

Timeline

- ★September-mid-November
Companies and students submit applications online for GBP.
- ★November-December
GBP Selection Committee matches student teams with companies and secures faculty mentors. Students and companies notified of selection committee decisions.
- ★January—early March
Teams draft the scope of their project work and work on their language skills
- ★**Second Weekend in March**
GBP kick-off meeting in Washington, DC
- ★Mid-March—April
Teams work virtually on projects
- ★Last 2 weeks of May
Teams work in country and deliver final report



Past GBP projects include:

- ★Lumber manufacturer seeking customers in China
- ★The largest leather bag manufacturing town in Japan searching for new business models to revitalize the business
- ★A global leader in biometric authentication software needing to improve its overall business in Brazil.
- ★A company crafting a “green” certification process for sustainability
- ★An adhesives, coatings and electronics manufacturer looking to expand their product line

Centers for International Business Education & Research (CIBER) at

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



International Partners

Kwansei Gakuin University 関西学院大学
Tsinghua University 清华大学

★Projects receive support from:



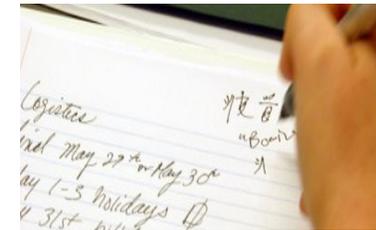
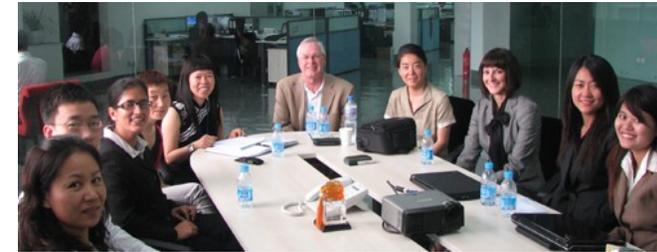
The Golden LEAF Foundation

Centers for International Business Education and Research (CIBERs) at the member institutions, funded in part by the US Department of Education

For more information, go to www.gbp-ciber.unc.edu or contact *Debbie Williams, GBP Program Manager* at ciber_gbp@unc.edu or 919-962-8840



GLOBAL BUSINESS PROJECT



Merging business, language and culture to prepare global business leaders

Helping companies develop strategies to make them stronger global

Offered jointly by the Centers for International Business Education and Research (CIBERs) at 13 member institutions, funded in part by the US Department of Education.

The GBP Program

The **Global Business Project** (GBP) is sponsored by a consortium of 13 **CIBERs** (Centers for International Business Education and Research) at leading business

*“The GBP has been **the most rewarding part of my business school experience**. I worked harder and somehow managed to have more fun than I ever thought I would on a school-run project. Perhaps best of all, my team and I provided **real value for our client**, and we still keep in close contact with them to this day.”* – Andy Stevens, KFBS MBA 2009

schools, which are all joined by the dual objectives of promoting cross-cultural business competence and bolstering international business in markets critical to US

competitiveness. GBP puts multi-university teams of MBA students to work solving real problems that face corporations and not-for-profits. Students are not paid for their service; instead, they receive academic credit. Prospective countries for 2011 are *Brazil, China, Japan, Thailand, and Vietnam*. The UNC CIBER serves as the administrative leader of the program.



Real Projects, Real Results

The GBP Committee’s competitive selection process yields highly motivated students who apply functional, cross-cultural and foreign language skills to produce strategic advice on topics such as supply chain issues, market entry, and new product introductions.

Guided by a faculty advisor and language mentor, GBP teams typically analyze the market, assess the competitive situation, develop a strategy and define an action plan. GBP gives students an opportunity to assess and develop their leadership and problem-solving skills in a real world situation, while clients receive valuable strategic advice that is focused, compelling, and actionable.

Virtual teamwork dominates March and April, culminating in two weeks of full-time work on the ground in the project’s target country.

*These are **the types of consulting projects only senior consultants are allowed to pursue at brand-name firms**...I can’t overstate the benefits...I’m being exposed to **revolutionary techniques in distance teamwork**, to the pressures of **client engagement**, and to the demands of **rapid language acquisition**. The GBP is without question the most rewarding experience I have had at Temple [University].*

–Adam Dotson, Fox MBA 2009

*“The team **helped us understand the market dynamics** of the Chinese lumber market. They developed a prospecting guide. The biggest thing they did was **encourage us** to put our foot in the water...It was a great experience. GBP delivered the goods. **We developed tangible tools to use and we use them every day** to better manage our company and maximize our sales and revenue.”*

–Wilson Jones III, president of Mackeys Ferry Sawmill



Mackeys Ferry Team with Guangzhou customers

Client Commitment

★presents a well-defined challenge 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

★commits at least two senior executives to work closely with the GBP team, one of which will attend the GBP kick-off meeting in Washington, DC the second weekend in March

★provides access to relevant data and resources

★covers in-country expenses for accommodation and project-related travel and materials

Apply online at: www.gbp-ciber.unc.edu