning, *it is expected that the results of the consulting projects will be of considerable value and use to the sponsoring organizations.*

**Course Requirements:**

Each student, as a member of a team, will be responsible for undertaking and completing a consulting project for a firm. The team will plan and manage its time and work to complete a final power point presentation and project report.

**Course evaluation:**

**Individual Country Study: 15% – Due first day in the country**

Write an essay (4–6 pages) that summarizes an overview of the current business environment of the country of the practicum (business, political , economic, social)

**Evaluation of final project and presentation by the professor: 40%**

Implies the submission of an Executive summary of approximately 7-10 pages and Presentation to company representatives of the consulting project. Criteria: Use of concepts, interaction with company representatives, interaction with the professor during the process, final research findings and recommendations

**Evaluation by the company representative: 25%**

Relevance of results, conclusiveness of presentation, rapport with company executives. Company representatives will be asked to evaluate your executive summary and presentation.

**Peer evaluation: 20%**

Each student will receive a confidential peer rating from his or her teammates. Distinctions regarding team members' contributions, dependability, quality of work, etc., will be required on your part. Therefore, it is important that you document your experiences so that you will have a valid basis for rating your teammates within the guidelines provided. Peer evaluations will be done immediately following final presentations.