

Example GBM 497 Approved Projects

The purpose of GBM 497 is to give you a cultural, linguistic and professional experience that will better qualify you to work in an international business context. We are concerned that your GBM 497 professional experience be just that—professional. It should be an experience that challenges your analytical abilities, that requires you to learn new skills, but also one that allows you to apply things you have learned in your coursework. There should be an absence of low-level work (e.g., receptionist, data entry, etc.) except as it might be part of a larger, more significant project. Although the minimum requirement is 300 hours, many of the projects go beyond 300 in order to perform an adequate job.

Here are some examples of past projects that have been approved:

An international courier service (U.S.—for international students)

Responsibilities included analyzing the firm's competitive advantages in how it currently distributes packages between the U.S. and Japan, making recommendations to improve the process. This project also required a customer analysis to determine if there are clear customer groupings, each requiring its own system of distribution and specific services. Finally, the student had to analyze the geographical area and business opportunities to determine whether the firm should open up an additional office and where.

A custom tailor suit business (Spain)

Responsibilities included designing the navigation scheme of the website based on a benchmarking analysis of other sites and customer feedback. The project also required marketing research to identify possible new business with a specific focus on young professionals in order to develop an appropriate marketing strategy for that group. Finally, the project also required maintaining the company's database of information on customers.

A headset device firm (Mexico)

The main project involved analyzing the firm's current production and inventory system to determine a more effective inventory tracking system. This required a number of interviews with production and inventory personnel. Automated systems were investigated after a very thorough analysis of the current system to determine potential cost savings. Recommendations were made and presented to the plant director.

A medical device company (France)

The principal duty was to assist the director of exporting to develop different world markets. Specific responsibilities included client development (domestic and international), aiding with media selection and promotional tools, and organizing meetings with clients. The student also attended medical conferences to interact with potential customers and give presentations. Finally, some document translation and spreadsheet development was required.