PROJECT-BASED LEARNING @ GWSB

The George Washington University School of Business (GWSB) partners with a variety of businesses and organizations to facilitate opportunities for students to work on short-term, real-world projects. GWSB students have supported hundreds of projects for multinational businesses; national, regional, and municipal governments; nonprofit organizations; SMEs and family companies. These initiatives allow students to apply what they are learning in the classroom as they work to identify actionable and sustainable solutions to real-world business challenges including:

- Brand Management
- Consumer Behavior
- Competitive Analysis
- Data Analysis
- Financial Forecasting
- Financial Statement Analysis
- Market Entry Strategy
- Performance Management
- Pricing Strategy
- Process Design & Efficiency
- Product Launch
- Valuation

PROJECT-BASED LEARNING STRUCTURES

GLOBAL

DURATION: 2-6 months (virtual followed by approx. 2 weeks on-site) **LOCATION:** Sweden **PARTNER:** Volvo **PROJECT:** Define the most wanted branded experiences in the customer journey.

DOMESTIC

DURATION: 1-4 months (virtual followed by approx. 1 week on-site) **LOCATION:** Boston **PARTNER:** Cranberry Marketing Committee **PROJECT:** Create a marketing strategy for US Cranberries.
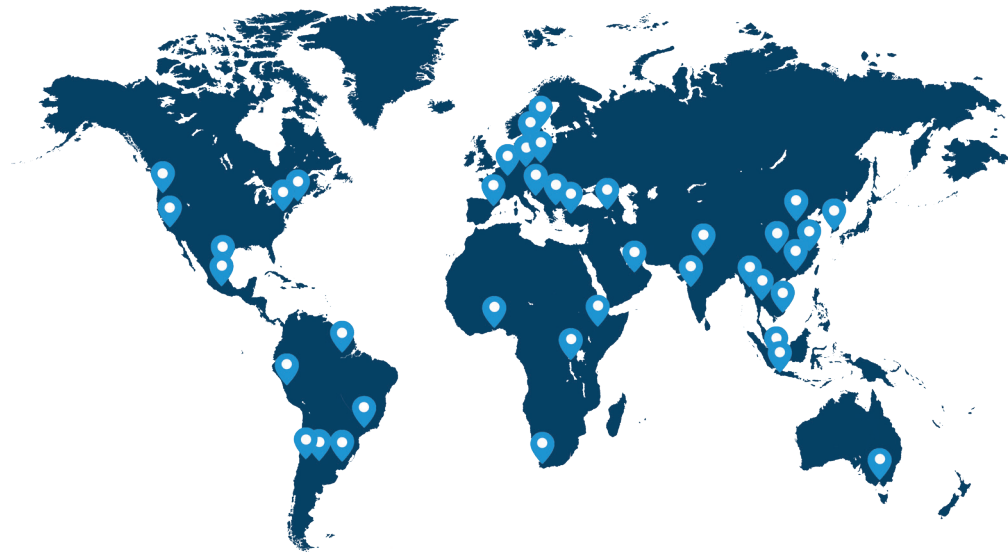
LOCAL

DURATION: 1-6 months (combination of virtual & in-person meetings) **LOCATION:** Northern Virginia **PARTNER:** Lufthansa **PROJECT:** Conduct a customer satisfaction analysis at Dulles International Airport.

VIRTUAL

DURATION: 1-12 months (all virtual) **LOCATION:** Online **PARTNER:** Comcast **PROJECT:** Identify the best location for a new call center.

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SELECT PAST PARTNERS

BIOGAS Argentina

BORSA İSTANBUL

CITY OF MELBOURNE

COMCAST

MARRIOTT

Intrepid Group

JD.COM 京东

Lufthansa

MARS petcare
A better world for pets®

Maybank

Morgan Stanley

SIEMENS

MARUTI SUZUKI

takealot.com

THE GITESI PROJECT

THE GOOD FOUNDATION

VOLVO

PARTNER WITH US

Partnering organizations are matched with students based on their unique project-based needs and the expertise and goals of the students. Through this collaboration partners connect with rising professional talent while students gain invaluable professional experience and opportunities for personal growth and leadership development.

Partners are expected to assign supervisors to work remotely with students each week throughout the duration of the project.

For more information email sbintl@gwu.edu or visit https://business.gwu.edu/partner-with-us.

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