



GBP
GLOBAL BUSINESS PROJECT



**MBA's
Solving
Real-World
Challenges for
Global Clients**



A CIBER Initiative



**Internationalization
of US Education
Conference**

April 2014
Williamsburg, VA

Global Business Project
Breakout Panel Presentation
Corporate Collaborations with Higher Education
for Enhancing US Global Competitiveness

By

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Meeting Agenda

INTRODUCTIONS

ABOUT GBP

- GBP at a glance
- Mission
- Program Overview
- What Makes a Good GBP Project
- Key Dates

DISCUSSION/QUESTIONS

Global Business Project

Background

- Started in 2008 at the Kenan-Flagler Business School at The University of North Carolina at Chapel Hill.
- Launched with strong support from the UNC Center for International Business Education and Research (CIBER) and financial support from Department of Education grant

GBP Consortium

- Expanded to other US CIBERs and a target market of 2,500 MBAs
- Consortium added greater academic, industry and language experience for GBP clients program

Consulting Projects

- Over 80 projects completed (450 students)
- Focus countries: China, India and Brazil
- Excellent feedback from clients and students



Mission of Global Business Project

Mission

- Provide real clients with fact-based, actionable recommendations that will make substantial improvements in their organization's performance while building leadership, teamwork and problem-solving skills of MBA students participating in the course

Vision

- We seek to become the world's premier project-based action learning program

Operations

- Teams of five or six MBAs work with experienced faculty advisors who, along with the client organization's executives, guide the team in hypothesis-driven problem solving



The Global Business Project (GBP) is a unique action-based learning course for MBAs.

- MBAs from multiple universities work with a faculty advisor and corporate executives to solve a business challenge facing the company that engages a GBP team.
- Project costs are shared between corporate clients, students and school CIBERs.
- Teams work virtually in the US and travel to select countries for project research and presentations.
- Teams make actionable recommendations.

Student teams and faculty are selected from top universities who are part of the GBP consortium



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



THE UNIVERSITY
of WISCONSIN
MADISON



University of Pittsburgh



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON, DC



At a
glance

Mission

Overview

What
Makes...

Key
Dates

GBP 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 MBAs as potential interns and full-time employees.
- Leverage MBAs as ambassadors for clients at their home institutions



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GBP projects span the globe

Past projects included

- A US global paint company asked a team to explore pricing opportunities in order to take advantage of rapid growth in India
- A US global leader in oil & gas seeking advice on alternative energy businesses to enter in Brazil
- A US multinational clinical trials company operating in China that wanted to explore feasibility of expanding customer base to include Asian pharma companies



What Makes a Good GBP Project

Real key business challenge for the client to learn the answer

Has a executive committed to the project within the company

Unsolved topic rather than confirming a decision already made

Measurable outcomes/results

Not entrepreneurial in the purest sense

What Makes a Good GBP Project (Cont'd)

Suitable for quantitative and qualitative data-driven analysis

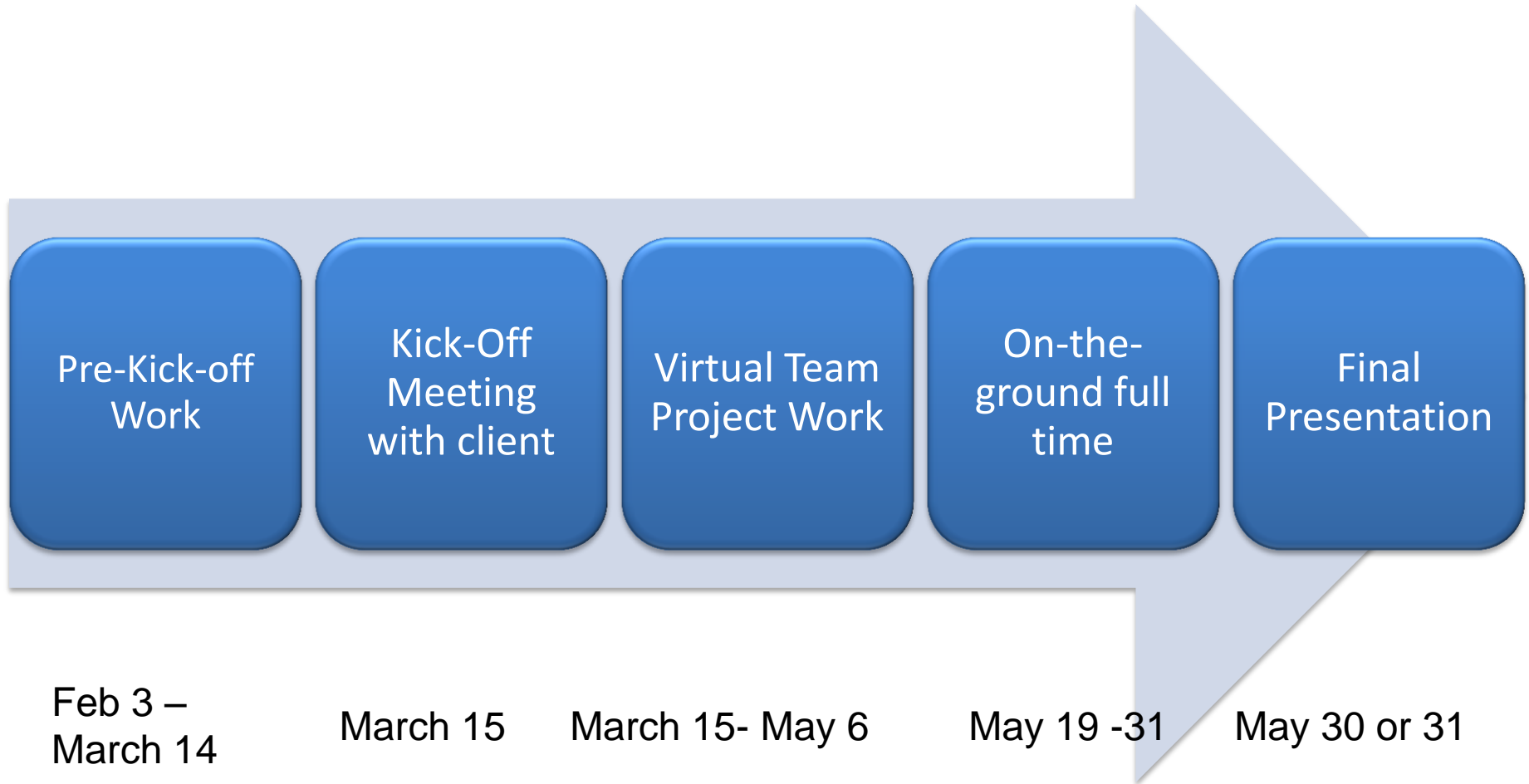
Appropriate for graduate student level of analysis

