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.
select past partners

BIOGAS Argentina  BORSA ISTANBUL  CITY OF MELBOURNE  COMCAST  MARRIOTT  Intrepid Group

JD.COM  Lufthansa  MARS petcare  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.