



## MGT 557: Global Business Immersion

### Colombia: Mod 1 – 2015

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The course offers a truly unique opportunity to experience the practices, problems, and successes of multinational businesses first hand. The seminar takes a ‘country-study’ approach, using specific company experiences in Colombia, to draw out the links between classroom and discipline based frameworks and actual practice. There will be take away ideas directly relevant for your careers as managers, in such areas as: HR, marketing, operations, and finance.

The immersion trip takes place during the break between Mods I and II (roughly 8 days), and will include a mixture of cultural events (e.g., sightseeing, tours, alumni/recruiting events) and a schedule of company visits, with possible presentations from in-country experts (e.g., Local chamber of Commerce representatives, or current or former government officials). Working with the professor(s), GBA reps handle much of the trip logistics, including putting together the schedule by drawing on Owen and Vanderbilt contacts. We will have approximately two visits per day, with ample time in the evenings and on weekends to explore on your own. Many of the companies are leaders in their fields and are employing innovative approaches to the Colombian market.

Enrolled students are required to attend pre-trip meetings, and all visits. Please remember that you are Owen, and Vanderbilt, ambassadors. Three deliverables for the class are: (a) pre-trip briefing slides on the companies we will visit; (b) an overall course document containing schedule information, company information, country information, and including such goodies as travel advice. The purpose of the document is to be a resource for class use, and as a record which can be consulted by future Mgt 6557 immersion classes; and (c) (usually one or two) presentations to the Owen and Vanderbilt communities on our experiences. Course credit is Pass/Fail, based on attendance and deliverables.