

# **International Business Consulting Project**

## **Buenos Aires Argentina**

### **Intersession 2007**

**Instructor:** Dr. Jaime Alonso GOMEZ

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#### **Course Description**

Students work in teams to design and develop solutions to a business problem or strategic initiative for a company abroad. The overseas 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

#### **Course Requirements:**

Each student, as a member of a team, will be responsible for undertaking and completing a consulting project for a firm in Buenos Aires Argentina. Each team will consist of graduate students from USD and potentially, one company representative. The team will plan and manage its time and work to complete a final power point presentation and project report.

**Course evaluation**

Evaluation by the professor: 30%. Implies the submission of an Executive summary and Project Report of consulting project

Criteria: Use of concepts, interaction with company representatives, research findings

Evaluation by the company representative: 45%

Relevance of results, conclusiveness of presentation, rapport with company executives

Evaluation by team members: 25%

Contributions to content, integration of the team, preparation of the final presentation

I would like to require that each team communicate with professor for 20-30 minutes a minimum of three times to discuss the progress on your work and to assure the technical, managerial and socio-cultural aspects of the projects.



**Jaime Alonso Gómez** has been a researcher and consultant for companies and/or institutions in Canada, USA, Mexico, Cuba, Honduras, Guatemala, El Salvador, Panama, Colombia, Venezuela, Peru, Bolivia, Brazil, Argentina, Chile, Uruguay, Spain, Denmark, UK, China, and Japan. He obtained his B.Sc. (Industrial Engineering) at Monterrey Institute of Technology in Monterrey, Mexico; M.Sc. (Applied Systems Design) at The University of Waterloo in Waterloo, Canada; and Ph.D. (Applied Economics and Managerial Science) at The Wharton School of The University of Pennsylvania. Additionally, he conducted post-graduate research work on Quality Management and Engineering at The Association for Overseas Technical Scholarship in Tokyo, Japan.

Currently, Dr. Gómez is Dean and professor of Strategy and International Management of the Graduate School of Business Administration and Leadership (EGADE) at the Tecnológico de Monterrey, Monterrey, Mexico. Under Dr. Gómez' leadership, as founding Dean of the Graduate School, EGADE has been recognized as the top business school in Latin America by *América Economía* (Chile), among the top business schools in the world by the *Financial Times* (UK) and the *Wall Street Journal*, among the world's top 15% of business schools in Social Responsibility and Sustainable Development by the Aspen Institute and The World Resources Institute, among the top business non-USA schools by *Business Week*, and among the top 50 MBA's in the world by *Handelsblatt* (Germany).

Jaime Alonso Gómez has been a researcher and consultant for companies and/or institutions in more than 100 organizations in more than 40 countries. Formerly a corporate executive and project engineer, Dr. Gómez joined Monterrey Institute of Technology in 1982. As an international scholar, He has taught students from all the Americas, Europe, Far and Middle East, Africa, and is a frequent guest speaker around the world. His areas of interest are: Strategic Management and International Operations and Management.

Professor Gómez has served or serves as The Academy of Management correspondent for the Mexico region, academic advisor for the Center for International Executive Education at Monterrey Institute of Technology, member of the Board of Directors of the Institute for Diversity and Cross-Cultural Management at The University of Houston, co-editor of the Latin American Business Review, Member of the Advisory Council of the Instituto de Negocios Internacionales del ESAN, Perú, Member of the editorial Board of *Expansión México*, Member of the Editorial Board of The Cabanillas Foundation in Alicante, Spain, Member of the Board at the Peter F. Drucker Graduate School of Management, Member of the Board of Directors of AACSB and European Quality Improvement System (EQUIS). He also is a Member of the Board of the Centro de Liderazgo para la Mujer, in Mexico City, and a Consultant to the Asociación Mexicana de Mujeres Empresarias and the Club de Mujeres de Negocios y Profesionales de Panamá.

In 2005, Dr. Gomez was named "Dean of the Year" by the prestigious Academy of International Business, AIB. AIB has more than 3000 members around the world.