Global Business Consulting 2016
Student Information

Overview: The Global Business Consulting (GBC) program is a unique action-based experiential-learning course which provides graduate-level students with a complete immersion in the lives of global consultants. The program is offered by a Consortium of Centers for International Business Education and Research (CIBERs) at four universities – The George Washington University, San Diego State University, University of Maryland, and University of Miami.

Mission: The main objective of GBC is to provide clients with fact-based, actionable recommendations that will make substantial improvements in their organizations’ performance, while building leadership, teamwork, and problem-solving skills of the graduate students participating in the course.

GBC Teams: Each consulting team is comprised of four-six graduate students from the GBC Consortium schools, advised by an experienced faculty member and working with a corporate executive from the client company to solve a business challenge. The student consultants are at the top of their class, have the right attitude, thrive on ambiguity and questions well, and are willing to work hard for high-quality results.

Project: The teams explore options to address international opportunities or challenges faced by the client company, assess them, and present/defend strategic recommendations to solve them.

Eligibility: GMBA (2nd year only), Part-time MBA, and MA/MS students.

Prospective Destination Countries/Regions: To be determined. Previous locations have included China, India, Latin America.

Student Benefits and Commitment:

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<tr>
<th>Benefits</th>
<th>Commitment</th>
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<tr>
<td>• International business experience to complement existing work and academic experience.</td>
<td>• Commit time and quality effort equivalent to a rigorous graduate business course, including mandatory attendance of the Launch Weekend.</td>
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<td>• Access to companies that recruit MBAs and other Master’s students.</td>
<td>• Engage in virtual and in-person meetings with team mates, faculty advisor, and client representatives.</td>
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<td>• Opportunity to work with fellow graduate students from different backgrounds and different schools, in virtual and in-person team settings.</td>
<td>• Commit to pay a program fee of $US2,500, tuition for the affiliated three-credit course at GW, and roundtrip airfares to the Launch Weekend in Miami, FL and to the destination country. Financial assistance from GW-CIBER may be available.</td>
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<td>• Exposure to consulting practices and frameworks.</td>
<td>• Obtain and pay for a valid passport and visa (if needed).</td>
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Process and Timeline:

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<tr>
<th>Date Range</th>
<th>Description</th>
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<tbody>
<tr>
<td>By Nov. 13, 2015</td>
<td>Students submit applications.</td>
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<td>Nov. 13-30, 2015</td>
<td>GBC Consortium leaders select team members based on students’ expertise and the specific project needs. Students receive Notification Letter by end of November/early December.</td>
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<td>By Dec. 18, 2015</td>
<td>Selected students return signed Notification Letter and pay $500 non-refundable deposit.</td>
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<td>Feb. 5-7, 2016</td>
<td>Launch Weekend in Miami, FL.</td>
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<td>Feb.-May, 2016</td>
<td>Teams work on the project virtually.</td>
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<td>May 15-26, 2016</td>
<td>Flexible dates – 10 days/11 nights within this period. In-country completion of project. Students present final analyses.</td>
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Selected Past Clients and Projects:

- **Citi**: Strategy for adopting and optimizing business dealings with SinoUs trade.
- **GE Healthcare**: Improve order to cash cycle within supply chain.
- **PepsiCo**: Investigate ways to ensure high quality operations, specifically in the areas of production and sales strategy.
- **Red – China**
- **Blue – Brazil**
- **Green – India**
- **Dorf Ketel**: Analyze current pricing strategy and recommend changes.
- **Grupo RBS**: Optimize use of new media to promote TV station.
- **PPG**: Improve customer experience across 3 business units.
- **SAP**: Leverage the concept of reverse innovation.
- **Eli Lilly**: Provide an adaptation of a marketing and sales strategy recently developed for its US operations.
- **Monsanto**: Increase operations efficiency.
- **Springs Creative**: Evaluate potential new business sites using a team-developed rubric.

