Project-Based Learning at The GW School of Business
MS in International Business

The MS in International Business Capstone II provides integral skills-building opportunities for students to apply their learning and tackle real world international business challenges. Through their participation, Partner Organizations receive gratis data-driven recommendations for a specific business need, exposure to the latest business tools and techniques from top business students and faculty, and connection to future talent. Students prepare for and source their own independent international business projects. Team projects may be approved on a case by case basis. **Project themes include but are not limited to:**

Market Expansion
Conduct target market identification, market segmentation, and go-to-market strategic planning

Financial Modeling
Conduct due diligence, forecasting, proforma, risk analysis, and valuation related to cross-border mergers and acquisitions

Value Creation
Provide analysis and insight on various growth strategies

Export Strategy
Provide analysis associated with foreign export strategies

CSR Strategy
Conduct Corporate Social Responsibility assessment or global stakeholder engagement analysis and make enhancement recommendations

Data Analysis
Analyze and interpret large data sets and provide insights and recommendations to move business initiatives forward

The client engagement typically includes weekly calls mid-June through early August. On average students have 10-15 hours per week to dedicate to project work. Students meet on a weekly basis to learn related best practices and skills including project management, business and cross-cultural communications, managing client expectations, problem solving, and negotiating with clients and employers.

Key Dates

Early October: Scope of Work & Project Timeline Confirmed

Mid-November: Midpoint Faculty Check-In

Early December: Final Deliverables Presented

School of Business
THE GEORGE WASHINGTON UNIVERSITY

Global & Experiential Education