

# IMBA 6401 – Global Strategy Project

## Summer 2026

**Instructor:** Tim Martin, PE  
**Office:** 4143  
**Phone:** (404) 385-3267  
**Email:** tim.martin@scheller.gatech.edu  
**TA:** hglass3@gatech.edu

**Office Hours:** Before Class or By Appointment  
**Class Times:** Friday, May 8 @ 5:30 – 9:30  
Friday, May 15 @ 5:30 – 9:30  
Saturday, June 13 @ 8:30 – 12:30  
Friday, June 26 @ 5:30 – 9:30  
**Location:** Rm TBD

### **Course Description:**

The Global Strategy Project (“GSP”) is a two-semester capstone course structured around a consulting project in which students work on a strategic issue for a participating firm. The projects involve real issues firms are currently facing as opposed to historical case studies or hypothetical examples. The projects are sponsored by companies interested in topics such as identifying new strategic opportunities and improving operations.

Students work in teams of 4-6 as management consultants for the sponsoring firms. The work will involve framing the issue, evaluating options, gathering and analyzing data (including secondary data and primary data gathered via surveys and interviews), developing implementation-focused recommendations, and presenting the recommendations. The GSP provides an action-learning context in which students apply what they have learned in the EMBA program to the company’s problem, thereby bridging theory and practice.

The GSP is divided into two courses, one in the summer and one in the fall semester. The courses are:

- *IMBA 6401*: Global Strategy Project I – Summer 2026. This course introduces students to the global strategy project and includes project selection, team management, project management, and problem-solving principles. This semester is more focused on process.
- *IMBA 6411*: Global Strategy Project II – Fall 2026. This course includes helping student teams structure solutions, develop implementable recommendations, and deliver reports and presentations to their clients. This semester is more focused on content.

### **Course Objectives:**

- Integrate theoretical knowledge and practical skills acquired throughout the academic program to address a real-world problem
- Develop and recommend solutions that demonstrate critical thinking, research methodologies, problem-solving, and innovation in the chosen project field
- Demonstrate proficiency in project management by setting objectives, creating timelines, managing resources, and adapting to challenges throughout the project lifecycle.
- Present project findings and deliverables through well-structured reports, presentations and visual aids, tailored to professional and academic audiences.

### **Course Materials:**

1. Simulation: Value Chain
3. No textbook is required.

### **Grading Policy:**

Final course grades will be assigned according to the following weights:

|                     |     |
|---------------------|-----|
| Team Expectations:  | 10% |
| Kick-Off Meeting:   | 10% |
| Project Charter:    | 15% |
| Project Plan:       | 15% |
| Mid-Project Status: | 30% |
| Team Performance:   | 20% |

Grade distribution is as follows: A – 90 to 100. B – 80 to 89. C – 70 to 79. D – 60 – 69. F – 59 & below.

#### *Team Expectations:*

Due: Sunday, May 24 by 11:59pm

Deliverable: A document clearly outlining how the team will operate. This document sets a clear framework for collaboration and responsibilities, ensuring everyone understands the expectations for behavior, communication, and deliverables. This is intended to be an internal document, not to be shared with the participating firm. All team members must agree and sign the finished product.

#### *Kick-Off Meeting:*

Due: Sunday, June 7 by 11:59pm

Deliverable: A project kick-off meeting is the first formal meeting held at the start of the project. Its purpose is to align the students and the participating firm's team members on the project's objectives, scope, timeline, and expectations. Students shall turn in the meeting agenda and the meeting minutes. If the kick-off meeting cannot occur by the due date, you must notify the instructor beforehand to avoid a late penalty.

#### *Project Charter:*

Due: Sunday, June 21 by 11:59pm

Deliverable: The project charter is a foundational document that formalizes the project, defines its purpose, and establishes its framework. It serves as a single source of truth for project information throughout the project lifecycle. It sets the stage for successful execution and alignment between team members. Students shall turn in the project charter, as well as proof the participating firm has agreed with

it. If the project charter agreement cannot occur by the due date, you must notify the instructor beforehand to avoid a late penalty.

*Project Plan:*

Due: Sunday, July 5 by 11:59pm

Deliverable: A project plan is a roadmap that outlines how a project will be executed to reach the objectives. It provides a structured approach to managing a project, ensuring all team members are aligned on how the work will be carried out. Students shall turn in a plan detailing what tasks need to be done (high-level), who will do the work and by when, what deliverables are required, etc. If the project plan cannot be turned in by the due date, you must notify the instructor beforehand to avoid a late penalty.

