China Field Project 2015-16

MESSAGE FROM
PROGRAM DIRECTOR

Dear MBA Students,

It is my pleasure to announce the addition of new MBA elective "BUS551-International Field Project Course".

International field trips and study tours are popular forms of teaching and learning across the globe in the MBA Program. To give our MBA students exposure about nature of globalization and Global Mindset, a new elective "International Field Project Course" has been offered from Fall 2015.

Comprised of faculty-led foreign and local trips, this course has been designed to enrich the curriculum and pedagogy at IBA. Both students and faculty advisors would add value in academics by bringing with them enhanced knowledge of best business practices followed around the world through visiting different international and multinational corporations, top universities, international organizations, factories, industries and cultural sites.

I hope you will take full advantage of this unique and interesting learning opportunity.

Warm Regards,
Dr. Nasir Afghan

Globalization

Business

Culture

Strategy

Economy

History

Learning

Analysis

Processes

Vision

Course Structure

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<td>Classroom</td>
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<td>During Fall Semester</td>
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<td>Module – II</td>
<td>Local Field Project: Karachi</td>
<td>Four Weeks</td>
<td>Friday Afternoons</td>
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<td>Module – III</td>
<td>International Field Project:</td>
<td>One Week</td>
<td>January 10 to 17, 2016</td>
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<td>Shanghai China</td>
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China Field Project 2015-16 Registration begins: July 2015. Interested students are required to submit/email their names to program office latest by end of July 2015.

Eligibility: Only for MBA (Morning/Evening) Students

Credit Hours: Three - 3

Number of seats: 25

Faculty Advisors/Resource Persons: Dr. Nasir Afghan and Dr. Rameez Khalid

Fee: Standard IBA fee

Travelling, Stay and other related costs of China’s visit to be borne by student

Note: Partial funding/financial assistance will be arranged by IBA for deserving students

Grading: At the end of each project, students will be required to submit reports and presentations in the form of groups separately for each industry. Final grades would be based on overall learning and performance during this course.
Course Plan:

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<th>August</th>
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<td>Orientation</td>
<td>Visits to industries in Karachi including Textile, Cement, Energy, Ports,</td>
<td>Group Presentations and Report submission on</td>
<td>Financial Supply Chain Management Simulation</td>
<td>Group Presentations on China’s history, culture,</td>
<td>Field visit to China from January 10 to January</td>
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<td>Session</td>
<td>Automotive, FMCGs and Pharmaceutical industries</td>
<td>Pakistan’s Industrial Outlook 2015</td>
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<td>business, economics, industries, education and Pak-</td>
<td>17, 2016 and Final Presentations and Report</td>
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<td>China cooperation</td>
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Learning Objectives:

- To give students understanding of global manager’s dashboard which is used in making strategies
- Ability of students to understand the influence of local business and political environment, culture, practices and economics
- Ability to recognize global values, norms, attitude, practices, trends, legal environment and behavior for business decision processes
- Recognizing host location’s values, practices, constraints and cultural norms when making business decisions
- To provide insight and exposure of international businesses, challenges, opportunities, practices and management techniques in different regions.
- To provide a unique experience of global awareness, social and cultural interaction and opportunity to explore different business environments.
- To provide a platform to our students for international internships, jobs, and higher studies and networking opportunity with local students and business leaders.

Learning Outcomes:

- Micro Level: Understanding of firms’ operations
- Meso Level: Industry and sector level analysis
- Macro Level: Understanding of businesses and economies at national and international level