



[Global Strategic Management Mike W Peng Download .pdf | Tested](#)

*University of Texas at Dallas / BA 4373 Global Strategy  
Prof. Mike Peng (Spring 2008—Thursday)*

	<p>Do not attempt to summarize the entire case in Slides 2 and 3. Only summarize the relevant information. <b>Please make your slides readable</b>—you will lose points if classmates sitting in the back row cannot read the slides you present. Although case discussion questions are helpful, do not attempt to answer them all. The key here is to <b>focus</b> on one debate (as suggested).</p> <p>You choose the most effective format to present the debate. One possibility is to have team member 1 present side A, team member 2 present side B, and then team member 3 play the role of moderator/reconciler. Alternatively, the entire team can represent side A, and engage the rest of the class as side B.</p> <p>Please prepare one hardcopy handout (6 slides printed on 1 sheet) for the professor. Please do not email ahead of time—nobody has that kind of time to open, print, and bring your handout to class.</p>
<p style="text-align: center;"><b>TERM PROJECT Ten-Page Case Write-Up</b></p>	<p>This is a group-based exercise (1) to write your own case study (6-8 pages) and (2) to write your own case analysis (2-4 pages)—for <b>a combined total of 10 pages</b> excluding the title page and any attachments, such as figures, tables, appendix, and references.</p> <p>Your guiding question is: "<b>How to solve a strategic problem in global strategy?</b>" The first part will be a case study focusing on a hard-to-tackle strategic problem. Examples include: (1) How to enter a new foreign market? (2) How to divorce from our JV partner while minimizing the damage to our interests and reputation? (3) How to govern a newly acquired foreign company? (4) How to deal with some ethical dilemmas? Make sure you use <b>question marks</b> (?).</p> <p>Try to follow the format of the cases that we study during the term, give enough details on the background of the firm, and focus on a difficult decision. This part should take approximately 6-8 pages. The second part will be your analysis and recommendations to these managers in terms of how to proceed, which should take about 2-4 pages (similar to your case analysis mentioned earlier)—at least 1 page should be devoted to <b>recommendations</b>. All together, the ideal length is 10 pages, excluding attachments such as figures and tables. In terms of the attachments, please be reasonable. <b>Under no circumstances can the total report (all inclusive) exceed 20 pages—I will stop reading after p. 20.</b></p> <p>The <b>best</b> papers will show evidence of some investigative efforts—digging for more information, interviews/phone calls/emails with managers—and of synthesis and careful editing. They will also be insightful, going beyond the most obvious lessons to draw out the story behind the story.</p> <p>The quality will be evaluated along content and process dimensions (60% and 40%, respectively). Careful editing is expected. Simply “cut and paste” sections written by different coauthors will result in a very poor grade. <b>Appendix 1 gives a complete list of the grading criteria—pay attention!</b></p> <p>Outside research is expected. Please properly document your sources either in footnotes/endnotes or in (author name, year) format with a reference list attached at the end of your work—Please see the section on “Scholarly Professionalism and Citizenship” for more information.</p> <ul style="list-style-type: none"> <li>• One inch margins should be left on four sides of the paper, and the font size cannot be smaller than 10 (I am using “times new roman” 10 point now);</li> <li>• On the title page, everybody’s email is required;</li> <li>• Also on the title page, include a 1-paragraph, double-spaced <b>executive summary</b> (less than 100 words);</li> </ul>

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