

**Westminster College**  
**MBA\*PRJ2.6\*01 Globalization**

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**Project Description and Context**

This project focuses on learners' ability to assess how external forces can result in strategic opportunities or threats to your company when moving to international markets. Specifically, learners will choose a country (if the company is locally based and not yet ready to imagine moving to another country, another state within the U.S. that hasn't been reached can be considered) and analyze the external forces (SLEPT) surrounding the country that may affect the firm success. Learners will then address how those external forces can lead to strategic opportunities or threats to the company and its products. Based on the findings gleaned from this external analysis, learners will compose a global positioning report that explains the external factors (i.e., SLEPT) surrounding the country, how they are different than what the company faced before, describe opportunities (and threats) for the company given the context, and identify strategic ways to convert threats into opportunities and create competitive advantages for the company.

**Competency**

- *Interpret findings from a SLEPT analysis to determine overall relevance and impact to the firm's operations.*
- *Identify the relevant global "sphere" for the firm, based on where up- and down-stream members of the value chain are located, where final consumers are located, or where corporate assets are located.*

**Goals of this Project**

- *Identify a country for the external analysis.*
- *Outline the impacts of the SLEPT factors on your product have when taking it to the chosen country.*
- *Identify associated opportunities and threats with SLEPT when your company exports its product to this country.*

- *Address how the environmental factors (i.e., SLEPT) can lead to strategic opportunities or pose threats to the company and its products.*
- *Demonstrate ways to convert threats into opportunities given a global context.*

## **College Wide Learning Goals**

### **Critical Thinking**

Students will comprehensively explore issues, ideas, artifacts, events, and other positions, before accepting or formulating an opinion or conclusion.

### **Creativity**

Students will combine or synthesize new ideas, practices, or expertise in original ways that are characterized by innovation, divergent thinking, and risk taking.

### **Collaboration**

Students will demonstrate self-awareness, understanding of effective group dynamics, and project management skills.

### **Communication**

Students will communicate ideas to audiences in oral, visual, and written forms to establish knowledge, to increase understanding, or to advocate for a particular position

### **Global Responsibility**

Students will (i) employ practices informed by social responsibility across the spectrum of differences and (ii) demonstrate knowledge of and evaluate solutions for, challenges affecting local, regional, and global communities.

**Required Readings:** No textbook is required for this course. All readings can be accessed through the canvas course via links provided in assignment descriptions.

**Technology:** Student must have regular access to internet to receive communications from the instructor, download documents, upload assignments and conduct online research. Students must have access to document creation and editing software such as google docs. Canvas is the official course delivery information for all course content including email. If you do not regularly check canvas email regularly then you must forward canvas email to your preferred email account. This can be done through account settings.

**Prerequisites: None**

**Modality:** This is an asynchronous, self-paced course where learning occurs virtually online and through prepared resources, without real-time teacher-led interaction. Students are expected to reach out to instructor when help or clarification is needed. All assignments are due by the end of the semester time frame.

**Grading:** The project coach will provide an evaluation of your project deliverables and determine mastery of the competency-based deliverable, on the associated assessment rubric. The project coach will also provide direct feedback of your deliverable if the project submission does not meet all the learning outcomes. If the project submission demonstrates mastery of the associated competency, the project coach will also provide value-added feedback and provide the learner an opportunity to resubmit the project deliverable for an overall project evaluation of exceeds. To be able to resubmit students must submit assignments 3 weeks before the end of the semester to give ample time for feedback. Resubmissions of projects that demonstrate mastery must be resubmitted within the current semester timeframe.

The grading scheme for the course is as follows and is strictly adhered to. A B- (80%) is required for credit.

A 93 - 100%	A- 90 - 92%		
B+ 87 - 89%	B 83 - 86%	B- 80 - 82%	
C+ 77 - 79%	C 73 - 77%	C- 70 - 72%	
D+ 67 - 69%	D 63 - 66%	D- 60 - 62%	Fail <60%

**Canvas:**

Canvas will be the official method of information delivery and email for this course.

**Academic Dishonesty:**

In the case of academic dishonesty, zero points will be awarded for the work. Students are allowed to collaborate on both homework and laboratory assignments but copying of another's work is strictly prohibited. This includes the copying of another's work with the addition of minor modifications. All cases of academic dishonesty will be reported to the appropriate administrative personnel.

