

Scheller College of Business

MGMT 4833: International Business Practicum

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Course Overview:

The International Business Practicum is a new course structured around a consulting project in which students work on a strategic issue in collaboration with a company and its employees. The projects involve “live” issues currently facing companies as opposed to historical case studies or hypothetical examples.

Students work in teams of approximately five as management consultants for their clients. The work will involve framing the issue, evaluating options, gathering and analyzing data (potentially including secondary data and primary data gathered via surveys and interviews), developing implementation-focused recommendations, and presenting the recommendations to clients. The International Business Practicum provides an action-learning context in which students apply what they have learned in the classroom to a specific business issue, thereby bridging theory and practice. Course objectives and learning outcomes include

- **Analyze and interpret** an international business issue by conducting market, cultural, and competitive assessments for a partner organization.
- **Develop and Deliver practical solutions** through clear, well-structured written reports and persuasive oral presentations.
- **Demonstrate cross-cultural awareness** by adapting communication and collaboration strategies to diverse professional and cultural contexts.
- **Work effectively in teams** by managing tasks, resolving conflict, and contributing to collaborative project outcomes.
- **Strengthen professional skills** including project management, adaptability, and critical thinking in a global business environment.

Course Materials:

Your client will provide information/data/ specific to your project. Some projects may require students to source data on their own through the internet, interviews/surveys, etc.

Class Format:

The international business practicum will occur *mostly* outside of the traditional classroom setting. We will have select class sessions as a group but students will be required to meet with their groups to complete the project. I will also post videos and share specific consulting tools to help students be more successful on their projects. I will have required advising sessions throughout the semester. Finally, there will be a project presentation day in which each team presents findings and recommendations to their clients.

Grading:

Project Charter	15
Project Plan	15
Mid-Project Update/Presentation	15
Final Presentation	25
Final Paper	25
Self and Peer Evaluations	5
Total	100%

Each student's course grade will be the sum of his/her team's performance on the grade items above. The student's individual course grade may be adjusted based on their contribution factor as assessed by their team.

Deliverables are described in detail below.

Item	Due Date	Description	Grading Criteria	Points
Project charter	TBD	You will share this with your client – it documents the project overview; the project approach, including phases, deliverables, major tasks, and target dates; the communication plan; and client responsibilities and assumptions. The project charter is between you and your client.	Coverage of the necessary elements, demonstrated effort in tailoring the project not only to your client's needs but also to your team's capabilities, avoidance of extraneous sections, and clarity / writing quality.	0 to 15
Project plan and team member responsibilities	TBD	List of work steps for the project, including who is responsible for each step and (any) deliverable(s) associated with each step. Brief statement of how each team member will contribute to the project and what work steps each team member is responsible for.	Coverage of the necessary elements, correspondence to the major tasks and milestones listed in the project charter and demonstrated effort in summarizing each team member's role and contribution.	0 to 15
Mid project update session	TBD	The purpose is to update your team's progress to date with the instructors	Coverage of the necessary elements and demonstrated progress on the project.	0 to 15
Final Presentation	TBD	This is the final presentation of your findings and recommendations, which you will present to your client during an in-person session at Georgia Tech (or virtually). It will contain similar information as your final written report, with a focus on section #4 of your	Presentation clarity, including whether the presentation has a logical flow and is formatted/ formulated well with no major writing errors (e.g., spelling, grammar); ability to engage audience; effective use of available time and A/V materials.	0 to 25

		written report.		
Final Paper	TBD	<p>The written final report is the “permanent record” of your project. It should include the following sections.</p> <ol style="list-style-type: none"> 1. Executive Summary (summarizes the entire project). 2. Project Background (~0.25 to 0.5 pages, 1.5 line spacing). 3. Summary of Work Steps Accomplished (~0.5 to 1 page, 1.5 line spacing). 4. Findings and Recommendations (varies). 5. Conclusion and Call to Action (~0.25 to 0.5 pages, 1.5 line spacing). 	Grading criteria include coverage of the necessary elements; quality of evidence supporting findings and recommendations; quality of rationale for recommendations and next steps; overall clarity and writing quality.	0 to 25
Self and Peer Evaluations	TBD	Evaluations Forms to be provided	Completion Grade	0 to 5
	TOTAL			0 to 100

Class Policies and Resources

Academic honesty: We will abide by the Georgia Tech Honor Code. The complete text of the Honor Code is available at <http://osi.gatech.edu/content/honor-code>.

ADAPTS: Georgia Tech complies with the regulations of the Americans with Disabilities Act of 1990 and offers accommodations to students with disabilities. If you need a classroom accommodation, please make an appointment with the Office of Disability Services (<http://disabilityservices.gatech.edu/>) to discuss the appropriate procedures and keep me informed.

Changes to the syllabus: The material within the syllabus is subject to minor changes due to circumstances throughout the semester. Changes will be announced in a timely fashion via Canvas.

Course announcements: We will post announcements regarding the course via Canvas. It is the student’s responsibility read and review announcements.