*Mid-Project Status Update:*

Due: Friday, July 24 by 11:59pm (hard deadline due to end of semester)

Deliverable: Perform a project status update with your participating firm to review progress made so far, what the next steps are, and what information is still needed. Format to be determined between your team and the project sponsor. It can be a written report, oral presentation, recorded presentation, etc. Students shall turn in the meeting minutes, along with your status update deliverable.

*Team Performance Review:*

Due: Monday, July 27 by 11:59pm (hard deadline due to end of semester)

Deliverable: Students will submit peer reviews on each team member consisting of effort level and quality of work. The grade will also be influenced by the instructor's observations of each student's performance during class time and any feedback from the participating firm. Each student will receive an individual grade.

*Class Participation:*

Attendance and participation are not required. However, key points will be made in the class sessions that will benefit the students in completing the graded deliverables. In addition, bonus points will be awarded for those students that do participate consistently that will be used at the end of the semester to determine if a grade improvement is possible. The class session will be recorded but is not available to live stream.

*Late Assignments / Disputes:*

I will allow completion of assignments after the due date (unless otherwise noted), although I will deduct 20% of the maximum points available for each day late.

If you have an issue or a concern with your grade, please provide a detailed, written request for re-grade within a week of receiving your grade. I will reserve the right to re-grade the entire assignment (and not only the specific question you are contesting).

**Groups:**

Groups will be formed during the first class. Students will have the ability to select their desired firm and group members; however nothing is guaranteed. Students may be put with firms or other students that are not their first choice.

If group members are unable to work together effectively, you must first attempt to resolve the issue within the group and document your efforts (dates, steps taken, and outcomes). If informal resolution fails, contact the instructor within one week with a summary of the problem and supporting evidence. The instructor will facilitate conflict resolution (mediated discussion, revised roles, or expectations) and may require a remediation plan with deadlines.

If mediation does not restore productive collaboration, or a student determines they can no longer be part of the group, the instructor may reassign members or require individual deliverables. If a student requires individual deliverables, they will have no contact with the sponsor firm for the remainder of the program. All submittals and questions will be directed to the instructor. In cases of harassment, threats, academic dishonesty, or unprofessional conduct, the matter will be handled according to university policies and may result in disciplinary action.

**Academic Integrity**

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. Review [Georgia Tech's Honor Code](#) and the student [Code of Conduct](#).

Any student suspected of cheating or plagiarism on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

**Classroom Etiquette:**

It's expected that you are courteous to both your instructor and your fellow classmates. This includes turning off your cell phone. You may not use a laptop in class. Please bring your name tent with you to every class. One of the most important things to me about classroom etiquette is to start on time with everybody on board.

**Official Communications:**

Both Canvas and the class email distribution list are used to post information on class changes, upcoming assignments, grades, etc. Communications will be sent to the Georgia Tech student email that is assigned to you by the Institute. It is your responsibility to have the Georgia Tech email account active and to receive and regularly read messages written to that address.

**Accommodations for Disabilities:**

If you are a student with learning needs that require special accommodation, [contact the Office of Disability Services](#) (404-894-2563) as soon as possible to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

**Student-Faculty Expectations Agreement:**

At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. [The Student-Faculty Expectations](#) articulate some basic expectations that you can have of me and that I have of you.

In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.

**Tentative Schedule:**

The following schedule is tentative. In general, even if the specific date of coverage may change slightly, the order of coverage should remain as presented below. Modifications may be made as the semester progresses and the appropriate changes will be announced in class.

| Class | Date                       | Topic  |
|-------|----------------------------|--|
| 1     | Fri, May 8, 5:30 - 9:30    | Lecture:<br>Course Introduction<br>Projects Introduction<br>Strategy Consultants Introduction<br>Defining the Problem                    |
| 2     | Fri, May 15, 5:30 - 9:30   | Lecture:<br>Project/Team Selection<br>Setting Expectations<br>Team Management<br>Problem Solving Principles<br>Guest Speaker - Coca-Cola |
| 3     | Sat, June 13, 8:30 - 12:30 | Simulation:<br>Value Chain Simulation<br><br>Lecture:<br>Conducting Analysis<br>Making Feedback Valuable<br>Guest Speaker: Ernst & Young |
| 4     | Fri, June 26, 5:30 - 9:30  | Lecture:<br>Progress Review<br>Project Work  |