

KYIV SCHOOL OF ECONOMICS

Practice Session, Term III 2013

Instructor: Maksym Obrizan

Time & Location: Time varies - please check the schedule, Room 207

Instructor's Office: 317

Office Hours: whenever my office door is open (for questions not related to grading) or by e-mail appointment

E-mail: mobrizan@kse.org.ua or mobrizan@gmail.com

E-mail should be used only for organizational issues - if you have a question about course material please see me in person.

Course webpage: <http://mobrizan.weebly.com/business.html>

Course Description:

This is the second half of the Practice Session course that you started with Dr. Vakhitova in Term II. The primary focus of this course is on advanced business analytics and presentation skills. We will consider a business application for Ukraine, study a case from Harvard and learn how to write and present an industry report.

(Preliminary) List of Topics:

Business application to the Ukrainian pharmaceutical market

In this simulation your team will act as a product manager for a large international pharmaceutical company entering the Ukrainian market. You will be provided with the descriptives and will need to choose the best strategy.

Innovations: Harvard business case

This Harvard business case will help your team to understand the role of innovations in a successful company strategy.

Preparing and presenting an industry report

Your team will prepare an executive report about the Ukrainian industry of your choice for a large multinational corporation interested in our country.

Soft drinks: seasonal variation in sales (if time permits)

Your team will have to predict sales of a certain soft drink based on the data you collect.

Grading:

Letter grades will be distributed according to standard KSE grading scale with each assignment equally weighted. **Presentation of the results is as important as the quality of the work!** Your target audience are busy professionals who **will not** bother reading through pages of unorganized stream of consciousness! Your future boss will have 5 minutes for you and the goal is to give her an answer in 2-3 slides with nice looking graphs and figures. You need to learn how to suppress endless output into concise and yet informative presentation.

Team Work:

Each assignment has to be done in the group of three students. For each assignment a new group should be formed, otherwise you are losing 5% every time this requirement is violated.

Students with Disabilities:

If you have a disability that may require some modification of seating, testing, or any other class requirement, please let me know as soon as possible so that appropriate arrangements can be made. Please see me after class, during office hours, or schedule an appointment.

Policy on Using Cell Phones and Other Electronic Devices:

Please do not distract other students during the class by using your cell phones or other electronic devices. Your equipment should be in a silent mode of operation. Please do not be surprised if I ask you to leave when your phone rings in class.

Policy on Student Complaints:

You are welcome to discuss a complaint with the instructor after class or during office hours. If you have a complaint or concern that you do not feel can be or has been addressed adequately by the instructor, you should take the matter up with the KSE administration.

Sexual Harassment:

If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment you are encouraged to discuss this issue with the KSE administration.

Policy on Re-Grading:

All re-grading requests should be made by e-mail. Please remember that you may get only 50% of the score if your (correct) answer is badly presented. Allocate time wisely!