Project fits the timeline of 1 February to 31 May

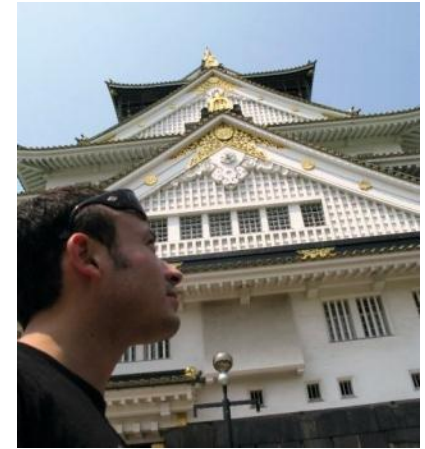
Reasonable scope for 4 month project by student team of 6 MBAs

Key client representative(s) commit to spend 2-3 hours a week from February to April, and 10-12 hours for the 2 weeks team is on site in May

PROGRAM TIMELINE



Team travel to destination countries last two weeks in May



Company Feedback

“The recommendation provided by [our GBP] team was right on, very actionable ; the team helped us understand what it would take to win with one of the most important consumer segments for us.” - Denise Feitosa P&G Brazil CMK Manager

André Mindlin, GBP client company representative 2012 and 2013
Latin America General Manger, GE Healthcare
When we are inside a company—a big company or small company, doesn’t matter—we are so caught up in the day to day operations that we tend to forget to think strategically. When we are able to have a group of students like GBP is offering to work with us, we have people with fresh minds, not biased by our backgrounds, and these people can see something that we don’t see. They can actually challenge the status quo of what we have, and by doing so help us reinvent ourselves.

“This was a great value to the company. The same project completed from a large consulting firm would have cost 5-10 times the amount of the GBP project.” — Daniel Elliott, Customer Project Manager, America’s Region, Westinghouse Electric Company

The GBP project helps Citi to find new Sino-US trade flows, especially the ones with huge growth potentials in key industries. -**Peter Shang, China Structured Trade Head, Citibank China**

It has been a great experience to work with the GBP team. I'm impressed by the team's fast learning capability and team work, would definitely want to be the GBP client in the future.

Sophia Wang, Vice President of Marketing & Special Initiative, Genpact Asia.

Student Feedback

Erik Dawson

Wisconsin – GBP 2013 – Dorf Ketal - India



Our presentation run-through with one of our clients went great yesterday! The GBP Dorf Ketal global pricing strategy project has been both challenging and very fulfilling. We've learned so much from a business and cultural perspective - none of which could not have been taught in any marketing or MBA class. This has been an amazing experience!

Hallie Bailey

Kenan-Flagler Business School – GBP 2010 - Kouki-Shoko - Japan

“Foreign business exposure, project management, new friends, karaoke, travel and an interview on Japanese television—not an uncommon week during my Global Business Project!”

Roy Luo

Duke – GBP 2011 – Westinghouse - China

“Having a team of MBAs from different schools, with the faculty advisor playing the role of senior partner, perfectly mimics consulting in the real world. Our client thought we did such a great job that they wanted the entire management team to hear our final recommendations. They invited our entire team from five different schools to Tokyo to present to the Westinghouse leadership conference in October.”

Christian Camarena

George Washington University – GBP 2008 – SAP - Japan

I believe my experience with a different culture was one which no text could provide. My most valuable take-away from the program was the freedom of doing to learn instead of learning to do.

Krista Sande-Kerback

Columbia University – GBP 2013 – GE Healthcare - Brazil

The client said, "we want to hire all of you" after our final presentation! Thanks to GE Healthcare Life Sciences, a wonderful team, and the GBP for a fantastic experience.



Sally Theiler

Wisconsin – GBP 2012 - Westinghouse Electric – India



When I started interviewing for full time positions last fall, I don't think there was a company I talked to that didn't bring up the fact that I had been to India and had worked on a consulting project, and asked what that was like and what I had derived from that experience.



At a
glance

Mission

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PROGRAM CONTACTS

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