

Global Immersion 2013

Location themes

Denmark

Faculty in-charge: Mr. Steve Alisharan

Representative Themes: The scope of the project work, in teams with students from Copenhagen Business School (CBS), is on the broad intersection of business, government and sustainability challenges faced by industry in Europe. In partnership with a range of sponsoring companies, projects will focus on business analysis, study of best practices, consumer analyses, and the generation of strategic options for current problems facing sponsoring companies.

The initial phase of study in a range of industries including shipping, oil and gas, pharmaceuticals, consumer electronics, furniture design, and energy, will occur in December 2012-January 2013 in the context of videoconference-facilitated joint class sessions with CBS students. The class sessions will be led by Steve, Moura Quayle, and two faculty members from CBS.

The time in Copenhagen will be spent on company visits, working in teams with students from CBS within sponsoring companies to generate and finalize recommendations, and presentations to company panels.

Sauder and CBS faculty, and industry judging panels will select the winner of the inaugural Sauder-CBS cup. The winning team will also win a cash prize of \$6000 to be shared by the team members.

Cultural excursions and networking event with Sauder alumni is also being organized.

Possible Pool of companies for project feedback and visits: Maersk (Shipping, Oil and Gas), NOVO Nordisk (world's leading seller of insulin), Lundbeck (leading provider of CNS related drugs), Novozymes (world's leading provider of industrial enzymes), Lego, Bang and Olufsen (consumer electronics), Fritz Hansen (global leader in furniture design - residential + commercial), Vestas (windmills), and Carlsberg Brewery.

India

Faculty in-charge: Dr. Murali Chandrshekar

Representative Themes: The focus of the learning is on strategic growth for business and leading change in society. In the first phase, students will travel to Madurai (after a day of recovery in Bangalore) to work on one of three projects: (a) strategies for leading change by mobilizing the Aravind model of high quality-high volume-low

cost into other contexts, (b) growth options for Aurolab – the manufacturing arm of the Aravind Eye Hospital, and (c) entry strategies for Aurolab into Africa. The focus for all teams will also be to secure an understanding of the intersection of leadership, organizational culture, and tight coupling between demand generation and operations that make Aravind the most efficient eye hospital in the world.

In phase two, students will be in Bangalore to work in teams with students from Indian Institute of Management (Bangalore) and participate in a case competition that we are mounting in collaboration with Deloitte-India. The theme of the case is 'Leading Change – Reversing Global Malnutrition.'

Sauder and IIM-B faculty, and industry judging panels will select the winner of the inaugural Sauder-Deloitte cup. The winning team will also win a cash prize of \$6000 to be shared by the team members.

Project work and case preparation will begin in January in the context of three class sessions led by Murali and Moura Quayle – students will apply strategic design thinking principles to craft out solution approaches.

In Bangalore, we will also visit companies and be exposed to speakers to better understand two dimensions: (a) India as a source of innovation, and (b) India as a market for global companies.

Cultural excursions and networking event with Sauder alumni is also being organized.

Possible Pool of companies for project feedback and visits: Aravind Eye Hospital, Aurolab, Infosys, Honeywell, Deloitte-India, Narayana Hrudalya (cardiac facility with similar operations and processes as Aravind), Kingfisher Airlines and Kingfisher Breweries.

Singapore

Faculty in-charge: Mr. Blake Hanna

Representative Themes: The scope of the project work, in teams with students from SP Jain Center of Management, is on the broad intersection of business, government and sustainability challenges faced by industry in Asia and Canada. In partnership with a range of companies, projects will focus on identifying key industry drivers, study of best practices, role of government in development of industry sectors, and the role of consumers in fostering innovation and leading performance.

The initial phase of study in a range of industries including Banking & Financial services, Biomedical sciences and healthcare delivery, logistics and shipping, telecom, and IT & ITES, will be in January. In the context of three class sessions led

by Blake and Moura Quayle, students will apply strategic design thinking principles to craft out solution approaches.

The time in Singapore will be spent finalizing recommendations and presentation to industry panels, company visits, cultural excursions, and networking with Sauder alumni.

Sauder and SP Jain faculty, and industry judging panels will select the winner of the inaugural Sauder-SP Jain cup. The winning team will also win a cash prize of \$6000 to be shared by the team members.

We are also trying to finalize the elements of a case competition that will be mounted in Singapore during the two-weeks there.

Possible Pool of companies for project feedback and visits: Singapore PSA (Port and Container terminal), SATS (Singapore Airport Terminal services), Sony, YCH (a leading integrated end-to-end supply chain management and logistics provider), a manufacturing location in the Biomedical industry (one of Novartis, Abbott, or Beckton Dickinson), and Tiger Breweries.