

## 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*
- ★March 9—11  
*GBP kick-off meeting in Washington, DC*
- ★Mid-March—April  
*Teams work virtually on projects*
- ★May 18—June 1  
*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 Maryland  
University of Miami  
University of North Carolina  
University of Pittsburgh  
University of Wisconsin-Madison



## International Partners

Burapha University, Thailand  
Tsinghua University 清华大学  
Universidade do Vale do Rio dos Sinos (UNISINOS)

## ★Projects receive support from:

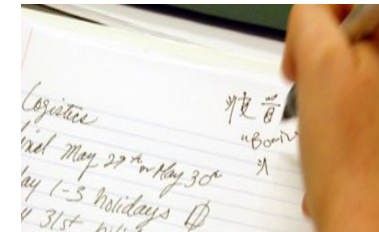
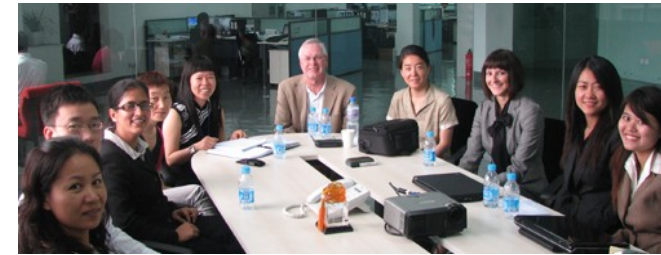


The Golden LEAF Foundation  
Centers for International Business Education and Research (CIBERs) at the member institutions, funded in part by the US Department of Education

For more information, go to [www.gbp-ciber.unc.edu](http://www.gbp-ciber.unc.edu) or contact *Debbie Williams, GBP Program Manager* at [ciber\\_gbp@unc.edu](mailto:ciber_gbp@unc.edu) or 919-962-8840



## GLOBAL BUSINESS PROJECT



*Merging business, language and culture to prepare global business leaders*

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*Helping companies develop strategies to make them stronger global competitors.*

*Offered jointly by the Centers for International Business Education and Research (CIBERs) at 12 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 12 **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 2012 are *Brazil, China, Thailand, and India*. 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

*“This was a great value to the company, the same project completed from a large consulting firm would have cost 5 to 10 times the amount of the GBP project.” – Daniel Elliott, Westinghouse - China*



Westinghouse China team

### 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

★Provides the team workspace and internet during the in-country portion of the project

★Pays a \$15,000 project fee and covers team accommodations and project-related travel in