



GLOBAL BUSINESS PROJECT

The **Global Business Project (GBP)** puts teams of MBA students from 13 leading business schools to work **solving real problems facing real companies wanting to improve their competitiveness in one of five target countries: Brazil, China, Japan, Thailand and Vietnam.**

The GBP's highly motivated students apply **functional, cross-cultural and foreign language skills** to produce strategic advice that is **focused, compelling and actionable.** Likely topics include supply chain issues, marketing research, market entry, and new product introductions. The student teams will conduct project work March through early May, culminating in two weeks on the ground in the project's destination country in late May. Final reports will be delivered at the end of the project.

Students are not paid for their work; instead, they receive academic credit. Clients pay a program fee to cover some of the administrative costs, and the team's living and travel expenses during the two-week in-country portion of the project. Clients also commit the participation of a senior executive who will attend the GBP kick-off meeting in Washington, DC the second weekend in March, and continue to work closely with their GBP team throughout April and May in creating the project's Scope of Work, provide pertinent data, respond to and critique team recommendations and progress, and provide feedback to the team and faculty advisor at the project's completion.

Both projects and students are screened by a selection committee comprised of faculty and administrators to ensure the best possible matches. Company applications are due November 1st. For more details, or to submit a project application, visit the GBP at the following web site: www.gbp-ciber.unc.edu



PREFERRED PROJECT CHARACTERISTICS

- An established company or non-profit organization with well defined business processes.
- A defined set of needs that can benefit from the attention of a team collectively versed in the language and culture of the target country as well as the business-related aspects of the project.
- Senior management that is ready to devote time and resources to the work of the MBA team
- A potential outcome that will enhance business performance of the company in general, but specifically in the project's destination country

PARTICIPATING UNIVERSITIES

Columbia University
Duke University
George Washington
Purdue University
San Diego State University
Temple University
University of Connecticut
University of Maryland
University of Miami
University of North Carolina at Chapel Hill
University of Pittsburgh
University of Wisconsin
University of Hawaii at Manoa



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FAQs:

How does our company apply?

Applications are now being accepted online (www.gbp-ciber.unc.edu). The application asks prospective clients to provide some background information on the company, as well as to describe the problem/challenge for which the company is seeking assistance from a GBP team. The description must provide sufficient detail to show that the project is one that will benefit from a globally diverse team with language and cultural understanding as well as business expertise. The project should be designed to be completed in a 10-week time frame of 35-person hours in each of the first 7.5 weeks (8.5 hours/team member/week) and 120 person hours during each of the last 2 weeks (30 hours/team member/week).

What is the staff commitment expected from my company?

Companies commit at least 2 senior managers (one in US, if company has US presence as well as target country presence) to work with team throughout the project. At least one company representative will be expected to be the primary contact and work with team during the kick off meeting in Washington, D.C. the second weekend in March. During the project, company representatives can expect to work at least 3 hours per week by email and phone in March and early May and 8 - 10 hours per week when the team is on the ground in the destination country.

What is the company required to provide for the team during the life of the project?

- A signed scope of work letter and GBP non-disclosure agreement
- Timely access to company data
- Attention by company representatives for life of project
- Space in the company for the team to work in country in May
- Coverage of partial cost of the project—primarily direct team expenses in 2 weekend workshops and on the ground in the GBP country the last two weeks in May

When will I know if my project has been accepted and matched to a student team?

Matching of projects and teams will take place the first week in December and companies will be notified of results mid-December.

SAMPLE

PROJECTS

◇ A NC lumber manufacturer looking for alternative export strategies for China

◇ The largest leather bag manufacturing town in Japan searching for a strategy to revitalize the business

◇ A leading US multinational apparel wholesaler testing the waters for its products in its key global manufacturing hubs

The Global Business Project course is designed and implemented by the consortium of CIBERs listed on the reverse side.

Country Leaders:

Brazil—Duke CIBER

Dr. Arie Lewin

China—UNC CIBER

Mr. Gary Clinton

Japan—Temple CIBER

Dr. Jean Wilcox

Thailand—UMD CIBER

Dr. Kislaya Prasad

Vietnam—U of Hawaii

Dr. Shirley Daniel

To discuss how your company can acquire a GBP team as well as terms of your company's contribution, contact GBP Program Director Dr. Lynne Gerber at Lynne_Gerber@unc.edu or the Country Leader listed above