

IBUS 579
Applied Global Consulting Program - India
Spring 2020

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DESCRIPTION:

This course allows students to apply high-level MBA strategy skills in a unique cultural context – among grassroots entrepreneurs in the state of Gujarat in India. Immersed in Indian culture and working on challenging business problems, students will test their skills and thinking, gain global exposure, and help impoverished families prosper. They will also see how MBA business analysis and leadership skills translate to a vastly different context. With 1.9 million members, SEWA is a global NGO that organizes collective representation for poor female laborers from the informal economy. SEWA’s goals for its members are full employment and self-reliance.

UW student teams spend eight intense days working with SEWA’s staff understanding issues and scoping projects to improve lives and livelihoods. The teams return to Seattle Spring Quarter to complete their projects. Group recommendations are presented to SEWA via videoconference in May for feedback and implementation.

LEARNING OBJECTIVES:

- Gain global business experience by scoping and completing a project to the client’s satisfaction.
- Sharpen strategic and creative thinking by engaging with problems and a low-resource setting requiring out-of-the box application of classroom knowledge.
- Enhance cultural intelligence by learning to be flexible while communicating in ways appropriate to the client context, expectations and business practices.
- Explore models of social enterprise - understand strengths and limitations of using business models and disciplines to solve social problems.
- Make a measurable difference in the lives of SEWA women and their families – to help them to earn better livings and lead more comfortable lives.

COURSE SCHEDULE

PRE-DEPARTURE:

Pre-Departure Session 1. (Saturday Feb. 1, 9:00 a.m.-1:00 p.m., Paccar 391)

Agenda:

- Introduction and Overview of SEWA
- Course Overview
- Itinerary and Travel Logistics
- Group Expectations
- Team Meetings

Read:

- Headstrong: Profile of a Headloader in Ahmedabad, India, Leslie Vryenhoek

Post-Session:

- Before the teleconference, you will receive email contact information for your SEWA manager(s). Please send them an e-mail introduction of your team. Include an attachment with photos and short bios for your team. Please copy Jennifer and SEWA chairwoman Reemaben Nanavaty (reemananavaty@sewa.org) on these e-mails.

Teleconference with SEWA. (Tuesday Feb. 11, 8:00-10:30 p.m., Paccar 292)

In this session, you will have a brief opportunity to meet your SEWA manager(s) via videoconference. They may provide a short overview of the project and you will have the opportunity to pose a few questions.

Prepare:

- Come prepared with 3-5 questions for your managers.

Pre-Departure Session 2. (Saturday February 29, 9:00 a.m.-1:00 p.m., Paccar 391)

Agenda:

- India- Historical and Geopolitical Context
- Cultural Considerations
- Insights from Former Participants
- Project Scoping- Preliminary Scoping Presentations
- Final Travel Logistics

During this session, your team will present your project as you understand it, along with any questions you may have. You will have the opportunity to receive feedback from the group.

Prepare:

- Short (3-5 slides) presentation with an overview of your project and your priorities for research while in India as you understand them now. Also include any questions you would like to discuss with the group. Please submit this presentation on Canvas before class.

Post-Session:

- First Draft of Letter of Engagement (LOE). (See Canvas for a link to guidelines on this document). There will be time to work in teams on these letters during this session. Please submit your completed draft on Canvas by the end of the day Monday, March 2. Once we have signed off on your draft (and before our trip departure), email it to your SEWA managers. Please copy Jennifer and Reemaben Nanavaty (reemananavaty@sewa.org)

INDIA: PROJECT WORK WITH SEWA (March 21- March 28, Ahmedabad)

Introductory Meeting (March 21, 11:00 am, Ahmedabad)

Scoping Presentations (March 28, 2:00 pm, Ahmedabad)

- Final LOEs signed.

Post-Trip:

- Please submit your final LOE and scoping presentations on Canvas before the first class session on March 31.

SPRING QUARTER:

Class time will be allocated between group discussions and team meetings. Students are required to attend all Tuesday night class sessions and to meet with teams at that time.

We will provide focus questions and interim deliverables to guide you towards completion of your project and final presentation.

Work Session 1. (Tuesday, March 31, 6:00-9:00 p.m., Paccar 293 and team rooms)

During our first class session, teams will work together to come up with a work plan to implement their project. Final project work plans are due on Canvas by the end of the class session.

Prepare:

- Project Work Plan Draft.

Work Session 2. (Tuesday, April 7, 6:00-9:00 p.m., Paccar 293 and team rooms)

Work Session 3. (Tuesday, April 14, 6:00-9:00 p.m., Paccar 293 and team rooms)

Prepare:

- Draft of Case Study.* Teams will submit a case study related to their project. The case study is a short (1-2 page) profile of someone you met in conjunction with the project. The goal of the case study is to allow you an opportunity to have an in-depth conversation with a SEWA member. SEWA also uses these case studies for marketing purposes.

Work Session 4. (Tuesday, April 21, 6:00-9:00 p.m., Paccar 293 and team rooms)

Prepare:

- Draft of Deliverables.*

Work Session 5. (Tuesday, April 28, 6:00-9:00 p.m., Paccar 293 and team rooms)

Prepare:

- Draft of Final Presentation.*

Final Presentations (Tuesday, May 5, 8:00 p.m.-10:30 p.m., Paccar 293)

Prepare:

- Final Presentation.

Post-Session:

- Copies of your final deliverables for your SEWA managers (including power point with final presentation, supporting materials, and the case study) are due on Canvas by Friday May 8.
- Project Assessment. Please submit your completed Project Assessment form on Canvas by Friday, May 8.

*These documents are listed on the syllabus as a guideline. You do not need to submit these documents on Canvas.

COURSE RESPONSIBILITIES

Your grade will be based on the following:

Final Deliverables	50%
Participation	30%
Interim Deliverables	15%
Project Assessment	5%

Final Deliverables. Half of your grade will be based on the final deliverables to SEWA. This component includes the deliverables themselves in the form agreed upon as well as the final presentation. Grade will be based upon overall quality, appropriateness, and relevance to SEWA audience as well as client feedback.

Participation. Your participation grade will be based on your presence in class. You must attend each of the class sessions and the final presentation on May 5, prepared to engage with others. Your participation will also be based on your engagement in the field work in Ahmedabad.

Interim Deliverables. The remainder of your course grade will be based on completion of the interim deliverables. These deliverables include:

- Powerpoint with Draft Project Overview (due on Canvas prior to class on Feb. 29)
- Draft LOE (draft due on Canvas by March 2; email revised version to SEWA prior to departure for India)
- Signed LOE and Scoping Presentations to SEWA (due March 28; please submit both documents on Canvas prior to class on March 31)
- Project work plan (due end of class on March 31)

Project Assessment. Each student will complete an assessment of the course(due May 8). The questions are available on Canvas.

MBA HONOR CODE:

We employ the principles and procedures espoused by the Foster School of Business MBA Honor System to maintain academic integrity in the course.

ACCOMMODATIONS:

If you have already established accommodations with Disability Resources for Students (DRS), please communicate your approved accommodations to me at your earliest convenience. To request academic accommodations due to disability, please contact Disability Resources for Students (DRS), uwdrs@uw.edu or (206) 543-8924.