

Guidelines for GBM 497 Final Report*

The student must submit a report on the project or work experience in English, covering at least 20-25 pages single-spaced, including the following sections:

- I. Overview of the company (up to 2 pages)
 - a. a succinct explanation of its main products/services,
 - b. its main markets and its principal business strategy.
- II. Brief overview of the department or area for which the project or work experience was done and the role of that department in the company's strategy. (up to 1 page)
 - a. A description of your project or work experience responsibilities and objectives.
- III. A detailed explanation of what you learned (Use the cultural models you learned in Mgmt. 461, especially, to frame your experiences and show what you learned. This is true also of section VI.)
 - a. about the company's operation (up to 1 page)
 - b. about the foreign work culture (up to 7 pages)
 - c. about the general culture (up to 5 pages)
- IV. A detailed explanation of how your strengths and any weaknesses in your cross-cultural assessment you took (GCI or another) helped or hindered your ability to adapt to the work and general culture. (This may be a separate section or it also might be embedded within section VI.) (up to 3 pages)
- V. An explanation of how the experiences relate to your academic program using course concepts from the student's business classes. (up to 3 pages)
- VI. A discussion of any problems encountered and the way they were solved. Those problems should include any technical and cultural challenges. (up to 5 pages)
- VII. An explanation as to what would be done differently if you had the project to do over again. (up to 2 pages)
- VIII. An explanation of which activity or responsibility was most rewarding or valuable? Which was least rewarding? (up to 1 page)
- IX. Whether you would recommend the international employer to another student considering an international GBM 497 experience? Why or why not? (up to ½ a page)
- X. Whether the GBM 497 experience provided an experience beneficial to your overall education program? Why? (up to 1 page)
- XI. The letter grade (A-F) you feel best provides an overall evaluation of your GBM 497 experience and justification of the evaluation. (up to ½ page)

*The page lengths stated here are generic. Each project is different. Do not write to the page length, but use the page length as an indication of which sections are considered most important in terms of evaluating what you learned from the experience.