MBAs Solving Real-World Challenges for Global Clients
Opportunity for second-year fulltime MBA and second and third-year part time MBA students to earn four-credits by participating in an international consulting project.

Students are assigned a team of five or six MBAs based on their interests and skill sets.

Teams include students from four business schools: University of Maryland, George Washington University, University of Miami, and San Diego State University.

Teams work with a faculty advisor, who along with the client organization’s executives, guide the team in hypothesis-driven problem solving.

Project is provided by an international client who will provide an actionable consulting project for which student teams will collaborate to develop and present a solution to the client.

Students begin independent work late January through mid-March, attend Launch Weekend in Miami, FL February 5-7, participate in virtual teamwork from early March to May, and work in country and present to client last two weeks of May.
GBC Students will...

- Submit applications to the program and receive a nomination from their GBC representative.
- Deliver top-quality work for credit, equivalent to the most demanding MBA course.
- Attain in-depth, first hand experience providing consulting services in a foreign country.
- Work in a language other than English (even if only at a rudimentary level)
- Gain access to companies that recruit students.
GBC Students will…

- Learn global business practices, consulting skills and frameworks.
- Participate in virtual teaming and cross-cultural communication.
- Increase their competitiveness in today’s job market.
- Provide clients with fact-based, actionable recommendations that will make substantial improvements in their organization’s performance while building leadership, teamwork, and problem-solving skills for MBA students.
GBC Consortium Schools

UNIVERSITY OF MARYLAND

THE GEORGE WASHINGTON UNIVERSITY

UNIVERSITY OF MIAMI

SAN DIEGO STATE UNIVERSITY
Examples of Past GBC Projects

- A multinational paint company asked a team to explore pricing opportunities in order to take advantage of rapid growth in India.
- A 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.
The Project

- **Problem Statement**
  GE Healthcare India wants to increase the capture rate of after sales services for devices in non-metro India.

- **Key Deliverables**
  - Customer needs analysis
  - Benchmarking analysis
  - Services, distribution and channel analysis
  - Recommend strategies

- **Challenges**
  - Virtual teaming
  - Intercultural aspects
  - Workload

- **Benefits**
  - Team problem solving approach
  - Exposure to important sectors and geographies
  - Interaction with senior executives

- **Outcomes**
  - Team member stayed on with GE over the summer to implement certain recommendations.
  - Utilized similar structured approach at internship with positive results.
GBC Application Process

- Application Due: Nov. 13
- Selection Committee Review: Nov. 16 – Dec. 4
- Team and Client Match Notification: Dec. 4
- Signed Acceptance & fee: Dec. 18
- Launch Weekend: Feb. 5 - 7
Launch Weekend in Miami, FL

Team members, faculty advisors, and company representatives come together.
Program Timeline

- **Preliminary Work** (3-5 hrs/week)
- **Kick-Off Meeting with client** (virtual)
- **Virtual Team Project Work** (8 – 10 hrs/week, including weekly team meetings)
- **In-country Work**
- **Final Presentation to Client**

- **Late Jan. – February**
- **Late Feb. – Early March**
- **March - May**
- **May**
- **May**
Financial Responsibilities

Students in GBC are responsible to pay for:
• All or portion of $2,500 student program fee
• Tuition of four credit fees
• Domestic airfare to Launch Weekend in Miami, FL
• $250 Education Abroad fee
• $39 mandatory international health insurance
• International round-trip airfare to host country

GBC Client is responsible to pay for:
• In-country hotel, transportation, and meals.
Smith School GBC Particulars

Application deadline: 11:55pm EST November 13.

Link: https://sdssubusiness.qualtrics.com/jfe/form/SV_1FGZMusGV94ma69

Interview procedure: Once you submit your application, we will contact you to sign up for a 15-minute interview. No one can be nominated to GBC without an interview.

Student fee: Smith School CIBER will provide a subsidy of $1,000 toward the program fee for students chosen by the GBC Selection Committee.
Check the GBC page on the Office of Global Initiatives website:

or

Contact:
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