Student Application Link: [https://sdsbusiness.qualtrics.com/jfe/form/SV_1FGZMusGV94ma69](https://sdsbusiness.qualtrics.com/jfe/form/SV_1FGZMusGV94ma69)

For more information, please contact GW-CIBER:
ciber@gwu.edu; 202-994-1885; Duquès Hall, Suite 450
Graduate Students Solving Real-World Challenges for Global Clients

GBC Consortium

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC

University of Maryland

University of Miami

San Diego State University
Mission of GBC

To build leadership, cross-cultural, teamwork, and problem-solving skills of graduate students participating in the course, while providing real clients with fact-based, actionable recommendations that will make substantial improvements in their organizations’ performance.

GBC is a unique action-based learning course for MBAs and other graduate students.

• Graduate students from several universities form a consulting team of four-six members who work with a faculty advisor and corporate executives to solve a business challenge facing the company that engages a GBC team.
• Teams work virtually in the U.S. and travel to select countries for project research and presentations.
• Teams make actionable recommendations.
Benefits to Students

- International business experience to complement existing academic expertise and work background.
- Access to companies that recruit graduate students.
- Exposure to consulting practices and frameworks.
- Networking with students from other universities.

GBC clients include some of the top names in industry!

Participating corporate clients cite these benefits:
- High-quality, fact-based recommendations on a business challenge.
- Access to the world’s best and brightest students as potential interns and full-time employees.
- Leverage students and faculty advisors as ambassadors – to promote the company at their home institutions.
Selected Recent Projects

- **Citi**
  - Strategy for adopting and optimizing business dealing with Sino-US trade.

- **Dorf Ketal**
  - Analyze current pricing strategy and recommend changes.

- **Eli Lilly**
  - Provide an adaptation of a marketing and sales strategy recently developed for its US operations.

- **Grupo RBS**
  - Optimize use of new media to promote TV station.

- **PPG**
  - Improve customer experience across 3 business units.

- **SAP**
  - Leverage the concept of reverse innovation.

- **Springs Creative**
  - Evaluate potential new business sites using a team-developed rubric.

What Makes a Good GBC Project?

**Problem Statement**

GE Healthcare India wants to increase the capture rate of after sales services for devices in non-metro India.

**Key Deliverables**

- Customer needs analysis
- Benchmarking analysis
- Service, distribution and channel analysis
- Recommend strategies
**Project Takeaways**

**Challenges**
- Virtual teaming
- Intercultural aspects
- Work load

**Benefits**
- Team problem solving approach
- Exposure to important sectors and geographies
- Interaction with Senior Executives

**Outcomes**
- Team member stayed on with GE over the summer to implement certain recommendations.
- Applied similar structured approach at internship with positive results.

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**Who is Eligible?**

- GMBAs (2nd year), all Part-time MBAs, and MA/MS students.
- Can be taken by students in the final year of their program, if credits are not needed for graduation.

**Each student:**
- Has the right attitude: thrives on ambiguity; questions well; is willing to work hard for high quality results.
- Has something to offer the project, such as industry knowledge, expertise in functional area, familiarity with country’s business culture.
- Recognized as having excellent team skills and great potential for leading thoughts and people; wants to both learn and share.
Financial Commitment

Students in GBC pay:

- All/portion of $2,500 student program fee*
- Tuition for the 3-credit GBC-related course at GW
- Round-trip transportation to Launch Weekend in Miami and the destination country

*Financial assistance from GW-CIBER & language proficiency discount may be available.

Clients in GBC pay:

- $10,000 client fee per project
- In-country travel expenses and room & board for the team and faculty advisor

Time Commitment from Students

- Project preliminary work: 3-5 hours per week
- Remote project work: 8-10 hours per week
- In-country finalization: 4-8 hours per day
**Application Timeline**

- Application Due: By Nov. 13, 2015
- Selection Committee Review: Nov. 13-30, 2015
- Team and Client Match Notification: End Nov/early Dec. 2015
- Signed Acceptance & deposit ($500): By Dec. 18, 2015

**Project Timeline**

- Launch Weekend: February 5-7, 2016
- Virtual team project work: February-May 2016
- In-country project work & final presentation: May 15-26, 2016
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<tr>
<td><strong>GBC Representatives at The George Washington University:</strong></td>
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<tr>
<td>Alexis Gaul (202-994-3098) • Nevena Yakova (202-994-1885)</td>
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<tr>
<td><a href="mailto:ciber@gwu.edu">ciber@gwu.edu</a> • Duques Hall, Suite 450</td>
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