

GBM 495: Global Management Experience

Course description

The Global Management Experience is designed for those students interested in pursuing a global business project experience in a country foreign¹. The purpose of GBM 495 is to enhance the education of students in the GBM option to better prepare them for career opportunities within international business and to aid in their foreign language fluency where that can happen. Although the GBM Option Director can be consulted for internship sources, ultimately, it is the student's responsibility to locate a suitable work experience.

Student learning outcomes:

1. Advance cultural awareness of the host country
2. Apply knowledge, skills, and perspectives acquired in global business courses to real life situations offered in an international setting
3. Develop professionally relevant competencies and relationships in a foreign environment
4. Relate their native cultural background to that of the host country through immersion

Requirements to Qualify for GBM 495

The College of Business Administration has established requirements for students wishing to participate in the GBM 495 experience:

1. The GBM 495 experience is open to all students in good standing who meet certain minimum qualifications. To qualify for a GBM 495 experience, a student should have a minimum grade point average of 2.75 and have completed all Foundation Courses and GBM 425 and Mgmt. 461. Marketing 448 is highly recommended for those students doing a marketing-related internship. To ensure that this is done, the student must obtain an advisor's signature to verify that these courses have been taken. This form must accompany the application materials.
2. The entity providing this experience for the student must give a clear job description on company letterhead signed by the individual who will be supervising the student. The description must be clear enough to allow the faculty sponsor to evaluate the expected work experience and give final approval.
3. The student must work a minimum of 190 hours, but is encouraged to do more as this is only the equivalent of 2-months of full-time work. Employers are much more willing to invest in an intern who will stay 4-5 months.
4. The student must find a suitable faculty advisor within COBA. The faculty advisor's role is to monitor the progress of the student toward successful completion of the written report and to evaluate the written report. In addition, it is to give guidance where the faculty member has expertise to help the student complete a successful work experience. The student must obtain the signature of the faculty advisor on the

¹ The country of choice should be foreign to the student. International students studying in the U.S. can pursue GBM 495 projects in the U.S.

application sheet BEFORE submitting it to the GBM Option Director for final approval.

5. The student must submit the following documents to the GBM Option Director for approval:
 - a. A signed application form with a signature from the faculty member supervising the project
 - b. A signed liability waiver form (included in the application materials)
 - c. A signed form from advising, confirming your fulfillment of the prerequisites for GBM 495.
 - d. A signed letter on company letterhead by the intern's supervisor with a detailed description of the intern's responsibilities and work projects. The GBM Option Director's signature indicates an acceptable GBM 495 experience while the faculty supervisor's signature indicates a willingness to be the student's faculty advisor.

Employer Responsibilities

1. As approved by faculty, the employer must agree to provide employment experience commensurate with the kind of experience students receive in the Senior Experience program. The work could be project based in which the student is assigned the primary responsibility for a specific project which requires research (secondary and/or primary data collection) and which culminates in a set of recommendations. The work could also consist of a specific job position with regular responsibilities associated with that position (i.e., customer service representative, market analyst, financial analyst, etc.). The job experience is expected to be at a level that will give the student the opportunity to learn about the foreign business' operations in one or more functional areas of the organization. In general, however, the assignment must require the application of information learned and skills acquired in the student's business coursework. It is the student's option to select a position that is paid or unpaid.
2. While at the firm, the student must work under the direct supervision of an individual employed by the firm in order to ensure having a specified individual to whom the student reports and can confer with if there are any concerns or questions about the experience.
3. The student's supervisor must write a brief evaluation (in English if possible) of the student's performance and the value of the student's contribution.
4. There is no requirement that the internship be paid; however, some form of remuneration is encouraged whenever possible in order to help defray the lack of income during this period.

Student Responsibilities

1. The student must work a minimum of 190 hours over the period of time of the work experience.

2. The student is responsible for verifying he/she has fulfilled the prerequisite courses for GBM 495 before engaging a firm in discussions about an internship (See the form titled "Fulfillment of Prerequisites for GBM 495").
3. Since the student will assume the position of a temporary employee, the student will be subject to the same organizational rules and regulations action as company policy dictates for other temporary employees. It is the obligation of the student to perform adequately, as determined by the organization, in order to maintain the position.
4. Regular communication must be maintained with the faculty advisor during the international experience. The student should plan to contact the faculty advisor at least once a month; more frequent communication is encouraged in order to ensure an acceptable project experience, including the required write-up. At least one draft report is required in order to help guide the student's experience and ensure a better learning report. The draft report should be submitted to the faculty advisor at least 2 weeks before the end of the internship. Although the exact content of the interim reports will be determined by the particular faculty advisor, in general they will relate to the required elements in the report (See **Guidelines for GBM 495 Final Report**).
5. The student is responsible for making all personal arrangements for their residence outside of the United States, including but not limited to transportation, required international travel documents, housing, meals, and health care, as well as emergency repatriation arrangements.
6. A formal write-up of the experience must be done and submitted to the faculty sponsor at an agreed upon time during the semester or term for which the student has enrolled in GBM 495. The content and length must be commensurate with a three-credit course and must be acceptable by the faculty advisor but should be approximately 20 single-spaced pages.

Review of Application Procedure

1. The student should review all guidelines to be familiar with the requirements for GBM 495 before discussing possibilities with the GBM Option Director.
2. The student should talk to the GBM Option Director about the proposed work experience to receive tentative feedback approving the proposed work which will be subsequently substantiated with an official letter from the company.
3. The student must download the application for GBM 495 from this website, fill all forms out, including signing the liability waiver and having CoBA advisors verify fulfillment of the prerequisites.
4. The student must obtain an original promise of employment letter from the sponsoring foreign organization on company letterhead, signed by the student's to-be supervisor and/or an individual with the appropriate organizational authority and submit it to a CoBA advisor.
5. The student should then bring the completed application forms to the GBM Option Director for his/her signature.

6. The student is also responsible for having a faculty advisor sign the application form. The student should seek guidance from the GBM Option Director on this if it is not someone who teaches in the GBM program.
7. Approval by the advising faculty member and GBM Option Director, and completion of all waivers and hold harmless agreements are prerequisite for eligibility for academic credit under GBM 495.

Guidelines for GBM 495 Final Report*

The student must submit a report on the project or work experience in English, covering approximately 20 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. Integrate the three areas below into the cultural frameworks. For example, for Power Distance in Hofstede, include examples that relate to the company's operation, the general work culture and observations from the general culture outside of work. Up to 10 pages)
 - a. about the company's operation
 - b. about the foreign work culture
 - c. about the general culture
- 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 (up to 4 pages)
- V. An explanation of how the experiences relate to your academic program using course concepts from the most relevant business classes you had. Go into a moderate level of detail (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. Where some of the problems relate to previously stated cultural differences, avoid repeating all the same information you discussed in section III but be clear enough about how you resolved it (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 495 experience? Why or why not? (up to ½ a page)

X. How the GBM 495 experience provided an experience beneficial to your overall education program and why (up to 1 page)

XI. The letter grade (A-F) you feel best provides an overall evaluation of your GBM 495 experience and justification of the evaluation. (up to ½ page)

***The page lengths stated here are general guidelines.** 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.

Application Deadlines

For Fall GBM 495:	August 1 st
For Spring GBM 495:	December 1 st
For Summer GBM 495:	May 1 st

Grading of GBM 495 Experience

The grade will be based on the following elements:

- Interim Reports (at faculty discretion) 15%
- Final Report 70%
- Employer's Evaluation 15%