**Pronouns, Correct Names, and Inclusion:**

It is your right to be identified by your correct name and pronouns. I support people of all gender expressions and gender identities and welcome students to use whichever pronouns or names that best reflect who they are. In this spirit, I expect all students to also use the correct pronouns and names of classmates. Please inform me if my documentation reflects a name different than what you use and if you have any questions or concerns please contact me after class, by email, or during office hours.

**Your rights under federal laws:**

Section 504 of Rehabilitation Act of 1973/ADA. Westminster college is committed to provide equal access in higher education. If you need disability-related accommodations in this class, have emergency medical information you wish to share with me, or need special arrangements in case the building must be evacuated, please inform me immediately. Please see me privately after class or in my office. Disability Services authorizes disability-related academic accommodations in cooperation with the students themselves and their instructors. Students who need academic accommodations or have questions about their eligibility should contact Jody Katz, Director of Disability Services & Testing Center, in the basement of Giovale Library (801-832-2272) or email [disabilityservices@westminstercollege.edu](mailto:disabilityservices@westminstercollege.edu).

Title IX. Title IX of the Education Amendments of 1972 prohibits sex discrimination against any participant in an educational program or activity that receives federal funds. Westminster is committed to providing a safe and non-discriminatory learning, living, and working environment to all members of the Westminster community and does not discriminate on the basis of sex. This includes on the basis of gender, gender identity, gender expression, nonconformity with gender stereotypes, or sexual orientation. The College's Title IX policy strictly prohibits sexual assault, sexual harassment, gender-based harassment, gender-based discrimination, sexual exploitation, interpersonal violence (dating violence, domestic violence, stalking), and retaliation for making a good faith report of prohibited conduct or participating in any proceeding under the policy. The policy and accompanying procedures are available at [www.westminstercollege.edu/about/resources/title-ix](http://www.westminstercollege.edu/about/resources/title-ix) and discuss prohibited conduct, resources, reporting, supportive measures, rights, investigations, and sanctions for violations of the policy. If you want to make a report of prohibited conduct, you may contact Westminster's Title IX Coordinator, Kat Thomas, or report an incident online. Kat can be reached at [kthomas@westminstercollege.edu](mailto:kthomas@westminstercollege.edu), 801-832-2262, or in Malouf 107. You can also contact Deputy Coordinator Rodney Glore at [rglore@westminstercollege.edu](mailto:rglore@westminstercollege.edu) or 801-832-2025 or in Giovale 111. Please note that to the extent permitted by law, the College aims to protect the privacy of all

parties involved in the investigation and resolution of reported violations of the policy. However, the College has a duty to look into and take actions in response to reports and cannot guarantee confidentiality or that an investigation will not be pursued. The Counseling Center is a confidential resource, and by law the counselors who work there cannot reveal confidential information to any third party without express permission unless there is an imminent threat of harm to self or others. As an instructor I am a responsible employee and am required to report any information I obtain regarding conduct that may violate the policy to the Title IX Coordinator so that students can receive supportive measures and referrals to resources, they are aware of their options, and the safety of the campus community can be ensured. If you begin to disclose an incident of prohibited conduct, I may interrupt you because I want to make sure that you have had the opportunity to discuss the incident with confidential resources on and off campus first. If you need supportive measures inside or outside the classroom because of an incident of prohibited conduct, please reach out to the Title IX Coordinator for assistance.

#### Equal Opportunity.

Title VI of the Civil Rights Act of 1964 prohibits discrimination based on race, color, or national origin in any program or activity receiving federal financial assistance. In addition to these, Westminster's Equal Opportunity policy prohibits discrimination or harassment based on ethnicity, age, religion, military status, or genetic information in any of its programs or activities. If you encounter this type of discrimination or harassment, or feel that you have been retaliated against for reporting prohibited conduct or participating in any related proceeding, you should contact Kat Thomas, Equal Opportunity Administrator, at [kthomas@westminstercollege.edu](mailto:kthomas@westminstercollege.edu), or 801-832-2262, or in Malouf 107. The equal opportunity policy and procedures can be accessed from the Student Life webpage. As an instructor, just as with Title IX, I am a responsible employee and am required to report any information I obtain regarding discrimination or harassment to the Equal Opportunity Officer for further review.

**This syllabus is subject to change. Students will be notified of any change.**